



# City Council Report

**Date:** February 27, 2017  
**To:** City Council  
**Through:** Mike Kennington, Chief Information Officer  
**From:** Edward Quedens, MPA, C.P.M., CPPO, Business Services Director  
Matt Bauer, MBA, CPPO, CPPB, CPSM, Procurement Administrator  
**Subject:** Dollar Limit Increase to the Term Contract for AudienceView Hosted Ticketing System for Mesa Arts Center **(Citywide)**

## Purpose and Recommendation

Council is requested to approve the Dollar Limit Increase to the Term Contract for AudienceView Hosted Ticketing System as recommended.

The Arts and Culture Department and Purchasing recommend authorizing the dollar limit increase of \$14,000.00, increasing the contract amount from \$130,670.00 to \$144,670.00 for year 3; and a dollar limit increase of \$38,000.00, increasing the contract amount from \$106,670.00 to \$144,670.00 annually for years 4 and 5, based on estimated requirements.

## Background / Discussion

On November 18, 2013, Council approved the purchase of the Hosted Customer Relationship Management (CRM) and Box Office Ticketing System solution for the Mesa Arts Center (MAC) and the five-year contract amount of \$533,350.00, or \$106,670.00 annually.

MAC has been successfully using the AudienceView hosted ticketing system for the past three years. The system uses social media for tickets purchases; the “AddThis” feature allows for ticket buyers to share content related to a specific event. AudienceView also offers AVTiki, a distribution channel for online ticketing, through Facebook. The AVTiki service is the first fully integrated Facebook ticketing service in the market that exploits the tremendous potential of social commerce. Facebook users never leave the Facebook network, completing transactions and sharing that information immediately with friends. AVTiki also includes the ability to reserve tickets for friends. The “Buy and Reserve” feature is a true example of social ticketing, allowing a user to directly offer value to a friend, in this case, by reserving seats directly next to purchased seats.

MAC requested and Purchasing administratively approved a \$24,000.00 increase on 1/18/2017, to pay for the December and January invoices. The December invoice included the ongoing annual transaction overage for 2016 at \$14,802.91 (26,780 X \$0.52=\$13,925.60 plus taxes). February through March 2017 invoices will be \$9,212.67 per month (total of \$18,435.34). The combined increase requests (\$38,000) should be

sufficient to pay for invoices through the third-year term, 3/31/2017. An annual dollar limit increase of \$38,000.00 is also being requested for the annual transaction overage for years 4 and 5.

### **Alternatives**

Council may choose not to authorize the increase and new responses will be solicited.

### **Fiscal Impact**

The annual contract amount is available in the Mesa Arts Center operating budget.

### **Coordinated With**

Arts and Culture - Mesa Arts Center, and Purchasing

### **PURCHASING INFORMATION**

Action: Dollar Limit Increase

Procurement Type: Request for Proposals

Solicitation Number: 2013048

Initial Contract Term: Five years

Possible Renewals: The Agreement provides the option to renew, at the end of the initial five-year term, for subsequent terms of one year each, based materially on the terms and conditions of the existing Agreement.

### **Proposals received on April 16, 2013**

AudienceView Ticketing Corporation – Toronto, ON

Tessitura Network, Inc. – Dallas, TX

Ticketforce, LLC – Mesa, AZ

Ticketmaster, LLC – Scottsdale, AZ

Paciolan, Inc. – Irvine, CA (Did not meet minimum requirements during initial review.)

### **Proposal Scoring Results**

Criteria / Points Possible	AudienceView Ticketing	Tessitura Network, Inc.	TicketForce, LLC	Ticketmaster, LLC
Business Requirements / 100	88	84	88	85
Functional Requirements / 700	658	495	450	455
Price Points / 200	163	200	93	85
TOTAL / 1,000	<u>909</u>	779	631	625

**DOLLAR LIMIT INCREASE RECOMMENDATION**

***AudienceView Ticketing Corp.***  
**Toronto, Ontario, Canada**

Description	
Hosted Customer Relationship Management and Box Office Ticketing System, including the Email Marketing component for 1,500,000 emails per year at <u>\$105,995 per year</u> plus optional additional bundles of 100,000 emails at \$135/each or 5 additional bundles (estimate) at <u>\$675 per year</u> ; per Contract No. 2013048	
Original Award 11/18/2013 (Year 3, 4/1/2016 – 3/31/2017)	\$106,670.00
Prior Administrative Approval 1/18/2017	\$24,000.00
<b>This Increase Request 2/27/2017</b>	<b><u>\$14,000.00</u></b>
<b>New Annual Contract Amount (Year 3)</b>	<b><u>\$144,670.00</u></b>
Original Award 11/18/2013 (Year 4 and 5, 4/1/2017 – 3/31/2019)	\$106,670.00
<b>This Increase Request 2/27/2017</b>	<b><u>\$38,000.00</u></b>
<b>New Annual Contract Amount (Year 4 and 5)</b>	<b><u>\$144,670.00</u></b>