



# City Council Report

**Date:** January 23, 2023  
**To:** City Council  
**Through:** Michael Kennington, Deputy City Manager/Chief Financial Officer  
**From:** Edward Quedens, Business Services Director  
Kristy Garcia, Procurement Administrator  
**Subject:** Dollar Limit Increase to the Term Contract 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 amendment as recommended.

The Arts and Culture Department and Purchasing recommend increasing the dollar limit with AudienceView Ticketing Corp., Year 9 by \$10,000, from \$145,000 to \$155,000 annually, with an annual increase allowance of up to 5% or the adjusted Consumer Price Index.

## Background / Discussion

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

On 3/14/2022, management administratively approved the one-year renewal (Year 9) at \$120,000 annually. The department worked with the vendor to extend the contract as a five-year term at a minimal increase of 5% annually while cutting costs to the per-ticket fee, reducing the amount of annual spending. When the contract value was calculated, tax was not included in the calculation resulting in the shortage. This dollar limit increase will be needed to cover the monthly invoices of \$10,630 through 3/31/2023 (Year 9).

As a ticketing system, AudienceView continues to support the ticketing and class registration needs of the department adequately. The MAC will continue using this contract for an additional five (5) years and will go out to bid and implement a new award in 2027.

## Purchase Information

Action: Amendment (4/1/2022 to 3/31/2023)

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: Automatic one-year renewals unless either party provides a 90-day notice, based materially on the terms and conditions of the existing Agreement. One-year renewals subject to Administrative review and approval.

### Dollar Limit History

Administrative Approved Renewal (Year 9):	\$120,000.00
Administrative Approved Increase – 12/15/2022:	\$25,000.00
This Increase Request – 1/23/2023:	<u>\$10,000.00</u>
New Annual Contract Value (Year 9):	<u>\$155,000.00</u>

Annual Renewal Contract Value through 2027 Unchanged (upon Administrative approval):	<u>\$155,000.00</u>
---	---------------------