

Request for Proposal

Central Washington Fair Association dba
State Fair Park & Event Center
Ticketing and Access Control System Services

You are invited to review and respond to this Request for Proposal (RFP) entitled Ticketing and Access Control System Services.

The deadline for submitting proposals is Friday, October 25, 2024, by 4:00 PM.

Please note that no *verbal* information given will be binding upon State Fair Park & Event Center unless such information is issued in writing as an official addendum. Thank you for your interest in the State Fair Park & Event Center.

Monday, August 20, 2024

Introduction

The Central Washington Fair Association will contract with a vendor(s) for the purpose of a ticketing system to support group, online, on-site sales, and access control services as outlined in the specifications of this Request for Proposal (RFP).

A. Background and General Information

The Central Washington Fair Association is a 501(c)(3) nonprofit organization with proceeds helping to preserve our historical grounds and improve State Fair Park operations.

Since its inception in 1892, State Fair Park has served the community and the region as a gathering place for numerous activities and events, including our signature event...the annual Central Washington State Fair, celebrating all things Washington by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. Through the years, we have grown from being a once-a-year activity to a year-round activity center, utilizing our magnificent grounds and historic buildings to serve individuals, families, groups, non-profit organizations, schools, spectator sports, promoters, and many others.

The Central Washington State Fair operates for 10 days each year, usually beginning the last Friday of September, and welcoming an average of 400,000 guests annually. The Central Washington State Fair includes an outdoor concert series with a capacity of 4,300, presented in the on-grounds stadium. The 2025 Central Washington State Fair will run September 19th through September 28th. Online, group, and pre-sale ticket operations occur year-round to support the Fair. Visit fairfun.com for more information.

Built in 1990, the Yakima Valley SunDome is an 85,500 gross square-foot facility perfectly positioned among the picturesque landscape of State Fair Park, and conveniently located near the urban core of the city. The Yakima Valley SunDome was designed to host sporting events, i.e. basketball, soccer, volleyball, ice shows, horse shows, circuses, boxing and concerts, as well as agricultural expos, trade shows, symposiums, conventions, and much more. Online, group, and pre-sale ticket operations occur year-round to support the Fair. Visit statefairpark.org for more information.

State Fair Park previously used the online-based ticket sales client provided by TicketsWest.com and etix.com.

Annual Central Washington State Fair Historical Average (2019, 2022, 2023)

<u>Fair Gate Admission</u>	<u>Paid</u>
Box Office:	109,754
I/P:	6,946

- Includes multi-day passes. Paid tickets only, no comps.

<u>Fair Concert Series</u>	<u>Paid</u>
Box Office:	1,796
I/P:	2,912

- Concert sales are based on previous stage location, limited capacity. Paid tickets only, no comps.

<u>Fair Grandstand Series</u>	<u>Paid</u>
Box Office:	5,808
I/P:	2,530

- Paid tickets only, no comps.

State Fair Park & Event Center (includes Yakima Valley SunDome) Year-Round Events

Box Office:	41,122
I/P:	14,390
Multi-Day Passes:	19,429

- Paid tickets only, no comps.

B. Proposer Overview

- Provide contact information for the principal individual(s) to be contacted regarding the information in this RFP.
- Provide a brief history of your company and the location of corporate headquarters and offices.
- Are you a private or publicly traded company? Provide evidence of your company's financial stability and projected longevity.
- How long have you been in business? How long have you been providing ticketing and access control services to admission-based organizations?
- How many current admission-based organization clients do you have? How many of your admission-based clients are fairs or festival?
- Describe what differentiates your organization from your competitors.
- Indicate any planned mergers or acquisitions, or if your company is currently in bankruptcy proceedings.

C. Overview and Objectives of Services Required

The objective of this RFP is to retain a professional, computerized ticketing company to implement and maintain reliable ticket selling services to include gate access control, online ticketing, event marketing, accurate and reliable reporting, and event support.

State Fair Park admission cashiers will be provided with a point-of-sale (POS) system that takes no more than three clicks/taps to process a purchase. POS will then print hard stock tickets as well as two receipts. POS can accept credit via swipe and EMV.

Separate from the admission POS, State Fair Park staff will have access to handheld scanner devices for validation that wirelessly connects to the validation server.

1. The system must allow State Fair Park to sell tickets to guests via the internet, at widespread multiple gate locations on the grounds, and remotely via compatible devices onsite or offsite. Online ticket sales must have a responsive function on mobile devices with the ability to email a ticket and purchase receipt, preferably with no password or login requirements to purchase a ticket.
2. The system must provide the ability to set up multiple types of user permissions that would allow one employee to access specific modules and certain data within those modules, while another employee could have read-only access to detailed data, with a group of administrators having full access, etc.
3. The system must have the ability to manage and track business activities effectively with the inherent ability to control and track all monies from ticket sales revenue.
4. The system must have the ability to handle extremely heavy drive-up and walk-up traffic.
5. The system should be easy to use with logical commands and minimal keystrokes.
6. All tickets must have the ability to include barcodes and/or QR codes.
7. The system must offer the ability to provide digital and physical receipts to guests.
8. The system must allow State Fair Park the ability to assign all service charges and/or fees, as necessary.
9. The system shall provide various financial, technical, and administrative reports via a single web portal.
10. The system will have the ability to provide print at home and mobile tickets at no cost to the venue or ticket buyer.
11. The system shall have the capability to allow management or their designee to edit or set ticket text when necessary. This should allow management to set layout of text on tickets.
12. The system must provide the ability to build, price, and manage all events from one centralized location.
13. State Fair Park must have the ability to create and edit State Fair Park events. All event creation and editing functions must operate simultaneously, resulting in instantaneous updated information.
14. The system must have the ability to create and alter facility seating charts and accommodate changes to seating, seating configurations, scaling, etc., at a facility before and after sales have occurred.
15. The system may give the customer the ability to purchase tickets for multiple events in the same shopping cart.
16. The system must have the ability to generate barcode/QR code to be used by hard ticket

printing companies. The system shall have the ability to recognize personnel badges within the ticketing system to monitor and control access to the Fairgrounds.

17. The system must have the ability to message ticket buyers by event and seating sections.
18. The system must include wireless and encrypted entry scanners capable of reading barcodes/QR codes from physical tickets, print-at-home tickets, and portable devices. All scanners must be able to read all barcodes and QR codes produced by the system.
19. Upon scanning barcoded or QR coded tickets, system must have the capability to check the validity of the ticket and void ticket to prevent future use.
20. Proposer shall provide the best possible customer service, offering the “best seat available in the house” for reserved seating events to all ticket buyers. The system must have the ability to search and purchase tickets by individual seat, best available seating, section, or price. The system must also have the ability to sell both general admission and reserve seats from the same seating chart.
21. The system must allow for the sale of reserved seat tickets as well as general admission tickets.
22. The system must have the capability to allow State Fair Park staff to adjust pricing structures remotely.
23. The system must allow the ability to enable or disable entire events, as well as individual ticket types within an event, even after the start of public sales.
24. The system must provide the venue with the ability to assign additional internal service charges and/or fees (or inclusive to ticket price). Reporting must exist which allows for a clear financial summary of these additional charges.
25. The system must provide the ability to immediately reclassify any ticket from one category to another. The system must also automatically perform the proper accounting needed to adjust for such a classification change.
26. The system must provide eligible operators with the ability to view seat, row, and section display to provide customers with the best seating options. The displays must include section name, rows, and seat numbers. Available seats must be clearly distinguishable from unavailable seats.
27. The system must have the ability to place seats in specific holds such that they are not available to the public. The system must also be able to restrict from the public while being available to others with unique access passcodes.
28. The system must have the ability to change seat locations from one category to another.
29. The system must be Americans with Disabilities of 1990 (ADA) compliant.
30. The system must be able to show to internal and external ticket sellers those seats which are non-contiguous and/or those seats which might be flagged as “limited view.”
31. The system must provide State Fair Park staff with ability to build, price, and scale events.

32. The system must allow State Fair Park staff to create discounts based on codes.
33. The system must provide credit card authorization instantly and in real-time or be integrated with sales platform under the same conditions.
34. The system must allow for transaction reversals and credit card refunds.
35. The system must have the ability to issue complimentary tickets and have the audit report reflect no associated dollar amount.
36. Consignment tickets must be called out on event report as "Potential Sales Only."
37. The system must be able to provide the ability to upsell additional products.
38. The system must be able to use both thermal and CIM (plastic card) printers.
39. The system must have the ability to do multi ticket packages as well as "Buy One Get One Free" offers.

C. Scope of Services

1. Access Control

The system must provide a full functioning access control system, including but not limited to:

- a. Monitoring the incoming flow of ticket sales and scan information instantly in order to accurately monitor online and walk up through the entry gates.
- b. Providing barcodes that can be utilized for multi-day events and void only that day's entry to leave the unused dates available for another time or day.
- c. Scanning devices' ability to provide information regarding scanned ticket type as well as a reason for any rejected barcode and verify the number of times the barcode has been scanned during a given period.
- d. The system must instantly allow for redemption of barcodes and/or QR code sold at POS stations.

2. Accounting

- a. The Accounting Department currently uses a general ledger software called ActivityHD by nQativ. Additional points will be given to Proposer(s) who can integrate with the following criteria:
- b. All reports must be date and time-coded in a real-time environment.
- c. The system must have the ability to manage and track business activities effectively with the inherent ability to control and track all monies, or non-ticket revenue, such as complimentary tickets.
- d. State Fair Park must be able to easily retrieve accurate online, minute-by-minute information on all ticket sales at various levels of detail for promoters, management,

and planning purposes.

- e. The system must be able to record the sale of ticket(s) as cash or other transaction methods of payment, including but not limited to Visa, Master Card, American Express, and Discover.
- f. All transactions must be captured and recorded, giving State Fair Park instantaneous access to this information.
- g. With several unique ticket sales locations, the system must provide location-specific information by operator, including number of tickets sold and the corresponding dollar value.
- h. The system must provide daily sales figures for all sellers, separating cash sales and all other payment methods used.
- i. The system must provide an online balancing-out program for sellers that includes an assignable cash drawer with a numerical designation for cash deposits and change funds that balances their actual payment types to what is listed on the computer. This program should also provide ticket seller "over" and "short" information that can be printed on a hard copy printer. Additionally, all individual balance sheets should "feed" into a combined document listing the total of all sellers, including overages and shortages.
- j. The system must be able to link reports for multiple days resulting in combined tickets sold and dollar totals for all corresponding event days.
- k. State Fair Park must maintain the right to use its own credit card processing company or implement daily to weekly payouts from the system.
- l. The system must have the ability to set up multiple merchant accounts with all revenues directed to the appropriate State Fair Park bank account.
- m. The system must be both SASE 16 and PCI compliant and certified, as well as maintaining compliance.
- n. The system must be able to provide a detailed Event Audit report, both in print and graphical form, which can be displayed and printed for each event. This report must record the number of tickets sold in each price category and the corresponding dollar value. This report must provide a real-time record, post sales as they occur, and immediate event status reports.
- o. The system shall issue, recognize, and track discount coupons that State Fair Park may offer through their reporting systems.
- p. The system must have secure fraud prevention mechanisms in place to prevent or minimize fraudulent transactions.

3. Box Office Support

The Proposer must provide Box Office support and training at no additional cost to State

Fair Park, including a client services team or dedicated representative available in **real time** to resolve ticketing related issues.

- a. State Fair Park must be provided with the most recent edition of the System's User Guide and addendum as system upgrades are implemented.
- b. Proposer will provide initial and on-going training of State Fair Park personnel at no cost to State Fair Park.
- c. Upon request, the Proposer must provide employees(s) as support for large, ticketed events, i.e. the annual Central Washington State Fair, at no charge.
- d. Annual post-Fair review meeting scheduled for 4th quarter.

4. Equipment

The system must provide a secure server infrastructure with redundancies to ensure every effort to have uninterrupted sales and ticketing services.

- a. Documentation must be provided on all system backup equipment and procedures, including software, hardware, and telecommunication lines. Additional information must be provided on the procedures for initiating this backup in the event of a catastrophic event.
- b. All equipment shall run wirelessly or via a reliable cellular network. A minimum of two (2) options for cellular communication providers is recommended prior to operation.
- c. The system must have a robust system back-up with security measures and encryption designed to protect and secure the system's integrity, State Fair Park and customer's data, and to ensure the customer and State Fair Park's privacy and security from all outside and internal unauthorized access. The sales data captured in this system will belong solely to State Fair Park. All access to this data must only be accessible to State Fair Park authorized staff.
- d. Proposer shall provide qualified staff to assist, consult, install, train, and oversee the system implementation.
- e. Proposer shall provide an onsite support member during the launch of the new software to help and monitor any issues that may come up.
- f. Proposer shall provide ongoing product support for both technical and customer service and new product request considerations.
- g. Proposer shall identify the life expectancy of each piece of equipment, hardware, software, and other elements and when each item/component would be replaced under normal usage.
- h. Proposer shall provide a disaster recovery plan. The plan shall provide the step-by-step procedures for disaster recovery for each point of failure. These procedures should be comprehensive.

- i. System updates shall consist of all actions necessary to incorporate hardware and software updates in the Point-of-Sale & Online Ticketing System to ensure performance to original specifications. Maintaining the system to keep it up to date shall be included in the expense of the system. Proposer shall provide error correction, updates, and third-party software only after obtaining the written approval of State Fair Park. Proposer shall also make new releases of third-party software available to State Fair Park at State Fair Park's option and expense. Vendor-supplied documentation of updates to reflect these software changes shall be submitted within seven (7) calendar days of completion of said software updates.
- j. The Proposer shall provide system update services regularly, ensuring that the system software or application, including all third-party software, shall be the manufacturer's "current" version.
- k. Every scanner must have the ability to read every form of barcode generated by the ticketing system regardless of the form of presentation. That is, each scanning unit must be fully capable of reading barcodes from tickets, print-at-home tickets, mobile devices, etc. All scanners must tie to proposer's system to provide real time event-based and operator-based reports.

Requirements, if hardware is supplied:

- a. Complete installation, configuration, and testing of all aspects of the system including wireless connectivity if the system is operating on a wireless system.
- b. The Proposer shall configure scanners and POS system.
- c. The Proposer shall provide and install all needed system software and applications, anti-virus, anti-malware, security updates, system updates, and patches. Proposer shall train State Fair Park staff on its use.
- d. Proposer shall provide training on hardware and setup at no additional cost to State Fair Park.
- e. State Fair Park's hardware requirements are as follows:
 - a. Year-Round:
 - i. Nine (10) Point of Sale (POS) systems, which should include a POS device, credit card readers (swipe and EMV), and thermal ticket printer (BOCA or equivalent).
 - ii. Twelve (12) Admission barcode scanners.
 - b. Central Washington State Fair:
 - i. Twenty-four (24) Point of Sale (POS) systems which should include a POS device, credit card readers (swipe and EMV), and thermal ticket printer (BOCA or equivalent), are required beginning one week prior to the annual Central Washington State Fair and continuing throughout the duration of the

State Fair.

- ii. Twenty-six (32) admission barcode scanners are required beginning one week prior to the annual Central Washington State Fair and continuing until the end of the State Fair.
- f. Proposer must provide maintenance and repair of the system, including routine preventative maintenance, at no cost to State Fair Park.
- g. State Fair Park reserves the right to request additional equipment as needed.

5. Exclusivity

Proposer agrees that outside promoters that bring events to State Fair Park may sell tickets through the ticket service provider of their choice upon approval by State Fair Park, no more than four (4) events per year.

6. Marketing & Promotions

Proposer will provide marketing support to advance State Fair Park events. This support will be at no cost to State Fair Park. Proposer will assist, through effective client support, to maximize State Fair Park's exposure to potential and existing ticket buyers, through every means available within its system, including the timely communication of newly developed marketing tools and/or initiatives.

- a. The system must allow operator permissions for Marketing Department staff that can access analytic data:
 - Age demographics
 - Geolocation data
 - Conversion metrics
- b. The system must be compatible to integrate Google Analytics and Facebook Pixel, or provide relevant API access and technical support.
- c. Proposer must provide an exportable report to gather, store, and cleanse customer data.
- d. Proposer should allow State Fair Park customers the ability to opt in to email and social media notifications.
- e. State Fair Park reserved all sponsorship rights to tickets sold on State Fair Park property as well as other sponsorship opportunities such as ticket envelopes and the ticket face/back.
- f. State Fair Park reserved the sponsorship rights to print-at-home tickets generated by State Fair Park or the Proposer.
- g. Annual marketing strategy meeting scheduled for 4th quarter.

7. Miscellaneous (please address the following items)

- a. Can State Fair Park make system enhancement requests?
- b. What are your support options (phone center, live chat, service representative, etc.)?
- c. If State Fair Park requires additional services, will your development team be able to provide them and, if so, will there be additional fees?
- d. Software Platform and Access
 - i. What platform is used to host and deploy your software?
 - ii. Is direct database access available for client system administrators?
- e. Mobile and Print-at-Home (PAH) Ticketing
 - i. Do you offer the ability to send tickets directly to an email or mobile device?
 - ii. What is the time from purchase to delivery of a digital ticket?
 - iii. Do orders trigger delivery individually or via batch?
 - iv. What limitations on file size or number of tickets exist for digital delivery?
 - v. Do you offer any mobile technology integration options, such as apple wallet etc.?
 - vi. What customizations are available to brand the look and feel of mobile tickets and patron communications?
- f. Order Processing
 - i. Can orders be created in advance of payment processing for processing at a later date?
 - ii. Can orders be modified once created including adding, removing, returning, transferring, reprinting and deactivating items?
 - iii. Can tickets values be modified or re-classed to a different price type or price code?
 - a) If so, are there restrictions on printed or paid status?
 - iv. Are seats required to live in a seat map or can they exist as an admission product only?
 - v. Are sales processed in batches by seller/login?
 - vi. At what levels can fees be applied in your system?
 - vii. If a zero dollar/comp order is processed online, does it modify the cart process in any way?
- g. Discount, Promotion, Source and Up-sell Features
 - i. Describe how coupons and discounts are applied in your software. Does it modify an existing price value or sell the product at a different price code?

- ii. Can one discount code alter the price of more than one product?
 - iii. Can more than one discount code be applied if there are multiple items in the cart?
 - iv. Can a discount or offer code dates, discount amount, and/or discount name be edited after creation?
 - v. Is one-time use, customer specific, or list-based discounts available?
 - vi. Do you offer up-sell functionality? If so, describe what features are available.
 - vii. Do you offer source tracking with an internal system?
- h. Customer Relationship Management Tools
- i. What unique identifier is used to distinguish an account in your system?
 - ii. Can you create multiple customer types such as individuals, households, organizations etc.?
 - iii. What duplicate account identification and merge procedures exist?
 - iv. How many contact points, such as emails, addresses, and phone numbers can be stored in each record?
 - v. Describe your search/account lookup procedures and limitations.
 - vi. Can purchase history and account notes be viewed on the customer vs the order level?
 - vii. Describe your customer list creation and filtering tools.
- i. Customer Communications
- i. Provide a sample of your customer purchase path, confirmation notice and print-at-home tickets. Note any areas that are available to customize.
 - ii. Do you allow for permission-based marketing opt in/opt out tracking on email and mailing address?
 - iii. If more than one contact point is allowed per customer, is opt in/opt out tracked discreetly?
 - iv. Describe how customer information is extracted for re-marketing via mail and email.
 - v. Do you integrate natively with any email or messaging systems? If so, provide information on the systems for additional evaluation.
- j. Access Control Systems
- i. Provide an overview of your access control features.
 - ii. Can your system allow access based on specific dates(s) or datetime(s)?

- iii. Can you set products to follow different access rules, such as:
 - a) Allowing admission once per day for 10 days.
 - b) Allowing unlimited admissions for 10 days.
 - c) Allow admission one time only over a span of 10 days.
 - d) Allow admission one time only, limited to specific days only.
 - iv. Can products following different access rules be evaluated by the same scanning hardware simultaneously?
 - v. Can products be set to follow discrete scanning channels? For example, gate admission valid on one scan channel and special access or coupon redemption on a separate scan channel?
 - vi. How is scan information recorded and viewable in the customer record?
 - vii. How much detail about scan location and entry point is recorded?
 - viii. How much customer data is displayed on the scanning hardware?
 - ix. Describe any special features of the access control system not addressed above.
- k. Reporting and Analytics
- i. Provide a list and brief description of the standard reports that are included with your software.
 - ii. Provide examples of the following reports:
 - a) Financial reconciliation
 - b) Box office/sales
 - c) Scans and admission
 - d) Sales by seller/agent
 - e) Sales by delivery method
 - f) Sales by ticket status
 - g) Promotion and discount code
8. **Term:** The term of this agreement is January 1, 2025, through December 31, 2027. This agreement may be extended for two (2) additional one-year terms at the sole discretion of State Fair Park. Extensions may involve renegotiation of certain areas.
9. **Payment Provision:** Contractor will be paid not more frequently than monthly, in arrears, after satisfactory completion of services and approval of invoices submitted to State Fair Park.
- 10. Unanticipated Tasks, Time, or Deliverables**
In the event unanticipated deliverables, additional time, or additional work must be

performed that is not identified in this RFP, but in State Fair Park’s opinion is necessary to accomplish the statement of work or technical specifications, State Fair Park may initiate a contract amendment to add time, deliverables, or tasks. Unless otherwise indicated, all stipulated terms and conditions appearing in the resulting contract including fixed costs, unit pricing, expenses or rates will apply to any additional work.

D. Minimum Qualifications for Proposers

The Proposer must demonstrate that it meets all the following minimum qualifications to be considered responsive to this RFP. Failure to satisfy all the minimum qualifications will be cause for rejection of the respondent’s proposal.

- a. Proposer must have a minimum of five (5) years in business performing computerized ticketing services.
- b. Proposer must be in compliance with all city, county and state business licensing, bond, and insurance requirements.
- c. Proposer must have provided relevant ticketing services for a single or multiple multi-day event(s) with a duration of up to 10 consecutive days, with 50+ concurrent ticketed performances, without interruption or delay of services.
- d. Proposer must have conducted ticketing services for a minimum of three (3) or more state or county fairs or equivalent venues (festivals, etc.).
- e. Proposer must provide proven and demonstrated ticketing services for two (2) venues with a reserved seat capacity of 5,000 persons or greater.

E. Proposal Requirements and Information

1. Key Action Dates

<u>Event</u>	<u>Date</u>
RFP Released:	October 3, 2024
Questions Submitted:	October 14, 2024
Answers Provided:	October 18, 2024
Proposals Due:	October 25, 2024
Finalists Notification:	October 30, 2024
In-Person or Zoom Demonstrations:	November 8, 2024
Presentation: 45 minutes	
Questions/Answers: 30 minutes	
Notice of Intent to Award:	November 11, 2024
Contract Issued:	November 22, 2024
Setup, Testing, and Training:	November/December 2024
System in Place & Final Transition:	December 20, 2024

2. Required Proposal Content

- a. Provide the pricing/financial proposal bid(s).
 - i. Fair traditionally supplies vendors/partners with complementary tickets. Will proposer supply comps without fees and/or a percentage of the manifest?
- b. Provide three (3) references of computerized ticketing services at other venues, Fairs and/or festivals preferred. One of the three references must be an event of up to 350,000 attendees. This information is mandatory. Must include:
 - Company Name
 - Address
 - Contact Person
 - Telephone Number
 - Dates of Service
 - Value of Cost or Service
 - Installed & Supported Software
 - Brief Description of Service Provided
- c. Provide a written strategy for the training of the following State Fair Park staff:
 - Management staff
 - IT Staff
 - Ticket sellers
 - Accounting/Reporting
- d. Provide documentation on all system redundancy, equipment and procedures, including software, hardware, and communications. Include procedures for initiating system back up in the event of system failure, and describe the secure hosted environment you will utilize, if needed.
- e. Identify the individual on the Proposer's account team who will manage the agreement work. Document overall experience in computerized ticketing services, including those events and/or venues similar to that of the State Fair Park and the Central Washington State Fair.
- f. Identify each member of the account team and key personnel who will manage/conduct the work. Identify the role each team member will serve, their title, where the individual is headquartered. (Key personnel are defined as those people who will exercise a major management and administrative role on behalf of the Proposer).
- g. Provide certification that there is no conflict of interest between any existing contracts or client relationships that would inhibit the ability of the Proposer to fully and vigorously represent State Fair Park. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the proposer will resolve the potential conflict of interest.
- h. Additional Information: Along with the mandatory requirements, the Proposer may also include any other relevant information or pertinent exhibits.

3. Submission of Proposal

- a) Proposals should provide straightforward and concise descriptions of the Proposer's ability to satisfy the requirements of this RFP. The proposal must be complete and accurate. **Omissions, inaccuracies or misstatements may be cause for rejection of a proposal.**
- b) Proposals shall be evaluated for responsiveness to State Fair Park's needs as described in this RFP.
- c) Submit five (5) original copies and an electronic copy of your proposal, including all supporting documentation to the addresses below by dates and times shown in Section E, Proposal Requirements and Information, Item 1.

Misty Craft
State Fair Park & Event Center
1301 S. Fair Ave., Yakima, WA 98901
509-248-7160 x111
mistyc@fairfun.com

RFP - TICKETING SERVICES

- d) Questions should be submitted to Misty Craft via email at mistyc@fairfun.com.
- e) If the proposal is made under a fictitious name or business title, the actual legal name of proposer must be provided.
- f) Proposals must be submitted for the performance of all the services described herein. Any deviation from the work specifications will not be considered and will cause a proposal to be rejected.
- g) A proposal may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. State Fair Park may reject any or all proposals and may waive an immaterial deviation in a proposal.
- h) State Fair Park's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the proposer from full compliance with all requirements if awarded the agreement.
- i) Costs incurred for developing proposals and in anticipation of award of the agreement are entirely the responsibility of the proposer and shall not be charged to State Fair Park.
- j) A Proposer may modify a proposal after its submission by withdrawing its original proposal and resubmitting a new proposal prior to the proposal submission deadline as set forth in the Key Action Dates. Proposal modifications offered in any other manner, oral or written, will not be considered.
- k) A Proposer may withdraw its proposal by submitting a written withdrawal request to State Fair Park, signed by the Proposer or an authorized agent in accordance with

paragraph g) above. A Proposer may thereafter submit a new proposal prior to the proposal submission deadline. Proposals may not be withdrawn without cause subsequent to proposal submission deadline.

- l) State Fair Park may modify the RFP prior to the date fixed for submission of proposals by the issuance of an addendum to all parties who received a proposal package.
- m) State Fair Park reserves the right to reject all proposals. State Fair Park is not required to award an agreement.
- n) Before submitting a response to this solicitation, proposers should review, correct all errors and confirm compliance with the content and format of the RFP requirements.
- o) Where applicable, Proposer should carefully examine work sites and specifications. No additions or increases to the agreement amount will be made due to a lack of careful examination of work sites and specifications.
- p) More than one proposal from an individual, firm, partnership, corporation or association under the same or different names will not be considered.
- q) State Fair Park does not accept alternate contract language from a prospective Contractor. A proposal with such language will be considered a counter proposal and will be rejected. The contract General Terms and Conditions are not negotiable.
- r) No oral understanding or agreement shall be binding on either party.

4. Evaluation Process

- a) At the time of proposal opening, each proposal will be checked for the presence or absence of required information in conformance with the submission requirements of this RFP.
- b) Proposals that contain false or misleading statements, or which provide references which do not support an attribute or condition claimed by the Proposer may be rejected.
- c) State Fair Park may, at its option, use information gained by conducting reference checks with references provided by Proposer or from the individuals who have had contracts with the proposer. The Proposer will be given the opportunity to respond to unfavorable information which has been acquired from references other than those provided by the Proposer.

F. Basis of Award

The following criteria will be used to evaluate each RFP response.

- Technical capability.
- Software capability.
- Functionality.

- Vendor support, responsiveness, and follow-up.
- Ease of use.
- Flexibility and ease of product implementation.
- Implementation plan and support.
- Hardware rental, lease, or purchase program available.
- Pricing.
- Timely and complete response to RFP.
- Vendor client references.
- Results of requested demonstrations and presentations.