



City Council Report

Date: March 23, 2015
To: City Council
Through: Alex Deshuk, Manager of Technology and Innovation
From: Edward Quedens, MPA, C.P.M., CPPO, Business Services Director
Matt Bauer MBA, CPPO, CPPB, CPSM, Procurement Administrator
Subject: Purchase of a Hosted Event Booking Solution for the Arts & Culture and Parks, Recreation & Commercial Facilities Departments (**Citywide**)

Purpose and Recommendation

Council is requested to approve a contract for the purchase of a Hosted Event Booking Solution as recommended.

A committee representing Mesa Arts Center; Parks, Recreation & Commercial Facilities; Information Technology; and Purchasing evaluated responses. The evaluation committee recommends awarding the contract to the highest scored proposal, Ungerboeck Systems International, Inc. at \$134,873.24; and project contingency of \$15,126.76, for a total award of \$150,000.00. The ongoing annual subscription cost is estimated at \$63,000.00.

Background / Discussion

In order to perform its mission of providing entertainment performances and making rental spaces available to individuals and organizations, the Mesa Arts Center and the Convention Center must negotiate agreements with outside organizations, maintain calendars with reservations for various spaces, schedule work for City employees, rent equipment, purchase expendable supplies and employ contract labor. All of these factors must be tracked with enough flexibility to allow for expansion/contraction of the engagements, schedule changes and cancellations.

The City presently uses an automated software package for booking and managing performance engagements, space rentals and associated details for the Mesa Arts Center and the Convention Center. In addition, the Mesa Arts Center and Parks, Recreation & Commercial Facilities use a number of complex Excel spreadsheets to maintain financial records associated with these activities and to prepare financial statements and invoices at the close of engagements. These systems are cumbersome and outdated, and require many hours of manual effort to maintain and process records and documents.

A number of software packages have become available which integrate the scheduling, booking, contract negotiation, financial management and closeout functions, simplifying the process and eliminating a substantial amount of the manual effort now required. The City issued a Request for Proposals seeking a single-vendor solution. Ungerboeck Systems International, Inc. offered the most comprehensive, fully-integrated solution, which has been accepted as the industry standard. This solution is widely used internationally and is specifically designed to support planning, negotiation and management of performance and event venues.

During the initial review, the proposal from EventBooking.com was deemed Non-Responsive, and their proposal was removed from further consideration.

The evaluation committee evaluated four proposals received from Dean Evans and Associates Inc., EventBooking.com, and two from Ungerboeck Systems International, Inc., based on the required evaluation criteria, and mandatory solution requirements. Ungerboeck's proposal for a hosted solution obtained the highest overall score, met all the specifications, and is being recommended for award. Utilizing a hosted environment means that Ungerboeck assumes responsibility for the system infrastructure, eliminating the need for additional City investments in server/storage hardware. The evaluation committee unanimously agreed on the recommendation.

Alternatives

Council may choose not to authorize the purchase, and new bids will be obtained. It is unlikely that another solicitation effort would identify any more viable solution vendors.

Fiscal Impact

This purchase for the hosted subscription is funded, \$75,000.00 from the Mesa Arts Center operating budget and \$75,000.00 from the Parks, Recreation & Commercial Facilities operating budget.

Information Technology's budget will include the ongoing annual software subscription cost estimated at \$63,000.00. Each year, Arts & Culture and Information Technology staff will evaluate whether the various subscription capabilities included are value-added before the City re-subscribes.

Coordinated With

Mesa Arts Center, Parks, Recreation & Commercial Facilities, Information Technology and Purchasing

Proposals received on September 17, 2013:

Dean Evans and Associates Inc. - Greenwood Village, CO

EventBooking.com - Knoxville, TN

Ungerboeck Systems International, Inc. - O'Fallon, MO

Proposal Scoring Results:

Evaluation Criteria / Points Possible	Ungerboeck Systems International (Hosted)	Ungerboeck Systems International (On-Site)	Dean Evans and Associates Inc.
Responsiveness and Responsibility / 100 Points	90	90	91
System Functionality and Technical Fit / 700 Points	624	624	502
Price / 200 Points	127	88	200
Total Points / 1,000 Points	<u>841</u>	802	793

Non-Responsive Proposal Response received from:

EventBooking.com - Knoxville, TN (Lacked qualifying functional requirements: inability to accept credit cards, inability to handle refunds or discounts, and no accounting functionality.)

PURCHASING INFORMATION

Action: Initial Award

Contracting Agency: Request for Proposal

Solicitation Number: 2014004

Vendors Registered on Bid List: 81

Responses Received: 4

Advertising: Arizona Republic, Bid Net, Record Reporter and Purchasing Website

Downloads: 33

Protests Received: None

Initial Contract Term: Five years

Possible Renewals: Five, one-year renewals, subject to future Council consideration

Pricing Available to Other Cooperative Agencies: Yes

AWARD RECOMMENDTION
Ungerboeck Systems International
O'Fallon, MO

Description
<p><u>Hosted Event Booking System:</u> System includes Software Subscription, Implementation and Training Services, First-Year Support, Travel Expenses and applicable Use Tax</p> <p style="text-align: center;">Total: \$134,873.24*</p> <p>*The total does not include the ongoing annual software subscription cost. Information Technology's budget will include this ongoing maintenance cost estimated at \$63,000.00.</p>
Project Contingency
<p>\$15,126.76 for additional unanticipated project expenditures, up to an amount equal to the remainder of the project budget of \$150,000.00</p>
<p style="text-align: center;">Combined Total Purchase: \$150,000.00</p>