

622



SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

FROM: Economic Development Agency

SUBMITTAL DATE:
October 20, 2011

SUBJECT: Approval of the 2012 Fair Ticketing Services with ENTA USA- Riverside County Fair and National Date Festival

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve and authorize the one-time purchase of software, hardware, and hard ticket stock from the period of November 2011 through February 2012 with ENTA, USA, LLC for \$46,796 to other than the low bid in accordance with Ordinance No. 459.4; and
2. Authorize the Purchasing Agent, in accordance with Ordinance No. 459.4, to exercise change order for additional ticket stock and/or equipment that does not exceed 10% of the awarded cost related to the Riverside County Fair and National Date Festival.

BACKGROUND (commences on page 2)

FISCAL PROCEDURES APPROVED
PAUL ANGULO, CPA, AUDITOR-CONTROLLER
BY: Samuel Wong 10/19/11
SAMUEL WONG

Robert Field

Robert Field
Assistant County Executive Officer/EDA

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 46,796	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2011/12

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA:

SOURCE OF FUNDS: Fair Time Admissions Revenue	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

BY: *Jennifer L. Sargent*

County Executive Office Signature Jennifer L. Sargent

FORM APPROVED COUNTY COUNSEL
 BY: *ANITA C. WILLIS*
 DATE: *10-19-11*
 PURCHASING: *Mark Seiler*, Assistant Director
 Environmental Concurrence

Dept Recomm.: Consent Policy
 Per Exec. Ofc.: Consent Policy

BACKGROUND:

The purpose of this award is to provide the County with a Point-of-Sale, E-ticket, and printed tickets to be used by the Riverside County Fair & National Date Festival. These services provide an admission system and hard ticket printing solution from one company, which ensures secure bar code entry access, as well as accountability in providing reporting of admission ticket sales and entry data. This one-time rental will allow the Riverside County Fair to evaluate the hardware, software, and hard-ticket stock system for future benefits. Due to budget constraints, it is not feasible to purchase this equipment at this time.

At last year's 2011 Fair, there were 5,673 E-tickets sold online and 114,211 Point-of-Sale tickets sold at the fairgrounds. The Fair experiences high volume ticket sales, which often results in long lines of people eager to enter the fairgrounds. To ensure the best customer service, it is important to have a credible and easy-to-use ticketing system to move Fair attendees efficiently into the fairgrounds. This efficiency not only satisfies the incoming customers, it also increases Fair-time concession sales revenue. The touch screen point-of-sale ticket system has improved ticket seller's accuracy and speed, as well as improved the Fair's ticket sales reporting system. Aside from this system having the ability to provide a number of different accounting and ticket sales reports, it provides the Fair the ability to track the actual number of tickets redeemed verses tickets sold. This system benefits the ticket sales operation and greatly improves the ticket redemption process. The efficiency and reliability of the touch screen point-of-sale ticketing system will enable the County to utilize less sales and supervisory staff at the two main gate entry points, which results in staff cost savings to the County. Other key benefits realized from the Point-of-Sale ticket system are:

- Reduction of staff, supervisory, and overhead costs associated with ticket sales and redemption operations at each of the main gates. Onsite ticket purchasing and grounds entry scanning system will provide attendees safe, efficient, and manageable entry into the fairgrounds.
- By implementing a user friendly system, a reduction of training costs occurs.
- The use of expert customer service representatives, provided by ENTA, for the comprehensive management of the system will reduce the expense of using additional County IT staff, who would normally accrue overtime, due to the odd and extensive working hours of the Fair.
- ENTA, USA, LLC. has chosen a Riverside County based ticket company to print hard tickets. This will help reduce shipping costs and prevent potential ticket delivery delays due to inclement weather experienced by out of state ticket vendors.
- Potential increase in pre-sale ticket revenue due to just-in-time delivery from a Riverside County ticket vendor, which allows tickets to be received and deployed for sales at an earlier date.

The Fair admissions revenue will be used to acquire the Point-of-Sale, E-Ticket, and Printed Ticket services. Therefore, this will not impact the County's General Fund.

(Continued on page 3)

PRICE REASONABLENESS:

On August 25, 2011, County Purchasing issued an RFP for Point-of-Sale (POS), E Ticket, and printed ticket services. The bid closed on September 19, 2011. The Ticketing Services RFP was sent to 14 perspective bidders and was posted on the County web site. Six bidders responded and their prices ranged from \$13,885 to \$62,672. An evaluation team including EDA, Information Technology, Fair accounting staff, and Fair management evaluated the bids. The four non-responsive bidders could only provide a partial solution; Globe Ticket (\$13,885), provided tickets only, Admit One (\$25,886), unable to provide hard ticket stock, Extreme Tickets (\$39,537), unable to provide touch screens, and iParq provided a parking system (\$47,975), and not an admission style system. Upon completion of this portion of the bid review process, the top two responsive/responsible bidders, ENTA USA LLC (\$48,595) & Ticket Force (\$62,672), were selected to demonstrate their equipment (POS systems, thermal vs. hard ticket stock tickets, and reports). The County entered into best and final negotiations with the two responsive/responsible finalists reducing their prices to ENTA USA LLC (\$46,795) & Ticket Force (\$56,672). The evaluation committee determined that ENTA USA, LLC would provide the best value for the County with a Point-of-Sale, E Ticket, and Printed Ticket solution at \$46,796.

The County's Purchasing Department concurs with this request.