

**City of La Mirada**

**Responses to questions received for Request for Proposal BOX OFFICE/TICKET MANAGEMENT/CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM**

**November 15, 2016**

Question: How many tickets are sold via internet, box office, outlets and phone?

Answer: During the 2015-2016 season the Theatre processed 107,222 tickets; 7,285 subscription tickets, 75,386 single tickets and 24,551 complimentary tickets, generating \$4.6 million in sales. The sales can be broken down into the following sales channels:

<b>SUBSCRIPTION TICKETS</b>			
<i>Channel</i>	<i># of Tickets</i>	<i>% by Channel</i>	<i>Sales</i>
Box Office	5,157	71%	\$ 997,240
Internet	195	3%	\$ 42,668
Phone	1,933	25%	\$ 317,407
<b>TOTAL</b>	<b>7,285</b>		<b>\$1,357,314</b>

<b>SINGLE TICKETS</b>			
<i>Channel</i>	<i># of Tickets</i>	<i>% by Channel</i>	<i>Sales</i>
Box Office	24,648	33%	\$ 916,836
Internet	43,617	58%	\$1,980,321
Phone	7,121	9%	\$ 314,880
<b>TOTAL</b>	<b>75,386</b>		<b>\$3,212,037</b>

<b>COMPLIMENTARY TICKETS</b>		
<i>Channel</i>	<i># of Tickets</i>	<i>% by Channel</i>
Box Office	22,244	91%
Internet	1,086	4%
Phone	1,221	5%
<b>TOTAL</b>	<b>24,551</b>	

Question: The Project Implementation Date is indicated as April 21, 2017. Is that when you want the project implementation to start, or is that the date that you expect to Go Live?

Answer: April 21, 2017 is the go live date for the new Ticketing Management Software System. This date marks the beginning of our 2017-2018 Subscription Renewal Campaign. The beginning of our Subscription Renewal Campaign starts on the same date as the first performance of the fourth show of the 2016-2017 Season, West Side Story. We

would like to be able to send renewal notices and process them in our new ticketing system beginning on this date. Single tickets for the 2017-18 Season are projected to go on sale on August 1, 2017. Ideally Project Implementation will begin as soon as City Council has voted on the project recommendation.

Question: How much are your operating expenses?

Answer: The 2016-17 Adopted operating expense budget is \$5,332,545. The Theatre function provides for the maintenance, operation, and promotion of the La Mirada Theatre for the Performing Arts. These activities include Administration, Productions, Presentations, and Rentals.

Question: How much revenue do you anticipate entering into the application?

Answer: During the 2015-2016 La Mirada Theatre generated \$4,569,351 in ticket sales including subscriptions and group sales and \$23,185 in contributions processed in the current ticketing management system. An additional \$442,017 in facility rentals and \$36,620 in miscellaneous revenue was processed outside of the current ticketing system.

Question: How much of your ticketing business is made up of Facility rentals and Education programming? What system do you currently use to manage facility bookings?

Answer: In 2015-2016 La Mirada Theatre generated \$442,000 in facility rentals. The Theatre currently uses Excel and their existing ticketing system for limited facility management functionality. Extended facility management functionality is desired for continued growth of the organization. La Mirada Theatre currently has no educational programming but desires functionality to support development of education programs including classes and workshops.

Question: How many 'Named Users' are going to need to log in to the application, even if on an infrequent basis?

Answer: The Theatre has 23 "Named Users" who log into the application regularly. There are 18 additional limited use users who can log into the application but have extremely restricted access. These logins are primarily used for communication purposes since we are unable to email reports to anyone outside of system users. However the successful system will need to have provision for adding new users not yet identified to allow for staff growth.

Question: How many "Concurrent Users" need to be logged in at the same time during peak usage periods?

Answer: During peak usage periods, the system must allow up to 15 "Concurrent Users" to be logged into the system at the same time.

Question: Required function 2.3 - Please clarify the meaning of 'Smart search functionality'.

Answer: In addition to allowing users to search specific field level information, i.e. Last Name, Phone Number, Credit Card Number, the successful system will allow users to enter text that will search all fields at the same time. Additionally the successful system will allow users to enter wild card characters to broaden search capability and will use a suggest function which presents users all possible matches containing the text fragment they have typed. For example, if a user types in the Last Name Sm\*th, the search results would return Smith, Smythe, Smith-Johnson, Ponce-Smith, Smithson. At the text search level, the same search would result not only in the last name Smith but also patrons who live on Smith Road or whose email address contains Smith.

Question: Required function 4.15 – Are waiting lists used for individual events or subscriptions?

Answer: Waiting lists are to be primarily used for individual events. However the successful system will have a subscription upgrade process to allow patrons to request changes to their complete subscription during our renewal campaign.

Question: Required function 4.75. – If you are interested in access control service, how many scanner devices are needed during peak usage periods?

Answer: During peak usage the access control service must support up to five devices.

Question: Required function 6.7. – Do wish your online buyers to be able to choose their own seat location from a seat map? If yes, how many different venues will require this capability?

Answer: Patrons will be able to select their own seats from a dynamic seating map online. This functionality will be required for use with our existing three venues: the La Mirada Theatre main hall, On Stage venue and Cabaret in the Lobby venue. The successful system should allow for other venues to be easily created that allow patrons to select their own seats online to accommodate organization growth.

Question: Required function section 14 – Intentionally left blank?

Answer: This section left intentionally blank.

Question: Required function section 15 – Intentionally left blank?

Answer: This section left intentionally blank.

Question: Desired function 6.5 – Access codes? Could these also be described as Promo/Discount codes?

Answer: System is able to create unlimited number of unique patron access codes. In this context access codes refer to codes that allow patrons to access seats or prices without providing general public access. For example, fan club access where each member of the fan club would have a unique code to give them one-time only, exclusive access to an event several days earlier than general public access. This desired functionality is in addition to the required access code/discount code functionality outlined in sections 6.18., 6.19., and 6.21.

While researching this answer, I discovered that required function 6.22. Support unique, non-transferable discount/access codes that can also be expired automatically is actually a duplicate function and is not required functionality. Item 6.22. should be deleted from the required functionality.

Question: Can you please clarify what you mean by “Copy of any and all relevant certifications and/or licenses”? Do you mean certifications that we currently hold?

Answer: The successful vendor must be PA-DSS certified for any in-house/licensed environment, hosted/outsourced environment, as an application service provider (ASP), or a hybrid variation and able to provide documentation for this certification. Vendors should be prepared to provide copies of any other relevant certifications they hold.

Question: From which specific ticketing/CRM/fundraising programs would data need to be converted, and approximately how many records are in each database?

Answer: La Mirada Theatre currently uses Patron Manager for ticket sales and donations. The Theatre also currently uses the legacy system MaxTix to process gift certificates. In the system conversion in 2013 all patron accounts and contacts were converted from MaxTix to Patron Manager so there are approximately 159,000 Patron Accounts and 171,000 Patron Contacts to be converted into the new system. In Patron

Manager there are approximately 500,000 ticket orders and 1,400 donation records to be converted. We would also like to convert our historical data from MaxTix. There are approximately 277,000 ticket orders including current gift certificates and 14,000 donation records to be converted from MaxTix.

Question: Do you want to engage with customers through an App service via their mobile devices?

Answer: The La Mirada Theatre does want to engage customers on their mobile devices. This engagement could be served by either a responsive designed website or an app. La Mirada Theatre currently has an app run by Instant Encore.