



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: A 22-052, **Version:** 1

- a. Approve a Standard Agreement with Tix, Inc. (Agreement) to provide a web based ticketing system for events held at WeatherTech Raceway at Laguna Seca ® under Request for Proposals (RFP) #10794 in an amount not to exceed \$140,000 for a period of two (2) years retroactive from January 1, 2022 to December 31, 2023 with the option to extend the term of the Agreement in future amendments.
- b. Authorize the Contracts/Purchasing Officer or Contracts/Purchasing Office Supervisor to execute said Agreement and up to three (3) future amendments to the Agreement where the amendments do not significantly alter the scope of work and do not exceed 10% (\$14,000) of the approved agreement amount.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve a Standard Agreement with Tix, Inc. (Agreement) to provide a web based ticketing system for events held at WeatherTech Raceway at Laguna Seca under Request for Proposals (RFP) #10794 in an amount not to exceed \$140,000 for a period of two (2) years beginning January 1, 2022 to December 31, 2023 with the option to extend the term of the Agreement in future amendments.
- b. Authorize the Contracts/Purchasing Officer or Contracts/Purchasing Office Supervisor to execute said Agreement and up to three (3) future amendments to the Agreement where the amendments do not significantly alter the scope of work and do not exceed 10% (\$14,000) of the approved agreement amount.

SUMMARY:

The WeatherTech Raceway at Laguna Seca (WRLS), built in 1957 and deeded to the County of Monterey County Parks Department in 1974, hosts several popular events each year such as Rolex Monterey Motorsports Reunion, Firestone Grand Prix of Monterey, etc. which attracts more than 325,000 local, national, and international spectators annually. Ticket sales to said events are an essential function of the WRLS operation and A&D Narigi Consulting, LLC, Management Company of Laguna Seca Recreation Area, has requested the Agreement for web-based ticketing system as it is crucial to the success of all events held at the racetrack. The recommended action would allow for the issuance of a County Standard Agreement with Tix, Inc. for \$140,000 to provide a web-based ticketing system for events held at WRLS.

DISCUSSION:

On May 20, 2021, Contracts/Purchasing solicited proposals from qualified contractors through Request for Proposals (RFP) #10749 for web-based ticketing system for WeatherTech Raceway at Laguna Seca (WRLS). Contracts/Purchasing received six (6) proposals and following staff's thorough review and evaluation, it was determined that Tix, Inc. (Tix) provided the services required at a fair and reasonable price, delivering a proposal with fees lower than the prior contractor.

Tix provides an online and box office ticketing solution that provides organizations with an easy-to-use ticket sales program including marketing tools to promote future growth. The Tix web interface offers a customer focused, ticket sales page for intuitive online purchasing utilizing seating charts and allowing both printed and electronic tickets to be generated. Tix offers both cloud based and an on premise ticket sales solution for events managed by County and A&D Narigi Consulting, LLC. The County will have access to a robust reporting program, training, customer and technical support, and the ability to promote events on County social media utilizing Tix social networking integration. Tix will provide payment gateway integration to the County's ACI

Worldwide credit card merchant account for secure online credit card processing and offers innovative, secure, and reliable service.

Retroactive approval of the recommended action would allow for the issuance of a Standard Agreement with Tix, Inc. for a period of two (2) years beginning January 1, 2022, to December 31, 2023, in an amount not to exceed \$140,000, with the option to extend the term of the Agreement in future amendments to provide a web-based ticketing system for events held at WRLS.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel, Information Technology Department, and the Auditor-Controller's Office have reviewed and approved the Agreement as to form and fiscal provisions, respectively. The Treasurer-Tax Collector has reviewed the Agreement and is in concurrence with approval based on confirmation from Tix that they will integrate and ensure functionality with the County's existing payment gateway, ACI Worldwide, as provided in Exhibit A of the Agreement.

FINANCING:

Annual event ticket sales revenue is approximately \$4.1 million. Revenue generated from ticket sales and costs associated with services provided in this Agreement will be accounted for in Fund 453-1050-8536-CAO046. The funding requirement for this Agreement will cross three fiscal years - FY2022, FY2023, and FY2024. The Budget for FY2022 for this Agreement is already in place and will continue to be allocated in the Budget for the next two fiscal years.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

These services are critical to Laguna Seca operations to support economic development, County facilities and infrastructure.

- Economic Development
- Administration
- Health and Human Services
- Infrastructure
- Public Safety

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Reviewed by: Bryan Flores, Chief of Parks

Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities, & Parks

The following attachments are on file with the Clerk of the Board:

Attachment A-SA with Tix, Inc.

Attachment B- RFP #10749

Attachment C-Addendum No. 1 to RFP #10749

Attachment D-Addendum No. 2 to RFP #10749