



# City Council Report

**Date:** January 27, 2020  
**To:** City Council  
**Through:** Michael Kennington, Deputy City Manager/Chief Financial Officer  
**From:** Edward Quedens, Business Services Director  
Matt Bauer, Procurement Administrator  
**Subject:** One-Year Renewal with One-Year Renewal Options for the Subscription Service for the Hosted Customer Relationship Management (CRM) and Box Office Ticketing System for the Mesa Arts Center **(Citywide)**

## Recommendation

Council is requested to approve the contract renewal as recommended.

The Arts and Culture Department and Purchasing recommend authorizing the renewal with AudienceView Ticketing Corp., at \$150,000 annually, based on estimated usage.

## Background / Discussion

Mesa Arts Center has been successfully using this hosted solution, AudienceView, ticketing system for the past six years. The system provides ticket sales, theatre access management, fund reconciliation and accounting, customer information management and marketing. It uses social media for tickets purchases and allows ticket buyers to share content related to a specific event and provides a distribution channel for online ticketing through Facebook.

This contract has verbiage for a five-year term with automatic one-year renewals unless either party provides a 90-day notice. Mesa Arts Center and Information Technology have opted to continue services and renew the contract for another year.

## Purchase Information

Action: Renewal (4/1/2020 to 3/31/2021)  
Procurement Type: Request for Proposals  
Contract Number: 2013048  
Original Council Award Date: 11/18/2013  
Initial Contract Term: Five years (4/1/2014 to 3/31/2019)  
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. One-year renewals subject to Administrative review and approval