



Request for Proposal

ONLINE TICKETING SERVICES PROVIDER

RFP 2017-068

Lake Metroparks
Concord Woods
11211 Spear Road
Concord Township, Ohio 44077

Publish Date: Wednesday December 20, 2017

Lake Metroparks
NOTICE
REQUEST FOR PROPOSALS
2017-068
ONLINE TICKETING SERVICES PROVIDER

Notice is hereby given that sealed proposals will be received by the office of Lake Metroparks, until 10:00 AM local time Tuesday, January 23, 2018, for performing all work necessary and incidental to the online sale of tickets to multiple annual Lake Metroparks events, as described below.

Proposals shall be delivered and addressed to the Lake Metroparks Purchasing Department, 11211 Spear Road, Concord Township, Ohio, 44077, and shall be labeled "2017-068 Online Ticketing Provider". Any Offeror who wishes his proposal to be considered is responsible for making certain that his proposal is received in the Purchasing Department by the proper time. No oral, telegraphic, electronic, facsimile, or telephonic proposals or modifications will be considered unless specified. Proposals received after the scheduled Submittal Deadline will be returned unopened.

It is the responsibility of the Offeror to see that any Proposal submitted shall have sufficient time to be received by the Lake Metroparks Office before the Submittal Deadline. Late proposals will be returned to the Offeror unopened. Proposals will not be opened publicly.

The receiving time in the Lake Metroparks Office will be the governing time for acceptability of proposals. Proposals must bear original signatures and figures.

Specifications. This Request for Proposal may be downloaded at no charge at www.lakemetroparks.com, go to "About Us", "Bids".

Questions regarding this proposal shall be addressed to:

- Elizabeth Mather, Chief of Technology
11211 Spear Road
Concord Township, Ohio 44077
(440) 639-7275 Ext 1106
emather@lakemetroparks.com

All questions must be in writing and must be received by 4:00 PM local time on Tuesday, January 16, 2018. An addendum may be released answering all questions.

Executive Director

Published: www.lakemetroparks.com
Wednesday, December 20, 2017

SCOPE OF WORK

Lake Metroparks (also referred to herein as Park District) is a county park district formed in 1958 under Ohio's Revised Code Section 1545. The Park District is headquartered in Concord Township, Ohio, approximately 30 miles northeast of Cleveland on the south shore of Lake Erie. Lake Metroparks currently manages over 9,100 acres of land within 38 parks and sees an annual visitation of 3.5 million. The 2018 parkwide budget is approximately \$22.5 million. The bulk of the agency's revenue is generated through a pair of tax levies approved by the voters of Lake County.

In addition to the passive use of the park facilities, Lake Metroparks also hosts hundreds of programs and special events throughout the year. Our special event calendar runs year round and encompasses several large venues hosting an average of around 160,000 visitors throughout the various special events. Additionally Lake Metroparks also provides smaller scale, targeted public programming based on a quarterly program schedule available to the general public which results in approximately 100,000 program participants and an additional year round offering of educational and private group (scouts, civic groups, birthdays, etc..) programs which usually hosts an average of an additional 45,000 visitors per year. Lake Metroparks combined public programs and special events generally host over 300,000 people.

Lake Metroparks is seeking an experienced ticketing services vendor to execute the online sale of tickets to at least five park-hosted events annually. The events will include the following at a minimum, but pricing should be included in the proposal to cover additional events as needed:

- Breakfast with the Easter Bunny – Bunny visits children in the café. After breakfast, take a photo with Bunny in his arbor in the theatre. Visit the Plant Science Center to make a craft and visit lambs in the Well Bred Shed.
 - January 29, 2018 on-sale date (NOTE – We don't anticipate the selected offeror to provide services for this event in 2018)
 - 680 total tickets sold
 - Event held: March 24 – 25 & 29 - 31, 2018
- Magical Whooloween – Spend a family-friendly evening at the park! This year's Whooloween theme is the wild dogs of Ohio. Many wild canines both native and non-native call Ohio home. Our furry canine carnivores are important for keeping the environment healthy. Discover fun facts about two types of foxes, the wolves that once roamed our state and the coyote that moved here in the beginning of the last century. Learn their stories as you take a guided night hike, make a craft, listen to fireside tales, join a costume parade, enjoy refreshments and take a train ride through a pumpkin forest. Come join the fun! Costumes are optional. Time on tickets are for train rides only. Trains are weather dependent (for safety reasons, trains do not run in inclement weather or poor weather-related conditions). Must be in train line before the time on tickets.
 - July 30, 2018 on-sale date
 - 1,800 total tickets sold
 - Event held: October 19 - 20, 2018
- Halloween Hayrides – Travel down a one-mile trail on a Halloween hayride filled with family oriented thrills, chills and adventure! Along the way expect to see the usual and unusual suspects that haunt the woods each year in October. Back by popular demand, there will be a ¼-mile long haunted trail through festival field. After riding on the wagon, visitors disembark on a journey through a haunted graveyard, and enchanted hay maze, past scarecrows that come to life, and sit down for an amazing glow stick dance show. Dress for the weather – rides go rain, snow or shine!
 - September 4, 2018 on-sale date
 - 17,000 total tickets sold

- 12,500 tickets sold in the first 30 minutes of sale
- Event held: October 12 – 13, 19 – 20, & 26 – 27, 2018
- Breakfast/Lunch with Santa – Santa greets children and visits with them in the Café. After breakfast, visit Santa in the theater for pictures (professional photographs available, but you may take your own). After visiting Santa, stop in the Toy Workshop where children can make a wooden toy to take home. Pony rides are available in the Arena for \$4. Stay all day, enjoy a wagon ride and all of Farmpark’s daily activities. Please note this is a family activity. Children must be accompanied by a registered adult. Due to space limitations, ALL participants including children younger than 2 years must be pre-registered.
 - October 22, 2018 on-sale date
 - 2,244 total tickets sold
 - 1,700 tickets sold in the first 30 minutes of sale
 - Event held: Multiple days in November and December 2018
- Country Lights – A magical evening is in store at Farmpark! Live lighted trees deck the halls that lead to Santa’s Workshop and the Little Elf Corner. Take a wagon ride through light displays to the Equine Center where you’ll see operating model trains, meet farm animals and enjoy presentations in the arena by the holiday horses.
 - November 1, 2018 on-sale date
 - 24,000 total tickets sold
 - 12,000 tickets sold in the first 30 minutes of sale
 - Event held: November 23 – December 2, 2018 & December 5 – 23, 2018

The park district desires a stable and reliable ticketing interface that is easy for the prospective ticket customer to use and meets the specifications for each of the individual on-sales. To this end, we will require or have a strong preference for the following features:

Ticketing Structure

As you can see from the data provided above and from the sales history charts provided in Appendix A, a number of these on-sales experience significant online traffic. It is critical that the selected vendor be able to handle this volume without interruption of sales and without delay or disconnection to the customer. With that in mind:

- It is strongly preferred that the on-sale takes place on a vendor controlled platform. We also strongly prefer that the amount of time the customer spends on the Park District website be kept to a minimum. This may require the use of a “landing page” or links directly to the on-sale site published prior to the on-sale via social media;
- The platform used for the on-sale shall be located in or adjusted to the Eastern US time zone; and
- Both a queuing system and a Captcha system may be employed, although not preferred, if deemed necessary to ensure a sale without disruption.

Ticketing Interface

- For multi-day events, we strongly prefer a calendar display that allows the customer to initiate their ticket search by clicking on an available date on the calendar;
- Certain sales are limited, at least initially, to select groups (e.g. Lake County residents, Farmpark members). These sales will require a pass code process to restrict access to these sales for a pre-determined period of time;
- Certain sales will require that the number of tickets sold to an individual customer be limited. This limit may vary based on whether or not the customer is a member;

- The customer should be able to see how many tickets are available in each of the event time slots once the ticket inventory reaches a certain threshold. In addition, sold out time slots should automatically be labeled as such on the selection screen. It is strongly preferred that the ticket inventory reflects the number of tickets sold and currently in other customers' carts;
- If it is deemed appropriate to use a timeout limit for a given on-sale, the clock should be prominently displayed for the customer;
- It is preferred that customers be able to checkout as guests without the need to set-up an account with the ticketing vendor. All customer data must be kept secure;
- Customers will need to have the option of receiving printable tickets or having the Park District staff print and mail the tickets; and
- The ticketing interface will need to be mobile optimized.

Day of Event Ticket Processing

- Tickets will need to be scanned at the door and tracked through the ticketing system; and
- The Park District prefers to use iPod-based scanners and Boca printers due to currently owned hardware.

Customer Service

- The Park District will require training and assistance with the back office software in order set up the event on-sales; and
- The Park District will require dedicated day-of-sale customer support and technical assistance which typically occur during weekdays between 8 AM and 5 PM, but may include Saturday sales.

Payment Processing

- Customer payment handled through Lake Metroparks credit card processing must use Elavon due to current contractual obligations.

INSTRUCTIONS TO OFFEROR

ACCEPTANCE PERIOD. Unless otherwise specified herein, proposals are firm for a period of ninety-(90) days.

ADDENDA ACKNOWLEDGMENT. Each proposal shall include specific acknowledgment in the space provided of receipt of all addenda issued during the solicitation period. Failure to acknowledge may result in the proposal being rejected as not responsive.

AUTHORIZED SIGNATURES. Every proposal must be signed by the person or persons legally authorized to bind the Offeror to a contract for the execution of the work. Upon request of the Lake Metroparks, any agent submitting a proposal on behalf of an Offeror shall provide a current power of attorney certifying the agent's authority to bind the Offeror. If an individual makes the proposal, his or her name, signature, and post office address must be shown. If a firm or partnership makes the proposal, the name and post office address of the firm or partnership and the signature of at least one of the general partners must be shown. If a corporation makes the proposal, the proposal shall show the name of the state under the laws of which the corporation is chartered, the name and post office address of the corporation and the title of the person signing on behalf of the corporation. Upon request of the Lake Metroparks, the corporation shall provide a certified copy of the bylaws or resolution of the board of directors showing the authority of the officer signing the proposal to execute contracts on behalf of the corporation.

AWARD OF PROPOSAL. Award will be made to the Offeror offering the most advantageous proposal after consideration of all Evaluation Criteria set forth below. An Evaluation Committee will be established by the Lake Metroparks. The Committee will evaluate all proposals received in accordance with the Evaluation Criteria. The Lake Metroparks reserves the right to establish weight factors that will be applied to the criteria depending upon order of importance. The Lake Metroparks shall not be obligated to accept the lowest priced proposal, but will make an award in the best interests of the Lake Metroparks after all factors have been evaluated

AWARD EVALUATION CRITERIA. Evaluation Criteria that will be used to evaluate all proposals that are received are listed below:

- a. Demonstrated competence;
- b. Qualifications and availability of key persons to be assigned to the contract resulting from this solicitation and financial stability of Offeror;
- c. Number of years of experience the Offeror has in this type of business, with accounts of this size and with similar system functionality. Experience in performance of comparable work and experience working with public agencies;
- d. Reasonableness of cost;
- e. Maximum guaranteed response time for standard service calls;
- f. Maximum guaranteed response time for emergency service calls; and
- g. Conformance with the terms of this RFP.

EVALUATION CRITERIA	PERCENTAGE
Demonstrated competence	25
Qualifications and availability of key persons to be assigned to the contract resulting from this solicitation and financial stability of Offeror	20
Number of years of experience the Offeror has in this type of business, with accounts of this size and with similar system functionality. Experience in performance of comparable work and experience working with public agencies	20
Reasonableness of cost	15
Maximum guaranteed response time for standard service calls and maximum guaranteed response time for emergency service calls	10
Conformance with the terms of this RFP	10

The Evaluation Committee may also contact and evaluate the Offeror's references; contact any Offeror to clarify any response; contact any current users of an Offeror's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process. The Evaluation Committee shall not be obligated to accept the lowest priced proposal, but shall make an award in the best interests of the Lake Metroparks.

Discussions may, at the Lake Metroparks sole option, be conducted with responsible Offerors who submit proposals determined to be reasonably susceptible of being selected for an award. Discussions may be for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and written revision of proposals. Revisions may be permitted after submissions and before award for obtaining best and final proposals. In conducting discussions, the Lake Metroparks will not disclose information derived from proposals submitted by competing Offerors.

Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing Offerors unless an agreement is reached. If contract negotiations cannot be concluded successfully, the Lake Metroparks may negotiate a contract with the next highest scoring Offeror or withdraw the RFP.

AWARD SELECTION PROCESS. Selection of qualified Offerors will be based on the following: quality and completeness of submitted proposal; understanding of project objectives; project approach; experience and expertise with public agencies and similar types of efforts; and references. Additional questions may be asked of Offerors and interviews may be conducted. Offerors will be notified of any additional required information or interviews after the written proposals have been evaluated.

Interviews will be held with the most qualified respondents. The recommended proposals will be submitted to the Lake Metroparks Board of Park Commissioners for contract approval. The Offeror selected will enter into a contract with the Lake Metroparks.

The above percentages show the relative importance of individual criterion. The evaluation committee will use these criteria to score the proposals.

CANCELLATION OF SOLICITATION. The Lake Metroparks may cancel this solicitation at any time.

COMPLIANCE WITH LAWS. All proposals shall comply with current federal, state, and other laws relative thereto.

CONTRACT DOCUMENTS, EXAMINATION OF. It is the responsibility of the Offeror to carefully and thoroughly examine and be familiar with legal and procedural documents, general conditions, all forms, specifications, drawings, plans, and addenda (if any), hereinafter referred to as Contract Documents. Offeror shall satisfy himself as to the character, quantity, and quality of work to be performed and materials, labor, supervision, equipment and appurtenances necessary to perform the work as specified by the Contract Documents. The failure or neglect of the Offeror to examine the Contract Documents shall in no way relieve him from any obligations with respect to the solicitation or contract. The submission of a proposal shall constitute an acknowledgment upon which the Lake Metroparks may rely that the Offeror has thoroughly examined and is familiar with the contract documents. The failure or neglect of an Offeror to receive or examine any of the contract documents shall in no way relieve him from any obligations with respect to the Proposal. No claim will be allowed for additional compensation that is based upon a lack of knowledge of any solicitation document.

DEFINITION OF TERMS. For the purposes of this RFP, the following definitions will be used:

- a. **Contractor.** Same as Successful Offeror.
- b. **Evaluation Committee.** An independent committee established by the Lake Metroparks to review, evaluate, and score the proposals, and to recommend award to the Offeror that submitted the proposal determined by the committee to be in the best interest of the Lake Metroparks.
- c. **May.** Indicates something that is not mandatory but permissible.
- d. **Must/Should.** Indicates a mandatory requirement. A proposal that fails to meet a mandatory requirement will be deemed non-responsive and not be considered for award.
- e. **Offeror.** The person or firm making the offer.
- f. **Proposal.** The offer presented by the Offeror.
- g. **RFP.** Acronym for Request For Proposals.
- h. **Should.** Indicates something that is recommended but not mandatory. Failure to do what "should" be done will not result in rejection of your proposal.
- i. **Submittal Deadline.** The date and time on or before all proposals must be submitted.
- j. **Successful Offeror.** The person, contractor, or firm to whom the award is made.

DISQUALIFICATION OF OFFEROR. If there is reason to believe that collusion exists among the Offerors, the Lake Metroparks may refuse to consider proposals from participants in such collusion. No person, firm, or corporation under the same or different name, shall make, file, or be interested in more than one proposal for the same work unless alternate proposals are called for. A person, firm, or corporation who has submitted a sub-Proposal to an Offeror, or who has quoted prices on materials to a Offeror, is not thereby disqualified from submitting a sub-Proposal or quoting prices to other Offerors. Reasonable ground for believing that any Offeror is interested in more than one Proposal for the same work will cause the rejection of all Proposals for the work in which an Offeror is interested. If there is reason to believe that collusion exists among the Offerors, the Lake Metroparks may refuse to consider Proposals from participants in such collusion. Offerors shall submit as part of their Proposal documents the completed Non-Collusion Affidavit provided herein.

DOCUMENTS TO BE RETURNED WITH PROPOSAL. Failure to completely execute and submit the required documents before the Submittal Deadline may render a proposal non-responsive. The documents that must be returned by the Submittal Deadline are listed on the form entitled "Proposal Documents to be Returned" and attached hereto.

EXECUTION OF CONTRACT. The Successful Offeror shall execute the contract, including but not limited to signing all necessary documents and submitting all required bonds and/or evidences of insurance, within ten (10) days after approval by the Lake Metroparks Board of Park Commissioners. This approval will be conveyed in writing by the Purchasing Manager to the successful Offeror. One copy of the contract will be returned to the Offeror after the Lake Metroparks executes the contract. In case of failure of the Offeror to execute and return the contract and all required documents within the time allowed, the Lake Metroparks may, at its option, consider that the Offeror has abandoned the contract. After the contract has been executed, including the insurance documents, certificates, and/or bonds, a Purchase Order will be issued. Offeror agrees to commence work within ten- (10) working days after the date of the Purchase Order, to proceed with the work and fully complete the project.

EXPERIENCE AND COMPETENCY. The Successful Offeror shall be skilled and regularly engaged in the general class or type of work called for under the contract. Each Offeror shall set forth his experience on the form entitled Offeror's Experience and submit it with his proposal. It is the intention of the Lake Metroparks to award a contract to an Offeror who furnishes satisfactory evidence that he/she has the requisite experience, ability, sufficient capital, and facilities to enable him to prosecute the work successfully and properly, and to complete it within the time specified in the contract. To determine the degree of responsibility to be credited to the Offeror, the Lake Metroparks will weigh any evidence that the Offeror has performed satisfactorily other contracts of like nature, magnitude, and comparable difficulty and comparable rates of progress. In selecting the lowest responsive and responsible Offeror, consideration will be given not only to the financial standing but also to the general competency of the Offeror for the performance of the work specified in the contract documents.

FIRM PRICE PERIOD. Offerors' offer shall remain open and firm for a period of not less than ninety- (90) calendar days from the Submittal Deadline.

FORMATION OF CONTRACT. Offeror's signed proposal and Lake Metroparks written acceptance via Purchase Order shall constitute a binding contract.

INDEPENDENT CONTRACTOR. Contractor pledges that it presently has no interest, and shall not acquire any interest, direct or indirect, financial or otherwise, which would conflict in any manner or degree with the performance of the services hereunder. Contractor further pledges that, in the performance of this contract, no subcontractor or person having such an interest shall be employed. Contractor certifies that to the best of his knowledge, no one who has or will have any financial interest under this contract is an officer or employee of Lake Metroparks. It is expressly agreed by Contractor that in the performance of the services required under this contract, Contractor, and any of its subcontractors or employees, shall at times be considered independent Contractors and not agents of Lake Metroparks.

INFORMED OFFEROR. Offerors are expected to fully inform themselves as to the conditions, requirements, and specifications before submitting proposals. Failure to do so will be at Offerors' own risk and they cannot secure relief on the plea of error.

INK OR TYPEWRITTEN. All information, prices, notations, signatures, and corrections must be in ink or typewritten. Mistakes may be crossed out and corrections typed or printed adjacent to the mistake and initialed in ink by the person signing the proposal.

INTERPRETATION OF CONTRACT DOCUMENTS. If any person is in doubt as to the true meaning of any part of the specifications or other contract documents, or finds discrepancies or omissions in the specifications, he may submit to the Lake Metroparks a written request for an interpretation or correction. Requests for interpretations shall be made in writing and delivered to Elizabeth Mather, Lake Metroparks by

mail at 11211 Spear Rd., Concord Twp., Ohio 44077, by facsimile to 440-639-9873, or by email at emather@lakemetroparks.com by 4:00 PM Tuesday January 16, 2018. The requesting party is responsible for prompt delivery of any requests. When the Lake Metroparks considers interpretations necessary, interpretations will be in the form of an addendum to the contract documents, and when issued, will be sent as promptly as is practical to all parties recorded by the Lake Metroparks as having received contract documents.

All such addenda shall become a part of the contract. Oral and other interpretations or clarifications shall be without legal or contractual effect. It is the responsibility of each Offeror to ensure the Lake Metroparks has their correct business name and address on file. Any prospective Offeror who obtained a set of contract documents from anyone other than the Lake Metroparks is responsible for advising the Lake Metroparks that they have a set of contract documents and wish to receive subsequent Addenda.

NOMENCLATURES. The terms Successful Offeror, Successful Contractor, and Contractor may be used interchangeably in these specifications and shall refer exclusively to the firm with whom the Lake Metroparks enters into a contract because of this solicitation.

NON-COLLUSION AFFIDAVIT. Offerors are required to submit a Non-Collusion Affidavit with their Proposals. See attached Affidavit.

OFFERS OF MORE THAN ONE PRICE. Offerors are NOT allowed to submit more than one proposal.

OPENING OF PROPOSALS. Proposals will not be opened publicly. *No other information will be released until after the award.*

a. Postponement. The Lake Metroparks reserves the right to postpone the Submittal Deadline for proposals any time before the date and time announced in the Request for Proposals or subsequent addenda.

PRICE DISCREPANCIES. If there is more than one item in a proposal schedule, and the total indicated for the schedule does not agree with the sum of prices of the individual items, the prices given for the individual items shall govern and the total for the schedule will be corrected accordingly. The Offeror will be bound by said corrections.

PRICES. All Proposals shall give the prices proposed, both in writing and in figures, shall give all other information requested herein, and shall be signed by the Offeror's authorized representative.

Proposal prices shall include everything necessary for the fulfillment of the contract including but not limited to furnishing all materials, equipment, tools, facilities and all management, superintendence, labor, services, taxes, licenses and permits required to complete the work in accordance with the contract documents, except as may be provided otherwise in the contract documents. In the event that there is more than one proposal item in the proposal schedule, the Offeror shall furnish a price for all proposal items in the schedule, and failure to do so will render the proposal as non-responsive and may cause its rejection.

PROPOSAL CONTENT. Offeror must describe in detail how he will meet the requirements of this RFP, and may provide additional related information with his proposal. The proposal should be presented in a format that corresponds to, and references, the sections outlined in the Specification or Scope of Work, and should be presented in the same order. Responses to each section and subsection should be labeled to indicate which item is being addressed.

Proposals should be straightforward and concise and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP

requirements, and on providing a complete and clear description of the offer. If a complete response cannot be provided without referencing supporting documentation, you must provide such documentation with the proposal indicating where the supplemental information can be found.

Proposals must include all proposed terms and conditions, including, without limitation, written warranties, maintenance/service agreements, license agreements, and lease purchase agreements. The omission of these documents renders a proposal non-responsive. Proposals, which appear unrealistic in the terms of technical commitments, lack of technical competence, or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected.

The Lake Metroparks is not liable for any costs incurred by Offerors before entering into a formal contract. Costs of developing the proposals or any other such expenses incurred by the Offeror in responding to the RFP, are entirely the responsibility of the Offeror, and shall not be reimbursed in any manner by the Lake Metroparks.

PROPOSAL DEADLINE. Proposals may be submitted any time before the Submittal Deadline of 10:00 AM Tuesday January 23, 2018. Proposals that do not arrive by the **Submittal Deadline** will be late and will be returned to the Offeror unopened.

PROPOSAL FORMS

- a. **Copies.** One original and (2) copies must be submitted on or before the Submittal Deadline. Offerors shall submit one (1) original proposal marked "MASTER". Envelopes containing the original and the copies should be marked in accordance with the directions found elsewhere in these instructions.
- b. **Discrepancies.** If discrepancies are found between the copies, or between the original and copy or copies, the original "MASTER" will provide the basis for resolving such discrepancies. If one document is not clearly marked "MASTER", the Lake Metroparks reserves the right to use the original as the Master. If no document can be identified as an original bearing original signatures, Offeror's proposal may be rejected at the discretion of the Lake Metroparks.

PROPOSAL FORMAT: Proposals shall include the following items and be formatted in the following order:

1. Letter of Intent

Submit a written narrative of how you plan to meet the ticketing needs outlined in the "Scope of Work" Section (Page 3). Items to focus on should include:

- Day-of-sale internet load handling;
- Coordination of customer internet traffic between the Lake Metroparks, Offeror's and any third party sites or servers;
- Description (including graphics) of the proposed ticketing interface;
- Description of how passcodes, memberships, discounts or coupons are handled;
- Customer Service standards;
- Method of Processing Payment.

2. Organization - see Offeror's Background Section (Page 13);

3. Similar Projects - Submit information on Similar Projects that your firm has completed. List specific types of experience Offeror has in the following areas:

- a. Experience specific to developing ticket sales platforms;
- b. Experience in working with public agencies;

4. References – see Offeror's References Section (Page 13);

5. Current Status of Any Litigation - List the Current Status of Any Litigation or other major circumstances related to previous work performed that would be of concern to owner;

6. Pricing – Explain how pricing for services will be calculated and billed based on the quantity of tickets described in the “Scope of Work” Section (Page 3), as well as ticketing for additional events if added in the future. Also include any anticipated fees or costs related to required hardware or software necessary for ticket sales or ticket processing;

7. Additional Information - Include any additional information you feel will assist us in the evaluation of your firm's qualifications.

PROPOSAL MODIFICATIONS. Any Offeror who wishes to make modifications to a proposal already received by the Lake Metroparks must withdraw his proposal in order to make the modifications. Withdrawals must be made in accordance with the terms and conditions of this solicitation (see Withdrawal of Proposal). All modifications must be made in ink, properly initialed by Offeror’s authorized representative, executed, and submitted in accordance with the terms and conditions of this solicitation. It is the responsibility of the Offeror to ensure that modified or withdrawn proposals are resubmitted before the Submittal Deadline.

PROPOSAL OPENING AND RESULTS. No Public Opening. Proposals will not be opened publicly but a list of the names of companies submitting proposals will be available within a reasonable time after the Submittal Deadline. Proposals will be made public and may be inspected at the time of award.

PROPOSAL PRICES, NOTATIONS, AND MISTAKES. All prices and notations must be in ink or typewritten. Mistakes may be crossed out and corrections typed or printed adjacent to the mistake and initialed in ink by the person signing the Proposal. Prices shall be stated in units and offers made separately on each item. In case of conflict between unit prices and extended prices, unit prices will govern. Where there is a conflict between words and figures, words will govern.

PROPOSAL RECEIVED LATE. Late proposals will not be accepted and will be returned to Offerors unopened.

PROPOSAL, REJECTION OF. The Lake Metroparks reserves the right to reject any or all Proposals or any part of a Proposal. The Lake Metroparks reserves the right to reject the Proposal of any Offeror who previously failed to perform adequately for the Lake Metroparks or any other governmental agency. The Lake Metroparks expressly reserves the right to reject the Proposal of any Offeror who is in default on the payment of taxes, licenses or other monies due the Lake Metroparks.

PROPOSAL RESULTS. It is not the policy of the Lake Metroparks to provide RFP until after an award has been made.

PROPOSAL SUBMITTAL. Proposals should be clearly labeled and submitted in a sealed envelope or box bearing the name of the Offeror, RFP number, and Submittal Deadline. Offeror’s authorized representative must properly initial any erasures or alterations of any kind. Proposals that contain omissions or improper erasures or irregularities may be rejected. No oral, electronic, telegraphic, or telephonic proposals or modifications will be considered unless otherwise specified herein.

PROPOSAL WITHDRAWAL. Offerors' authorized representative may withdraw proposals only by written request received before the Submittal Deadline.

OFFEROR IS SOLE POINT OF CONTACT. The Successful Offeror will be the sole point of contact. The Lake Metroparks will look solely to the Successful Offeror for the performance of all contractual obligations

which may result from an award based on this RFP, and the awarded Offeror shall not be relieved for the non-performance of any or all subcontractors.

OFFEROR'S BACKGROUND. Offeror must provide a company profile. Information provided shall include:

- a. Company ownership. If incorporated, the state in which the company is incorporated and the date of incorporation.
- b. Location of the company offices.
- c. Location of the office servicing any Ohio account(s).
- d. Number of employees both locally and nationally.
- e. Location(s) from which employees will be assigned.
- f. Name, address, and telephone number of the Offeror's point of contact for a contract resulting from this RFP.
- g. Company background/history and why Offeror is qualified to provide the services described in this RFP.
- h. Length of time Offeror has been providing services described in this RFP. Please provide a brief description.
- i. Resumes for key staff to be responsible for performance of any contract resulting from this RFP.

Offeror must include in his proposal a complete disclosure of any alleged significant prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the Offeror or in which the Offeror has been judged guilty or liable. Failure to comply with the terms of this provision will disqualify any proposal. The Lake Metroparks reserves the right to reject any proposal based upon the Offeror's prior history with the Lake Metroparks or with any other party, which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failure(s) to meet contract milestones or other contractual failures.

OFFEROR'S REFERENCES. Offerors should provide a minimum of three (3) references from similar projects performed for any local government clients within the last three years. Information provided shall include:

- a. Client name;
- b. Project description;
- c. Project dates (starting and ending);
- d. Technical environment;
- e. Staff assigned to reference engagement that will be designated for work per this RFP;
- f. Client project manager name and telephone number.

QUALIFICATION OF OFFERORS. Each Offeror shall be skilled and regularly engaged in the general class or type of work called for under the contract. The Offeror's experience shall be set forth and submitted on the form provided herewith. It is the intention of the Lake Metroparks to award a contract to a Offeror who furnishes satisfactory evidence that the Offeror has the requisite experience, ability, sufficient capital, facilities, and plant to enable the Offeror to prosecute the work successfully and properly, and to complete it within the time specified in the contract. To determine the degree of responsibility to be credited to the Offeror, the Lake Metroparks will weigh any evidence that the Offeror has performed satisfactorily other contracts of like nature, magnitude and comparable difficulty and comparable rates of progress. In selecting the lowest responsive and responsible Offeror, consideration will be given not only to the financial standing but also to the general competency of the Offeror for the performance of the work covered and/or specified in the contract documents. To this end, each Proposal shall be supported by a statement of the Offeror's experience on the form entitled "Offeror's Experience," which is a part of the contract documents.

QUESTIONS AND COMMENTS. Questions and comments regarding this solicitation must be submitted in writing, either by email or mail Elizabeth Mather, Chief of Technology, Lake Metroparks, 11211 Spear Rd. Concord Twp., Ohio, 44077, emather@lakemetroparks.com no later than 10:00 AM Tuesday January 16,

2018. The requesting party is responsible for prompt delivery of any requests. When the Lake Metroparks considers interpretations necessary, interpretations will be in the form of an addendum to the contract documents, and when issued, will be sent as promptly as is practical to all parties recorded by the Lake Metroparks as having received contract documents.

REJECTION OF PROPOSALS, WAIVER OF INFORMALITIES.

The Lake Metroparks reserves the right to reject any or all proposals, or any part of a proposal. The Lake Metroparks reserves the right to reject the proposal of any Offeror who previously failed to perform adequately for the Lake Metroparks or any other governmental agency. The Lake Metroparks expressly reserves the right to reject the proposal of any Offeror who is in default on the payment of taxes, licenses, or other monies due the Lake Metroparks.

RULES FOR SUBMITTING PROPOSALS

- a. Submittal Deadline. Proposals must arrive in the Lake Metroparks Purchasing Department, 11211 Spear Rd., Concord Twp., Ohio 44077 by the Submittal Deadline shown in these specifications or subsequent addenda. Proposals may be submitted by hand, by courier, or any other method specified herein.
- b. Responsibility. Offerors are solely responsible for ensuring that their proposals are received by the Lake Metroparks in accordance with the solicitation requirements, before Submittal Deadline, and at the place specified. The Lake Metroparks shall not be responsible for any delays in mail or by common carriers or by transmission errors or delays or mistaken delivery. Deliveries made before the Submittal Deadline but to the wrong Lake Metroparks office will be considered non-responsive unless re-delivery is made to the office specified before the Submittal Deadline.
- c. Extension of Submittal Deadline. The Lake Metroparks reserves the right to extend the Submittal Deadline when it is in the best interest of the Lake Metroparks.
- d. Facsimile Transmissions. Proposals may NOT be submitted by facsimile, unless otherwise specified herein.
- e. Forms. To be considered for award, each proposal shall be made on forms furnished by the Lake Metroparks.
- f. Late Proposals. The Submittal Deadline IS FIRM. Proposals will NOT be accepted after the Submittal Deadline and will be returned to the Offeror unopened.
- g. Signature. To be considered for award, each proposal shall be signed by an authorized representative of the Offeror.
- h. Sealed Proposal. Proposals MUST BE sealed upon submittal (e.g., sealed envelope, package, box, etc.)

SELL OR ASSIGN. The successful Offeror shall not have the right to sell, assign, or transfer any rights or duties under this contract without the specific written consent of the Lake Metroparks.

SIGNATURES. An individual who is authorized to bind the Offeror must sign the proposal.

SUBCONTRACTOR COMPETENCY. The Successful Offeror will be required to establish to the satisfaction of the Lake Metroparks the competency, reliability and responsibility of the subcontractors proposed to furnish or perform the work described in the contract documents. Before the award of the contract, the Lake Metroparks will notify the Offeror in writing if, after due investigation, the Lake Metroparks has reasonable objection to any proposed subcontractor. If the Lake Metroparks has reasonable objection to any subcontractor the Offeror shall submit an acceptable substitute person to Lake Metroparks.

Persons and entities proposed by the Offeror to be used as subcontractors, and to whom the Lake Metroparks has made no reasonable objection, must be used on the work for which they were proposed and shall not be changed except with the written consent of the Lake Metroparks.

SUBCONTRACTOR INFORMATION. If the proposal includes the use of subcontractors, Offeror must identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor would perform services.

SUBCONTRACTOR REFERENCES. For all subcontractors that will be used on this project, Offerors must provide a minimum of *two* references from similar projects performed for any local government clients within the last *three* years.

Information provided shall include:

- a. Client name;
- b. Project description;
- c. Project dates (starting and ending);
- d. Technical environment;
- e. Staff assigned to reference engagement that will be designated for work per this RFP; and
- f. Client project manager's name and telephone number.

SUBMITTAL DEADLINE. **Proposals must arrive in the Lake Metroparks Office Front Desk, 11211 Spear Rd., Concord Twp., Ohio, 44077, by 10:00 AM, local time on Thursday January 18, 2018.** The receiving time in the Lake Metroparks Office will be the governing time for acceptability of proposals.

SUBMITTAL METHOD. Proposals must be submitted in sealed envelopes and should be properly identified with the Proposal number and the Submittal Deadline. Telephone, telegraphic, facsimile, electronic, and late Proposals will not be accepted nor considered unless otherwise specified herein. It is the responsibility of Offerors to see that their Proposals have sufficient time to be received by the Lake Metroparks Office before the Submittal Deadline. The Lake Metroparks will not be held responsible for proposal envelopes mishandled as a result of the envelope not being properly prepared. Facsimile or telephone proposals will NOT be considered unless otherwise authorized; however, proposals may be modified by fax or written notice provided such notice is received before the opening of the proposals.

TAXES. Successful Offeror shall pay all federal, state and local taxes, levies, duties and assessments of every nature due in connection with any work under the contract and shall indemnify and hold harmless the Lake Metroparks from any liability on account of any and all such taxes, levies, duties, assessments and deductions.

TERMS OF THE OFFER. Lake Metroparks acceptance of Offeror's offer shall be limited to the terms herein unless expressly agreed in writing by the Lake Metroparks. Proposals offering terms other than those shown herein will be declared non-responsive and will not be considered.

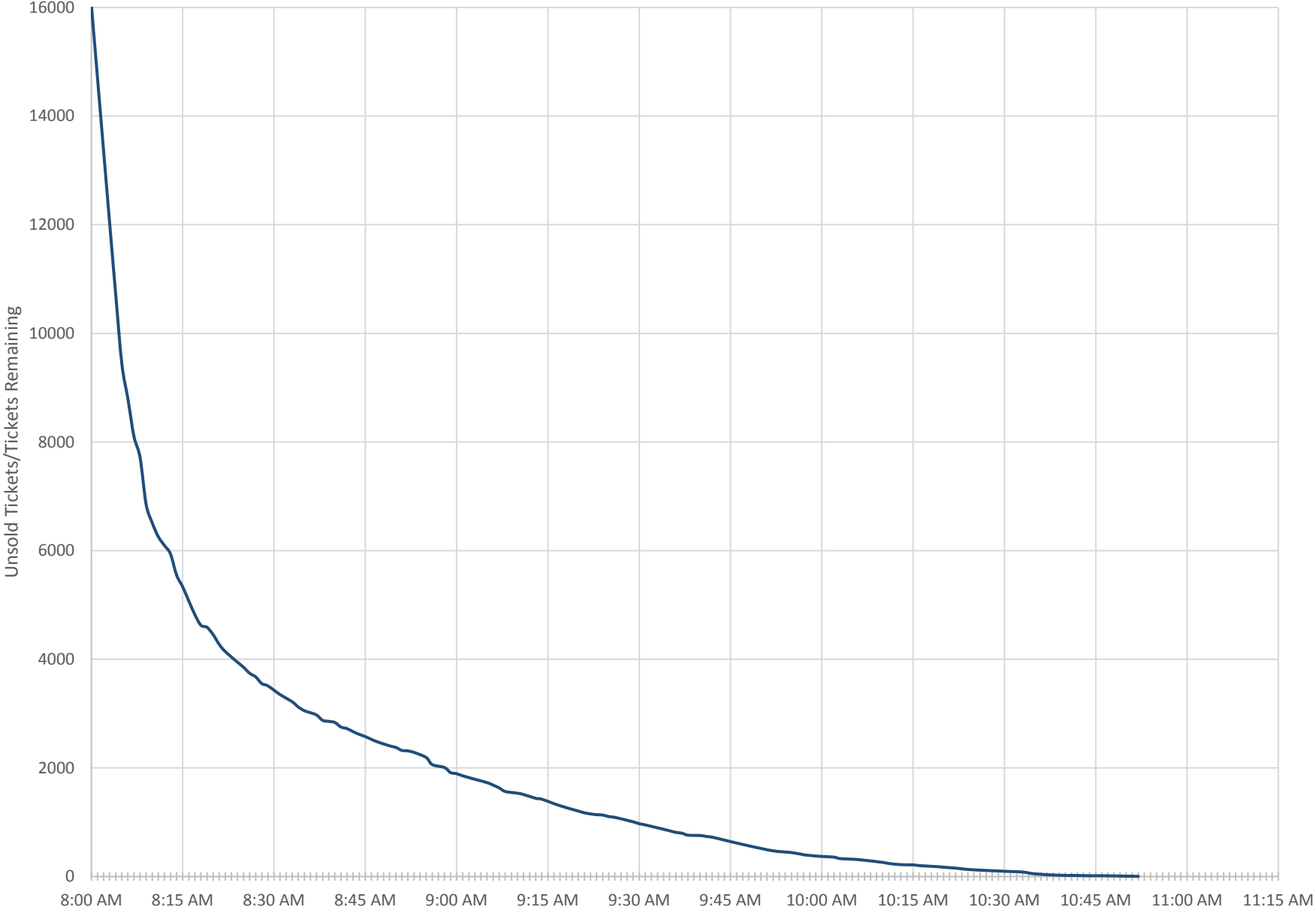
Offeror understands and acknowledges that the representations above are material and important, and will be relied on by the Lake Metroparks in evaluation of the proposal. Offeror misrepresentation shall be treated as fraudulent concealment from the Lake Metroparks of the facts

WITHDRAWAL OF PROPOSAL. Offerors' authorized representative may withdraw Proposals only by written request received by the Purchasing Manager before the Proposal Submittal Deadline. After that time, Offerors may not withdraw their Proposals for a period of sixty- (60) days from the date of opening. At no time may the successful Offeror(s) withdraw his Proposal.

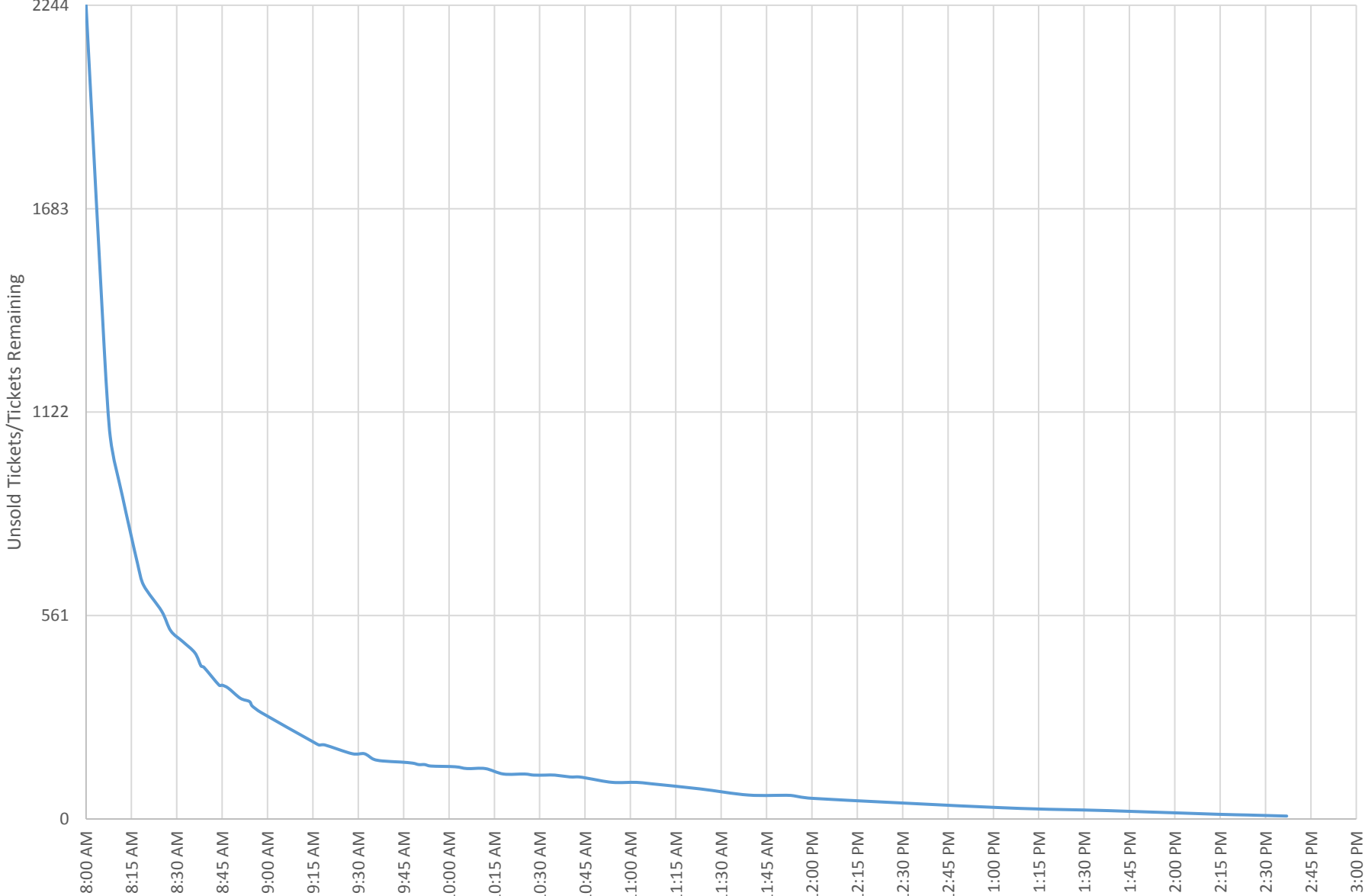
APPENDIX A

Graphs of Past Ticket Sales

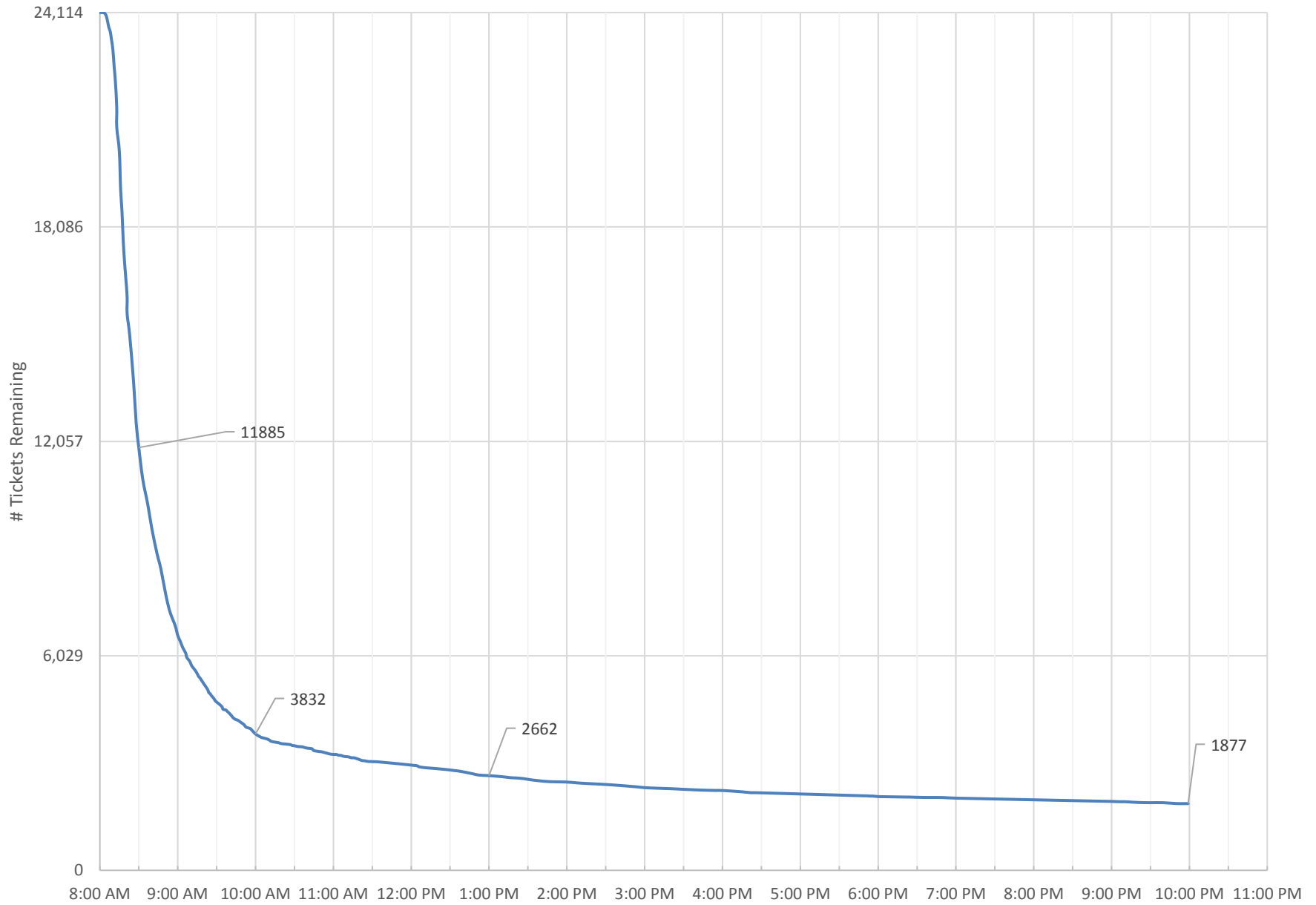
Halloween Hayrides 2017 Ticket Sale Rate



Breakfast/Lunch with Santa 2017 Ticket Sales Rate



County Lights 2017 Tickets Remaining - 1st day of sale



County Lights 2017 Tickets Remaining

