

**NOVA Parks
5400 Ox Road
Fairfax Station, VA 22039**



**Request for Proposal: Online Ticket Sales and Related Services
for NOVA Parks Events**

Invitation to Bid

NOVA Parks invites the submission of proposals from qualified firms to conduct online ticket sales and fulfillment related to special event and daily ticket operations.

The selected Vendor must operate an active website where ticket sale transactions will originate. The Vendor must provide staff verification equipment and resources to verify sold tickets on site and enable NOVA Parks' ability to sell onsite tickets, as needed. The website will also be used as a vehicle to promote the various ticket sales as well as gather customer information to market for future events. It is the goal of NOVA Parks to leverage a ticketing system which is proven and used for similar events and comparable venues, requires minimal development, and is simple for patrons and staff to use.

This RFP will be used as the process for the selection of one entity to provide the Service. After the selection pursuant to the selection criteria set forth in this RFP, the selected entity shall negotiate and enter into a professional services agreement with NOVA Parks.

Evaluation factors include:

- Fees
- Reputation, skill, and experience of the vendor
- Marketing Ability and reach
- Quality of the service offered

Background

The Northern Virginia Regional Park Authority (NOVA Parks) is a governmental agency supported by six local government member jurisdictions. In the late 1950s, the Northern Virginia Planning District Commission and a group of citizens from several local jurisdictions came together to protect Northern Virginia's rich heritage of woods, meadows, lakes and streams from the threat of suburban sprawl. These citizens, working with their local governments – Fairfax County, Arlington County and the City of Falls Church - organized under the Virginia Park Authorities Act in 1959 as the Northern Virginia Regional Park Authority.

Today, NOVA Parks represents three counties and three cities - Arlington County, Fairfax County, Loudoun County, the City of Alexandria, the City of Falls Church and the City of Fairfax. NOVA Parks staff, volunteer Board members appointed from each jurisdiction and many friends of NOVA Parks working together, have preserved more than 12,200 acres within 33 regional park sites.

NOVA Parks operates a wide variety of special events including:

- Meadowlark's Winter Walk of Lights (70,000 visitors annually with an average of 60,000 timed online tickets sold). Ticket prices vary from \$8.00 - \$14.00.
- Temple Hall Fall Festival (17,000 visitors annually with an average of 5,000 online tickets sold in the past). Ticket prices vary from \$12.00 - \$15.00.
- Bull Run Festival of Lights (45,000 vehicle entries with no online pursued to date- we are considering offering off peak online ticket sales). Ticket prices vary from \$20.00 - \$25.00.
- Great Waves Waterpark (80,000 visitors annually with an average of 5,000 online tickets sold in the past- there is a great opportunity here to sell more tickets online if the fees support this). Ticket prices vary from \$8.25 - \$15.75.
- The Snowflake Stampede (1,200 runners annually exclusively sold online). Ticket prices vary from \$17.00 - \$22.00.
- A host of 5k Races at Bull Run and Occoquan Regional Park (approximately 5-10/year with an average of 200 runners each exclusively sold online). Ticket prices vary from \$15.00 - \$30.00.
- NOVA Parks is also opening a new special event called Ice & Lights- The Winter Village at Cameron Run (We anticipate 15,000 admissions, 7,000 timed skate sessions, and 6,000 skate rentals with a portion sold online). Ticket prices vary from \$5.00 - \$8.00.

Procurement Procedures

Bids will be received by mail or in person at NOVA Parks Headquarters, 5400 Ox Road, Fairfax Station, Virginia 22039, until **Monday, August 12, 2019 at 2:00 p.m.**. All proposals are to be sealed and clearly marked:

Proposal –Online Ticket Sales and Related Services for NOVA Parks
 Attn: Blythe Russian, Park Operations Superintendent
 5400 Ox Road
 Fairfax Station, VA 22039

NOVA Parks shall award the contract to the vendor it determines to have provided the Proposal that is most advantageous to the agency. NOVA Parks reserves the right to award the contract in the aggregate, by individual service, or any combination which is in its best interest. NOVA Parks also reserves the right to reject any and all proposals.

Respondent must submit 3 hard copy forms of proposal and any required supporting materials. Respondents may portions of the proposal which contain trade secrets or other proprietary data which the respondent desires remain confidential by marking the cover page: This Proposal includes trade secrets or other proprietary data.

Each Proposal must contain the following:

1. Form of Proposal
2. Required Content of Proposal
3. Years the company has been in business
4. Business Overview including professional qualifications, specialized experience
5. Key personnel committed to the project and their qualifications
6. Company References-from a like business or Event similar to NOVA Parks'
 - a. Client name, address, contact person, telephone and email address
 - b. Description of services provided similar to the services outlined in this RFP
 - c. Date the service was implemented
 - d. Contract term
7. Implementation plan- must describe the vendor's capacity to manage the requirements of the agreement.
 - a. Identify the means by which customers will be solicited

- b. Identify the source of the pool of customers
- c. Provide a detailed marketing plan and features that support this
- d. Identify methods of on-site support
8. Redemption equipment provided
 - a. Quantity, type, cost associated
9. Cost Proposal/Schedule of Compensation
 - a. For purposes of comparing costs among respondents, respondent must not deviate from the cost proposal outline. NOVA Parks reserves the right to negotiate a final price, terms and conditions.
10. Payout method, schedule, and parameters

Project Specifications

NOVA Parks desires, but is not limited to the following functionality for online ticket sales:

- Integration of sales into our existing website
- Ticket vendor website sales for increased marketing
- Timed ticket sales for Winter Walk of Lights, skating at Ice & Lights, and potentially Bull Run Festival of Lights
- The ability for customers to transfer tickets or change ticket types within the event
- The ability for customers to communicate with the event organizer through email
- The ability for simple scanning of tickets for redemption and ticket lookups
- Ease in refunds and transfers by event organizer

Evaluation Process

An evaluation committee which will include representatives from the Operations Department at NOVA Parks will review and evaluate the proposals.

THE NORTHERN VIRGINIA REGIONAL PARK AUTHORITY RESERVES THE RIGHT TO REJECT ANY AND ALL PROPOSALS AND TO WAIVE ANY TECHNICALITIES AT ITS OPTION WHEN IN THE BEST INTEREST OF THE AGENCY.

Proposals must include but are not limited to the requirements set forth herein.

Any questions about the request for proposals must be submitted in writing by e-mail to Park Operations Superintendent, Blythe Russian, at brussian@nvrpa.org. **All questions must be submitted no later than August 5, 2019.** Please reference the specific section that is the subject of your question. NOVA Parks will respond to each question in writing. Questions submitted after the deadline above may not be answered.

The terms and conditions of this RFP shall be made part of the final contract.

NOVA Parks reserves the right to reject all proposals if, in its sole judgment, the responses to this solicitation are unsatisfactory or inadequate; it elects to substantially modify the magnitude or scope of the project; or if it elects to abandon or defer the project.

It is the vendor's responsibility to be aware of any addenda that may be issued regarding this RFP. All addenda will be posted on the NOVA Parks website www.novaparks.com. Vendors shall acknowledge receipt of addenda at the bottom of the RFP Information/Bid Sheet.

END OF PROCURMENT PROCEDURES

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Form of Proposal- Page 1 of 2

Company Name: _____ Contact Name: _____
 Address: _____
 Phone Number: _____ Years in Business: _____
 E-mail Address: _____

Please attach a Business Overview and list of key personnel to this Form of Proposal

References from similar work (1 required, 2 preferred)

Company Name: _____ Contact Name: _____
 Address: _____
 Phone Number: _____
 E-mail Address: _____
 Description of Services provided: _____

Date the service was implemented: _____
 Contract Term: _____

Company Name: _____ Contact Name: _____
 Address: _____
 Phone Number: _____
 E-mail Address: _____
 Description of Services provided: _____

Date the service was implemented: _____
 Contract Term: _____

Equipment: Please specify equipment provided, quantity, specifications, and any associated costs.

| Equipment Type | Quantity | Specifications | Costs (please line item any shipping costs, deposits, etc.) |
|----------------|----------|----------------|---|
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Form of Proposal- Page 2 of 2

Implementation Plan- describe vendor's capacity to solicit and serve customers. Please include the following in your description:

- Identify the means by which customers will be solicited
- Identify the source (and size) of the pool of customers
- Provide a detailed marketing plan
- Identify methods of on-site support (call center hours, customer service support)

Please attach the Implementation Plan to this Form of Proposal

Cost Proposal:

Proposed service fee per ticket – please outline any fee changes based on ticket prices varying from \$1.00- \$49.99.

| Ticket Price | Fee |
|-----------------|-----|
| \$1.00-\$9.99 | |
| \$10.00-14.99 | |
| \$15.00-\$24.99 | |
| \$25.00-\$29.99 | |
| \$30.00-\$39.99 | |
| \$40.00-\$49.99 | |

Credit Card Transaction Fee: Please specify if this is a percentage or fixed fee _____

Payout Method, Schedule and Parameters: Please specify

Submitted by: _____
Printed Name Signature

Phone Number: _____

Email _____