

Request for Information

Ticketing System for the West Kowloon Cultural District Authority

26 June 2013



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THE BRIEF

1. INTRODUCTION

The West Kowloon Cultural District Authority (the Authority) is a public body established under Section 3 of the West Kowloon Cultural District Authority Ordinance [Cap. 601] (The Ordinance).

The West Kowloon Cultural District (the WKCD) is one of the world's largest and most ambitious arts and cultural building programmes. Set up with an endowment of HK\$21.6 billion from the Hong Kong SAR Government it will deliver up to 17 new arts culture facilities on a 40 hectare waterfront site that includes open spaces, education, commercial and retail facilities. The WKCD is being developed for the people of Hong Kong and visitors from around the world and will position itself as a leading cultural brand of the future.

The venues and facilities comprising Phase One of the project's core arts and cultural facilities are scheduled to be commissioned in stages from 2015 to 2020, with construction of the first venue to be commissioned by the Authority, the 1200 seat Xiqu Centre, due to commence in the second half of 2013. In 2014 work is planned to start on building M+, the district's 60,000 square metre museum of visual arts and culture.

In the build up to the opening of the first venue in the WKCD, the Authority has begun a programme of activities both on and off the site. These include the Freespace Festival, the West Kowloon Bamboo Theatre and a Mobile M+ programme that includes the outdoor Inflation! exhibition of inflatable sculptures. Throughout the construction phase there will be an expanding programme of ticketed activities, both programmed by the Authority or in partnership with other organisations taking place in other Hong Kong venues, in open spaces on the WKCD site and in temporary venues.

The Authority is currently investigating options for placing a number of pre-fabricated temporary venues on the site to offer a year round programme of activities in advance of the opening of the permanent venues. This may accelerate the need for a WKCD run ticketing system.

2. THE PURPOSE

2.1 Request for Information

While the Authority is able to make use of the Government managed ticketing service URBTIX, it has made the offering of its own ticketing service a priority. The Authority therefore invites qualified respondents with substantial experience to respond in the first instance to this request for information (RFI) about suitable ticketing system solutions to be managed by the Authority. The purpose of this RFI is to gain an understanding of what systems are available, their suitability and features, and to investigate different operational models. It is not envisaged that we will outsource the operation of the service unless a suitable business case can be made.

2.2 Structure of the project

For the purposes of this RFI we have identified two distinct stages to the implementation:

Stage 1: System implementation for a mixture of temporary events and spaces including the Bamboo Theatre, Freespace Festival and exhibitions both on the WKCD site and at other locations from end 2013/early 2014 onwards, primarily driving sales through the Authority's website.

Typically these events may be:

- Open air festival events, either free or paid with tickets issued to be checked at admission, with capacity up to 30,000 per day.
- Ticketed WKCDA events at other spaces in Hong Kong – industrial buildings, galleries etc. where no ticketing system exists.
- Ticketed events in temporary structures on the site – for example the 1000 seat Bamboo Theatre, art pavilions and tented theatres for limited periods.
- Ticketed events at other venues in Hong Kong where we hold an allocation for sale.
- Ticketing at pre-fabricated theatres on the site, with multiple venues operating a linked system, ticketing a year round programme.

Stage 2: System implementation at specific venues built in Phase One of the construction including the Xiqu Centre, M+ Museum, Freespace Theatre and Lyric Theatre, beginning in 2016/17), through linked, on-site, ticket counters, the Authority's website and other ticket outlets.

Proposals from respondents can address both stages or can address a single stage.

It is not expected that the Authority will always be the sole source of tickets, in particular in Stage 1. There will be an initial emphasis placed on online ticketing for those members of the public who prefer to use this route.

3 THE PROJECT

3.1 Objectives

Ticketing in Hong Kong is currently dominated by two main sales channels, URBTIX which is a service provided by the Hong Kong Government's Leisure and Cultural Services Department, and the independently run Hong Kong Tickets. In recent years some other ticketing solutions have been developed or implemented by promoters that wish to control their own ticketing.

A decisive factor in the success of the future WKCD events will be its ability to sell tickets pro-actively, to cross-sell and package events across artforms and venues, to collect customer data and take full advantage of new opportunities to sell both in Hong Kong and overseas using the latest technology.

In summary our long term objectives are as follows:

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To offer ticketing services for events managed or produced by the WKCDA.

To enable the building of a customer database for direct marketing and evaluation purposes.

To explore and test the potential for new ticketing related activities in the Hong Kong market – e.g. mobile ticketing, social media integration, direct marketing, fundraising cultivation and donations.

To offer ticketing services to partner organisations and for other events in Hong Kong.

To build sales in new market segments – mainland China, overseas visitors, travel trade, groups.

To provide a white label ticketing service if required for partners.

To use technology to aid in strategic decisions on pricing and scheduling and also to maximise seat income through effective yield management.

To offer the public more effective mechanisms for ticket purchase, delivery and access control.

To offer a streamlined customer experience, from entering and using the Authority's website, through online booking, payment, ticketing, access control and follow up.

To incorporate or integrate with systems managing customer services like food and drink, parking, gift cards, hotel and travel services and other transactional data.

3.2 Project Requirements

In order to achieve the above objectives our basic project requirements for vendors systems are as follows:

To supply a proven, reliable and secure event ticketing system

To work in three languages, English, Traditional Chinese, Simplified Chinese (if the vendors system does not have this capability a comprehensive plan should be outlined to cover the development of the required functionality.)

To offer mobile, internet, telephone and counter sales routes

To offer comprehensive reporting for the Authority's, venues and promoters for marketing purposes, forecasting and financial analysis

To act as the central database of record for transactions and customer data, allowing additional codes and notes to be added to records for marketing/fundraising

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purposes

To offer integration/data transfer with the WKCD website, email delivery system (Emarsys), fundraising software (tbc), Financial Management Software (Oracle ERP) and potentially with a future district wide CRM system

To offer the ability to re-price seats and adjust price breaks either manually or automatically after on-sale

To offer customers pick your own seat functionality and automatic best available selection

To allow discounts, special ticket promotions, concessions, subscription seasons, packages, memberships and related purchases like drinks, merchandise etc.

To integrate with a payment gateways suitable for Hong Kong and international users with real time authorisation

To offer comprehensive client support and a development path that ensures the system keeps pace with the latest global trends.

To offer user friendly online access ticketing for people with disabilities

To offer a sophisticated mobile customer experience for event and seat selection, payment and ticketing.

To offer tracking of customer journeys and sales analytics

To add voluntary donations to transactions

To create and preview flexible ticket layouts, that can include barcodes, and print at home formats

To allow or offer electronic access control integration via scanners

To offer customer registration that allows customers to monitor their own transactions, memberships and subscriptions

To offer full compliance with data security and privacy legislation

The proposal can be for a standalone ticketing system or can be for an integrated system that includes a ticketing system, ticket printing and access control hardware either from one provider or as a package with other providers.

3.3 Scope of the Service

It is the Authority's preferred option to run the service using licensed software using its own staff, with appropriate service support. Proposals which license the Authority the system code

and allow our own development can be considered if viable. Proposals for running the entire service on our behalf can be considered if a suitable business case can be made.

4 COMPETENCY & QUALIFICATION OF THE RESPONDENT

The respondent is expected to possess the following qualifications:

- Extensive past experience in ticketing in the arts and culture sector
- Past experience of implementing a system in new venues
- A well managed and resourced service and training structure
- An understanding of the requirements of a large arts and cultural project, of ticket requirements for temporary and permanent venues and of the challenges and opportunities that relate to operating in Hong Kong.

5 TECHNICAL REQUIREMENT

Respondents should propose a solution that matches the scope and the project requirements above. Full details should be provided on the system specification, operating platform and hosting options which include, but are not limited to, the following:

- (a) System architecture diagram and description
- (b) Operating platform and model e.g. whether the Ticketing System is traditional “procure and own” model, software subscription model or Software as a Service (SaaS) model, etc
- (c) System technologies and standards
- (d) System software platform and version e.g. Operating System, Database, Web Server, etc.
- (e) System hardware platform e.g. server brand, model and specification
- (f) System capacity and scalability
- (g) Data / Server hosting options available:
 - Traditional data centre hosting or
 - Cloud based hosting e.g. Virtual Private Cloud, Private Cloud, Hybrid Cloud

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- (h) System availability e.g. whether system High Availability and Disaster Recovery solutions are available
- (i) System security and control
- (j) Data backup and recovery method, tools and retention period.

In addition respondents should make it clear under what constraints customisation and technical development will happen, e.g. if customisation and development comes from the respondent or if the Authority can if required develop its own enhancements to the system.

6 TIMETABLE

An indicative timetable for this RFI and the following tender process is as follows -

Activities	Tentative Schedule
1. Issuance of RFI	26 June 2013
2. Closing date for submission of RFI queries	9 August 2013
3. Closing date for RFI submissions	16 August 2013
4. Evaluation of RFI Submissions	September 2013

If after evaluating the RFI, the Authority considers the project may be viable, and in the interest of the Authority and the public, it may conduct a tender for the project.

7 SUBMISSION

7.1 RFI Submission

The objective of this RFI is to provide the Authority with a clear, concise and considered demonstration of the strategic and operational ability and skills of the respondent to manage, and deliver a project of this nature and the suitability of the system to the Authority's needs.

This response should cover:

- (a) System features, functionality and suitability for ticketing theatre, gallery exhibitions, festivals and concerts.
- (b) Setup and training.
- (c) Customisation/development required.
- (d) Operating platform and technical specification.
- (e) Data management, data transfer and security.

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- (f) Customer support.
- (g) Integration with other system elements – email, ERP, payment gateway, access control.
- (h) Pricing model

Factors which need to be considered include, but are not limited to, the following:

- (a) Multi-language use with Chinese character sets – system suitability or adaptability.
- (b) Servicing and supporting a Hong Kong based client.
- (c) Suitability for the system for stage 1, or stages 1 and 2.
- (d) Development path and roll-out of new versions or enhancements.
- (e) Highlight any other constraints / considerations / critical dependencies.

Interested respondents should submit, but not be limited to, the following information:

- (a) Information on the suitability and functionality of the system, platform, system partners and recent or future developments or enhancements as indicated above.
- (b) Cost indication and fee structure as indicated above.
- (c) Proven company track record as ticketing system provider working in the arts and cultural sector.
- (d) Proven experience in or ability to provide a service in the Hong Kong SAR.
- (e) Knowledge, experience, capability, and availability of key staff. An indication of key staff likely to be employed for the assignment (together with their curriculum vitae and an organization chart of the respondent).
- (f) The name, address, email address, and telephone/fax numbers of the contact person.
- (g) Any other information the respondent considers relevant to the project.

Respondents should submit a declaration of no conflicts of interest confirming that submission of the RFI will not give rise to actual, potential or perceived conflicts. Appendix Form C.

Respondents should also note that this request for information (RFI) is *NOT* intended to shortlist or pre-qualify potential respondents for any subsequent competitive bidding for the project. Rather, its main objective is to invite views and information on options for a ticketing system for the Authority's consideration, and if considered viable, possibly leading to subsequent tender for the project.

7.2 Submission Lodgement and Closing Time

Information should be submitted (including completed Forms A to C, and other supporting documents) by email or by post to the following address with the subject line 'Request for

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Information, Ticketing System' no later than 12:00 noon (Hong Kong Time) on the closing date 16 August 2013:

Email: rfi@wkcda.hk

Postal address:

West Kowloon Cultural District Authority
29th Floor, Tower 6
The Gateway, 9 Canton Road,
Tsim Sha Tsui, Kowloon,
Hong Kong

If a rainstorm black warning or typhoon signal No.8 or above is hoisted or remains hoisted between 9:00 a.m. and 12:00 noon on the closing date, the closing time will be extended to 12:00 noon (Hong Kong Time) on the next working day (working days: 9:00am-6:00pm Monday to Friday except public holidays) following the affected closing date.

Submissions later than the closing time will not be accepted. Respondents should allow adequate time for their information to be delivered to the above address.

The Authority reserves the right to suspend, not to proceed with or to cancel the RFI of the ticketing system at any time without prior notice. No compensation or payment will be made to parties who submitted proposals. The Authority is at liberty to decline to accept any submission and it will not be responsible for any costs incurred by any person or firm in preparing such proposal. The Authority is under no obligation to discuss the evaluation result of any proposal with any person. All documents submitted in response to this RFI will not be returned.

8 AMENDMENTS AND ENQUIRIES

8.1 Amendments

The Authority reserves its right without prior notice to modify, amend, and revise any provision of this RFI and to issue addenda to such effect at any time. Any addenda, amendments, written communications, additional information or changes will be posted on the Authority's website at http://www.wkcda.hk/en/tender_notices/index.html. Respondents are advised to check the website regularly.

8.1 Enquiries

Any enquiries (with company name of the respondents disclosed) about submission of the response to the RFI should be made in writing to the Authority by email in English with the subject 'Request for Information, Ticketing System' to the following e-mail address:

irfi@wkcda.hk

The Authority shall, to the extent necessary and appropriate, reply to any enquiries of the respondents regarding this RFI. The Authority shall not be responsible for any misdirected

letters or emails. The Authority may publish the enquiries and responses on the Authority's website to make them known to all parties if relevant. Verbal or anonymous enquiries will not be entertained.

9 CONFIDENTIALITY

The evaluation of the RFI submission by the Authority will be carried out in strict confidence. The Authority and the management team of the Authority shall not disclose the details of the evaluation. All respondents agree to waive any right to seek information or data about the evaluation on their submission materials during or after the completion of the RFI.

10 PERSONAL DATA PRIVACY

Personal data provided in the RFI submission will be used for the evaluation of submission purposes only. If insufficient and inaccurate information is provided, the submission may not be considered.

Respondents shall have the right of access and correction with respect to their personal data as provided for in Sections 18 and 22 Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance (Cap 486).

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APPENDIX- FORM A – GENERAL INFORMATION

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1. Respondent's Company Name:

Name(s) and title of Contact Person(s) to whom the RFI Documents may be addressed:

Contact(s) _____

Job Title: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

2. Respondent's Organisation:

2.1) Commercial Registration:

Date of Registration: _____

Registration Number: _____

Country of Registration: _____

Type of Registration (limited company, partnership, etc.):

2.2) Hong Kong Registration:

Does the respondent have a current Hong Kong Business Registration Certificate?

_____ Yes _____ No

Years registered in Hong Kong: _____

3. Company Size:

How many employees in total does the respondent employ in:

Hong Kong: _____

Elsewhere (by Jurisdiction): _____

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APPENDIX- FORM B – ENCLOSURES AND CERTIFICATION OF RESPONSE

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1. Enclosures

The respondent shall list below all RFI submission documents as part of its response. The entire set of documents should be listed below to assist the respondent as a checklist to ensure that a complete response is being submitted for review. **Please note that Forms A to C must be completed and submitted together with a business plan in the RFI submission.**

List of Forms and Documents Submitted:		Yes	No
1.	Cover letter		
2.	System information (Please refer to paragraph 3.2 and 7.1 for detailed requirements)		
3.	Form A General Information		
4.	Form B Enclosures and Certification of Response		
5.	Form C Declaration Form		

2. Certification of Response

This is to certify that the information provided in the Forms and Documents listed above pertaining to the tenderer are true and correct and that the signatory may be contacted for verification purposes.

Signature: _____

Title: _____

(Company Director or Similar)

Name: _____

Date: _____

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INTEREST

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Declaration Form

To : **West Kowloon Cultural District Authority** (“Authority”)

From: _____ (Name of Respondent)

Date: _____

Dear Sirs,

Re: Request for Information (RFI) for Ticketing System for the West Kowloon Cultural District Authority

We refer to the above-captioned RFI.

This is to confirm that the Respondent does not have any direct or indirect financial, personal or other interests relating to or arising from the submission of the RFI and which conflict or compete, or may appear to conflict or compete, with any interest of the Authority. The Respondent also undertakes that should such a conflict arise in future, the Respondent will inform the Authority immediately. *(If there is such a conflict, please provide details as an attachment to this Declaration.)*

Yours faithfully,

(Name and position of Authorised Signatory)

**Delete where inappropriate*

- The End -