



UNIVERSITY of ALASKA ANCHORAGE

REQUEST FOR PROPOSAL (RFP) NO. P19-008 SEAWOLF ATHLETICS WEBSITE TICKET SALES SUPPORT

AMENDMENT NUMBER: ONE (1)

DATE ISSUED: Monday, April 22, 2019

SUBMISSION INSTRUCTIONS:

Sealed proposals **must** be submitted via the **BONFIRE** Portal (see instructions on page 39 of RFP P19-008). No other delivery method shall be accepted. Proposals will be received until:

DATE: Tuesday, April 30 2019

TIME: 5:00 PM AKST

CONTACT FOR RFP INQUIRIES:

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Request for Proposal P19-008 is hereby amended as follows:

1. Answers to Offeror-submitted questions are provided following the question submission deadline of Friday, April 19, 2019.

- 1. Question:** Could you please explain Section M Part 11 Previous Contracts and Compliance Reports?

Answer: The University advises Offerors to consult with their General Counsel if uncertain about how best to answer questions contained in Section M. REPRESENTATIONS, CERTIFICATIONS, AND STATEMENTS OF OFFERORS.

- 2. Question:** How did you hear about "Company X"?

Answer: The University has researched the required athletic ticket sales services, and this research included identifying companies in the industry.

- 3. Question:** Why did the University decide to outsource ticket sales services? Please provide your primary reasons to outsource instead of setting up an in-house sales team.

Answer: The University decided to outsource ticket sales services for the following reasons:

- Lack of market expertise in ticketing sales and service
- Focused effort / core competency
- Minimize budgetary expense impact
- Urgency

- 4. Question:** What percentage of time and energy would you like the sales staff focused on each ticketed sport in an ideal world?

Answer: Ideally, urgency would fluctuate depending on the time of year and athletic season. The preferred yearly average effort percentages for ticket sales are:

- Hockey: 30%
- Women's Basketball: 20%
- Men's Basketball: 20%
- Volleyball: 20%
- Gymnastics: 5%
- Special Events: 5%

- 5. Question:** Whom in Athletics would the General Manager report to?

Answer: The General Manager would first report to Ryan Swartwood – Sr. Associate AD, External Affairs, and second report to Greg Myford – Director of Athletics.

6. **Question:** The RFP indicates the University's preferred staffing model is a General Manager plus mutually agreed upon account executives. Would the University be open to a staffing model of just a General Manager? As revenue grows in future years, could the University and Vendor mutually agree to additional sales support?

Answer: A potential General Manager only model can be discussed, but Athletics believes that the market opportunity will easily sustain at least one additional seller. A General Manager only model also causes some level of concern given that the time required of a General Manager for administrative duties is time not spent selling.

7. **Question:** The RFP requests a Revenue Share financial model. Is the University open to considering other financial models that are not a Revenue Share?

Answer: The University is open to consideration of any model that allows Athletics to maximize revenue tied to available ticket inventory, without compromising service and stewardship to existing and potential season ticket holders and donors. Section K. Price/Cost Schedule is revised to replace the all instances of "Revenue Share" with "Financial Model". Offerors may include a Revenue Share model or alternative model.

8. **Question:** What are your renewal deadlines and projected new season ticket on-sale dates for all 2019-20 ticketed sports?

Answer: The UAA dates for renewal and on-sale dates are as follows:

Renewal Deadlines

- Volleyball – Jul 22
- Hockey – Aug 19
- WBB / MBB – Sep 8
- Gym – NA – First year for season tickets

Assuming "on-sale" is referencing single game/groups:

- Volleyball – Jul 29
- Hockey – Aug 26
- WBB / MBB – Sep 13
- Gym – Oct 5

9. **Question:** What are the season ticket renewal percentages over the past three years for all ticketed sports? Please note if the renewal percentages are based on total revenue or tickets renewed.

Answer: The requested information is not available at this time.

10. **Question:** How many total season ticket accounts do you have for each ticketed sport?

Answer: A total season ticket account breakdown is included as follows.

- All Sport & Court Sport – 39
- Hockey – 123
- Men's & Women's Basketball – 81
- Volleyball - 50

11. **Question:** How much ticket inventory is available for new season ticket sales for each sport?

Answer: Abundant inventory is available. In all sports, current season tickets account for less than 20% of venue capacity. The opportunity for immediate, significant growth is real.

12. **Question:** How many unique names with data (phone numbers, emails, etc.) do you have in your current fan/booster ticket database? To what extent have these lists been "mined" in the recent past, in terms of emailing and used for outbound phone calls?

Answer: This information is not available. Outbound ticket sales have not been performed at UAA.

13. Question: Does Athletics have a Customer Relationship Management (CRM) system? If so, which one?

Answer: The Alaska Airlines Center is on the Paciolan platform. Sullivan Arena, where UAA Hockey competes, is on the Ticketmaster platform.

14. Question: The RFP provided ticket sales data for FY19 and FY18. Can you also please provide the same ticket sales data for FY17 and FY16?

Answer: The requested data is provided in the following table:

SPORT	FY17 Season Tickets	FY16 Season Tickets	FY17 Single Game Tickets	FY16 Single Game Tickets	FY17 TOTAL TICKET SALES	FY16 TOTAL TICKET SALES
Women's Volleyball	\$17,920	\$13,336	\$51,727	\$67,603	\$69,646	\$80,939
Women's Basketball	\$20,473	\$18,581	\$24,958	\$41,716	\$45,431	\$60,297
Men's Basketball	\$21,066	\$16,782	\$28,104	\$28,573	\$49,170	\$45,355
Women's Gymnastics	\$3,205	\$1,586	\$5,294	\$8,997	\$8,498	\$10,584
Men's Ice Hockey	\$143,463	\$97,589	\$77,454	\$61,304	\$220,916	\$158,893
TOTAL	\$206,127	\$147,874	\$187,536	\$208,194	\$393,662	\$356,067

15. Question: What were the primary reasons for Men's Ice Hockey and Men's Basketball season ticket revenues decreasing from FY18 to FY19?

Answer: The requested information is not available at this time.

16. Question: What led to the increase in the single game sales revenues for Men's and Women's Basketball from FY18 to FY19?

Answer: The requested information is not available at this time.

17. Question: Are there any historical variables, scheduling, opponents, etc. that significantly impacts ticket sales?

Answer: There are no known historical variables or factors significantly impacting ticket sales.

18. Question: Would the University allow the service provider to take new stand-alone donations for athletics that are not directly tied to any ticket sold? If yes, what is the size of the athletic ticket donor database?

Answer: The University will not allow the service provided to take new stand-alone donations for athletics that are not directly tied to any ticket sold. Proposals for taking stand-alone donations will not be considered at this time.

19. Question: When was the last time Athletics conducted any fan research studies? Please provide an overview on the scope of any research that has been previously conducted.

Answer: There are no fan research studies currently on file. UAA Athletics is under new leadership, having hired a new Director of Athletics in July 2018. No fan research studies have been conducted since that time.

ATTACHMENT 1: K. COST/PRICE SCHEDULE – AS REVISED BY AMENDMENT 1

All attachments shall be considered part of Amendment One (1) to RFP P19-008. All other terms and conditions remain unchanged.

Note: Acknowledgement of this amendment is required. Please sign and return this amendment with response to this RFP. Failure to acknowledge this amendment or rerun the signed amendment with the proposal response may remove a proposal from further consideration.

Signature and Company Name

Date