

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



**Request for Proposal: Web Based Online Reservation and Ticketing System  
For Repeating Timed Entry Special Events**

NOVA Parks invites the submission of proposals from qualified firms for a web based online reservation, ticketing, marketing, customer service, and reporting system for 3 seasonal, nightly holiday light shows.

The selected vendor must offer the following features and services as part of their solution:

- Web Based Software
- Timed Event Online Signup and Payment Options
- Mobile Bookings
- Inventory Functionality
- Marketing and Reporting Functionality
- Customer Database Management and Outreach
- Usage and Performance Reporting
- Integration with Microsoft Dynamics Great Plains Preferred
- Cash, Check and Credit Card Processing Ability
- Finance and Accounting Functionality and Reporting
- Implementation, Training, and Ongoing Support

This Request for Proposal (RFP) will be used as the process for the selection of one entity to provide the service as described. 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.

**Selection Criteria include:**

- Fees
- Reputation, skill and experience of vendor
- System functionality to meet the Agency's needs
- Implementation plan and process
- Service provided to customers and NOVA Parks
- Marketing capabilities
- Integration into NOVA Parks' processes (web, finance requirements)

## 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 12,700 acres within 35 regional park sites.

NOVA Parks operates a wide variety of special events including:

- Meadowlark's Winter Walk of Lights (93,000 visitors annually with an average of 83,000 timed online tickets sold). Ticket prices range from \$6.00-\$23.00.
- Bull Run Festival of Lights (66,000 vehicle entries with an average of 44,000 timed online tickets sold). Ticket prices range from \$30.00 - \$40.00.
- Ice & Lights (29,000 visitors annually with an average of 23,000 timed online tickets sold.) Ticket prices range from \$8.00-\$21.00.

Annually, ticket sales commence on or around October 1<sup>st</sup> with a ticket buildout of late summer. Event start dates are typically on or around Veteran's Day and run through the end of February.

## Project Specifications

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

- Ticket vendor website sales for increased marketing
- Timed ticket sales and general admission ticket sales at same location
- The ability for simple scanning of tickets for redemption and ticket lookups
  - Can one QR be scanned for multiple tickets purchased together?
  - Can scan time parameters be flexible?
  - Scan from mobile device?
  - Can a complimentary ticket be redeemed at any time?
- Ease in refunds and transfers by event organizer
  - Individual & bulk refunds
  - Individual & bulk transfers
- Reporting functionality to meet agency requirements
- Customer Service for event organizer (evenings, weekends, holidays)
- Step-by-step training materials for set-up, redemption, transfers, refunds, and making changes once the event is live
- Ease of setup by event staff
- Varied timed entry slots
  - Winter Walk of Lights offers 15-to-30-minute incremental entry times for up to 4,500 guests per day from 5-10pm

- Festival of Lights offers 2 entry times for up to 2,000 guests per day from 5-10pm
- Ice & Lights offers up to 6 hourly increments for skating for up to 390 skaters and general admission for village entry for up to 1,200 visitors from 5-10pm and additional daytime hours
- Ability to offer add-on sales such as ornaments, light glasses, or dog admissions
- Ability to offer promo codes that work on specific dates that may not be consecutive (valid weekdays only through X date)
  - Promo code usage reports
- Daily reporting by event that breaks down ticket type quantity and revenue totals
- Daily exports by GL code or by ticket type
- Ability to calculate & report sales tax
- Daily ACH payout by event with corresponding reporting
- Ability to bulk transfer and bulk refund entire orders in one process as well as individual ticket transfer and refunds
- Ability to easily close ticket sales due to weather or other conditions
- Marketing and reporting capabilities:
  - Google Analytics, Pixel Tracking, etc.
  - Customer email and text capabilities
  - Seamless integration into NOVA Parks' website
- Customizable ticket templates and messaging
- Customizable purchasing information (name, email, zip code, survey questions?)
- Customizable follow up marketing emails or texts

Ticketing system shall be set up with the following considerations for the customer:

- Mobile friendly for all functions
- Promo code entry process clear
- Customer service to include AI customer support options
- Ease of viewing and selecting add-ons
- Simple customer ticket transfer process (entire order and individual tickets)
- Simple purchasing and ticket retrieval processes
- Print at home or mobile scanning functionality
- 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

## Procurement Procedures

Proposals will be received by mail or in person at NOVA Parks Headquarters, 5400 Ox Road, Fairfax Station, Virginia 22039, until **May 29, 2025, at 2:00pm**. 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 all proposals.

Respondent must submit 3 hard copy forms of proposal and any required supporting materials. Respondents may mark 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 (see project specifications)
3. Years the company has been in business
4. Business Overview including professional qualifications, specialized experience
5. Key personnel committed to the project, their role, 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. Training and implementation timeline and plan
  - b. Mockup of timed entry (customer view)
  - c. Functionality
    - i. Transfers
    - ii. Refunds
    - iii. Promo Codes
  - d. Reporting samples that demonstrate consolidated daily sales reports for one location, one day, by ticket type (ex. Total number of admissions sold and revenue, total number of add ons sold and revenue)
  - e. Customer service options
  - f. Marketing opportunities
8. Redemption equipment requirements
  - a. Quantity, type, cost associated
9. Fee schedule, compensation, terms and conditions
  - a. NOVA Parks reserves the right to negotiate the final price, terms and conditions
10. Payout method, schedule, and parameters
11. Other revenue opportunities or services offered (bonuses, incentives)
12. Additional Training and support

## **Evaluation Process**

An evaluation committee of NOVA Parks staff will review and evaluate the proposals.

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](mailto:brussian@nvrpa.org). **All questions must be submitted no later than May 16, 2025.** 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](http://www.novaparks.com). Vendors shall acknowledge receipt of any addenda at the bottom of the RFP Information/Bid Sheet.

END OF PROCURMENT PROCEDURES

**NOVA Parks**  
**Request for Proposal: Web Based Online Reservation and Ticketing System**  
**For Repeating Timed Entry Special Events**

**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 or required, quantity, specifications, and any associated costs.

Equipment Type	Quantity	Specifications	Costs (please line item any shipping costs, deposits, etc.)

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

**Form of Proposal- Page 2 of 2**

**Implementation Plan:** 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. \*If fee structure does not work by price increments, please specify fee structure below.

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

\_\_\_\_\_

**Other Fees:** \_\_\_\_\_

\_\_\_\_\_

**Other Revenue:** \_\_\_\_\_

\_\_\_\_\_

**Payout Method, Schedule and Parameters:** Please specify

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Other Opportunities or Services:** Please specify

\_\_\_\_\_

\_\_\_\_\_

Submitted by: \_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

Phone Number: \_\_\_\_\_

Email \_\_\_\_\_