



SANDY SPRINGS™

GEORGIA

ADDENDUM NUMBER 1

Request for Proposals #20-006 Performing Arts Center Ticketing System and Operations

Schedule of Events

- **Bid Due Date:** August 14, 2019; no later than 2:00 PM EST

Bids received after the above time or any proposal submitted in any other format (email, paper, fax, mail, etc.) than online submissions for this ITB through the Bonfire Portal at <https://sandysprings.bonfirehub.com/projects/view/17106> will not be accepted for any reason.

- ❖ **Why the re-issue of the RFP after 2 years of services from your current provider?**
A: The city is not satisfied with the current provider.
- ❖ **As the 2017 RFP was for Greenfield venues, there were no historical ticket sales volumes.**
A: Please bear in mind that sales went live on 7/1/18. To meet the request for broken out by year, we've broken up sales into 2018 and 2019.
- ❖ **Can you please provide the sales volumes since the venues went live for the following channels, broken out by year?**
 - a. **Internet-**
2018: 18,945 tickets amounting to \$767,723.10
2019: 15,478 tickets amounting to \$511,244.00
 - b. **Mobile-**
2018: 8,161 tickets amounting to \$358,110.10
2019: 9,330 tickets amounting to \$252,417.30
 - c. **Call Center-**
2018: 1,800 net tickets (851 transactions) amounting to a net \$70,941.40
2019: 2,062 net tickets (1162 transactions) amounting to a net \$57,107.45
 - d. **Box Office-**
2018: 6,836 net tickets (2288 transactions) amounting to a net \$212,382.94
2019: 6,765 net tickets (2184 transactions) amounting to a net \$93,116.95
 - e. **Comps-**
2018: 5,230 tickets
2019: 6,780 tickets
 - f. **Groups-**
2018: 1,777 tickets amounting to \$19,796.00
2019: 1,127 tickets amounting to \$18,379.00

g. Seasons-

○ **If this is referring to subscriptions:**

18/19 City Springs Subscription: 20,142 tickets (roughly 4,000 subscriptions) amounting to \$867,015

19/20 City Springs Subscription 19,540 tickets (roughly 3,900 subscriptions) amounting to \$870,600

18/19 National Geographic Live Series: 102 tickets amounting to \$2,768.00

○ **If this is referring to individual year by year:**

18/19 (All Events): 101,985 net tickets (2014 Items) amounting to a net \$3,386,501.00

19/20 (All Events): 25,068 net tickets amounting to a net \$908,816

❖ **How many free events were hosted at the venues?**

A: We had less than 10 events that used tickets but were free of charge.

❖ **Do you have a list of the quantities of equipment necessary to outfit the venues?**

a. Box office set-ups?

3 Box Office Windows. 1 Box Office Manager desk. 2-4 laptops. 2 set-ups in Communications. 1 House Manager computer. 4-10 other logins. Infrastructures (read: computers) already exist, these would just need to be the ones outfitted with the new system.

b. Boca Printers?

4 are set up and in active use. 2 are in storage. We would not need more at this time.

c. Access Control Points?

2 in our Byers Theatre. 1 in our Studio Theatre. 1 on City Green.

d. Number of Access Control Scanners?

We currently have 10 and we need that many.

I hereby acknowledge receipt of Addendum Number 1 for Request for Proposals #20-006 Performing Arts Center Ticketing System and Operations. I have incorporated the necessary changes into my response for the abovementioned RFP.

COMPANY NAME _____

CONTACT PERSON: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____

PHONE: _____ EMAIL ADDRESS _____

SIGNATURE: _____ DATE: _____

End Addendum Number 1
20-006