

January 3, 2025

Addendum #1

RFP for Ticketing Services at Rentschler Field

This addendum dated January 16, 2025 forms a part of the Contract Documents and modifies the original RFP. Please include this addendum in your RFP submission.

1. Is OVG looking to include building naming rights as part of this RFP response?

Naming rights are not a part of this RFP process.

2. You mentioned, that not including UConn Basketball, your ticket volume is about 500,000 tickets/year with about 85% online. Can you please provide an audit report?

Correction, the 500,000 originally included in the RFP should have read approximately 400,000 tickets. We do not have a singular audit report for all ticketed events processed through the system.

3. Do you require All-In Pricing for every ticketed event per Connecticut law?

Yes, we utilize All in Pricing per CT law.

4. What do you consider memberships and are there benefits related to ticketing (ie. Pre-sale entitlement, Discount offers) associated with Memberships? How many memberships do you currently have?

We are referring to Hartford Wolf Pack season ticket members (full plans and mini plans). We have approximately 1200 memberships. See link for more info:

<https://www.hartfordwolfpack.com/tickets/2024-25-membership-hub>

5. Other than memberships, what other non-ticketing products would you process through the system such ice time, etc? And how many/year?

We are looking for vendors to describe ticketing system flexibility, but an example would be selling ice time (IE – either timed entry or a group renting the entire rink). Projecting less than 5 events per year

6. You asked, “Fees for charity, community events, parking lot events and trade shows”. How many tickets are sold for these kinds of events?

Historically approx 1,000 tickets per year sold to shows either for charity or in Exhibit Hall. Less than 5 trade shows per year. (ticket number included in the approximately 400,000 in annual tickets process through the system).

7. You asked, “Fees for events with a very low-ticket price (\$25 or less)”. Are these (a) stand-alone events with low ticket prices where the highest price is \$25 or (b) could you have a Wolf Pack game with tickets priced above as well as below \$25? If your answer is stand-alone, is the ticket volume included within the 500,000K tickets you cited or is it in addition to?

Yes, to both (a) and (b) scenarios. Yes, included in the approx. 400,000 in ticket volume.

8. What services are provided (phone, Internet, customer service), we assume the XL Center is connected to the Internet, can you please elaborate what you mean by “internet services?”

We are referring to the ability of the vendor to provide ticket sales via phone and/or online. Also, description of customer service provided to customers via the vendor.

9. You asked “Ability to process “fake event” presales for our premium seating customers, where the order is taken, but “real” tickets are not processed live”, can you please elaborate?

You can disregard this question. We no longer will use this method.

10. Please clarify the make, model, and estimated age of your current 30 ticket scanners. Could you also clarify if that equipment is owned by XL Center/OVG or Ticketmaster?

Age of scanners is approx. 2 years old. They are Janam XT3 scanners. Property of XL Center.

11. Please clarify the bullet on page 6 - Ability to provide services for outside events. Please provide examples of potential or existing outside events, and the services you’d expect from your ticketing partner.

A hypothetical example, the ability to provide ticketing services for an outdoor music festival not within proximity to the venue.

12. Total single tickets sold (we have noted your estimated average of 85% of single tickets sold online). For the Hartford Wolf Pack, Subscription/Season paid packages broken out separately from single sales (ie. total sold packages as opposed to individual tickets within the package).

See below data.

Total Comp tickets issued (via all sales channels) per year.

Currently we do not have a report that generates comps for all sales channels.

Estimated gross ticket sales revenue per year across all events applicable to this RFP.

FY24 value of all tickets \$18,538,922

13. Details of any pre-existing agreements with artists, promoters, or show that your company is required to follow that may impact the agreement. Is this in regard to anything in particular?

Requesting vendors advise if they have any exclusive ticketing agreements with shows or promoters that we would then be required to abide by.

14. Ability and cost to process non-ticketing charges or fees through the system, such as memberships, miscellaneous fees, ice rental fee, etc.

Looking vendor options and flexibility to process events such as timed ice useage.

15. Can you share the historical sales of the events to be included in the contract? XL Events and Hartford Wolf Pack

See below data

16. Please confirm if you would need the vendor to provide equipment for the onsite operations or if you prefer to use the equipment you already have (POS, printers, QR scanners, etc).

Depending on the requirements of the ticketing system we are open to using some, or all, of the current equipment. We would expect the vendor to ensure we are fully functional from an equipment standpoint on day one.

17. Vendor's understanding is that the service requested is not for a white-label website and that users could be redirected from the XL Center's website to vendor's checkout flow during the purchase process, correct?

Yes, correct.

18. Could you provide more details on the historical fee structures and any recurring costs associated with the current ticket platform?

Fee structures have included a percentage of face value of ticket or a flat fee per ticket based on ticket price.

19. What are the key marketing objectives for the next five years, and how do you expect a ticketing partner to help achieve them?

We expect our ticketing partner to assist us in driving ticket sales and to provide a world class customer experience during the ticket purchase and utilization process.

20. Would you be interested in us sharing more information about our onsite self-service kiosks?

Yes

21. *What data reports for you have access to now that you would like to continue to receive?*

AUDIT

MOP

MOP WITH FEES

SCANS/ATTENDANCE

QUAL3/4 (FOR SOME)

PLATINUM REPORT

VIP REPORT

FACILITY FEE REPORT

OTHER REPORTS

CUSTOMER LIST – INCLUDING EVENT CODE, CUSTOMER NAME, CUSTOMER ACCOUNT, PRICE LEVEL, PRICE CODE, PRICE TYPE, # OF TICKETS, PRICING DETAILS, SALECODE, PROMO/QUALIFIER, EMAIL, ADDRESS, PHONE, ZIP

BILL PLAN REPORTS

COMMISSION REPORTS

SEATS SOLD INFO

HOLD REPORTS

22. *Would your team be interested in a revenue sharing model?*

We are open to learning about all models.

23. *Can XL or CRDA share metrics on how the bids are scored/weighted?*

Criteria will include competitive advantages of the vendor's product and services, as well as product functionality, and the vendor's ability to meet the operational, financial, customer service, and marketing needs of the events hosted by the facility.

24. *Data Request/Breakdown of hockey (Hartford Wolf Pack) team:*

2022-2023						
	Total Tickets	ATP	Box Office	Sales Office	Online	Group Online
Season	29,878	\$ 23.11		29,878		
Singles	48,800	\$ 25.02	7,234	148	41,324	94
Groups	40,622	\$ 16.33		23,161	682	16,779
Comps	45,189		12,394	32,583		212
Suites	3,332	\$ 15.52		3,332		
Club	242	\$ 24.12		242		
2022-2023 POST SEASON						
	Total Tickets	ATP	Box Office	Sales Office	Online	Group Online
Season	3,352	\$ 16.52		3,352		
Singles	9,773	\$ 27.51	874	356	8,543	
Groups	1,440	\$ 20.09		867	61	512
Comps	5,569		2,201	3,368		
Suites	10	\$ 10.00		10		
Club	25	\$ 25.28		25		
2023-2024						
	Total Tickets	ATP	Box Office	Sales Office	Online	Group Online
Season	41,617	\$ 21.28		41,617		
Singles	52,233	\$ 24.63	9,392		41,410	1,431
Groups	50,416	\$ 16.66		24,417	1,388	24,611
Comps	48,130		1,244	46,886		
Suites	3,343	\$ 21.39		3,343		
Club	674	\$ 27.66		674		
2023-2024 POST SEASON						
	Total Tickets	ATP	Box Office	Sales Office	Online	Group Online
Season	3,039	\$ 17.35		3,039		
Singles	6,396	\$ 27.34	828	25	5,538	5
Groups	786	\$ 20.82		384	183	219
Comps	3,928		2,745	1,183		
Suites	57	\$ 20.00		57		
Club	34	\$ 26.00		34		

25. Data Request/breakdown of an average high capacity, medium capacity and low-capacity show:

FY22			
Minor concert (Low Cap)			
	# TICKETS SOLD	TOTAL REVENUE	ATP
Singles Online	3398	\$187,875.05	\$55.29
Singles Local	71	\$4,951.50	\$69.74
Groups	0	\$0.00	\$0.00
Comp	836	\$0.00	\$0.00
Platinum	41	\$1,636.80	\$39.92
VIP	0	\$0.00	\$0.00
Suites/Club	0	\$0.00	\$0.00
Family Show (Med Cap)			
	# TICKETS SOLD (Med)	TOTAL REVENUE	ATP
Singles Online	15747	\$525,739.00	\$33.39
Singles Local	6126	\$130,067.00	\$21.23
Groups	0	\$0.00	\$0.00
Comp	959	\$0.00	\$0.00
Platinum	0	\$0.00	\$0.00
VIP	0	\$0.00	\$0.00
Suites/Club	0	\$0.00	\$0.00
Minor Concert (Low Cap)			
	# TICKETS SOLD	TOTAL REVENUE	ATP
Singles Online	4268	\$113,308.30	\$26.55
Singles Local	661	\$16,473.87	\$24.92
Groups	0	\$0.00	\$0.00
Comp	188	\$0.00	\$0.00
Platinum	0	\$0.00	\$0.00
VIP	0	\$0.00	\$0.00
Suites/Club	2	\$40.00	\$20.00

*Note FY22 did not include any majors (return from Covid)

FY23			
Major Concert (High Cap)			
	# TICKETS SOLD	TOTAL REVENUE	ATP
Singles Online	9228	\$957,806.00	\$103.79
Singles Local	1285	\$120,382.50	\$93.68
Groups	0	\$0.00	\$0.00
Comp	293	\$0.00	\$0.00
Platinum	981	\$80,898.40	\$82.47
VIP	0	\$0.00	\$0.00
Suites/Club	224	\$19,340.00	\$86.34
Family Show (Med Cap)			
	# TICKETS SOLD	TOTAL REVENUE	ATP
Singles Online	3988	\$263,436.00	\$66.06
Singles Local	855	\$32,627.50	\$38.16
Groups	86	\$2,415.00	\$28.08
Comp	584	\$0.00	\$0.00
Platinum	0	\$0.00	\$0.00
VIP	0	\$0.00	\$0.00
Suites/Club	0	\$0.00	\$0.00
Minor Concert (Low Cap)			
	# TICKETS SOLD	TOTAL REVENUE	ATP
Singles Online	3942	\$171,240.95	\$43.44
Singles Local	1151	\$35,463.00	\$30.81
Groups	206	\$4,474.00	\$21.72
Comp	468	\$0.00	\$0.00
Platinum	0	\$0.00	\$0.00
VIP	0	\$0.00	\$0.00
Suites/Club	7	\$180.00	\$25.71

26. Data Request for XL Center Events

XL Center Events	2022			2023			2024		
Ticket Category	Total tic Sold	Total Rev	ATP	Total tic Sold	Total Rev	ATP	Total tic Sold	Total Rev	ATP
Single	84525	\$ 3,076,111.00	\$ 36.39	114127	\$ 6,190,342.00	\$ 54.24	229954	\$ 15,340,461.00	\$ 66.71
Group	12022	\$ 294,428.62	\$ 24.49	18992	\$ 463,621.00	\$ 24.41	30044	\$ 807,683.13	\$ 26.88
VIP	283	\$ 24,512.95	\$ 86.62	2257	\$ 207,980.00	\$ 92.15	10701	\$ 1,850,359.93	\$ 172.91

27. Date Request for Parking

We do not control or manage any paid parking so no ticketing data in this area.

28. Will the stadium (Pratt & Whitney Stadium) be issuing a separate ticketing RFP?

Yes, that is the current plan.