



REQUEST FOR PROPOSALS (RFP) FOR BOX OFFICE MANAGEMENT SERVICES

FOR

THE CITY OF JACKSON, DEPARTMENT OF HUMAN & CULTURAL SERVICES, THALIA MARA HALL

RFP RELEASE DATE: 6/6/2019

PROPOSER INQUIRY DEADLINE: 7/2/2019

INQUIRY ANSWER DEADLINE: 7/9/2019

RESPONSES TO RFP DUE: 7/16/2019

SUBMIT ALL PROPOSALS TO:

City Clerk's Office of Jackson – RFP

219 South President Street 1st Floor

Jackson MS 39201

Print On Outside Envelope:

Company Name with Return Address

RFP: Thalia Mara Hall Box Office Management

CONTACT:

John David Lewis, Deputy Director of Cultural Services

Department of Human and Cultural Services

Thalia Mara Hall

255 E Pascagoula Street

Jackson MS 39201

Telephone: (601) 960-1537

Email: jdlewis@jacksonms.gov

www.jacksonms.gov

General Information

The City of Jackson ("City") is evaluating box office management services for the city's municipal auditorium, Thalia Mara Hall. The Department of Human and Cultural Services, Cultural Division, manages Thalia Mara Hall, a 2040-seat auditorium located at 255 E Pascagoula Street, Jackson, MS, 39201.

Thalia Mara Hall currently sells approximately more than 42,000 tickets per year to shows that take place at the theatre. The auditorium hosts a variety of events that are produced by a variety of groups, promoters, non-profits, institutions, and businesses. These include, but are not limited to, graduation ceremonies, musicals, symphony performances, ballet productions, stage plays, concerts, and competitions. Thalia Mara Hall currently contracts with Bebop Productions to provide ticketing services to most new or infrequent promoter's events, as well as events for the Broadway in Jackson/Jackson LIVE Series, Xperience JXN/By God's Grace Productions, and the City's Parks and Recreation Summer Concert Series. Several arts organizations and businesses use their own ticketing service for events at Thalia Mara Hall. All of these ticket sales sites are linked through our website, www.thaliamarahall.net.

Bebop Productions and the City of Jackson have terminated their contract, effective August 31st, 2019. If all goes according to the original timeline, the selected PROPOSER will need to begin management of the Box Office effective September 1st, 2019. The box office at Thalia Mara Hall is a 192 sq. ft. room with one lockable solid wood door, a ticket window, 1 Ethernet port, 3 duplex electrical outlets, and a built-in countertop.

Responses will be received by the City of Jackson, Office of the City Clerk at 219 South President Street, Jackson, MS 39205 until 3:30 p.m., Central Standard Time on Tuesday, July 16th, 2019. Each proposer must submit a signed original, six (6) printed copies and an electronic copy (thumb drive w/pdf) of its proposal.

Proposal Submission Procedures

Proposers shall submit one (1) original signed, six (6) copies and one (1) electronic (thumb drive w/pdf) copy of their response. Any alterations to the forms contained in the RFP may be cause for the response to be declared as nonresponsive. For this RFP, all responses will be received by the Office of the City Clerk until 3:30 p.m., Central Time on Tuesday, July 16th, 2019.

Submissions shall be addressed to:

City Clerk's Office of Jackson – RFP

219 South President Street 1st Floor

Jackson MS 39201

Print On Outside Envelope:

Company Name with Return Address

RFP: Thalia Mara Hall Box Office Management

Inquiries

Any inquiries, requests for an interpretation or comments regarding the RFP must be submitted by email no later than 3:30 p.m., Central Standard Time, on July 2, 2019. The Proposer may, at its discretion, contact the City or any other affected stakeholder to obtain additional clarification of any provisions in this RFP. Questions and comments will not be responded to over the telephone. Responses to inquiries and comments will be emailed to all solicitors after receipt of said questions or request for an interpretation or comments by the City by July 9, 2019. Proposers shall rely only on written addenda provided by the City in submitted proposals.

Inquiries shall be directed to:

John David Lewis, Deputy Director of Cultural Services

Department of Human and Cultural Services

Telephone: (601) 960-1537

Email: jdlewis@jacksonms.gov

Proposal Costs

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the City to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, providing additional information when requested by the City, or for participating in any selection interviews.

Reservation of Rights

The City's rights include, but are not limited to, the following:

- Issuing addendum to the RFP, including extending or revising the time line for submittals.
- Withdrawing, reissuing, or modifying the RFP.
- Requesting clarification and/or additional information from any PROPOSER at any point in procurement process.
- Executing an Agreement with a PROPOSER on the basis of the original response and/or any other information submitted by the PROPOSER during the procurement process.
- Rejecting any or all Proposals, waiving irregularities in any Proposals, accepting or rejecting all or any part of any Proposals, waiving any requirements of the RFP, as may be deemed to be in the best interest of the City.
- The City may, but is not bound to, commence negotiations with a selected PROPOSER.
- If progress is unsatisfactory in the sole judgement of the City, the City may discontinue its negotiations after commencing negotiations with a selected PROPOSER and commence discussions with another qualified PROPOSER.
- City reserves the right to audio and video record any and all live meetings, including conference and interviews, with potential and actual PROPOSERS and staff during any and all phases of this RFP process.

Errors in Proposals

Respondents are expected to fully inform themselves as to the conditions, requirements, and specifications before submitting their response to this RFP. Failure to do so will be at the respondent's risk. It is the sole responsibility of the respondent to ensure that its response arrives at the proper place and time as required in the RFP. Late submissions will not be accepted. The City reserves the right to reject any incomplete or deficient proposals.

Functional Requirements

The desired solution will provide the following functions to the greatest extent possible:

1. **General:** Provide ticketing services for events held at Thalia Mara Hall for a variety of promoters, arts organizations, non-profits, and other businesses. Remit payment to the venue.
2. **Staffing:** Provide at least one staff person to sell tickets during business hours, be on-site during events to handle box office and ticketing issues, and settle payments to the venue at the intermission of a performance.
3. **Fees:** For the permission and rights to conduct ticketing services at Thalia Mara Hall, the PROPOSER must provide a plan for compensation to Thalia Mara Hall. We have previously functioned with a monthly rental model for the box office services. However, the City is interested in profit-sharing models for this service. For example, the PROPOSER could pay a fee (i.e. \$1 per ticket) for any ticket sold to any performance to the venue, excluding events where the ticket is valued under \$10/ticket or is a free-ticket event. This would be in addition to the mandatory \$3 Facility Fee per ticket sold. As a result, both entities would be motivated to use their networks to increase the visibility and presence of events at the theatre, knowing that the more tickets are sold, the more both entities benefit.
4. **Exclusive Provider Option:** The City is open to offering an exclusive ticketing provider agreement with the box office management service. The conditions will be as such:
 - i. The service must provide comparable or better services to the following non-profit arts groups that have long been housed at Thalia Mara Hall: Ballet Mississippi, Ballet Magnificat!, Mississippi Symphony Orchestra, Mississippi

Opera, and the USA International Ballet Competition. This offering must be equal or better in affordability for these groups.

- ii. The City retains the right to revoke the exclusive provider agreement at any point.
- iii. The benefits to the theatre, through profit-share or compensation, must well outweigh the option to remain non-exclusive.

5. **Non-Exclusive Provider Option:** The City currently operates with a quasi-non-exclusive ticketing provision set-up. Any resident groups/businesses with a long-standing presence and relationship with Thalia Mara Hall are able to use a ticket provider at their discretion. New and infrequent groups/businesses bringing talent and performances to Thalia Mara Hall are directed to our current box office management service, Bebop Productions. This could be maintained if the PROPOSER selects to do so.
6. **Operating Hours:** The operating hours of the building are 8 a.m. – 5 p.m. Monday – Friday. The current box office management service has operating hours of 10 a.m. – 4 p.m. Monday – Friday. The PROPOSER is welcome to recommend their ideal operating hours. However, the City would prefer to have the box office accessible to the public during the existing box office operating hours, at a minimum.
7. **Branding:** The PROPOSER will need to adhere to Thalia Mara Hall’s brand standards that will be provided at the end of this process. The PROPOSER is welcome to recommend ways that they can uniquely incorporate the Thalia Mara Hall brand throughout their platforms and interfaces. A sample logo is provided in this packet for use, if needed.
8. **Data:** Please provide a plan for customer information gathered at the physical Box Office location, through in-person or phone, to be given monthly to Thalia Mara Hall manager, with the consent of the customer.
9. **Reporting:** The PROPOSER must oversee the audit and payment of monies owed to the Venue by all promoters for all events. In the Proposal, the PROPOSER must provide an example of an event/ticket audit for a sample performance that it will render to the venue before the conclusion of said performance. The audit must include, at minimum, the following information:

Net Adjusted Gross Box Office Receipts (NAGBOR), a breakdown of tickets sold, comp tickets, ticket price levels and amounts sold of each, applicable taxes, total Facility Fee (\$3 x amount of sold tickets), and the total amount that is owed to the venue. The PROPOSER must also provide a financial statement for the last three (3) years or tax returns for the prior three years, along with financial commitments to projects in process, loss claims history, and legal issues that may be pending or any negative legal and/or litigation decisions against the organization. The PROPOSER must also provide a plan for measuring the services provided (preferred to be given to the City on a regular and recurring basis – i.e. monthly or quarterly).

10. Equipment: Provide information on the ticketing software that will be used, along with a breakdown of the costs to the consumer in comparison to other providers. Provide a breakdown of equipment that would be provided and brought in to the box office for on-site operations.

11. Ticketing Platform Architecture and User Interface: Provide a description of your ticketing system architecture. Indicate whether the PROPOSER'S system is command based on point-and-click. Describe how the PROPOSER'S system provides for a secure environment. Describe the PROPOSER'S system's backup and redundancy. Describe the types of system securities that are in place, and the user levels of security and permission based on controls/flexibilities. Provide the PROPOSER'S system's recent downtime/uptime performance record. Describe how the PROPOSER'S system provides for barcode ticket scanning capabilities and whether the system has wireless capabilities.

Evaluation of Proposals

At its discretion, the City may require any vendor to make an oral presentation of their proposal, provide demonstrations, or submit further written literature. These presentations provide an opportunity for the vendor to clarify the proposal for the City. The City will schedule any such presentations or requests for information. Award/negotiation sequence will be based on a formal methodology established by the City.

Once the proposals are opened, each will be evaluated by a committee selected by the City, taking into consideration the criteria stipulated in this RFP. The City, sole judge in evaluation considerations, may make an award to the vendor(s) who submit the proposal judged by the City to be most advantageous. The City anticipates awarding one contract only. A recommendation will be presented to the City Council which conforms to all requirements herein and whose award will be the best interest of the City as determined by the Evaluation Committee. The City reserves the right to award on an all-or-none basis. All proposals submitted shall be valid for a period of one hundred eighty (180) calendar days from the date of proposal opening.

Proposal Format

To simplify the evaluation process, the Vendor's proposal shall be submitted in the format outlined below:

- 1. Letter of Transmittal:** The proposal letter shall be addressed to the Contact listed and shall include the complete name of the firm and person(s) submitting the proposal, the main office address, primary contact person's name, title, telephone number, email as well as a signature of representative legally authorized to bind the proposal.
- 2. Executive Summary:** A summary of the proposal stating the proposer's understanding of the requested service and highlights of the proposed solution.
- 3. Vendor Profile and Qualifications:** Include vendor and executive information, age of the company, audited or CPA-certified financial statements for the last three (3) years or tax returns for the prior three (3) years, and a job description of the staff that will be operating the box office. Please provide documentation showing that the Proposer's business is licensed to do business in Mississippi, and the length of time that the Proposer has been licensed to do business in Mississippi.
- 4. Ticketing Platform Architecture Summary:**
Provide a description of the following:
 - (a) ticketing platform being proposed,
 - (b) frequency of updates over the last two years to the ticketing platform,

- (c) security measures that the platform utilizes,
- (d) the backup and redundancy for the system,
- (e) platform's recent downtime/uptime performance record,
- (f) schedule of regular updates for platform (past and anticipated),
- (g) ticket scanning capabilities,
- (h) how the Proposer and platform will handle/distribute group, student, ADA, premium, discounted, hold, and complimentary tickets, and
- (i) what are the system performance measures for recent high-volume ticket sales periods,

5. Ticketing Platform User Interface:

Please provide a description and visualization of the user interface components, considering the following:

- (a) Main page
- (b) Ticket purchasing process
- (c) Payment portal
- (d) Digital and printed ticketing
- (e) Invoicing/Receipts
- (f) Emails (receipts, invoices, event announcements, event reminders, etc.)
- (g) Customer Service interface

6. Accounting and Reporting: A summary of the accounting, reporting, and auditing that the Proposer will provide the City of Jackson on a recurring and regular basis.

7. Experience: Provide a description of local government experience or experience that is similar to this proposal. Please also provide evidence of at least five (5) years of experience in providing the requested service under your company's current business name. Please also provide a list of jurisdictions in which your organization is legally qualified to do business and indicate registration or license numbers. List any other certifications held by your organization, and the name under which they are held. Please provide a list of any judgments, claims, arbitration proceedings or suits pending or outstanding against your organization or any of its

officers. Provide any lawsuits or requested arbitration within the last five (5) years with regard to any of contracts your company has entered into.

- 8. References:** Provide at least five (5) references of current clients of similar scope with the proposal. Include name, title, address, phone number and email of contact person.
- 9. Data Ownership:** Please describe data ownership model and accessibility to the data by the City. Please also provide a plan for reporting ticket sales and demographics information on a monthly basis.
- 10. Technical Summary:** All hardware requirements, system software, and application requirements must be listed, that the Proposer will utilize to provide the requested service.
- 11. Example Contract:** Please provide example/boilerplate contract(s) that will be used to negotiate ticketing services with promoters, businesses, non-profits, etc.
- 12. Additional Information:** Please provide any other information you feel is important for consideration in the City's evaluation of proposals, including any proposed investments to enhance the service and venue.

Equal Business Opportunity (EBO) Plan Application

It is the City of Jackson's policy that all companies participating in the City's procurement process submit a completed Equal Business Opportunity (EBO) Plan Application. The EBO Plan Application/Waiver Request on your project team must be submitted with this proposal.

The City of Jackson is committed to the principle of non-discrimination in public contracting. It is the policy of the City of Jackson to promote full and equal business opportunity for all persons doing business with the City. The company selected for this project shall submit a completed and signed Equal Business Opportunity (EBO) Plan Application at the time of selection, in accordance with the provisions of the City of Jackson's Equal Business Opportunity (EBO) Ordinance. Failure to comply with this City's ordinance shall disqualify a contractor, bidder or offeror from being awarded an eligible contract.

For more information on the City of Jackson's Equal Business Opportunity Program, please contact the Office of Business Development at 601-960-1638. Copies of the EBO Ordinance, EBO Plan

Application and M/FBE Directory are available at 200 South President Street, Second Floor, Jackson, Mississippi.

Attachments:

- Thalia Mara Hall Working Logo (email John David Lewis at jdlewis@city.jackson.ms.us to receive a digital file)

