

WATER PARKS TICKETING SYSTEM

CITY OF EL PASO
PARKS AND RECREATION DEPARTMENT
City Council - January 7, 2020

BACKGROUND

- REQUEST FOR PROPOSAL DEVELOPED TO PROVIDE THE CITY WITH A STATE OF THE ART TICKETING SYSTEM TO PROVIDE 24/7 ACCESS TO OBTAIN TICKETS, MAKE RESERVATIONS, RENTALS FOR AMENITIES AND ENTIRE WATER PARK
- SOLICITATION 2020-450R WATER PARKS TICKETING SYSTEM
- ADVERTISED OCTOBER 29, 2019 AND NOVEMBER 5, 2019
- TWO PROPOSERS MET THE MINIMUM QUALIFICATIONS
- THE EVALUATION TEAM RECOMMENDED CIVICPLUS, LLC, AS THE RESPONSIVE/RESPONSIBLE RESPONDER THAT MET ALL THE CITY'S REQUIREMENTS IN THE MOST COMPLETE WAY

TERMS OF AGREEMENT

- THREE YEAR INITIAL TERM - \$307,045.00
- TWO-YEAR OPTIONAL RENEWAL - \$140,750.00
- TOTAL ESTIMATED AWARD - \$447,795.00
- FIRST YEAR INITIAL TERM INCLUDES:
 - \$28,000.00 - COMPUTER EQUIPMENT

1	14 POS Touchscreen Terminals
2	14 Cash Drawers
3	14 CC Readers
4	14 Printers
5	14 Scanners

TICKETING SYSTEM CAPABILITY

➤ CUSTOMER EXPERIENCE

- 24/7 ACCESS TO INTERNET THAT IS IDENTICAL FOR SMARTPHONE OR COMPUTER
- 24/7 ACCESS TO PURCHASE TICKET OPTIONS AT ALL FOUR WATER PARK LOCATIONS FOR PURCHASE OF VARIOUS ADMISSION TICKET TYPES
- DAY USE TICKETS - ADULT, SENIOR, CHILD
- INDIVIDUAL AND FAMILY MEMBERSHIP TICKETS
- AMENITY RENTALS - CABANAS, BIRTHDAY PARTY PACKAGES
- ENTIRE WATER PARK RENTALS
- CHECK ON AVAILABILITY WITH REAL TIME STATUS
- SCAN CODE AT EACH WATER PARK LOCATION, OR PRINT A TICKET
- SECURE CITIZEN USER ACCOUNT

TICKETING SYSTEM CAPABILITY

- CITY BENEFITS OF A COMPLETE TICKETING SYSTEM
 - 24/7 ACCESS TO INTERNET BASED ONLINE TICKETING SYSTEM
 - PROVIDE CUSTOMIZED REPORTING ON REVENUE COLLECTION, SALES CATEGORY AND TYPE, BY LOCATION
 - CUSTOMER SURVEY TOOL TO MANAGE CUSTOMER EXPERIENCE
 - EMAIL BLASTS FOR SPECIAL EVENTS, DISCOUNT DAYS

QUESTIONS?