

**City of La Mirada**

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

**November 17, 2016**

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.

Questions There are several blank sections in the Desired Functionality, are these left intentionally blank?

Answer: Desired functionality sections 2, 3, 5, 8, 11, 12, and 13 are left intentionally blank because there is only required functionality for these topics.

Question: Required function 5.7 – Can you clarify this functionality?

Answer: La Mirada Theatre offers a flexible “Create Your Own” subscription package. We require functionality that would allow us to renew this flexible create your own subscription into a standard, fixed seat subscription package.

Question: Desired function 1.2. – Allows multiple organizations. Can you clarify this functionality?

Answer: La Mirada Theatre has resident groups that produce a season of events in our performance space. We desire functionality that would allow us to give these organizations access and treat them as separate organization within the system to ease accepting donations and other financial transactions. Additionally multiple organizations would be useful in house to separate other business units from one another.

Question: In the Desired functionality section 1 – Infrastructure there appears to be a point missing as the numbering skips from 1.2. to 1.4. Is there supposed to be point 1.3.?

Answer: No, this was a typographical error. Point 1.4. should have been numbered 1.3. There is no missing information in this section.

Question: What is the number of current subscriber households in your current system?

Answer: There are approximately 3,900 subscriber households.

Question: What is the number of exchanged tickets?

Answer: In the 15-16 season, we exchanged approximately 14,600 tickets.

Question: Briefly describe your ticket pricing structure.

Answer: La Mirada Theatre's ticket pricing structure varies by production from one scale to a maximum of six scales and we require the ability to create an unlimited number of ticket pricing scale maps. We are currently able to do limited dynamic pricing and are interested in systems that not only support dynamic pricing but provide tools to make dynamic pricing easier from sales threshold reporting to automated price adjustments.

Question: What is your ticket price range?

Answer: Tickets range in price from \$5 to \$125 depending on the presenter and the event.

Question: What is your average single ticket price?

Answer: The average single ticket price is \$36.41 including complimentary tickets.

Question: Do you plan to use outside call center or other services?

Answer: At this time all services are in house and there are no plans to use any outside service.

Question: What software do you use for fundraising?

Answer: La Mirada Theatre uses currently uses Patron Manager for all ticketing and fundraising activities. We require a system that supports functionality in both areas.

Question: Who is your current gateway provider?

Answer: Currently Patron Manager processes most credit cards on behalf of La Mirada Theatre. La Mirada Theatre also uses Paymentech as the gateway provider in the existing legacy database to process some payments.

Question: Do you wish to use the vendor's merchant account or your own merchant account?

Answer: La Mirada Theatre will consider either option when reviewing proposals.

Question: How and at what amounts are you paying for your current software?

Answer: La Mirada Theatre has a per-ticket fee agreement that is 50% of our service charge. In the 15-16 Season La Mirada Theatre paid approximately \$74,000 in per-ticket fees for the current software.

Question: Would you prefer a per-ticket or license pricing proposal?

Answer: Refer to Desired functionality 1.1. La Mirada Theatre would prefer a license structure but it is not required functionality.

Question: How much of your fees are you passing on to your patrons?

Answer: La Mirada Theatre has a sliding service charge of \$1-\$3 on tickets regardless of how the ticket purchased. Our per-ticket fee agreement is 50% of the service fee.

Question: What system do you currently use to email your patrons?

Answer: La Mirada Theatre currently uses Patron Mail to email our patrons.

Question: What financial software do you currently use?

Answer: As a City run organization, all financials are management by the City Finance department. The City of La Mirada uses Munis as their financial software. This software is not integrated with the Theatre in any way.

Question: What are the main goals the organization hopes to achieve in partnership with the successful vendor?

Answer: Project Objectives  
Through the implementation of the Ticketing Management Software, the City/Theatre hopes to:

- Automate and improve its ability to effectively and efficiently serve our customers through the use of technology.
- Improve operational efficiencies throughout the organization.
- Reduce overall operational costs.
- Increase online ticketing sales and use of social media.
- Increase available functionality for productions and rentals alike to support marketing/fundraising campaigns.

Question: Can companies from outside the USA submit a proposal?

Answer: Yes, this request for proposal is not limited to companies in the United States.

Question: Would the vendor be required to attend meetings in person?

Answer: Yes, the top candidates will be invited to participate in an interview in person to demonstrate their proposed solution to a committee of staff. Additionally initial training shall be provided on-site, in a leader-led, classroom format for a minimum of 1 week.

Question: Can the tasks related to the RFP be performed outside of the USA?

Answer: With the exception of any tasks specifically identified as on-site, these tasks may be performed outside of the USA. See section 13 of Required Functionality in the RFP for additional support and service requirements that may be applicable to this question.

Question: Can we submit proposals via email?

Answer: No, The City will not accept fax or emailed proposals.

Question: Can you please clarify what is meant by documentation of “issue logs” and “status reports”?

Answer: The successful vendor is expected to provide sample of the types of project management documents they provide on a regular basis including a report that updates the ongoing status of the project from start to finish and any logs of outstanding issues that may need to be resolved.

Question: Can you clarify Required functionality 4.5. – Alert text?

Answer: In this context, Alert text would refer to language in the system that would be present during a ticketing transaction to notify a staff user of pertinent info. This may be a pop-up window, a link to another section of the system or some other form of notification.

Question: Can you clarify Required functionality 4.30. – Complimentary ticket types?

Answer: La Mirada Theatre would like functionality that allows us to identify complimentary ticket by use and then set a limit on the number of those types of tickets available. For example, we may wish to offer City of La Mirada employees complimentary tickets for a specific event but we may also only want to offer 100 of these complimentary tickets. We need to be able to identify that these complimentary tickets are for City staff but there is a limit of 100 City staff comps. Ideally the functionality would be available online and through the back end of the system.

Question: Can you clarify Required functionality 4.39. –Should these discounts be waived online or only in the box office?

Answer: In this context the discounts would be applied or waived through the Box Office.