

# REQUEST FOR PROPOSAL # 370 FOR TICKETING & POINT OF SALE SYSTEM

## Questions & Answers: 2

Updated September 8, 2022

**Q: Can you share the current number of existing turnstiles you have at Summer Waves Water Park currently?**

A: Six (6) turnstiles.

**Q: On page 25, it is stated that you're looking for software to support outdoor and indoor ticketing kiosks. Can you please share how many kiosks you're looking to incorporate throughout the various locations? Additionally, are these kiosks already on-site or are you looking to purchase them for new implementation?**

A: JIA would like the option to add at least two outdoor kiosks at Summer Waves Water Park; one indoor kiosk at Georgia Sea Turtle Center; one indoor kiosk at Mosaic, Jekyll Island Museum; and one indoor kiosk at Jekyll Island Guest Information Center. JIA would have to purchase these kiosks.

**Q: Are you open to 3rd party integrations to support the use case for your Tennis Center, Mini Golf & Bikes, and Resource Management needs?**

A: Yes, JIA would consider third party integrations to satisfy the needs of all locations.

**Q: For Summer Waves Water Park, what are you referring to when you mention "in addition to access control needs"?**

A: That phrase refers to ticket and membership validation at the park's entry.

**Q: For the Georgia Sea Turtle Center, do you want to be able to purchase an online ticket or adventure and also allow the guest to also purchase merchandise through an online ecommerce gift shop to add to the ticket?**

A: Management of retail inventory can be supported by a separate backend system but should integrate with the point-of-sale solution for onsite sales. Ideally, the system would allow tickets and merchandise to be sold onsite within a single transaction at the point of sale. Online merchandise could be supported with a third-party eCommerce solution, like Shopify, and exist separately of online ticketing.

**Q: Is it a must have out of the gate to offer golf or bike rental functionality?**

A: JIA is willing to consider non-rental purchases to accommodate the needs of this location.

**Q: Is it a must have out of the gate to accommodate parking passes?**

A: Additional development would be needed from the supplier of the parking system, VenTek, to allow third party access to the parking system, so JIA does not expect parking passes to be integrated in the selected system(s) immediately.

**Q: Can you provide clarity on distribution to resellers and select business partners?**

A: Ideally, JIA would have the ability to offer access to tickets to our on-island partners. JIA would like the ability to list tickets with online travel agencies (OTAs), third-party ticket sellers (like Groupon), and/or hospitality partners (like hotels and resorts on Jekyll Island).

**Q: Can you provide a use case scenario for context as to why you would need to assign tickets to existing barcodes?**

A: This preference, which is not a need/requirement, relates to the existing automated locker rental system at

Summer Waves Water Park, which can provide barcodes in advance. JIA desires the ability to sell locker rentals at the point of sale and assign tickets for validation to the existing locker barcode.

**Q: For memberships, will you provide examples of what types of multiple memberships you would sell?**

A: A guest could possess a membership to several of our amenities, like an individual Summer Waves Water Park season pass, a family membership to the Georgia Sea Turtle Center, and another family membership to Mosaic, Jekyll Island Museum. These memberships currently exist separately.

**Q: Is it a necessity to collect member photos at the time of offer?**

A: While JIA would prefer the ability to capture and save member photos, this is a preferred feature and not a requirement at the time of offer.

**Q: Are you also looking for an ecommerce site to sell gift store merchandise, or do you have one today?**

A: Currently, JIA utilizes Shopify for eCommerce.

**Q: In the appendix of the RFP, line #2 under Reporting refers to “budget code.” Can you provide more information as to what you mean by this?**

A: Budget code refers to the identification codes used across our organization, including our general ledger. Budget codes are specific for each location.

**Q: Will you provide clarification for “Ability to report bundles as individual items across multiple locations, as well as determine revenue split between bundled items”?**

A: Ideally, the selected system(s) would support the ability to combine multiple tickets and/or merchandise into a bundled offering at a set price. If items were combined across locations into a single bundle, reporting should reflect the revenue split between locations. For example, if JIA offered a bundle of general admissions to the Georgia Sea Turtle Center and Mosaic, reporting should split the revenue between locations.

**Q: Is it necessary to host onsite to continue limited operation without an internet connection without a cloud-based web store?**

A: JIA is willing to consider alternative means of hosting, but it is JIA’s desire to have the ability to maintain some degree of operation in the event of an internet outage.

**Q: How many POS terminals are dedicated to ticketing?**

A: In total, 20 ticketing & retail POS terminals across all locations included in RFP # 370

**Q: How many POS terminals are for Gift Shops?**

A: In total, 20 ticketing & retail POS terminals across all locations included in RFP # 370

**Q: Will you require full retail hardware bundles including peripherals?**

A: JIA would prefer to use existing hardware but will consider an additional required hardware. Currently, all terminal PCs are powered by 64-bit, Core i5-6400 CPU @ 2.7GHz processors with Windows 10 Pro and Microsoft Office installed. Receipt printers are Citizen CT-S651. Twenty (20) of the terminals have credit card machines, three (3) of which are Ingenico Lane 8000 machines and another twenty (20) are VeriFone MX900-02. Staff have a mix of iPhone and Android devices that are occasionally used for ticket verification.

**Q: Will each location have its own firewall?**

A: This will be dependent on the requirements of the selected system(s). Currently, JIA maintains a network across all locations included in the RFP.

**Q: Are all locations wired for point of sale with Cat5 Cables?**

A: Yes, except for the Jekyll Island Authority Conservation Department. This department does not maintain a POS and only validates tickets via a mobile device.

**Q: Will you have any remote home users (outside of the 10 physical locations), if so how many?**

A: No.

**Q: Are you presently locked into a payment processor?**

A: Currently, JIA utilizes Bank of America/First Data for credit card processing. Bank of America or Wells Fargo are the processors allowed on the State of Georgia Contract. Other processors could be considered if they are willing to agree to modifications to their terms based on requirements from the State of Georgia. This would relate to conditions such as indemnification, arbitration, and state of litigation (must be Georgia).

**Q: Do you presently have an IT Staff that would manage frontline support?**

A: JIA has a partnership with a third-party company that manages the organization's IT.

**Q: Do you anticipate the need to integrate with an existing 3rd party stored value/gift card provider?**

A: JIA desires the ability to offer gift cards but does not currently partner with a third party for stored value/gift cards.

**Q: Do you anticipate the need to export financial data from the chosen solution into your Accounting System?**

A: Yes, financial data should be imported into JIA's accounting system, which is currently Sage 100.

**Q: Do you anticipate the need to export/sync visitor data from your CRM (Raiser's Edge or Salesforce) into the chosen solution?**

A: While not a requirement, JIA would like to ability to sync guest data into CRMs. Currently, JIA utilizes solutions like Mailchimp and IDSS for CRM needs.

**Q: You mention Kiosk in the RFP, how many kiosk are you thinking about and do you have specs around how these would be used? Would you like these included in the proposal?**

A: Yes, JIA would like the option to add at least two outdoor kiosks at Summer Waves Water Park; one indoor kiosk at Georgia Sea Turtle Center; one indoor kiosk at Mosaic, Jekyll Island Museum; and one indoor kiosk at Jekyll Island Guest Information Center.

**Q: Would you want the ability to SCAN online ticket with Mobile, or sell merchandise?**

A: Yes, ticket validation from a mobile device is preferred functionality, as well as the ability to sell merchandise away from the typical POS.

**Q: Prior to award, we need to be able to show that we have all needed equipment on hand to meet needs of contract (Section 2.4) – We do not stock equipment. All equipment would need to be ordered. We can provide an estimated timeline at the time of the proposal, however, it will be subject to change.**

A: Any deviations from the proposal should be negotiated before execution.

**Q: Detailed (not draft) timeline is required as part of the proposal (4.2.3.b) – We can propose a timeline but this is subject to change based on staffing, resources, and revisions/modifications.**

A: Any deviations from the proposal should be negotiated before execution.

**Q: With you accept electronic submissions for this RFP?**

A: No, eight (8) hard copies of your completed proposal must be submitted in sealed opaque envelopes to JIA.

**Q: We respectfully request an extension of the submission deadline by 2 weeks, which would make the new submission deadline Thursday, 9/29/2022.**

A: JIA is unable to accommodate an extension of the submission deadline.

**Q: In order to establish pricing for this proposal, could you clarify how much revenue is planned to be processed through this system (including registrations, rentals, memberships, campground reservations, etc).**

- **General Admission & Timed Ticketing?** A: \$10,078,082 in revenue with 641,876 tickets sold during fiscal years 2020-2022.
- **Event & Camp Registration?** A: \$41,060 in revenue with 126 registrations sold in 2019, the most recent year of camps.
- **Memberships?** A: \$682,600 in revenue with 8,594 memberships sold during fiscal years 2020-2022.
- **Retail Inventory?** A: \$10,156,000 in revenue during fiscal years 2020-2022, with \$1,025,000 of on-hand inventory.

**Q: "It is the responsibility of the Proposer to...fully understand contract, plan, technical specifications...and satisfy...to the actual conditions and requirements of the work. Failure to do so at Proposer's own risk" No recourse if we find ourselves unable to deliver something" (6.5) – there are items you have requested which will require custom integrations to complete your desired needs. Additional information around this would need to be captured understand requirements and develop scope for pricing and timeline. Can this time be dedicated to achieve this?**

A: Proposals should include reasonably accurate estimates for pricing and timelines for product and service design and implementation. Proposals should highlight any additional information Proposers believe necessary for product or service integration and provide estimated timelines for gathering that additional information.

**Q: REFERENCE: §4.2.5; 6.14; Attachment B. How should a Proposer that will assign personnel employed by a related corporate entity fill out Attachment B?**

A: They would be considered a sub-contractor so you would complete attachment B-1 for your company and attachment B-2 for any sub-contractors.

**Q: REFERENCE: Exhibit 1, § 31; § 6.11; Attachment A; Attachment B. If a Proposer is not able to secure registrations with the Georgia Secretary of State, Department of Revenue, and/or E-Verify System prior to the submission deadline, will the JIA accept proposals that include the registration(s) of the corporate entity employing the personnel assigned to this project?**

A: Proposers should make every effort to ensure they and any known subcontractors have completed all required certifications and registrations as early as possible so as not to delay award selection or contracting.

**Q: Contract/Contract Terms. After a thorough review of the Contract Terms provided in the RFP, and in consideration of being given the opportunity to provide Contract Exceptions pursuant to Section 6.8.2; we instead wish to request the opportunity to create a mutually beneficial contract with terms specific to the scope of services requested and rendered. It is our belief that the broad and non-specific contract language as provided will not suffice for the scope of work requested. Unfortunately, we cannot provide specific exceptions – as the contract agreement in its entirety is insufficient for our mutual needs. In our bid response, we will instead provide examples of our current contract language in hopes we can create a contracting document that is specific to this scope, and meets the needs of both parties in a mutually beneficial way.**

A: JIA will contract with the selected Proposer on JIA's standard contract terms. Proposers desiring to add to or

modify contract terms should propose additions or modifications at the time of submittal. Proposers may include a new proposed contract with the submittal.

**Q: Licenses/ Concurrent User access. As a licensed model, we will need to better understand the number of licenses and/or concurrent user access that Jekyll Island will require across the entire scope of the project. Please identify the number of licenses required for each location/department and across the main licensed modules. For example – a Standard/Enterprise License will include access to all modules enabled, whereas a Retail License will only allow access to modules required for retail transactions.**

A: Many of our locations will need access to both ticket sales and retail sales, so most will need the Standard/Enterprise license. There are a few locations that would need “retail only” and we have identified those below. We do prefer concurrent user access over a per user license fee, if possible because we have a lot of part time employees so a concurrent user license is generally more economical. We currently have about 21 Group sales, manager and back-office users. Some of our back-office users need access for group sales and memberships which are not handled inside the amenity locations. Other back-office users are for reporting only.

Use the license information below when preparing the RFP.

<b>Locations/Departments</b>	<b>Standard/Enterprise License(s)</b>	<b>Retail License(s)</b>	<b>Food &amp; Bev License(s)</b>
Summer Waves Water Park	5 POS concurrent users	2 in gift shop area	0
Georgia Sea Turtle Center	3 POS concurrent users	0	0
Mosiac, Jekyll Island Museum	3 POS concurrent users	0	0
Jekyll Island Mini Golf & Bikes	1 POS concurrent users	0	0
Jekyll Island Tennis Center	1 POS concurrent users	0	0
Jekyll Island Guest Info Center	2 POS concurrent users	0	0
“Life is Good”- Retail	0 POS (no ticketing in this loc)	2 gift shop only	0
“Remember When” - Retail	0 POS (no ticketing in this loc)	1 gift shop only	0
Great Dunes Golf	1 POS concurrent user	0	0
Back Office / Other?	21 Concurrent Users	0	0
<b>Number of Licenses TOTAL</b>	37 Concurrent Users	5 concurrent users	0