

RFP 21-0015

Ticketing Software System

Answers to Questions as 2/19/21

Q - What is the structure of the ticket operations department? Is it a central team supporting all spaces/venues?

Answer: Yes, the Pavilion has one ticket operations department that oversees the various ticketing for all the venues. There are satellite box offices where required.

Q - In order to provide an adequate level of service, we need to assess the **number of items** that will be issued through our SaaS platform: tickets (sold and complimentary), merchandise, and ancillary items. Based on the information provided in the RFP document (pages 5 through 7), we have calculated the total number of tickets issued in a year to be 740,239 as per below table. Please confirm the total number of items per year.

Answer – For clarification of the ticketing data provided in the RFP document. The Washington Pavilion had approximately 405,000 TOTAL admissions in 2019 across all venues. The numbers list below that are some of what the 405,000 was comprised of, and they were not in addition to the 405,000. There are a small number of non-ticket items processed each year. We do anticipate growth in the upcoming years, but you should base your proposal on the numbers provided.

Q - What is the expected growth in the next few years?

Answer: Difficult to say with the current Covid19 situation. Prior to the pandemic, we were anticipating more shows and new business. However, you should base your proposal on the previous numbers achieved that have been provided to you.

Q - What is the percentage of items sold on the web (online sales)? What is the expected growth over the duration of the agreement?

Answer: 25%-30% at the moment. We expect this to grow through the relationship of our software, primarily with increased CRM emphasis.

Q - Are you interested in block chain tickets? If yes, what percentage of all tickets would be through block chain delivery?

Answer: We currently do not use block chain. We would be interested in learning more about the benefits it provides.

Q - Who is your current ticketing platform provider?

Answer: Audienceview

Q - Who is your current Payment Service Provider (PSP) and acquiring institution?

Answer: BrainTree with Wells Fargo as bank

Q - Do you currently use a CRM solution? If yes, what is the name of the CRM?

Answer: We currently do not utilize a separate CRM solution. We utilize CRM components that are inherited within our current ticketing provider in conjunction with email tools, etc.

Q - How many contacts/customers do you have in your CRM or database?

Answer: Roughly 220,000 customer accounts – but not all are active.

Q - How many emails do you send per year to your contacts/customers?

Answer: About 500, and we like to do more pointed emails in the future

Q - Is your current ticketing and access control equipment (computers, printers, scanners) owned or provided by your current ticketing vendor?

Answer: The Pavilion owns all the related ticketing equipment. Please provide your info on what hardware specifications are compatible with your system.

Q - Do you have specialized access control devices controlled by a third party application? If yes, do you want to keep the existing solution and integrate to it? Please provide the name of the solution.

Answer: We currently do not use any third-party software or devices for access control.

Q- How are payments for donations currently being taken (especially recurring donations)? Credit Cards, Bank Transfers, etc.?

Answer: Most recurring donations are currently paid either through AV with a scheduled payment on a Credit/Debit card or through MobileCause with a Credit/Debit card or Paypal. We have a couple “recurring donations” paid by check that comes straight from the donors’ bank. All of these make up very few of our overall donations. The majority of our donations are paid by check, some are paid with credit card either through AV directly either online, by phone or mail or via our online MobileCause donation forms.

Q - What are some examples of Peer to Peer fundraising you currently do?

Answer: We do not currently do any Peer to Peer fundraising, but have the capacity to set it up through our MobileCause platform.

Q - Are you currently using a CRM & Donor Management platform? If so, is it integrated with your ticketing system?

Answer: Yes, the Washington Pavilion currently uses *AudienceView* – which handles CRM, Donor Management, and Ticketing.

Q - Further to that, are there any other 3rd party applications that are currently being utilized that integrate with your ticketing platform?

Answer: Company-wide, we used Blackbaud (Finance), Drupal (Website and Marketing), and MobileCause (Donor Management). These can be considered shared services alongside AudienceView.

Exhibit A

Line 61 – Q - Please provide clarification on what is meant by Data Communication in regards to the installation process.

Answer: As not all ticketing platforms are cloud based – please address if any other of forms communication are required (including backup) to utilize your system.

Line 90/91 – Q - In terms of On-site Support, in order to better answer this question, we ask you to provide us with a small clarification:

When it comes to on-site support, is it desired to always have a customer support specialist on site (non-event related)? On-site support during events?

Answer: On site support is not a requirement and not necessary on an ongoing basis. In rare instances we may request an onsite presence to troubleshoot an ongoing issue, etc. Please describe the remote support you can provide for major events and/or on sales, if needed.

Line 223 – Q - Please provide clarification on what is meant by if the system provides new contract generation on demand.

Answer: Some ticketing platforms have the ability generate/deliver a template of an agreement/terms of purchase to a season ticketholder and/or invoice. Some systems allow a similar document to be scanned and captured in the account information data. Please describe if you can offer either of these features.

Line 353 – Q - Please explain in further detail, how your organization envisions identifying the “anonymous fan”. What information are you looking to gather?

Answer: We are always interested in identifying who is attending our events. Who are the other three patrons when someone purchases four tickets? Who are the members of a group of 50? Does your system offer any tools to help identify the unknown attendees (e.g., name, email, address etc.).

Line 375 – Q - Within the fundraising section, please clarify what is meant by stocks/securities. What is your current process for these?

Answer: Washington Pavilion occasionally gets gifts via stocks and securities from our donors. We provide the prospective donor the necessary information from our investment advisers to complete the transaction. It would be ideal if the new software could designate the donations as a “stock or security.”

Line 380 – Q - Within the fundraising section, please clarify what is meant by planned gifts. Are these pledges?

Answer: If a donor commits to a long-term plan of giving. Can your system help schedule payments, notifications, etc.? Please describe.

Line 403 – Q- Please explain in further detail your requirement for member identification without having to provide ID.

Answer: We are looking for a solution/best practice to an ongoing issue we have. We sell non-transferable season membership that allow unlimited access to the museums to patrons. Currently, the patron arrives and waits on a box office line to show ID verification and then is issued a ticket for entry

that day. We would like to eliminate the step of going to the box office with some form of RFID card, wristband (or other solution you might be able to offer), that will allow the member direct admission.