

Request for Qualifications

City of Rochester Box Office and Ticket Taking Services



**City of Rochester, NY
Malik D. Evans, Mayor
Rochester City Council**

City of Rochester

**Bureau of Communications
& Special Events**

Barbara Pierce

Director of Communications & Special Events

Issued: January 17, 2023

Qualifications Due Via Email By: February 6, 12 p.m.

I. PURPOSE

The City of Rochester (City), New York, through its Bureau of Communications and Special Events, is accepting responses to this Request for Qualifications (RFQ) from Responders experienced in managing box office services and handling on-site ticketing at City-produced outdoor, public events.

Responders to this RFQ ("Responders") must be prepared to be the City's sole provider of box office services and on-site ticket management services at selected, City-produced special events. Responders shall be expected to meet or exceed the minimum qualifications set forth in this RFQ. The intent of this RFQ is to identify entities that are qualified and capable of providing these services for the City. Services will be required to commence in June 2023 and will continue for a period of three years with a possible additional three-year extension.

Qualified Responders must demonstrate experience in box office setup, management, and on-site ticketing at major public events.

All materials submitted shall become the property of the City of Rochester and will be subject to the NYS Freedom of Information Law (FOIL). If any proprietary information is submitted with the qualifications, it must be clearly identified and a request to keep such information confidential must be submitted.

II. DESCRIPTION OF SERVICES

The City's Office of Special Events produces outdoor, public events. Some of these events are ticketed and require assistance with in-person and online pre-sale box office services, and subsequently, at the event itself, on-site ticket sale services. There are typically 6-10 events that require these services per year, but the number of events may vary depending on programming decisions and budget availability. In the past, these services have been provided at Party in the Park and Roc'n Ritmo, both located at Dr. Martin Luther King, Jr. Park, 353 Court Street. All events will take place within the City of Rochester. Most events take place between June-October each year. Exceptions may occur and consultant should be prepared to assist the City in those instances if given at least 30 days notice.

III. SCOPE OF SERVICES

By acting as the City's box office and ticket taking entity at City-owned events, it is expected that the Responder maintains customer service as an important core value and commits to deliver these services with the highest level of professionalism.

Deliverables include:

1. Working collaboratively with City staff and City's promoters/designated representative for these events both ahead of the event to prepare online ticket sales, and also at the events to interface about setup, staffing, and any on-site issues.
2. Setting up online purchasing capabilities via Ticketmaster or another nationally-recognized ticketing entity within two weeks of the City providing event information, and providing all technical support associated with online ticket sales.
3. Providing for the ability to create a presale V.I.P. ticket structure that would provide ticket revenue beyond the City's base ticket price and disburse it directly to the promoter. (For example, if the base ticket price for an event is \$7, and the V.I.P. ticket is \$20, responder can distribute the \$13 directly to promoter).
4. Providing a physical box office location in the city of Rochester directly managed by responder, where customers can purchase tickets in-person without added fees.
5. Providing for the ability to sell a limited number of tickets on consignment at City-approved locations. This will be mutually agreed upon on a case by case basis between City, its promoter, and responder.
6. Providing staff and associated equipment at the events to bring ticket stock, sell tickets, accept presold tickets, and manage a bank/secure cash. This staff may include ticket takers and a supervisor. Security at the gate(s) will be provided by the promoter's event security.
7. Providing the City with a weekly report of ticket sales for any "live" events.
8. After an event, providing the City, within 48 hours, with a report that details tickets sold and revenue generated.
9. Providing the City with a final settlement report for all events AND ticket sale revenue by October 1 of each year.
10. The following deliverables are not required, but if offered, will enhance the experience of the customer and create a more favorable proposal. Responder would provide any technical requirements and equipment for this.
 - On site at events, providing customers with the ability to pay by credit card.
 - On site at events, the ability to scan pre-sold tickets that a customer has on a cell phone, or has printed out.

IV. FUNDING

The City will enter into a professional services agreement (see Exhibit A: Sample Professional Services Agreement for an example of this type of agreement) with the Consultant with an annual, not-to-exceed fee of \$15,000, with payment based upon actual number of events and services rendered. Depending on size and event type, some events may require more or less staff, while some may be longer in duration, etc.

V. ELIGIBILITY

To be eligible to be considered, applicants shall:

- A) Be a legally established organization and be in good standing with the City of Rochester.
- B) Have a minimum of 5 years of experience in working with an online ticketing outlet.
- C) Have a minimum of 5 years of experience with providing box offices services and related staffing at ticketed events.
- D) Submit qualifications for their own agency.

VI. SUBMISSIONS

Qualifications submitted shall include the following information in the following order:

- A) Statement of organizational capacity and experience, including a listing and resume(s) of the individual(s) who will be involved with the events, including box office/back office, and onsite at events, and the City's main point of contact from the organization. Provide proof of insurance documentation including \$1 million in general liability, and proof of workers compensation and disability insurance. (20% of score).
- B) Detailed description of similar experiences with events, including references if applicable. (20% of score)
- C) Approach and methods to carry out the deliverables listed in Section III, including detailed information on online ticket retailer used. (20% of score)
- D) Fill out & attach **Exhibit B: Cost Proposal** (download it at www.cityofrochester.gov/tickettaking). (40% of score)

VII. SELECTION PROCESS

Each submission of qualifications will be evaluated by the City's Bureau of Communications and Special Events staff based upon the weights given to the submission components in Section VI.

VIII. TIMELINE

It is anticipated that the contract will be awarded in May 2023 based on the following schedule:

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| • RFQ Issued | January 17, 2023 |
| • Questions/Requests for Clarifications Due via email | January 23, 2023 by noon |
| • Response to Questions/Clarifications Issued | January 26, 2023 by 5 p.m. |
| • <u>Proposals Due</u> via email | <u>February 6, 2023 by noon</u> |
| • Consultant Selection & Award Notification | February 13, 2023 |
| • City Council Authorization | April 2023 |
| • Contract execution | May 2023 |

Email questions and proposals by their respective deadlines to: Kara Osipovitch, Manager of Special Events, kara.osipovitch@cityofrochester.gov

The City of Rochester reserves the right to alter all aforementioned deadlines as necessary. The City may request additional information, amend (upon notification to all vendors) and/or withdraw the RFQ for any reason. The City shall have no liability for any costs incurred by organizations in preparing their qualifications.

IX. MWBE AND WORKFORCE UTILIZATION GOALS

The City of Rochester has established a policy to promote the growth and development of Minority and Women Business Enterprises (MWBE) and to improve employment opportunities for minorities and women and has adopted MWBE goals and minority workforce participation goals that apply to professional services consulting agreements with a maximum compensation exceeding \$10,000 pursuant to Ordinance No. 2018-54.

Ordinance No. 2018-54 established the goal that MWBE's receive 30% of the total annual contract awards with aggregate minority and women award goals of 15% each. Ordinance No. 2018-54 further established annual aggregate workforce goals of 20% minority and 6.9% women. The MWBE Officer has determined that because of the nature of these services of this Agreement neither the MWBE nor Workforce Goals apply.

X. LOCAL PREFERENCE

Pursuant to City Council Resolution No. 91-25, the City shall, when awarding professional services agreements, give preference to organizations located within the City of Rochester. The use of local individuals or companies as subcontractors is also encouraged. Non-local firms may wish to consider partnerships or other collaborative arrangements with local firms as a strategy to address this criterion.

Firms (primary Promoters) who respond directly to this proposal and are located within the City of Rochester limits will be awarded an additional 10% weighting as part of the evaluation process.

Responding Company	Weight Awarded
Firms (primary Promoters) who respond directly to this proposal and are located within the City of Rochester	10%