Question Responses 02/20/2019

Section 2
1. Can you provide BOCA model numbers? –
   • Lemur –S

Section 2
Additional hardware question.
2. Does athletics use credit card swipers at box office, if so which models? –
   • ELO Magnetic strip readers and the use of ELO monitors

3. Does PAC use credit card swipers at the box office, if so which models?
   • No

Section 2
“5 scanners through AXS with chargers “
4. Type of scanners IOS or Android for athletics and PAC
   • All use SYMBOL MC55 running with window CE

Section 2
5. Can you please list reserved venue maps and the size for each for all reserved venues used by athletics and PAC?
   • For College of the Art’s PAC (CAPAC) - See attached seating charts for E. Turner Stump Theatre and Porthouse Theatre. Both seat about 500 peoples
   • For Tuscarawas PAC (TPAC):
     • Athletics:
       ▪ MAC Center (only lower sections are reserved seating. 5 chairback sections, 457 seats. 4 Lower reserve sections, 661 seats. Courtside seating, 33 seats. Baseline seating, 10 seats)
       ▪ Dix Stadium (only one section of reserved seating and suite. 1,937 reserved seats)

Section 2
Paragraph 2.2
“Athletics issues approximately 146,000 tickets per year.”
6. Could you provide a breakdown of paid versus comp tickets? What percentage of sales are online versus box office for athletics?
   • Athletics*:
     ▪ Paid – approximately 120,000 per year*
       ▪ Online – approximately 11,000 per year
       ▪ Box Office – approximately 109,000 per year
     ▪ Comp – approximately 26,000 per year *
       ▪ Online – approximately 163 per year
       ▪ Box Office – approximately 25,800 per year

(*) Based on an average of last 5 years total sales
Section 2
Paragraph 2.3-2.7
7. Could you provide a breakdown of paid versus comp tickets? What percentage of sales are online versus box office for PAC?
   - Paid – approximately 22,000 per year*
   - Online – approximately 2,300 per year
   - Box Office – approximately 20,000 per year
   - Comp – approximately 9,000 per year*
   - Online – approximately 0 per year
   - Box Office – approximately 9,000 per year

   • TPAC:
     - Paid – approximately 37,000 per year*
     - Online – approximately 2,500 per year
     - Box Office – approximately 34,500 per year
     - Comp – approximately 7,000 per year*
     - Online – approximately 500 per year
     - Box Office – approximately 6,500 per year

   (*) Based on an average of last 5 years total sales

Section 5
Paragraph 5.1, C, 4
Your company must be a CASHNet partner or willing to become a CASHNet Partner.
8. Is CASHNet currently implemented throughout the University? If so, can you explain the type of integration required?
   • CASHNet is the only cashiering system and is integrated throughout KSU’s entire system’s. Currently a daily import transmits the total deposits by location, index and account, and payment type into CASHNet. CASHNet transactions are then loaded into Banner Finance.

9. Are you open to utilizing a different payment gateway or is CASHNet a firm requirement of this project?
   • We are not requiring that CASHNet be the payment gateway, but that deposits and or payments need to be recorded in CASHNet in order to reflect in KSU finance systems. Individual transactions can occur within the partner system but they must be listed as an approved product by the PCI Security Standards Council for PCI-DSS and provide proof of compliance with X years completed AOC/ROC.

Section 5
Paragraph 5.1, D, 4, a. 1.
“Handheld barcode scanners for access controlled admissions (should be adaptable/compatible to read magnetic stripes and RFID chips and have printer add-on capabilities for seat locator processing)”
10. Are you currently utilizing magnetic stripes and RFID chips via scanners? In what capacity?
   • No
Section 5
Paragraph 5.1, E, 3
Student Ticketing

11. Do you currently use an automated upload of student account data? If not, can you explain your current process?
   - The student data is managed via a nightly upload through a secure FTP site.

12. How do you currently handle student ticketing for events?
   - TPAC: Students receive a small discount for each show, implemented as a defined price code for each event. For Stark events, Students receive one complimentary ticket for each show, sold using a complimentary price code or each event.
   - CAPAC: Full-time, undergraduate students of the Kent campus pay an Arts fee with their tuition. That allows them one free ticket to each of our Theatre, Dance, and Music events during the academic year. They can reserve these tickets in person or over the phone. For Kent State students that do not qualify for a free ticket, we offer a discounted rate, which they can also be reserved over the phone or in person. We do not offer free or discounted student tickets online.
   - Athletics: Students have a designated entrance for our Basketball and Football events. There, they show their student I.D. to a student worker and are handed a ticket. For other events, we use clickers to keep track of students entering.

Section 6
Paragraph 6.2
“Support ticket sales and donations both online and at multiple onsite ticket sales locations (point-of-sale). Be able to deposit these revenues via CASHNet for multiple University merchant ids separately and concurrently. Be able to provide appropriate, and detailed, documentation of such transactions to support accounting function.”

13. What system(s) does the university currently use to process donations?
   - The KSU Advancement Office manages donations through Blackbaud, Authorize.net and/or Luminate.
   - TPAC: Credit Card donations are processed through the current ticketing system (as a pseudo-ticket sale). Cash and Check donations are processed directly through CASHNet.
   - Athletics: Authorize.net and/or Luminate

14. Is donation and ticket sales revenue required to deposit in separate merchant ids or can it go into one account and be split later with detailed backup? How are donations currently uploaded as deposits via CASHNet?
   - All transactions must be split at time of deposit into the appropriate merchant ID accounts. The current ticketing vendor allows for unique merchant IDs for each location, so that when sales are processed the funds are sent to the appropriate merchant ID for deposit.
**Section 1 Project Timeline:**

15. What is the desired go live date for selling tickets on a new system?
   - TPAC: Season will be announced May 17, 2019, with initial ticket sales that same evening
   - CAPAC: Would prefer to go live in late August/early September.
   - Athletic: July 8th or the 15th for be ideal

16. What is the first event date that would require access scanning?
   - TPAC: September 1, 2019
   - CAPAC: Late September/early October at the latest
   - Athletics: Late August

17. How many full-time staff are in ticketing?
   - TPAC: 3
   - CAPAC: 2
   - Athletics: 2

18. How many part time staff are in ticketing?
   - TPAC: 30
   - CAPAC: 20
   - Athletics: 20

19. Total number of concurrent users required (logged on at once):
   - No more than 30

**Section 2.2 Brief Overview of Kent State Athletics**

20. The RFP indicates that Athletics issues 146,000 tickets per year. However, can you please provide the following information for **PAID single-ticket sales** for the past fiscal year? (If possible, break out FB vs Other Sports, etc.): *Please exclude comps from your numbers below:*
   - Total single tickets sold: 51% of ticket sales are single game tickets
   - Average price of a single ticket: Football: $15-$20 per ticket, Men’s and Women’s Basketball $10-$20 per ticket, and other Sports: $5 per ticket.

   Percentage breakdown by channel:
   - Internet: 10% (FY 17/18)
   - Phone/Box Office: 90% (FY 17/18)

21. Please provide the following information for **new season ticket sales** for the past fiscal year (If possible, break out FBB vs Other Sports etc.):
    Total new season tickets sold (include total tickets and number of orders)
    - Football: 155 total tickets/69 Orders
    - Men’s Basketball: 45 total tickets/23 Orders
    Average price of a new season ticket
    - Football: $65
• Men’s Basketball: $130 (depends on area)

Percentage breakdown by channel:
• Internet:
  ▪ Football: 51%
  ▪ Men’s Basketball: 10%
• Phone/Box Office:
  ▪ Football: 48%
  ▪ Men’s Basketball: 90%

22. Please provide the following information for season **renewals** for the past fiscal year (If possible, break out your two largest sports):

Total number of accounts and tickets:
• Football: 345 Tickets/155 Accounts
• Men’s Basketball: 362 Tickets/167 Accounts

Percentage breakdown by channel:
• Internet:
  ▪ Football: 0%
  ▪ Men’s Basketball: 0%
• Phone/Box Office:
  ▪ Football: 100%
  ▪ Men’s Basketball: 100%

23. **Section 2.3** The RFP indicates that the College of Arts Performing Arts Box Office issues 31,000 tickets per year. However, can you please provide the following information for **PAID single-ticket sales** for the past fiscal year? *exclude comps from your numbers below:*

Total single tickets sold: 22,367. Please note this number does not include subscription/season tickets

• Average price of a single ticket: This really varies by event. Our lowest adult ticket price is $15 for School of Music events, and highest is $42 for Porthouse Theatre

Percentage breakdown by channel:
• Internet: For Porthouse Theatre, 11%, for Kent Blossom Music Festival, 16%, for School of Music events, 20%, and for School of Theatre and Dance events, 25%
• Phone/Box Office: For Porthouse Theatre, 89%, for Kent Blossom Music Festival, 84%, for School of Music Events, 80%, and for School of Theatre and Dance events, 75%

24. **Section 2.7** The RFP indicates that the College of Arts Performing Arts Box Office issues 44,000 tickets per year with 70% being issued by the Tuscarawas Performing Arts Center. However, can you please provide the following information for **PAID single-ticket sales** for the past fiscal year? *exclude comps from your numbers below:*

• Total single tickets sold: 26,441
• Average price of a single ticket: $22.04
Percentage breakdown by channel:
- Internet: 38%
- Phone/Box Office: 62%

25. **Section 2.2 through 2.7**: Please confirm these are the venue that require access scanning?
- MAC Center (Men’s and Women’s Basketball, Gymnastics, Wrestling, Volleyball)
- DIX Stadium (Football)
- Field House (Indoor Track & Field)
- Schoonover Stadium (Baseball)
- Porthouse Theatre, located at Blossom Music Center in Cuyahoga Falls, outdoor venue
- Cartwright Auditorium
- Kent Center for the Performing Arts building which includes the following venues:
  - Turner Stump Theatre
  - Erdmann-Zucchero
  - Wright-Curtis Theatre
  - Ludwig Recital Hall
- Tuscarawas Performing Arts Center

26. **Section 2.7** Does The Little Theatre of Tuscarawas County or the Stark Theatre Department require access scanning? No

27. **Section 4.41 Data Security Requirements/PCI Compliance**: this portion asks us to fill out the appendage Security Questionnaire for External Providers, where can this be located? We do not currently see it in the bid, attachment A, or the original RFP.

- The Security Questionnaire form can be found on the Kent State University Procurement Bid Page under the specified RFP. [https://www.kent.edu/procurement/bids](https://www.kent.edu/procurement/bids)

28. **Section 5.1.C.4 Infrastructure & Technology, Financial Accountability**: asks for the system to process through multiple merchant IDs. How are transactions and merchant ID separation currently handled? Are you looking for ticket sales to go to separate merchant IDs, tickets and donations to go to separate merchant IDs, or how do you desire that to be broken out? Does each entity, or department, need its own merchant ID? If so, how many?
- Ticket revenue needs to be recorded to separate merchant ids. We currently have six merchant ID between COPA, TPA, and Athletics.

29. **Section 5.D.4 Hardware and Infrastructure Requirements**:
- a.1: Please confirm the total number of handheld scanners needed?
  - We are not looking to extend our capacity for the number of scanners we currently use and are listed in the RFP
- a.1: Does each scanner require a printer add-on, or only some. Please confirm the number of printer add-ons needed?
  - We are not using printer add-on
• a.2: Please confirm the number of access points needed? Could the Kent State IT staff be able to install new access points, or would Paciolan/vendor?
  ▪ We will not need the vendor to install access points.
• a.4: Please confirm the total number of BOCA printers needed?
  ▪ As listed in the RFP with the addition of one more for CAPAC

30. Section E.3: Student Ticketing: Can you please describe how you handle student tickets today? Are they paid single tickets or season tickets? Are they required to claim a free ticket? What method of delivery is used for student tickets – student ID, print at home, or mobile?
  • TPAC: Students receive a small discount for each show, implemented as a defined price code for each event. For the Stark locations, Students receive one complimentary ticket for each show, sold using a complimentary price code or each event.
  • COPAC: Full-time, undergraduate students of the Kent campus pay an Arts fee with their tuition. That allows them one free ticket to each of our Theatre, Dance, and Music events during the academic year. They can reserve these tickets in person or over the phone. For Kent State students that do not qualify for a free ticket, we offer a discounted rate, which they can also reserve over the phone or in person. We do not offer free or discounted student tickets online. The method of delivery is will call at the door of the event, or if they reserve the ticket in person, some students take their tickets with them at the time of reservation.
  • Athletics: All KSU students receive free entry to all athletic events. They are required to show I.D. and then are either clicked in by a student worker or given a ticket.

31. Section E.8. Complimentary Tickets: This section asks about complimentary tickets, but the bullets underneath ask about social media marketing and miscellaneous sales. Are we supposed to answer 8.a.1 and 8.a.2 as it pertains to complimentary ($0) tickets only, or our full capabilities as it pertains to the software and solution? Should these be separate sections, such as E.9 and E.10?
  • Please answer those question as if they were two separate sections

32. Section E. 8.2.D Misc. Sales/Marketing Requirements: What does Kent State currently use for email marketing? What is the size of your email database?
  • TPAC: Use constant contact 20,500 contacts
  • COPAC: The College of the Arts uses the current ticket vendor for e-mail marketing capabilities. The email database is around 27,911
  • Athletics: Uses the current ticket vendor for e-mail marketing capabilities. The email database is around 30,300

33. Section F.5.C Ticket Operation Functionality - Payments: asks about payment to the department or unit of proceeds to be paid in gross per university rules and regulations. How is it currently setup for processing and depositing into accounts? Does Kent State not accept and deposit money directly into their accounts, but rather get paid back from the current vendor?
  • The current setup is a daily activity file imported to CASHNet by index and account and payment type.
34. **Section G.2.B Customer Relations And Database Management, Database Management:** asks to describe how the system integrates with touch-screen equipment for efficient data capture onsite. To completely answer this question, can you please elaborate on how Kent State currently captures data via touchscreen – is this through internal data capture forms or for account creation and processing?

- We are not capturing data via touchscreen

35. **Attachment A. E. Marketing and Financial Reporting Suite #14** – Can you please clarify what “Interest Code Crossover” means for reporting?

- Interest Code would be any customizable attribute that could be attached to a ticket buying account based on event purchases. Crossover, in this case, would be an explanation on how your system can take multiple interest codes and generate one all-encompassing list of unique customers to facilitate marketing efforts.

36. Whether companies from Outside USA can apply for this?

   (like, from India or Canada)

- As per section 3.17 of the RFP: Buy America: Proposals will be evaluated to determine that a proposer’s offering is for a “domestic source end product”, as defined in the Federal Buy America Act, 41 U.S.C.A., section 10a-10d. Any proposer’s offering that does not meet this requirement shall be rejected, except in those circumstances where a determination has been made that certain articles, materials and supplies are not mined, produced or manufactured in the U.S. in sufficient and reasonably available commercial quantities and of satisfactory quality.

   As per Form 6 of the RFP: If awarded a contract, the Bidder/Offeror becomes the Contractor and affirms that both the Contractor and any of its subcontractors shall perform no services requested under this Contract outside of the United States according to Executive Order 2011-12K issued by Ohio Governor John R. Kasich.

37. Whether we need to come over there for meetings?

- Services will be performed at Kent State University. However, meetings can be conducted from remote locations.

38. Can we perform the tasks (related to RFP) outside USA?

   (like, from India or Canada)

- As per Form 6 of the RFP: If awarded a contract, the Bidder/Offeror becomes the Contractor and affirms that both the Contractor and any of its subcontractors shall perform no services requested under this Contract outside of the United States according to Executive Order 2011-12K issued by Ohio Governor John R. Kasich.
39. Can we submit the proposals via email?

- As per section 3.1 Proposal Instruction and Information:
  
  **3.1 Proposal Instruction and Information:** In order to receive consideration, companies responding to this RFP are required to submit their proposal via DocuSign at [https://www.kent.edu/procurement/bids](https://www.kent.edu/procurement/bids) and the Certificate of Completion must be timestamped “Signed” no later than the date and time specified. Proposals timestamped after that date and time will be rejected.