



Fulton County, GA

Department of Purchasing & Contract Compliance

February 6, 2013

Re: **13RFP84474C-DR, BOX OFFICE/TICKET MANAGEMENT SERVICES**

Dear **Bidder(s)**:

Attached is one (1) copy of Addendum 1, hereby made a part of the above referenced **13RFP84474C-DR, BOX OFFICE/TICKET MANAGEMENT SERVICES** .

Except as provided herein, all terms and conditions in the **13RFP84474C-DR** referenced above remain unchanged and in full force and effect.

Sincerely,

Donald R. Riley

**Donald R. Riley, CPPB
Assistant Purchasing Agent**

Winner 2000 - 2009 Achievement of Excellence in
Procurement Award • National Purchasing Institute



13RFP84474C-DR, BOX OFFICE/TICKET MANAGEMENT SERVICES

Addendum No. 1

Page Two

This Addendum forms a part of the contract documents and modifies the original RFP documents as noted below:

1. Questions are attached for all bidders to review before submittal of their responses.
2. Extending the due date from February 6, 2013 to February 11, 2013.

The submittal deadline for the bid listed above has been extended from February 6, 2013 to the date listed below. The new opening bid date is as follows:

Wednesday, February 11, 2013 at 11:00 A.M. EST

For additional information regarding this addendum, contact Donald R. Riley, Assistant Purchasing Agent at (404) 612-7916.

Except as provided herein, all terms and conditions in the bid referenced above remain unchanged and in full force and effect.

Failure to return a signed copy of this addendum could render your bid non-responsive.

ACKNOWLEDGEMENT OF ADDENDUM NO. 1

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the proposal package to the Department of Purchasing & Contract Compliance, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the RFP due date and time **February 11, 2013, at 11:00 A.M.**

This is to acknowledge receipt of Addendum No. 1, _____ day of _____, 20__.

Legal Name of Bidder

Signature of Authorized Representative

Title

13RFP84474C-DR, BOX OFFICE/TICKET MANAGEMENT SERVICES

Addendum No. 1

Page Three

1. Can you provide a breakdown or estimate to how many tickets that have been sold on-line in previous years and or a percentage of tickets you expect to sell on-line in 2013? Any breakdown of ton-line tickets versus box-office would be beneficial in determining the proper numbers for this proposal.

Response: 98% of the tickets were sold on line because Wolf Creek Box Office was only open the day of the concert in 2012.

2. The RFP References 70,000 tickets sold in 2012, but there only appear to be a couple of shows during that year. Can you illustrate if and how there will be more shows at Wolf Creek in the coming sesons?

Response: We are not at liberty to release the 2013 Concert Season schedule at this, we are still in negotiations. However, currently there are 10 scheduled concerts, and six confirmed.

3. On page 2-1, under section 2.2 Contract Definitions, it states the following:

Response: **Advertising/Marketing expectations:** We expect a eblast 2 times a week to the ticket providers database/email list. To include the event on the company's facebook page, twitter accounts and instagram accounts, cover all social media aspects etc.

4. Deadline: Board of Commissioners approval expected on

Response: February 20, 2013

5. What is the anticipated "Go Live" date?

Response: February 25, 2013

6. What date will you want training to begin?

Response: March 13, 2013

7. How many tickets sold on line during the 2012 Season?

Response: Approximately 25k

8. How many total comps for 2012 Season?

Response: N/A

9. How many subscriptions/season tickets for 2012 Season?

Response: 0

10. When does the Ticketmaster contract expire?

Response: November 30, 2012