

REQUEST FOR PROPOSAL – TICKETING SERVICES

RFP Designation Number TCC001T

Tribute Communities Centre, 99 Athol Street East, Oshawa ON Canada L1H 1J8

Overview:

Tribute Communities Centre (TCC) is a sports and entertainment arena in Oshawa, Ontario, Canada, operated by OAKVIEW GROUP. The arena is home to the Oshawa Generals of the Ontario Hockey League, and hosts concerts, national and international sporting events, and community events.

We are currently soliciting proposals from vendors who are qualified to provide ticketing services for the facility. We ask that vendors responding to this request for proposal adhere to the guidelines and format outlined below.

Tribute Communities Centre currently operates using the Paciolan ticketing system, under contract through August 31st, 2026. The desired term of a new agreement is for five years beginning September 1st, 2026; however, the length of the term is subject to reasonable negotiation.

Contact:

We request that communication relating to this request for proposal for record keeping purpose, be limited to e-mail unless otherwise specifically directed, and so that information may be properly disseminated among the members of our evaluation team. Please include the name of your company and the RFP designation number TCC001T in the subject line of any correspondence.

OAKVIEW GROUP staff may contact you by telephone for clarification if required, but correspondence by e-mail will be the priority.

Members of the TCC OAKVIEW GROUP team relating to this request for proposals are:

- Vince Vella – General Manager – Vince.Vella@oakviewgroup.com
- Trent Merritt – SVP Oakview Group – Trent.Merritt@oakviewgroup.com
- William Balfour – Assistant General Manager/Director of Marketing - Willian.Balfour@oakviewgroup.com
- Karen Thies – Director of Ticketing – Karen.Theis@oakviewgroup.com
- Gary Costa – Director of Finance – Gary.Costa@oakviewgroup.com

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- Brent McNamee – Ticketing Operations Manager – Brent.McNamee@oakviewgroup.com

Timeline:

The dates presented below are subject to change and represent a targeted process and timeline only. The OAKVIEW GROUP team may adjust the timeline and process and will communicate any changes to all parties.

Monday, February 3 rd , 2025	Request For Proposal issued to vendors
Monday, February 10 th , 2025	Site Visit Opportunity
Friday, February 14 th , 2025	Bid Question Submission Deadline – 5pm
Wednesday, February 19 th , 2025	Bid Questions Answers Deadline – 5pm
Monday February 24 th , 2025	Bid Deadline Date – 5pm
Friday February 28 th , 2025	Shortlist of Bidders Selected
Monday, March 10 th , 2025	Presentations of shortlisted bidders (in person or virtual)
Tuesday, March 11 th , 2025	Presentations of shortlisted bidders (in person or virtual)
Friday, March 21 st , 2025	Anticipated successful bidder selection date
Monday March 24 th , 2025	Contract creation and Transition Plan Formulation begins

Proposal instructions:

Please send RFP responses in digital form to All members of the TCC OAKVIEW GROUP team specified on page 1, either direct or as a link to download a larger file.

Evaluation:

The OAKVIEW GROUP team will evaluate proposals based on the vendor’s ability to provide comprehensive ticketing services for the facility. 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/fees, customer service, and marketing needs of the events hosted by the facility. An

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in-house commitment to the facility in the form of marketing and/or a suite lease or rentals will be considered an asset and will comprise part of the evaluation process towards the final selection.

Negotiations:

The preparation and submission of the vendors RFP shall be made without obligation by OAKVIEW GROUP and Tribute Communities Centre and will be the sole financial responsibility of the bidder.

The vendor will be required to agree to the inclusion of warranties in offers of commitments made in the RFP response or in subsequent information supplied. OAKVIEW GROUP expects that each statement of fact and of future performance will be incorporated within the contract as a warranty. Therefore, any statement of fact or of future performance not intended to be a warranty should be clearly identified. The vendor's response to the RFP will be included as an addendum to the final contract.

The vendor should include a draft contract as a section of its response; however, OAKVIEW GROUP and Tribute Communities Centre will not be bound to accept any provision in any draft contract submitted by the vendor.

Confidentiality:

Any information disclosed to vendors and/or vendor employees by OAKVIEW GROUP and Tribute Communities Centre will be considered confidential and proprietary when it pertains to past, present, and future ticketing activities and/or is not readily available to the public unless said information is part of an Ontario Freedom of Information and Privacy Protection Act (MFIPPA) request.

Projected Sales:

The capacity of Tribute Communities Centre is variable, depending on the event setup. Approximate capacity numbers are:

- 360 Concert – 6,847
- 240 End stage concert – 5,363
- 180 End Stage Concert – 4,884
- Half House Concert – 3,484
- Quarter House Concert – 1,747
- Hockey – 6,158
- Basketball – 6,418

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The facility hosts an average of 34 regular season hockey games with potential for extra playoff games, and approximately 55 plus concerts and special events per year, with a total of over 411,000 tickets issued in 2024. Vendors can expect an historical average of approximately 75% of all single ticket sales being sold online.

Ticketing overview:

The facility has 6 box office windows that will require the ability to process ticket sales and customer service in-person. As part of our agreement with the City of Oshawa, we must be able to process these ticket sales with no service charge added to the price of the ticket. In addition, there are up to 15 personnel that will require the ability to maintain the system and process internal ticket sales. Reporting ability will be required for up to 30 people, in addition to the various promoters and shows that bring their events to the arena.

The facility will require up to 30 ticket scanners for access control, including internal scanning for events with a general admission floor.

Response format and requirements:

The response from vendors should include details on the following topics.

1. **General information**

Please explain the scope of your proposal, and the single main point of contact for further discussion and negotiations with your company.

2. **Financial information**

Please explain the financial details of your proposal, including any details that you feel set you apart from the competition. The OAKVIEW GROUP team is specifically looking for details on the following points, but please include any information you feel is relevant, and information on the structure of your proposal if any of the points below are not relevant or are different than the way your proposal is structured.

- Annual license fee
- Set up fees (general or event-specific)
- Fees for tickets issued at the box office

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- Fees for tickets issued online
- Fees as they relate to the Oshawa Generals
- Fees for charity or community events
- Fees for events with a very low-ticket price (\$25 or less)
- Fees for refunded tickets
- Fees and/or ability to sell tickets through other channels (phones, outlets, etc.)
- Ability to provide Tap technology for credit card and/or debit card
- Any differences between general admission and reserved seat tickets
- Ability and fees for tickets sold for events at other venues, should the TTC is asked to provide ticketing services for a 3rd party
- Ability and cost to process non-ticketing charges or fees through the system, such as memberships, miscellaneous fees, ice rental fees, etc...
- Ability to regard online fees as a revenue source for the facility, and the ability to adjust the fees charged to customers accordingly
- Details of any pre-existing agreements with artists, promoters, or shows that your company is required to follow that may impact the agreement
- Financial incentives, including:
 - Signing bonus
 - Annual spending allowance for marketing purposes
 - Hardware or software bonuses
 - Yearly ticketing conference registration

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- Continued training for ticketing and marketing
 - In House marketing investment
 - Suite lease and/or rentals
- Settlement, including frequency and method of remitting funds
 - Monetary controls, including escrow details, auditing of sales and revenue, event settlements, and any other details on how the vendor will guarantee absolute control over event proceeds until the event has taken place.

3. Scope of Services

Ticketing Services

Please describe your ability to provide, and any fees associated with, the following specific items, as well as any additional items you would like to include:

- Ability to handle major event on sales (please provide examples with volume)
- Tenant team needs, especially season ticketing, and customer account management
- Season ticketing maintenance, including exchanges, post-season games, billing plans, season tickets and/or premium seat online renewals, etc...
- Combo or multi-event sales, such as multi-game packages within a season, or promotions that may include non-related events
- What is physically supplied (such as hardware and ticket stock – custom or generic) and any related costs
- What sales and support services are provided (phone, Internet, customer service) and operating hours where applicable
- Ability to provide services for outside events

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- Ticket resale services
- How cancelled or postponed shows are handled, and associated costs
- Platinum and VIP ability and cost
- Upsells opportunities such as parking or merch
- Access management and scanning
- Ability to process “fake event” presales for our premium seating customers, where the order is taken, but “real” tickets are not processed live
- A detailed chronological transition plan, including scanning tickets for events sold on our existing ticketing system if the successful bidder’s system is different
- Technical support for hardware and software including availability and escalation process if required
- Reporting capabilities and methods (app, web site, automated reports, etc.)
- The ability to report on geographical sales for marketing purposes – especially the ability to categorize based on Canadian postal codes and areas
- The existence and creation of interactive seat maps for customers, including the time for them to be created for events with a non-standard setup

Marketing Services

Please describe the following regarding marketing services, including any associated costs:

- Marketing services available
- Marketing services included in the proposal

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- The ability to import existing 3rd party customer or other marketing-related databases

Financial Services

Please describe the following regarding financial services and ability, including any associated costs:

- Chargeback protection and dispute resolution services
- Chargeback procedures and costs when chargebacks are lost
- The ability to process non-ticket charges, such as club seat memberships, sponsorship, or corporate sales transactions, etc...
- Financial procedures and fees for postponed or cancelled events

Sponsorship Opportunities

Please describe the following regarding the ability to include elements of the ticketing system in revenue generation, including any associated costs. This may include:

- advertising on ticket stock
- advertising on print at home or mobile tickets
- advertising as part of the online display of events, or ticketing pages