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United States Olympic & Paralympic Museum

October 1, 2019

TICKETING SYSTEM PLATFORM REQUEST FOR PROPOSAL

Request for Proposal for a ticketing system for the UNITED STATES OLYMPIC & PARALYMPIC MUSEUM (USOPM) {hereafter called the “Owner”} in Colorado Springs, CO.

This request for bid and cost proposal (RFP) is being issued behalf of the Owner and the Owner’s Representative firm, Gallagher Museum Services (GMS), a division of Gallagher & Associates. The Ticketing System partner’s contract will be held by the Owner.

Additional information about this project and the specific qualifications response requirements are provided in the following sections of this request.

- I. Project Description
- II. Base Criteria / Pre-requisites Established for All Bidders
- III. Additional System Requirements
- IV. Bid Process Schedule
- V. General Response Instructions
- VI. Specific Qualifications & Response Requirements
- VII. Response Evaluation Selection Process

Please review the schedule of the bid proposal process. This invitation requires each bidder to prepare the qualifications and capabilities section as part of the bid proposals submitted. An in-person interview will be a part of the bid process.

I. PROJECT DESCRIPTION

The U.S. Olympic & Paralympic Museum will become a premier cultural destination, welcoming people from near and far, and of all ages and backgrounds, to come together in the spirit of the Olympic and Paralympic Games.

The U.S. Olympic & Paralympic Museum will be the new home of the U.S. Olympic Hall of Fame, a dynamic tribute to inductees—athletes, coaches, leaders and supporters of the U.S. Olympic and Paralympic movement—and their compelling stories.

The 60,000-square-foot building will embody the forward-looking values of Team USA, with 20,000 square feet of highly interactive exhibit space, a state-of-the-art theater, gift shop, café, and the Hall of Fame.

II. BASE CRITERIA / PRE-REQUISITES ESTABLISHED FOR ALL BIDDERS:

- i. Platform must be designed for General Admission venue operations
 - a. Preferably designed for museums or cultural attractions; stadium or seating chart-based systems will not be considered
 - b. Bidder must provide existing relationship with a payment processor accepting VISA credit and debit cards
- ii. Platform must be Fully Hosted (web-based or cloud-based)
 - a. On-premise software will not be considered
 - b. Must utilize a disaster recovery program or secondary disaster recovery facility
- iii. Platform must support Ecommerce, Point-of-Sale and Group Sales functionality
 - a. Ecommerce must feature a responsive user interface
 - b. Ecommerce must be customizable to imitate the Owner's brand
- iv. Platform must feature a mobile ready or application-based Point-of-Sale user interface
 - a. iOS tablet option preferred
- v. Security
 - a. Must be PCI DSS Compliant
 - b. Must provide data security indemnification for the Owner
 - c. Must utilize EMV card processing hardware
- vi. Support
 - a. Firm must dedicate a U.S. based support contact or client services manager to the Owner for implementation, training and ongoing customer support
- vii. RFID Ticketing Capability

- a. Software must support the capture of a pre-encoded RFID tag on the ticket-level, via a Point-of-Sale redemption process
 - b. Platform must support Access Control utility via RFID scan
 - c. Bidder must include and absorb any development time/costs for RFID customization in project scope
 - d. System must provide utility for a daily transactional data export via push API or automated file export
- viii. Professional Services
 - a. Bidder must provide project management services to facilitate software configuration, implementation and training

III. ADDITIONAL SYSTEM REQUIREMENTS: Below are some additional “must-have” features that will be required of any ticketing system selected by the USOPM:

- i. Membership Services – platform must feature true functionality for museum memberships including a digital membership card and annual renewal capability
- ii. Other Features Required
 - a. Group Sales specific functionality for ticket reservations, deposits and event waivers
 - b. Functionality for guided tours and add-on experiences (upselling)
 - c. Functionality for combo tickets, admission vouchers, promotion/discount codes and ecommerce deep links
- iii. Timed Ticketing feature set that can easily be activated/deactivated based on forecasted attendance
- iv. RFID System integration experience
- v. Third Party Distribution – platform must provide the ability to connect with additional ticket distribution channels such as Online Travel Agencies and other third-party distribution channels
- vi. Feature Requests – Owner must be able to submit reasonable feature requests for mutually beneficial product upgrades as needed

IV. BID PROCESS SCHEDULE*: The Bid Process schedule is as follows:

Release bid	10.01.19
Bidder confirmation of participation	10.04.19
Bid Questions Due	10.07.19
USOPM Answers to Questions Due	10.14.19
Bid Submission Deadline	10.28.19

Owner Bid Review and Analysis	10.28.19 - 11.04.19
In Person/Online Finalist Demos (if necessary)	11.18.19
Ticketing Systems Partner Selected	11.20.19

NOTE: **Schedule is subject to change. Museum Ticketing systems should be installed and tested for soft opening in Spring of 2020. Minimal installation and testing during soft opening period to be coordinated with Owner during Soft Opening activities and events schedule.*

V. GENERAL RESPONSE INSTRUCTIONS

Copies

Provide one (1) original hard copy, one (1) duplicate hard copy and one (1) electronic copies of all bid submission materials by the stipulated dates above.

Delivery

Mail or deliver one (1) original hard copy, one (1) duplicate hard copy and one (1) electronic copy to:

Gallagher Museum Services

Attention: John V. Christie
 4896 Locklear Way
 Marietta, GA 30066
 TEL: 678.361.3274
 Attention: John V. Christie, Vice President
 Email: jchristie@gallagherdesign.com

Format

- i. Owner requests use of a standard size and format as follows:
 - 8.5" x 11" vertical format white paper, single sided
 - 11" x 17" fold-outs for charts/graphs, oriented to fold out horizontally
 - Use of easily legible type/spacing for all text
 - Excess length/elaboration is not necessary
 - All electronic document bid submissions must be in PDF and Word/Excel format
 - All pricing in bid submissions must also be provided in Excel format
- ii. No constraints in terms of page numbers, etc. are mandated except for the cover letter, but please note:
 - Brevity, clarity, and elimination of redundancy will be preferred. Unnecessarily elaborate graphics, artwork, etc. are not desired or needed.
- iii. Mandatory Outline
 - The data requirements provided in Section III Specific Qualifications Response Requirements should be followed exactly (same data, order, headings, etc.)
 - All other data (if any) should be provided in an Appendix and can be noted in the cover letter.

USOPM TICKETING PLATFORM SPECIFICATIONS

Confidentiality Clause

For security purposes, bidders and their proposed bid team sub-consultants (and the eventual contracted Exhibit Fabricator and their sub-consultants) shall at no time release information related to the bid, contracting, content, building, operations, exhibit fabrication, or exhibit installation of this project without the prior written consent of the Owner. Disclosure of any project-related information must be submitted to the Owner for review/written approval prior to release. Please contact John Christie (GMS, VP & Owner's Representative) concerning additional confidentiality clause questions pertaining to this project.

Coordination

The Ticketing Systems partner will be responsible to coordinate with the following parties (as applicable and necessary): Exhibit Designer, Exhibit Fabricator, Owner Project Manager/Representation, RFID Partner, Web Developer, and AV Software Producer. The Ticketing Systems partner, once contracted, is responsible for a fully-developed schedule that identifies logistical coordination (AV Hardware procurement, installation, and on-site spaces) with no additional charges to the Owner unless approved by the Owner in advance.

VI. SPECIFIC QUALIFICATIONS & RESPONSE REQUIREMENTS

Transmittal Cover Letter

- Can be used to provide an "Executive Brief" of key points including firm qualifications and interest in the project (but should be kept to a two (2) page maximum).

Firm History

- Provide brief description including founding, growth, previous trading identities (last 10 years) and identity of subsidiaries, if any, to be involved.

Firm Structure

- Provide statements describing the following
 - Ownership
 - Contractor license data
 - Permanent staffing (including field staff deemed permanent) and structure
 - Attach an organization chart
 - Firm's use of project specific staffing (other than craft labor)
 - Use of subcontractors for field office or home office functions (other than craft labor)
- It is extremely important that you state all sub-consultants that will help in the completion of the installation. Provide qualifications for all sub-consultants (identified now or in the future) who will work on this project, including key staff resumes, experience, and detailed description of duties on this project include responsibilities and schedule as coordinated with the overall procurement and installation schedule.

Also include each sub-consultant's firm history, firm structure, financial data, and litigation/arbitration record.

Financial Data

- Provide the following for the last three (3) full reporting years except as noted otherwise.
 - Identify financial year reporting basis
 - Sufficient parameters from Operating Statements and Balance Sheet to indicate financial capacity and financial stability (Matrix format recommended)
 - Bidders must meet minimum Payment and Performance Bond Capacity requirement of \$4M
 - Bankruptcy: identify any bankruptcy action involving any portion of your firm (Regional and otherwise) in last 10 years. Provide explanatory comments as desired

Litigation/Arbitration Record

- List all project litigation with which your firm has been involved.

Firm History

- Provide a listing of all museum ticketing system installations completed in the past five (5) years. This should include the following desired data elements and can be provided in chart form as desired.
 - Project Name and Address
 - Project Type (e.g. new museum, new partner, renovation)
 - Owner Name and Address
 - Owner Point of Contact (name, position, phone number, address if different)
 - Final Contract Value
 - Comments as desired
- For all individual references, the individual's degree of familiarity with firm's performance on the project is of highest importance (as opposed to position title, for example). If most appropriate references are no longer with Owner/design professional organizations, note this and provide alternate contact information for them, if possible. If not, please note, and provide alternate contacts. Multiple references are acceptable.

Proposed Project Team

- Identify your key staff members that would be assigned to the project, including:
 - Installation team
 - Support team
- Define use of sub-consultants (if any)

Current Work

- Provide your assessment of current workload with respect to your capability to add this assignment and meet the Owner's cost, schedule, and quality expectations.

System Installation Schedule

- Provide a detailed system installation schedule outlining all tasks, milestones, and Owner approvals, including:
 - System installation
 - Testing
 - Customization
 - Web platform integration
 - Soft Opening testing
 - Transaction testing
 - System launch

- Identify all specific deliverables due to your firm in order to meet the milestone schedule

Cost Proposal

- Clearly outline all system installation and on-going costs, including:
 - System start-up/installation costs
 - Customization costs
 - Maintenance costs
 - Transaction costs

Warranty

- Please outline ticketing system warranty

VII. RESPONSE EVALUATION SELECTION PROCESS

RFP Response Evaluation

- Primary emphasis will be placed on the following:
 - Technical capabilities
 - Ability to meet Base Criteria
 - Ability to meet Additional System Requirements
 - Similar installations, including RFID integration
 - Cost (Installation, Customization, Maintenance, and Transaction)

- Appendix materials will be reviewed, with consideration as deemed appropriate.

Inquiries*

- Forward all inquiries by e-mail to:
John V. Christie
Vice President
Gallagher Museum Services
jchristie@gallagherdesign.com

**Inquiries about this RFP to others, including the United States Olympic & Paralympic Museum staff, SHOULD NOT BE MADE*

RFP Notes:

- Cost of Response. All costs of any kind associated with preparing and responding to this RFP are the responsibility of the responding firm.
- The Owner reserves the right to request additional information (without being so obligated) from any firm without requesting such data from all firms.
- Owner reserves the right to contact any person identified as an Owner or design professional point of contact, or other parties for projects listed in any RFP response.
- This RFP is provided for informational purposes only and may not be relied upon by any party whatsoever. Owner reserves the right to modify the information provided in this RFP and the terms hereof for any reason or no reason whatsoever. In addition, Owner reserves the right to cancel the project and this procurement at any time for any reason whatsoever or for no reason.
- In addition, Owner reserves the right to delay or accelerate the project, expand or reduce the scope of the project or modify the project in any way in Owner's sole discretion. Owner may negotiate and/or contract with any party whatsoever regardless of whether such party was an initial recipient of this RFP or named herein. Owner reserves the right to delay, cease, and/or restart this procurement process for any reason or no reason whatsoever.

Please feel free to contact me with any project related questions or clarifications.

Sincerely,

A handwritten signature in black ink, appearing to read "John V. Christie", followed by a horizontal line.

John V. Christie
Vice President
Gallagher Museum Services