



6/15/18

Ladies and Gentlemen:

You are invited to submit a proposal to provide a Venue and Event Management software solution for The Classic Center in accordance with the requirements of the attached specifications. Please send your proposal to The Classic Center, Purchasing Division, 300 North Thomas Street, Athens, GA 30601. **On the envelope please write "RFP # 72018, Venue and Event Management software "**. Late responses will not be accepted and will be returned unopened.

**The deadline for proposals is 4:00 p.m., Monday, August 20, 2018, in the main administrative office, 2<sup>nd</sup> Floor Firehall.**

This solicitation does not commit The Classic Center Authority (also referred to as the CCA) to award a contract, pay any costs incurred in the preparation of the response, or to procure or contract for the articles of goods or services. The Classic Center reserves the right to accept or reject any or all proposals or portions thereof and to cancel in part or in its entirety this response if it is in the best interest of The Classic Center Authority to do so.

Anyone having technical or clarification questions regarding this request for proposal may address them in writing and email them to [Shannon@ClassicCenter.com](mailto:Shannon@ClassicCenter.com), prior to 5:00 p.m., July 16, 2018. The email should be titled "RFP Question #72018". Unless questions are in writing, they will not be considered.

Sincerely,

*Shannon McCullough*

Shannon McCullough  
The Classic Center



**REQUEST FOR PROPOSAL**  
**Venue and Event Management Software**  
**RFP # 72018**

**Date released: June 15, 2018**

**Submit Request for Proposal to:**

⇒ Shannon McCullough  
The Classic Center  
Purchasing Division  
300 North Thomas Street  
Athens, GA 30601

**Direct Questions, via email, to:**

⇒ Name: Shannon McCullough  
E-mail: [shannon@ClassicCenter.com](mailto:shannon@ClassicCenter.com)

**IMPORTANT:** Please submit all questions in writing via email. The Classic Center will engage in phone conversations when appropriate and initiated by The Classic Center.

Your proposal shall be delivered in an envelope clearly marked:

**RFP # 72018, Venue and Event Management Software**

**One (1) signed original and Five (5) copies of the proposal shall be submitted**

**Proposals Due: Monday, August 20, 2018 by 4:00 P.M.**

## SCHEDULE OF EVENTS

EVENT	DATE
Release RFP	June 15, 2018
Questions Due (email)	July 16, 2018 by 5 PM
Addendum Issued	July 23, 2018 As/if required
<b>RFP Due Date</b>	<b>Monday, August 20, 2018 by 4 PM</b>
Vendor Interviews/Demonstrations	September & October of 2018 (By scheduled invitation only)
Anticipated Award Date	No later than October 22, 2018

## NOTICE

**From the issuance date of this Request for Proposal until a Vendor is selected and the selection is announced, Vendors are not allowed to communicate with any Classic Center staff or officials regarding this procurement, other than during scheduled interviews, demonstrations, and/or site visits, except at the direction of Shannon McCullough and/or Paul Cramer, the designated representatives of The Classic Center Authority (also referred to in this document as The ‘CCA’).**

## TERMS AND CONDITIONS

- 1) Pre-Qualification for submitting a proposal is not required.
- 2) All price and notations must be typewritten or written in ink. No erasures permitted. Mistakes may be crossed out and corrections made adjacent and must be initialed in ink by person signing proposal.
- 3) Use the documents provided. Propose on each item separately. Prices should be stated in units specified herein. A price submittal sheet is provided in this proposal packet for final response. If you decide to submit more than one proposal, photocopy our documents.
- 4) Each proposal must be in separate **sealed** envelope with proposal number on outside, and must be received by The Classic Center, not later than the hour and day specified hereon. Given the complexity and possible time constraints, the proposal may be opened at the discretion of The Classic Center. Identification and acknowledgement of bidders will be available within 48 hours via email request. Final results will be available upon request following the entirety of RFP process.
- 5) If applicable, terms of less than 30 days for cash discount will be considered as net. Cash discount period will be computed either from the date of delivery and acceptance of the goods ordered or the date of receipt of correct and proper invoices, prepared in accordance with the terms of our purchase order, whichever date is later.
- 6) A responsible officer or employee must sign with the Vendor's name and all proposals. Obligations assumed by such signature must be fulfilled.
- 7) Unless otherwise definitely specified, the prices proposed herein do not include Georgia Sales Tax.

- 8) No charge for packing, drayage, or for any other purpose will be allowed over and above the prices proposed on this sheet.
- 9) The right is reserved, unless otherwise stated, to accept or reject all or any proposal, or any part thereof, either separately, or as a whole, or to waive any informality in a proposal and to split or make the award in any manner determined by The CCA to be most advantageous to The CCA.
- 10) The CCA recognizes that price is only one of several criteria to be used in judging a product or service, and The CCA is not legally bound to accept the lowest proposal.
- 11) Samples of items, when required, must be furnished free of expense to the CCA; and if not destroyed by tests, may upon request be returned at the Vendor's expense.
- 12) In case of default by the Vendor, the CCA may procure the articles or service from other sources and may deduct from unpaid balance due the Vendor, or may bill for excess costs so paid, and the prices paid by The CCA shall be considered the prevailing market prices paid at the time such purchase is made.
- 13) The Vendor shall hold The Classic Center Authority, its officers, agents, servants and employees, harmless from liability of any nature or kind on account of use of any copyright, or uncopyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used under this proposal.
- 14) The Vendor will not be held liable for failure or delay in fulfillment if hindered or prevented by fire, strikes, or Acts of God. Bidder shall be excused from performance hereunder during the time and to the extent that he/she is prevented from obtaining, delivery in, or performing in the customary manner, by act of God, fire, war, strike, loss or shortage of transportation facilities, lockout or commandeering of raw materials, products plants or facilities by the government. Bidder shall provide the City satisfactory evidence that nonperformance is due to other than fault of negligence on bidder's part.
- 15) Any evidence of agreement or collusion among bidders and prospective bidders acting to illegally restrain freedom of competition by agreement to propose a fixed price, or otherwise, well render the proposal of such bidders void.
- 16) Advance disclosures of any information to any particular bidder which gives that particular bidder any advantage over any other interested bidder, in advance of the opening proposal, whether in response to advertising or an informal request for proposal, made or permitted by a member of the CCA or an employee or representative thereof, will operate to void all proposal of that particular proposal solicitation or request.
- 17) It is agreed that the successful bidder will not assign, transfer, convey or otherwise dispose of the contract or its right, title or interest in or to the same, or any part thereof, without previous written consent of The CCA and any sureties.
- 18) Proposals may be disqualified and rejection of proposal may be recommended to The CCA for any of, but not limited to, the following causes:
  - (1) Failure to use the proposal form furnished by The CCA
  - (2) Lack of signature by an authorized representative on the proposal form
  - (3) Failure to properly complete the proposal
  - (4) Evidence of collusion among bidders
  - (5) Unauthorized alteration of proposal form
- 19) Verify your proposal before submission, as they cannot be withdrawn or corrected after being opened. In the event of an extension error, the unit price shall prevail.
- 20) **RETURN THE PROPOSAL SUBMITTAL SHEET WHETHER OR NOT YOU PROPOSE A PRICE.** If you do not propose, state your reason; otherwise your name may be removed from the vendor list.
- 21) The Classic Center Authority pays Georgia Sales Tax and is exempt from Federal Excise Tax.

- 22) Conflict of Interest: Your signature hereon certifies that no CCA employee, whose position in the CCA service enables them to influence any award of your offer or any competing offer, shall have any direct or indirect financial interest in any transaction resulting from this request for proposal.
- 23) Municipal Ordinances may require the issuance of an Athens-Clarke County Business License as a condition precedent to being engaged as a contract Vendor by The CCA.
- 24) The bidder hereby agrees to promised lead times of the equipment and/or material described in the specifications.
- 25) Unless stated otherwise elsewhere in this document, prices shall be firm for 180 days after the closing date.
- 26) The bidder further agrees that price escalations beyond the price protection shall be borne by the Vendor at manufacturer's invoice cost.
- 27) The CCA hereby agrees to make payment to bidder's cost for all government mandated equipment requirements enacted after the award of proposal, which affect the bidder's ability to supply the specified equipment.
- 28) A written Purchase Order mailed, or otherwise furnished to the successful bidder within the time for acceptance specified, shall result in a binding contract without further action either part. This contract shall be interpreted, construed and given effect in all respects according to the laws of the State of Georgia.
- 29) Termination Clause: In the event the Classic Center Authority exercises the right to terminate the contract for dissatisfaction, The CCA will give the Vendor fifteen (15) days written notice of such termination. The CCA and the Vendor each reserve the right to cancel, for any reason, all or a portion of the services covered by this contract. To exercise this right, a thirty- (30) day written notice must be given.
- 30) The CCA reserves the right to accept or reject any or all Proposals or parts thereto, to waive any informalities in any Proposal, and to reject the Proposal of any individual or firm who has been delinquent or unfaithful to any contract with The CCA.
- 31) Insurance: Vendor shall neither commence work under this Agreement until it has obtained all insurance required hereunder in a company or companies acceptable to CCA nor shall Vendor allow any sub Vendor to commence work on a subcontract until all insurance required of the sub Vendor has been obtained. Vendor shall take out and maintain at all times during the term of this Agreement the following policies of insurance:
  - (1) Workers' Compensation Insurance: Before beginning work, Vendor shall furnish to CCA a certificate of insurance as proof that it has taken out full workers' compensation insurance for all persons whom it may employ directly or through sub Vendor in carrying out the work specified herein, in accordance with the laws of the State of Georgia.
  - (2) Public Liability and Property Damage: Throughout the term of this Agreement, at Vendor's sole cost and expense, Vendor shall keep, or cause to be kept, in full force and effect, for the mutual benefit of the City and Vendor, comprehensive, broad form, general public liability and automobile insurance against claims and liabilities for personal injury, death, or property damage arising from Vendor's activities, providing protection of at least One Million Dollars (\$1,000,000.00) for bodily injury or death to any one person or for any one accident or occurrence and at least One Million Dollars (\$1,000,000.00) for property damage. If such insurance includes an aggregate limit, such aggregate shall be no less than Two Million Dollars (\$2,000,000).
  - (3) General Insurance Requirements: All insurance required by express provision of this Agreement shall be carried only in responsible insurance companies licensed to do business in the State of California and policies required under paragraphs 7(a) and (b) shall name as additional insured The CCA, Authority members, officers, employees and designated agents. All policies shall contain language, to the extent obtainable, to the effect that: (1) the insurer waives the right of subrogation against The CCA, Authority members, officers, employees, and agents; (2) the

policies are primary and noncontributing with any insurance that may be carried by CCA; and (3) they may not be canceled except after thirty (30) days notice by insurer to CCA by first class mail. Vendor shall furnish CCA with copies of all such policies promptly upon receipt of them, or certificate evidencing insurance. Vendor may affect for its own account insurance not required under this Agreement.

- 32) The Proposal shall not be considered received by The CCA until the Proposal is actually delivered to the correct location. Delivery to any other location shall not constitute receipt by The CCA. The Vendor assumes the risk of any delay in the mail or in handling of the mail by employees of The CCA or any private courier, regardless of whether sent by mail or by means of personal delivery. The Vendor assumes responsibility for having the Proposal delivered on time at the place specified.
- 33) The CCA will consider incorporation of the Vendor's software license agreement and/or maintenance agreement as Contract Documents, to the extent that the terms and conditions do not conflict with the terms and conditions in The CCA Agreement. Vendors desiring to include their software license agreement and/or maintenance agreement must provide a current copy, including all potential addenda or exhibits, as a part of their Proposal, and indicate this desire in their response to this section.

## REGISTRATION

To be eligible for consideration, Vendor must be registered/licensed in the State of Georgia to conduct business if such registration/license is normally a requirement.

## NO PRE-PROPOSAL MEETING

There will not be a pre-proposal conference scheduled. All Vendors' with specific technical or clarification questions concerning this document, or the process should contact The CCA via email at [shannon@ClassicCenter.com](mailto:shannon@ClassicCenter.com) prior to 5:00 p.m., July 16, 2018. The email should be titled "*RFP Question #72018*". Unless questions are in writing, they will not be considered.

## FACILITY BACKGROUND & SYSTEM USAGE

The Classic Center is a Convention Center and Performing Arts Theatre Complex. More information can be obtained about The Center at [www.ClassicCenter.com](http://www.ClassicCenter.com).

The Classic Center is a state of the art convention center with over 106,000 square feet of rentable space which consist of over 125 different room combinations. The Classic Center campus consist of the convention center with 30 Breakout rooms, an 18,000 square foot ballroom, a 55,000 square foot exhibit hall, a 2,100-seat performing arts theatre, along with several outdoor venues.

To date, The Classic Center has hosted over 670 events during FY2018, with over 350,000 guests walking through our doors. We have approximately 30 users of our current Venue and Event Management software, which include the following departments: (3) Accounting, (10) Sales & Theatre. (3) Engineering, (9) Operations, (1) Marketing, (3) Catering & Audio Visual and (3) Admin.

Currently, The Classic Center is using its Venue and Event management software for the booking of all events, revenue management, event reporting, dashboard statistics, customer relation management, event management, task management, exhibitor management, payment schedules, contracting, website calendar and invoicing,

## OBJECTIVE

The CCA is seeking a Vendor to provide a complete Venue and Event Management system for The Classic Center, including but not limited to software & online solutions, installation, implementation, training, written user guides, and on-going support. We desire a system arrangement/term of not less than 3-years.

## TECHNICAL DIRECTION & ENVIRONMENT

While the Authority is open to considering a variety of proposed solutions, the current vision and preferred direction for the future of information flow will be to have *web-based* applications for integrating and viewing data from various sources and mobile devices across all types of platforms. Application integration with Windows-based security management facilities is desired, such as Active Directory, if proposing the system to be on CCA server. Solutions that include web-based or web-enabled technologies for application access and manipulation would be preferable. A proposal should include all training, support, annual fees and maintenance/upgrade fees and implementation to make usage successful and turn-key.

## MINIMUM SOFTWARE SOLUTION REQUIREMENTS

Proposals should consider all aspects of operating the Venue and Event Management software for a complex of similar operational size and scope, including but not limited to the minimum requirements:

### I. General System Information and Technical Requirements

Specify any requirements for operating system including which hardware and software each entity is expected to provide. Classic Center prefers a web-based product.

- 1) Is server located physically within venue or hosted online?
- 2) Describe what infrastructure is needed and responsible party
- 3) List procedures for interrupted service and data breaches

### II. Required Venue and Event management software Features

#### A. General Management of Venue Sales and Event Operations

- 1) Create and manage events in a multipurpose venue with high volume of events in different facilities (configs) via internet, mobile and phone, in a quick and efficient manner.
- 2) Offer responsive Venue and Event Management platform with user friendly interface for all staff, clients and vendors
- 3) Ability to brand and interface with venue website for seamless online inquires and payments
- 4) Customize user access on various levels from management to operators
- 5) Generate confirmation emails and receipts
- 6) Offer support team for troubleshooting, general upkeep of system and long-term vision of ways to use the system that can improve our experience.
- 7) Innovative approach to client services and creative solutions for growth in a unique through “User Group” conversations
- 8) Booking Calendar Features
  - a. The ability to drag and drop event to change the date
  - b. Quick and efficient way to pull multiple available dates for different rooms in one report and be able to email this report from the system to a client.
  - c. Clear notations on the “main screen” master booking calendar as to the hold statuses of the Tentative Example: which was held first (priority status for challenges)
  - d. Ability from the Calendar view to see the payment status of an event
- 9) The ability to transfer existing templates, such as contracts, addendums, and other CCA specific event forms
- 10) Interface with existing accounting package, QuickBooks Enterprise 15
- 11) Ability to invoice the client for deposits through the system and able to create a payment schedule depending on the type of business
- 12) Ability to create an invoice for non-event items
- 13) Ability to create categories of business and events.
- 14) Ability for vendors to order services online and pay for the services seamlessly
- 15) Intuitive Itinerary for event documents that appears in chronological order (I want to keep the “narrative” event document)
- 16) Flexibility with creating invoice reports for our clients. The ability to create one invoice for the client while creating a different invoice internally.
- 17) Outstanding trace system with daily to do items list
- 18) Ideal if cost parameters could be put in where by people know how low they can go w/o authorization
- 19) Ease of pulling and sending docs inside the system and have an online signature feature for internal and external use.



## **B. Comprehensive and Customizable Report Capabilities**

- 1) Is all or a portion of reporting available in easy to read mobile-ready formats?
- 2) Report on all events, gross revenues and transactions in detail
- 3) Export data reports in multiple formats
- 4) Audit daily sales of all revenue streams
- 5) Allow customization and creation of reports
- 6) Generate reports which aid in equipment inventory, account balances, financial settlement and related accounting functions
- 7) Create visual reports and/or detailed dashboards for management
  - a. Provide examples of reports used for reconciling daily sales, including cash flow, as well as event settlement reports Reporting for all system event statistics and the ability to create additional event statistics with the ability to pull reports on these new statistics
- 8) Departmental instruction reports or some mechanism to show a departmentally refined view of an event
- 9) Ability to create our own reports that combine financials and event statistics

## **C. Customer Relation Management System**

- 1) Robust CRM for all departments, not always event driven
- 2) Allow for easy transfer from CRM to event booking
- 3) Ability to track annual goals on an individual sales person
- 4) Ability to pull monthly reports identifying the monthly goals and actuals leads generation
- 5) Individual dashboards for sales people
- 6) Ability to interface with Microsoft Outlook for calendar and task needs per lead
- 7) Detail services offered through marketing component of CRM
- 8) What level of analytics are available?
- 9) Does the CRM integrate with Outlook

## **D. System Security**

- 1) Provide detailed information about credit card processing systems and antifraud measures system employs
- 2) Deposit all credit card revenue directly into specified bank account using real time credit card authorizations
- 3) Provide all customers with safe and secure credit card transactions
- 4) Ability to save credit card information while still protecting the Client's information
- 5) What measures do you take to remain PCI compliant?
- 6) What systems are in place to deter fraudulent use of credit cards?

## **E. Installation & Programming**

- 1) Must provide venue with transitional plan detailing system implementation, recommended options for data migration, timeline of training and expectations for ongoing support
- 2) Must provide onsite representative to work with Classic Center's engineering department during this time

## **F. Training**

- 1) Must provide onsite training period of at least one week
- 2) Must provide dedicated support representative for the first year

## **A. On-Going Technical Support, Software Updates and Maintenance**

- 1) Describe your approach to client support including structure and processes, number of dedicated team members and average response times

- 2) Detail specific days and hours of service; include expectations concerns which occur outside normal business hours and on holidays
- 3) If support package changes dependent upon factors such level of support or length of service, etc. please explain those parameters and any associated costs
- 4) How often do software updates typically occur?
- 5) How frequently does routine maintenance occur?

**B. Desired features to additionally include within proposals, if available**

- a. Full accounting feature
- b. Vendor online order for trade shows
- c. Room diagraming integration
- d. Ability to do quick addendum to a contract without having to recontract the whole event
- e. Ability to do invoicing not based on an event but rather a sponsorship
- f. Integration with Salesforce