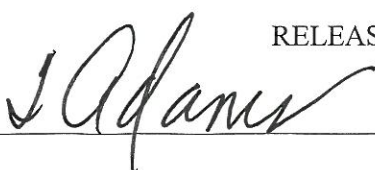



CITY OF BIRMINGHAM-PURCHASING DIVISION
 710 NORTH 20TH STREET, P-100 CITY HALL
 BIRMINGHAM, AL 35203-2227
 OFFICE: (205) 254-2265 / FAX: (205) 254-2484

TONYA ADAMS, PRINCIPAL BUYER
 EDWARD WILLIAMS, ASST. PURCHASING AGENT

JUNE 17, 2025
 RFP: 25-62

| | | |
|--|---|--|
| TO: | Prospective Proposer | |
| REQUEST FOR PROPOSAL NUMBER: | RFP #25-62 (A complete copy can be downloaded at www.birminghamal.gov) | |
| SEPARATE SEALED PROPOSAL FOR: | BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES | |
| RFP RESPONSES WILL BE RECEIVED BY: | Tonya Adams, Principal Buyer Purchasing Division – City Hall 710 North 20 th Street, Room P-100 Birmingham, AL 35203-2227 | |
| ***IMPORTANT SOLICITATION DATES*** | | |
| QUESTIONS DUE DATE | PROPOSAL DUE DATE: | PROPOSAL OPENING DATE: |
| July 03, 2025 by 5:00 PM (Central Standard Time) | July 18, 2025 by 5:00 PM (Central Standard Time) | July 21, 2025 by 2:00 PM (Central Standard Time) |
| <p>Proposer wishing to bid can download the complete solicitation including the specifications and bid forms via the internet at www.birminghamal.gov (go to link titled Employment and Bidding, then click Bidding Opportunities), or by visiting the Purchasing Office at the address shown above, or by calling (205) 254-2265 and requesting a copy be mailed to you.</p> <p style="text-align: center;">PROPOSAL OPENING WILL BE HELD AT: Purchasing Division P-100 City Hall 710 North 20th Street Birmingham, AL 35203-2227</p> | | |
| <u>TELEPHONE INQUIRIES – NOT ACCEPTED</u> | | |
| <p>Telephone inquiries with questions regarding clarification of any and all specifications of the proposal will not be accepted. All questions must be emailed to Tonya Adams at tonya.adams@birminghamal.gov.</p> <p>Submissions may be withdrawn, modified, and resubmitted prior to the formal proposal opening due date. Any submission modification(s) submitted after the “Proposal Opening Due Date” may not be considered.</p> <p>The City of Birmingham reserves the right to accept or reject any or all proposals, or any part of any proposal, and to waive any informalities or irregularities in the proposal. The City of Birmingham may award a contract in whole or in part based on the needs of the City of Birmingham.</p> <p>All costs incurred by the company to respond to this solicitation will be wholly the responsibility of the Proposer. All copies and contents of the proposal, attachments, and explanations thereto submitted in response to this proposal, except copyrighted material, shall become the property of the City of Birmingham regardless of the Proposer selected. Response to this solicitation does not constitute an agreement between the Proposer and the City of Birmingham.</p> <p>The City of Birmingham is not responsible for delays occasioned by the U.S. Postal Service, the internal mail delivery system of the City of Birmingham or any other means of delivery employed by the proposer. Similarly, the City of Birmingham is not responsible for, and will not open, any proposal responses which are received later than the date and time indicated above. Late proposal responses will be retained in the proposal file, unopened.</p> | | |
| Published-Alabama Messenger – 06/21/2025 | | |
| <p>RELEASED BY:</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> | | |

CITY OF BIRMINGHAM



PUTTING PEOPLE FIRST

**Request for Proposal (RFP) #25-62
for
BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES**

RFP Release Date: June 17, 2025
Proposer Questions Due: July 03, 2025
RFP Submittal Deadline: July 18, 2025 by 5:00 P.M. (CST)
RFP Opening Date: July 21, 2025 by 2:00 P.M. (CST)

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TONYA ADAMS, PRINCIPAL BUYER
EDWARD WILLIAMS, ASST. PURCHASING AGENT

JUNE 17, 2025
RFP: 25-62

**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL**

Sealed proposals marked "BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES, will be received by the Purchasing Agent, P-100 First Floor City Hall, 710 North 20th Street, Birmingham, Alabama 35203. The Proposed Vendor must provide an original and three (3) copies of its proposal as well as one (1) digital copy of their proposal.

All questions are due by **JULY 3, 2025, BY 5:00 PM.**

Proposals will be accepted until 5:00 P.M. Central Time (standard or daylight savings time, as applicable) on **FRIDAY, JULY 18, 2025.** Proposals submitted after these dates and times will not be considered.

Proposals will be publicly opened at 2:00 p.m. on **MONDAY, JULY 21, 2025.**

TELEGRAPHIC/ELECTRONIC RESPONSES

Proposal responses sent via electronic devices (i.e., facsimile machines and email) are not acceptable and will be rejected upon receipt.

TERM OF CONTRACT

Any contract resulting from this RFP will become effective upon proposal award. Per Section 3-3-7(7) of the General City Code for the City of Birmingham, the proposed contract shall be in effect for three (3) years, subject to the availability of funding for a term not to exceed three (3) years. The life of this contract shall exist with the approval of both parties with the provision that no price increase in the original Proposal prices shall be allowed.

ADDENDA

Any addenda will be available on the internet. Proposer is responsible for checking the website for addenda until the proposal opening date. Addenda will be mailed to only those proposers who were provided a copy in person or by mail.

The City follows a policy of nondiscrimination. No proposer with the City should discriminate on the basis of race, sex, religion or national origin. Failure by the Proposer to carry out these requirements is a material breach of its obligations, which may result in its termination or such other remedy as the City deems appropriate.

No proposal may be withdrawn for a period of sixty (60) days after the date of the proposal opening.

All proposals are to be submitted on the proposal form provided and all proposals are to be F.O.B. Birmingham, Alabama delivered.

The City reserves the right to reject any or all proposals submitted, in whole or part, and to waive any informalities.

Proposals must be submitted in a sealed envelope marked "BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES" by **5:00 P.M., JULY 18, 2025.** Proposals may be **hand delivered** to Purchasing, Room P-100 First Floor, City Hall, Birmingham, Alabama or **mailed** to City of Birmingham, 710 North 20th Street, Birmingham, AL 35203. Proposals mailed in (i.e., USPS, Federal Express, UPS, Airborne, etc.) **must** specify delivery to Room P-100, 1st Floor-City Hall.


Edward Williams, Assistant Purchasing Agent

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**JUNE 17, 2025
RFP: 25-62**

**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

INTRODUCTION

The City of Birmingham, Alabama, by and through the Bill Harris Arena and Birmingham Crossplex, has issued this Request for Proposal (RFP) to identify and engage a qualified vendor to provide a comprehensive ticketing system solution for our multi-venue facility. This initiative seeks a partner with proven expertise in delivering reliable, scalable, and user-friendly ticketing platforms tailored to high-volume, multi-purpose event venues.

The selected provider must demonstrate a successful track record in ticketing operations and have the capacity to execute implementation, provide ongoing technical support, and invoice for services in accordance with the terms of this RFP. This solution will play a vital role in enhancing the event experience, streamlining operations, and maximizing revenue for the Bill Harris Arena and Crossplex, delivering direct benefits to the City of Birmingham and its residents.

BACKGROUND

Bill Harris Arena/Crossplex

- Location: Onsite at the Birmingham Crossplex (formerly Fairgrounds). Birmingham, AL
- Facility Type: Multi-purpose indoor arena
- Seating Capacity: 5,000 fixed seats
- Floor/Spectator Space: 20,000 sq ft of versatile arena floor
- Auxiliary Features: VIP suite, concourse, retail concessions, and meeting rooms
- Typical Events Hosted: Basketball, Concerts, Cheer & Dance Competitions, NCAA Championships, Trade Shows, and Rodeos

SCOPE OF SERVICES or PROPOSAL GOALS

The selected vendor will provide a comprehensive, end-to-end ticketing solution for the Bill Harris Arena and Birmingham Crossplex. Services shall include system implementation, platform integration, ongoing technical support, user training, and real-time reporting capabilities. The ticketing platform must support both in-person and online sales, mobile ticketing, reserved and general admission seating, and offer seamless financial reconciliation with detailed invoices.

This solution will:

- Enhance operational efficiency across both venues through centralized ticketing and reporting.
- Improve customer experience with accessible, user-friendly ticket purchasing options.
- Generate increased revenue opportunities through marketing tools, dynamic pricing, and data analytics.
- Support the City of Birmingham's mission to deliver high-quality public experiences and events, while maintaining financial transparency and accountability.

By equipping Bill Harris Arena and the Crossplex with modern, flexible ticketing technology, the City will elevate its event operations and create a streamlined, scalable foundation for future growth.

TIMELINE

It is the intent of the Bill Harris Arena/Crossplex to have the selected vendor fully implement the software and hardware solution and complete appropriate and sufficient training before **August 8, 2025**.

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JUNE 17, 2025
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**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

SUBMISSION GUIDELINES & REQUIREMENTS

For a Proposal to be accepted as responsive, the following items must be included:

1. Cover Letter with Signature

A cover letter must be submitted and signed by someone with the authority to bind the proposer to all commitments made in the proposal. The hard copy submitted to the City must include an original signature. Failure to include an original signature may lead to the disqualification of the proposal.

2. Company Overview and Business Profile

- The full firm/company name, address, telephone number, fax number and email address of the main point of contact with the authority to bind the responding firm to all items presented in the proposal. This information can be included in the Cover Letter or stand alone.
- A Summary of the ticketing company's background, areas of expertise, experience with a total ticketing system solution, and the ability of the proposer to meet the requirements outlined in the RFP. The summary should indicate any major requirements that cannot be met, or the responding proposer may offer adjustments to the scope of work if it is believed that the adjustments will add value to the overall ticketing system solution. The summary should be written so that it can serve as a short, stand-alone document apart from the entire proposal.

3. References

At least three references from previous multi-venue facilities are required regarding a similar nature performed by the organization with other governmental units or businesses, with contact information for each. Said references must have at least three (3) years of the vendor's ticketing system usage experience. Reference venues must include the following information below regarding each contract:

- Name of Venue
- Address
- Contact Person's Name
- Telephone Number
- Email address of Contact Person
- Number of tickets processed and receipted
- Date of Performance
- Sample of ticketing process

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**JUNE 17, 2025
RFP: 25-62**

**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

PROPOSER QUALIFICATIONS & INSTRUCTIONS

It is the Bill Harris Arena/Crossplex requirement that each Proposer meet the following qualifications and be able to demonstrate how their company can meet all of these requirements described within this document. Proposer must also satisfactorily demonstrate their project management, technical contracting, implementation management, training standards, and 24/7/365 client support services call center. The proposer must be able to satisfactorily demonstrate that it is an experienced, competent, reliable, industry-proven vendor for this project. The ticketing system needs to be able to accomplish the following tasks:

- Reporting high customer satisfaction, reliable support, and smooth event operations:
- Strong integrations for venue management and revenue reporting for our daily operations and financial tracking.
- Provide local & regional experience, ensuring that they understand our audience and operational needs.
- Provide Online ticket sales
- Provide In-person ticket sales
- Provide a landing page for online ticket sales
- Ability to capture customer information that includes name, mailing address, and email address
- Ability to download all customer data into Excel (or similar data file)
- Ability to send update emails to customers through the ticketing system
- Ability to use e-ticketing
- Ability to use mobile ticket scanning
- Process payment, accepts MasterCard, VISA, Discover, and American Express
- Customer will receive a purchase confirmation email – customizable
- Technical support
- Ability to look up orders
- Ability to print tickets at the box office
- Ability to sell both general admission and reserved seating tickets
- Manage and track sales with real-time reporting and analytics from any device
- Ability to provide complimentary tickets at no cost

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**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

INTENT

It is the intent of this proposal to select a proposer to provide BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES for the City of Birmingham. Contract will be awarded according to the most advantageous proposal to the City, based upon the evaluation criteria set forth in the proposal.

PUBLIC DISCLOSURE

Subject to applicable law or regulations, the content of each proposer's proposal shall become public information upon the effective date of any resulting contract.

PURCHASE ORDERS

The City will issue purchase order(s) to the successful proposer for the goods and/or services (proposed items) that are the subject of the proposal. The successful proposer shall execute an Agreement, signed by both parties, which together with the terms, conditions, specifications and requirements state in (a) the contemplated purchase order(s), (b) this Request for Proposal and Specifications and (c) your proposal (collectively, the "Contract Requirements") shall represent the entire agreement between the parties and shall not be amended unless agreed upon in a legally authorized writing that is signed by both parties.

These writings supersede all former proposals, offers, negotiations, representations or agreements, either written or oral, concerning the provision of vendor's goods and/or services. By acceptance of the City's purchase order(s), the successful vendor agrees to abide by and perform its responsibilities related to the proposed items in compliance with the Contract Requirements.

Successful proposer shall not assign this contract to any other party without prior written approval of the City of Birmingham. Contract shall not be assigned to an unsuccessful proposer who was rejected because he was not a responsive or responsible proposer.

ADDITIONAL PURCHASES

The City has attempted to list all services under "Bill Harris Arena/Crossplex Ticketing Services." If mutually agreed upon, additional contracts may be executed, based upon this Request for Proposal for the same or additional coverage.

TERMINATION OF CONTRACT

Failure to adhere to any or all terms, conditions and specifications as set forth in the contract may result in the immediate termination of the contract. Any violation of this agreement shall constitute a breach and default of the contract. Should termination occur, the holder of the contract may be declared a "non-responsible proposer." This declaration may result in the rejection of any future proposals submitted by the proposer for a period of time, to be determined by the

Irrespective of any default hereunder, either party may also, at any time in their discretion, terminate this Agreement, in whole or in part, by giving the other party sixty (60) days written notice thereof and in such event, Proposer shall be entitled to receive compensation specified herein for all work completed prior to such sixty (60) days notice of termination or cancellation, delivered or not yet delivered to the City. Proposer shall also be entitled to compensation for all subsequent work requested by the City and delivered by Proposer, after notice of termination. For any work partially completed at the date of termination, such work will be compensated on a prorated basis, as mutually agreed upon.

QUESTIONS

Questions concerning this RFP and the specifications are to be submitted in written form to tonya.adams@birminghamal.gov or by fax (205) 254-2484. All questions must be received by **5:00 p.m., July 3, 2025**. Questions received and the City's response to each question will be posted on the internet as an addendum www.birminghamal.gov (go to link titled **Employment and Bidding**, then click on **Bidding Opportunities**). **No Verbal Communication Shall Be Considered or Construed as the City official response.**

AWARD

The award will be made on an all or none basis. Proposer will quote on all items. Contract will be awarded according to the most advantageous proposal to the City, based upon the evaluation criteria set forth in this proposal.

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JUNE 17, 2025
RFP: 25-62

**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

GOVERNING LAW/DISPUTE RESOLUTION

Contract awards to purchase the materials covered in this proposal document shall be construed under and governed by the laws of the State of Alabama and each party hereto irrevocably agrees to be subject to the jurisdictions of the courts of the State of Alabama.

PAYMENT TERMS

The City's standard payment term is Net-30 days from acceptance. Exception may be allowed for discounted early payment, such as 2%-10, Net 30 Days. The reference date for all such discounted early payment terms will be the date the invoice is received or the date the goods are received, whichever is later. In the event of a dispute the City's records shall prevail. **The City will not consider any proposals requiring C.O.D. payments.**

REDUCTION IN COST

Proposer agrees that the City of Birmingham will be charged no more for item(s) proposed than the State of Alabama, and that in the event of a price reduction; the City will receive the benefit of such reduction on any undelivered portion of contract.

Successful proposer acknowledges and agrees that the City has the right to deduct from total amount of consideration to be paid, if any, to the successful proposer under this agreement all unpaid, delinquent, or overdue license fees, taxes, fines, penalties, and other amounts due the City from the successful proposer.

TAX

The City of Birmingham is exempt from all Federal Tax, Sales, and Use tax.

CONFLICT OF INTEREST

Proposer covenants and declares that it has not, and will not, acquire any interest, directly or indirectly, in any property acquired by the City during the term of this Agreement. Proposer warrants and covenants that it presently has no interest in, nor shall any interest be hereinafter acquired in, any matter that will render the services required under this Agreement a violation of any applicable Federal, State or local law. In the event that any conflict of interest should hereinafter arise, Proposer shall promptly notify the City in writing of the existence of such conflict of interest.

NON- DISCRIMINATION POLICY

During the performance of this contract, the Proposer/Vendor agrees as follows:

1. "The proposer" shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender identity, sexual orientation, disability, familial status, or national origin. "The proposer" will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, gender identity, sexual orientation, disability, familial status, or national origin. Such action shall include but not be limited to the following: Employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. "The proposer" agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
2. In the event of "the proposer's" noncompliance with the nondiscrimination clauses of this Agreement, this Agreement may be canceled, terminated or suspended in whole or in part and "the proposer" may be declared ineligible for further municipal contracts.

DISADVANTAGED BUSINESS ENTERPRISE (DBE)

Proposer acknowledges and agrees that, consistent with federal law and City's public policy, it will encourage disadvantaged business enterprise (DBE) participation to the extent permitted by law. A "disadvantaged business enterprise" is a for-profit small business concern (i) at least 51% owned by one or more individuals who are both socially and economically disadvantaged or, in the case of a corporation, in which 51% of the stock is owned by one or more such individuals; and (ii) whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it. In accordance with federal law, a "socially and economically disadvantaged individual" includes African-Americans, Hispanic Americans, Native Americans, Asian-Americans, women, and any additional groups designated as socially and economically disadvantaged by the federal Small Business Administration.

The City encourages minority and women owned business participation. As a matter of public policy, the City makes opportunities available to the maximum extent possible, to actively include Historically Underutilized Business Enterprises (HUBE's).

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**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

FORM W-9

Any successful proposer who is not currently set up as a vendor in the City of Birmingham vendor file will be required to submit a completed W-9 tax form prior to any award. The W-9 tax form may be submitted with your proposal or no later than seven (7) business days of receipt of notice of intent to award.

BUSINESS LICENSE

In the event you receive a notification of intent to award letter, proposer must provide the City of Birmingham a copy of his/her current City of Birmingham business license no later than seven (7) business days of receipt. Failure to submit the requested information will result in revocation of the notice of intent to award. A copy of his/her license may be submitted along with the RFP.

PUBLIC DISCLOSURE

Subject to applicable law or regulations, the content of each Proposer's Proposal shall become public information upon the effective date of any resulting contract.

TELEGRAPHIC/ELECTRONIC PROPOSAL RESPONSES

Proposal responses sent by electronic devices (i.e., facsimile machines and email) are not acceptable and will be rejected upon receipt. Proposers will be expected to allow adequate time for delivery of their proposed responses either by airfreight, postal services, or by other means.

STATEMENT OF COMPLIANCE WITH CODE OF ALABAMA SECTION 31-13-9

Proposer shall participate in the E-Verify program as required under the Beason-Hammon Alabama Taxpayer and Citizen Protection Act. Proposer agrees to comply with all applicable provisions of the Act. As a condition for the award of any contract, Proposer shall provide documentation establishing that the Proposer is enrolled in the E-Verify program, or a signed, written statement that the Proposer does not have a presence (one or more employees) in the State of Alabama. The proposer may submit applicable documentation with his/her proposal or no later than seven (7) business days of receipt of notice of intent to award.

The successful proposer agrees that signing this Contract, the contracting parties affirm, for the duration of the Agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama. Furthermore, a contracting party found to be in violation of the provision shall be deemed in breach of the agreement and shall be responsible for all damages resulting therefrom.

SINGLE PROPOSAL

If a single response is received for this proposal, the proposal will be rejected in accordance with Title 41-16-50-(a) of the Code of Alabama. The proposal will be opened but **will not** be read publicly. We will proceed with negotiations for a lower price with the rejected Proposer and other Proposers by means of sealed quotes. The rejected Proposer's initial offer will not be disclosed to other Proposers, prior to the awarding of a contract. The award will be made to the company offering the lowest negotiated quotation, provided that all conditions and specifications required by the City are met.

NEGOTIATIONS

The City of Birmingham reserves the right to enter into contract negotiations with the selected Proposer. If the City and the selected Proposer cannot negotiate a successful contract, the City may terminate negotiations and begin negotiation with the next selected Proposer. This process will continue until a contract has been executed or all proposals have been rejected. No Proposer shall have any rights against the City arising from such negotiations.

PROHIBITION AGAINST BOYCOTTING

By signing this contract, the Proposer certifies that it is not currently engaged in, and for the duration of this agreement will not engage in, the boycott of a person or an entity based in or doing business with a jurisdiction with which this state enjoys open trade.

INVOICING

If an invoice does not agree with the purchase order, credits or a corrected invoice will be required prior to the processing for payment

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**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

THIRD-PARTY "REMIT-TO"

If a Proposer has a third-party "remit-to" company, that information must appear on the Proposer's response. The City of Birmingham will send payment to the company designated by the Proposer on its response but will not be responsible for resolving payment issues should the Proposer change payment processing companies after a payment has been mailed or without a 45-day written notification to the Human Resource Department and Accounts Payable Division of the City of Birmingham.

NON-COLLUSION

Proposer covenants and declares that it has not employed any person to solicit or procure this Agreement and that Proposer has not made, and will not make, any payment of any compensation for the procurement of this Agreement. The covenant contained herein shall survive the expiration or earlier termination of this Agreement.

CONFIDENTIALITY

Proposer agrees that such reports, information, opinions or conclusions shall not be made available to or discussed with any individual or organization, including the news media, without prior written approval of the City. The proposer shall exercise reasonable precautions to prevent the unauthorized disclosure and use of the City information whether deemed confidential or not.

INSURANCE

Throughout the term of this Agreement, Proposer shall maintain, keep in force and pay premiums on a policy or policies of comprehensive public liability and property insurance relating to all activities of proposer allowed under this Agreement hereunder in limits not less than: (i) \$1,000,000.00 for any occurrence resulting in bodily or personal injury to, or death of, one person; (ii) \$3,000,000.00 for any occurrence resulting in bodily or personal injury to or death of, more than one person; (iii) \$1,000,000.00 for any occurrence resulting in damage to, or destruction of, any property; (iv) the Alabama statutory limits for Worker's Compensation; and (v) \$3,000,000 per claim and in the aggregate for professional liability insurance for proposer's negligence in the rendering of its professional services, (vi) the City's RFP number (25-62) must appear on any/all copies of the certificate of insurance. The proposer shall provide the City with a certificate of insurance, evidencing such coverage, if requested, and a copy of the actual insurance policy. With respect to each such policy (except for Worker's Compensation) the proposer shall provide at least thirty days (30) notice if the policy is altered or cancelled before the expiration date thereof in advance of such alteration or cancellation. In the event any such policy is canceled or terminated or if the limits are reduced, the proposer shall promptly obtain a new policy or policies in the same limits. Such policy shall name the City of Birmingham as an additional insured.

All such insurance shall be provided by a policy or policies issued by a company or companies qualified by law to engage in the insurance business in the State of Alabama with a rating of B+ or better according to the most current edition of Best's Insurance reports. The proposal is to provide written documentation of the company's rating with their proposal.

The Proposer may use umbrella or excess liability insurance to achieve the required coverages, provided that such umbrella or excess insurance results in the same type of coverage as required for the individual policies. These insurance requirements are in addition to and do not affect any indemnification obligation of the Proposer herein.

ORAL INTERVIEWS

Proposers may be required to participate in an oral interview. The oral interview will be a panel comprised of members of the selection committee. Proposers may only ask questions that are intended to clarify the questions to which they are being asked to respond. Each Proposer's time slot for oral interviews will be determined randomly. Proposers who are selected shall make every effort to attend. If representatives of the City experience difficulty on the part of any Proposer in scheduling a time for the oral interview, it may result in disqualification from further consideration.

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**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

BEST AND FINAL OFFER (BAFO)

The City reserves the right to make an award without conducting negotiations. However, if negotiations are deemed necessary, they will be conducted with all proposers who have at least a minimally acceptable proposal as determined by the proposal evaluation committee. Once all negotiations are complete, if conducted, the City will give each proposer the opportunity to submit a revised proposal in the form of a Best and Final Offer.

The Proposed Vendor acknowledges that responses to this RFP must be complete and fully comply with this Request and the Specifications set forth herein in order to be considered. The Proposed Vendor acknowledges that the City reserves the right to reject incomplete or non-compliant responses.

By submitting a response to this proposal, the Proposed Vendor offers to furnish and deliver “**Bill Harris Arena/Crossplex Ticketing Services**” administration in strict accordance with the terms set forth in this Request and the Specifications, all of which are made a part of the Proposed Vendor’s offer. The Proposed Vendor acknowledges that any offer it makes in response to this RFP is valid for 60 days from the date it submits its offer.

Provide the entire copy of your response to the City of Birmingham on a USB Flash drive, in searchable PDF format. *If submitting an encrypted device, provide instructions for accessing the response.*

PROPRIETARY INFORMATION

All information concerning the program and participants is solely the property of the City. The information will remain confidential and will not be used or transmitted to others for any purpose whatsoever, except as required to conduct operations or as required by law.

**CITY OF BIRMINGHAM-PURCHASING DIVISION
710 NORTH 20TH STREET, P-100 CITY HALL
BIRMINGHAM, AL 35203-2227
OFFICE: (205) 254-2265 / FAX: (205) 254-2484**

**TONYA ADAMS, PRINCIPAL BUYER
EDWARD WILLIAMS, ASST. PURCHASING AGENT**

**JUNE 17, 2025
RFP: 25-62**

**BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES
REQUEST FOR PROPOSAL (CONT'D)**

EVALUATION CRITERIA

The City may modify or cancel this proposal at any time and waive any defect or technicality. The City may conduct discussions and negotiations with any qualified Proposer in any manner necessary to serve the best interests of the City. The City also may, at its sole discretion, award a contract based upon the written proposals received without prior discussions or negotiations. The City will award the contract to only one responsive and responsible proposer submitting the most advantageous proposal. Submissions will be evaluated based on the following criteria:

| Evaluation Criteria | | Weight Factor % |
|---------------------|--|-----------------|
| 1 | Ticketing & Scanning Systems | 30% |
| 2 | Fee Structure & Cost | 30% |
| 3 | Technology | 20% |
| 4 | Client Support – Technical Support – Training | 10% |
| 5 | Vendor Experience in Multi-Venue Facilities | 10% |

1. Ticketing & Scanning Systems: 30%

- Value based on capabilities of the system, including but not limited to , high volume sales, re-sales, multiple promo codes/discounts, system fail-safe procedures, hardware provided, and reporting-standard and custom.

2. Fee Structure: 30%

- Value based on the total system cost for the Monument and its customers.

3. Technology: 20%

- Value based on system architecture, technological advancements, and system security.
- Value based on incorporating new and upcoming technology innovations to continually meet the changing landscape
- Value based on using the best-in-class hardware and software as the basic level of service
- Value based on the ease of use and quality of the ticketing system and the mobile application of the ticketing system.

4. Client Support – Technical Support – Training: 10%

- Value based on details of technical support and client service support provided, including on-site support and training.
- Value based on the type of support offered during peak and non-peak operating hours

5. Vendor Experience in Multi-Venue Facilities: 10%

- Value based on vendor experience in facilities similar to the Bill Harris Arena/Crossplex with multiple venues under one roof, with multiple ticketed events happening simultaneously.
- Value based on additional system features or services the vendor may be able to provide to the Bill Harris Arena/Crossplex to enhance the experience of our customers and the cost associated with these additional features.

Scoring: The maximum potential score of each vendor is 100. Each evaluator will score each vendor based on the criteria listed above, following the study of each proposal received. The scores of all members of the selection committee will be combined to determine the highest-scoring vendor. The highest point vendor will then be presented for RFP award consideration.

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BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES

ATTACHMENTS

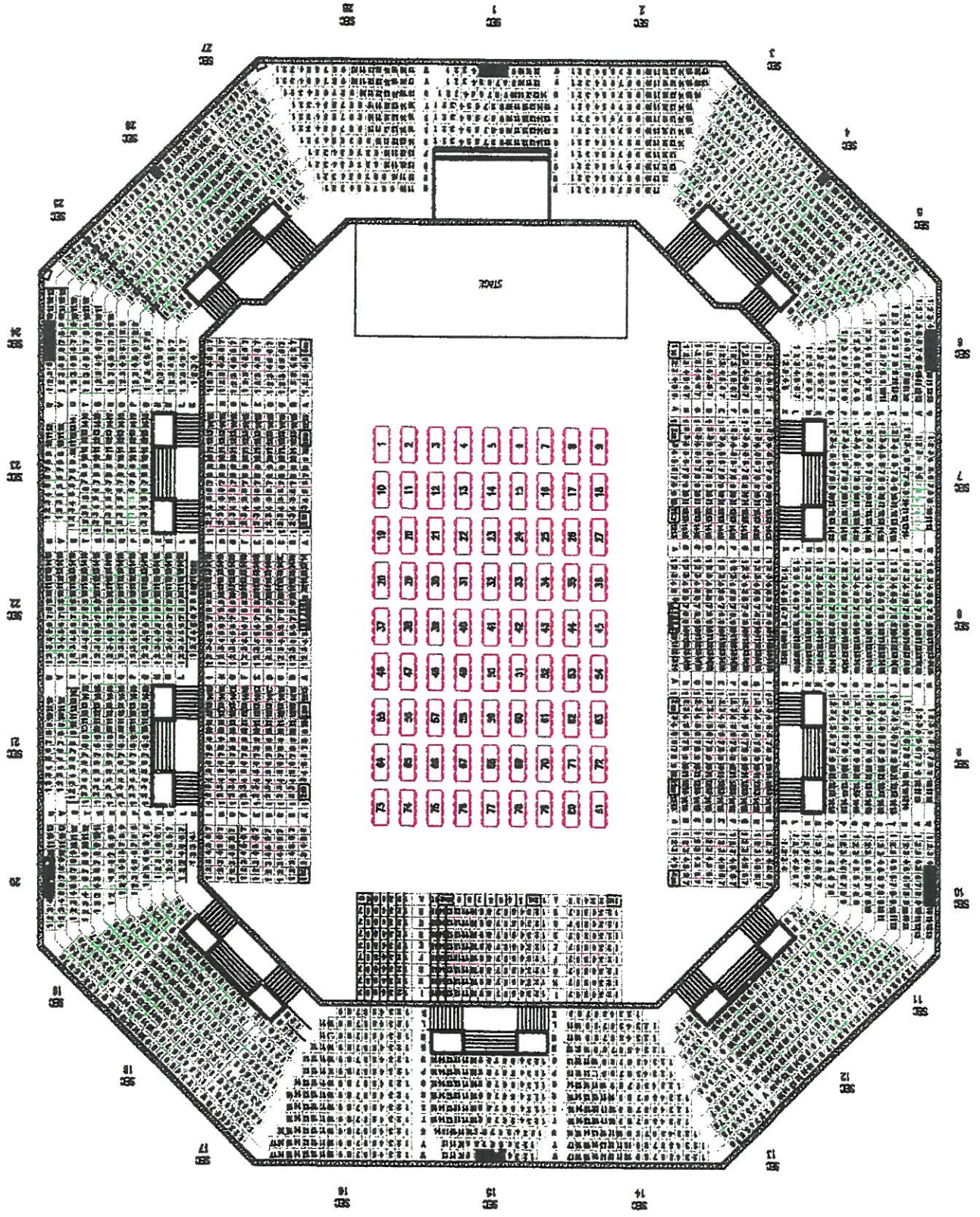
1. Bill Harris Arena/Crossplex Seating Map Charts
2. Bill Harris Arena/Crossplex Seating by the Numbers

BILL HARRIS ARENA/CROSPLEX TICKETING SYSTEM

REQUEST FOR PROPOSAL

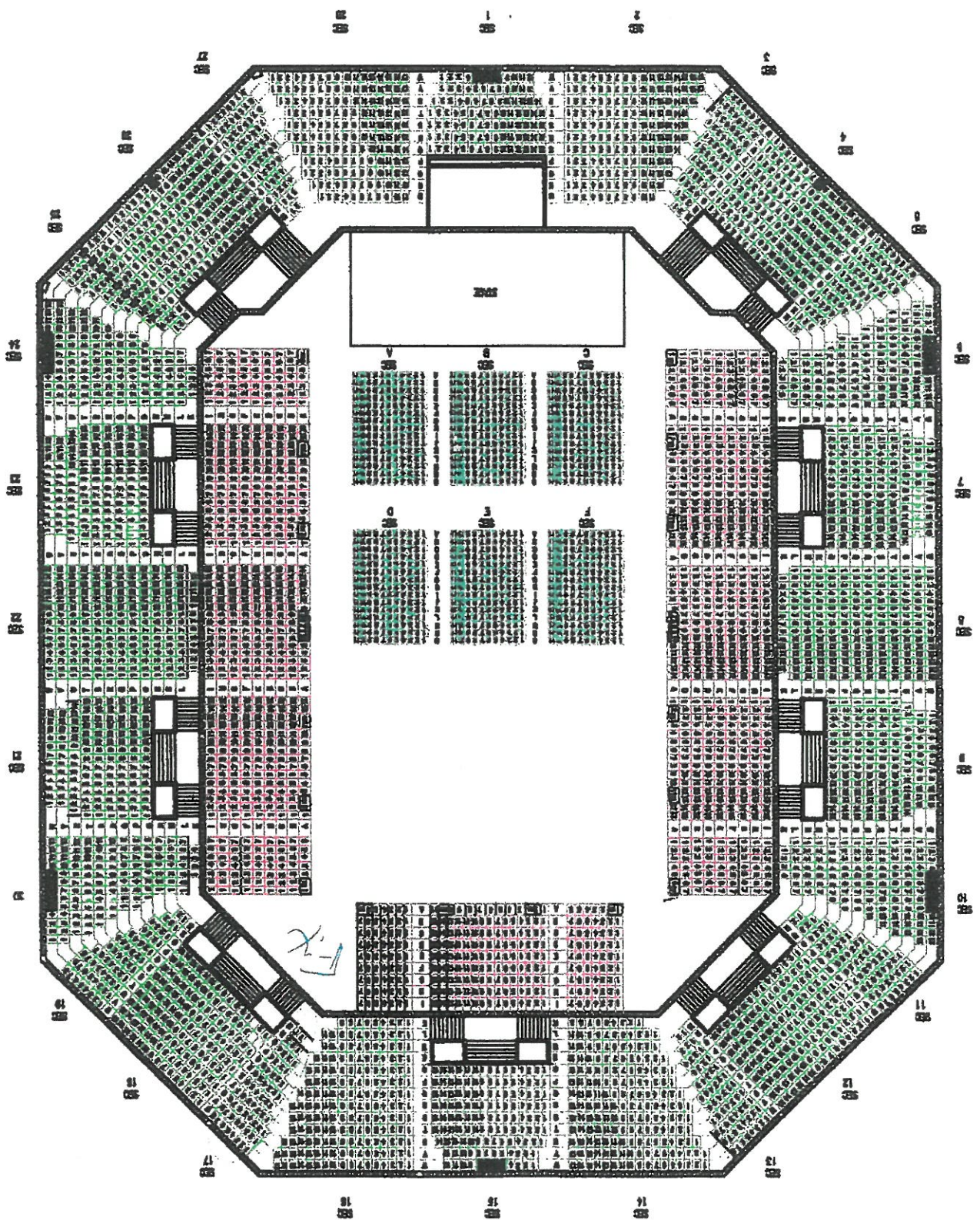
ATTACHMENT 1

SPORTS ARENA
SEATING LAYOUT (MAXIMUM)



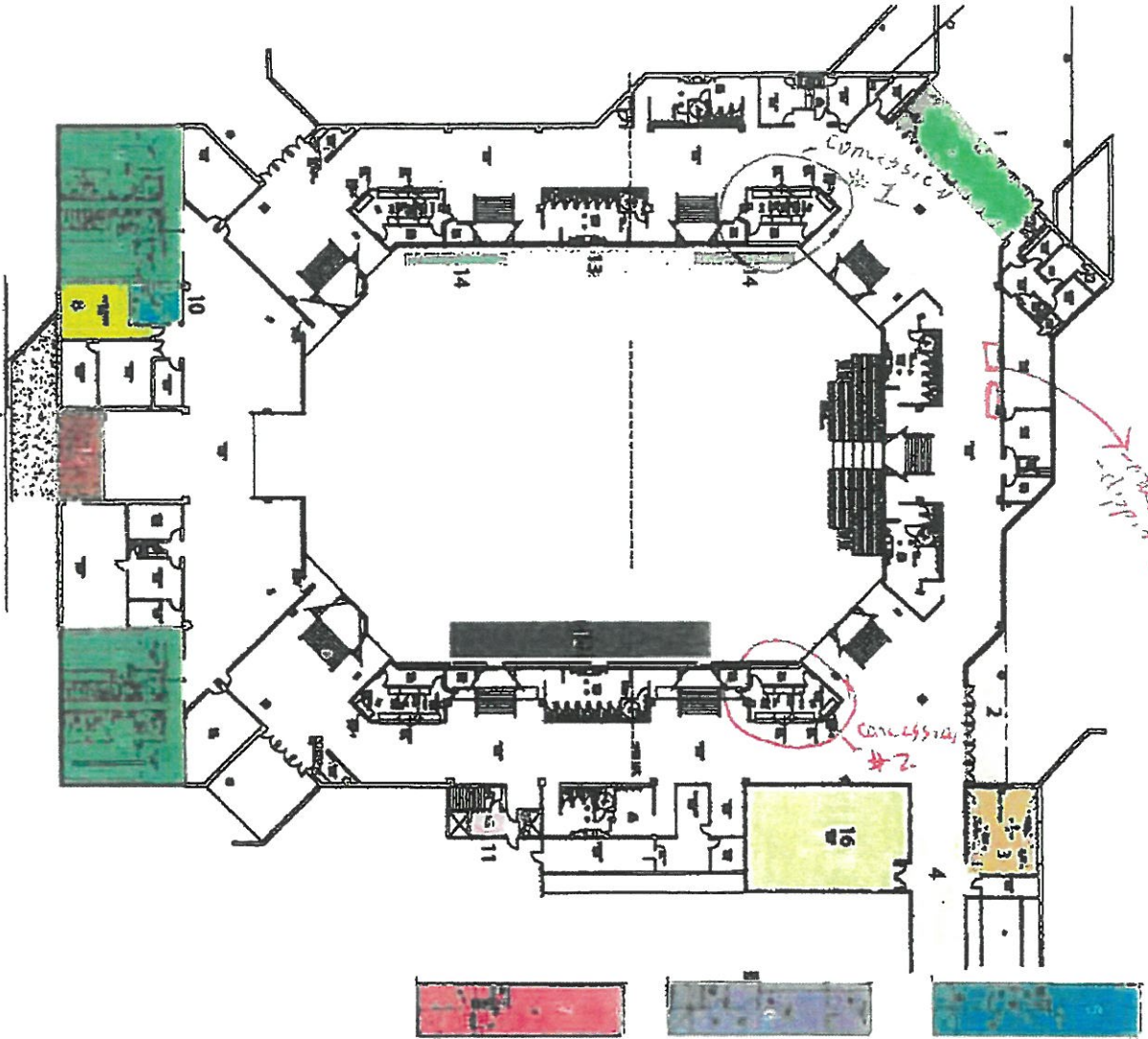


SPORTS ARENA SEATING LAYOUT (MAXIMUM)



Arena Layout

- 1. Spectator entrance
- 2. Spectator exit
- 3. situation room
- 4. Entrance to CrossPlex
- 5. 4th Floor VIP Hospitality
- 6. 3rd Floor Press Box
- 7. 2nd Floor Hospitality
- 8. Athletic Training
- 9. Locker Rooms (men & women)
- 10. Officials Locker Room
- 11. Elevator to hospitality rooms
- 12. Media Head Table
- 13. Scorer's Table
- 14. Team benches
- 15. participant entrance
- 16. media room



BILL HARRIS ARENA/CROSPLEX TICKETING SYSTEM

REQUEST FOR PROPOSAL

ATTACHMENT 2

BILL HARRIS ARENA SEATING BY THE NUMBERS

The Bill Harris arena when first built had a seating capacity of about 6,000 seats. Recent upgrades and new seating arrangements have diminished this number by a few hundred states. Please see the seating grid below by section, (both upper/lower and Handicapped) seating capacity and seating on the arena floor.

| <u>Upper Section</u> | <u>Seat Count</u> | <u>Location</u> |
|----------------------|-------------------|---|
| One | 83 | Directly behind the stage (only sold during special events) |
| Two | 158 | Behind stage (only sold or used during special events) |
| Three | 65 | Behind stage (only sold or used during special events) |
| Four | 134 | On stage right (1 broken seat) |
| Five | 61 | Stage right |
| Six | 111 | Stage right |
| Seven | 128 | Stage right |
| Eight | 165 | Stage right |
| Nine | 128 | Stage right |
| Ten | 111 | Stage right |
| Eleven | 61 | Stage right |
| Twelve | 135 | Stage right |
| Thirteen | 61 | Corner right of stage |
| Fourteen | 178 | Direct front of stage |
| Fifteen | 128 | Corner left of stage |
| Sixteen | 178 | Front of stage left corner |
| Seventeen | 61 | Corner left of stage |
| Eighteen | 135 | Side left of stage |
| Nineteen | 61 | Stage left |
| Twenty | 111 | Stage left |
| Twenty One | 128 | Stage left |

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DEBARMENT STATEMENT

CERTIFICATION REGARDING DEBARMENT, SUSPENSIONS,
AND OTHER RESPONSIBILITY MATTERS

(Executive Order 12549, Debarment and Suspension, 34 CFR Part 85)

Bidder/Offeror certifies to the best of its knowledge and belief, that it and its principals:

- (a) Are are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have have not within a three-year period preceding award of this contract been convicted of or had civil judgement rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or Local) transaction or contract under a public transaction; violation of Federal or State antitrust statues or commission of embezzlement, theft, forgery, bribery, falsification or destruction or records, making false statements, or receiving stolen property;
- (c) Are are not presently indicted for or otherwise criminally charged by a governmental entity (Federal, State or Local) with commission on any of the offenses enumerated in Paragraph (b) above; and
- (d) Have have not within a three-year period preceding award of this contract had one or more public transactions (Federal, State or Local) terminated for cause of default.
- (e) **Unique Entity ID (UEI)**
UEI number must be provided on the signature page of this document before an award can be made to facilitate System Award Management (SAM) certification
<https://www.sam.gov/SAM/>. Companies that do not have a free UEI number may visit <https://.dnd.com/duns-number/get-a-duns.html> for more information. *The City of Birmingham does not provide UEI numbers.*

AUTHORIZED SIGNATURE

TITLE

PRINTED NAME

DATE

_____ I am unable to certify to the above statements. My explanation is attached.

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City of Birmingham Transparency in City Government Disclosure and Certification Form

TRANSPARENCY IN CITY GOVERNMENT DISCLOSURE AND CERTIFICATION FORM

INSTRUCTIONS:

This form must be fully completed by any individual or entity (hereinafter referred to as “Vendor”) seeking to enter into a contract or appointment, provide services, obtain funding or otherwise do business with the City of Birmingham with the express exclusion of persons or entities exclusively providing grant funding to the City, General Services Administration (GSA) vendors, national cooperatives approved by the Alabama Department of Examiners of Public Accounts and governmental entities to include City boards and agencies.

Submit completed forms to the appropriate City Department. All questions must be answered. Respond “Not applicable” or “NA” if a question does not apply. Attach additional pages if needed. Completed forms will be submitted to the Birmingham City Council or the appropriate Council Committee along with the Applicant’s proposed contract, appointment and/or funding request.

For purposes of this Form, the following definitions apply:

Family Member of a Public Employee. The spouse, domestic partner or a dependent of the public employee.

Family Member of a Public Official. A spouse, domestic partner, dependent, adult child and his or her spouse, parent, spouse's parents, sibling and his or her spouse, of the public official.

Public Employee. Any person employed by the City of Birmingham or its instrumentalities, including governmental corporations and authorities.

Public Official. Any person elected to public office of the City of Birmingham, whether or not that person has taken office, by the vote of the people, and any person appointed to a position at the City of Birmingham or its instrumentalities, including governmental corporations and authorities.

This Form is a:

New Submission

Update to a Previous Submission

Section 1: VENDOR NAME AND CONTACT:

Vendor’s Legal Name:

Physical Street Address:

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JUNE 17, 2025
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City of Birmingham Transparency in City Government Disclosure and Certification Form

Mailing Address:

Phone Number:

Contact Person:

Section 2: DISCLOSURES

(a) Identify all officers, directors, owners, members, partners and executive management of the Vendor.

(b) (PUBLIC OFFICIAL)

Are any of the persons identified in paragraph (a) above a Family Member of a Public Official of the City of Birmingham or do they have an employment or other business relationship with a Public Official of the City of Birmingham or a Family Member of a Public Official? If "yes", describe any family, employment or business relationship with the Public Official.

Yes Not Applicable

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City of Birmingham Transparency in City Government Disclosure and Certification Form

(c) (PUBLIC EMPLOYEE)

Are any of the persons identified in paragraph (a) above a Family Member of a Public Employee of the City of Birmingham or do they have an employment or other business relationship with a Public Employee of the City of Birmingham or a Family Member of a Public Employee? If "yes", describe any family, employment or business relationship with the Public Employee.

Yes Not Applicable

SECTION 3. LOBBYISTS, CONSULTANTS & ATTORNEYS:

During the past three (3) years, has Vendor retained, hired or paid any person or entity including, but not limited to, a lobbyist, consultant or attorney, to assist Vendor in obtaining a City contract, appointment or funding? If "yes", identify by individual name, firm name, address and telephone number any such person or entity.

Yes Not Applicable

SECTION 4: DISCLOSURE OF CONTRIBUTIONS:

During the past three (3) years, has the Vendor provided a campaign contribution, a contribution to a political action committee that provides funding to a Public Official's campaign or other funding to or performed services for a Public Official, or provided funding to or performed services for an individual or entity, including a charitable entity, at the request of a Public Official or Public Employee? If yes, identify the amount, date and recipient of any campaign contribution or other funding and/or the date, contract amount and nature of services performed.

Yes Not Applicable

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City of Birmingham Transparency in City Government Disclosure and Certification Form

SECTION 5: CONTRACTS WITH THE CITY OF BIRMINGHAM:

Does the Vendor have any existing contracts with the City of Birmingham or contracts which have expired or been terminated within the past three (3) years?

Yes No

SECTION 6: CLAIMS AGAINST THE CITY OF BIRMINGHAM:

Does the Vendor have any pending claims against the City of Birmingham?

Yes No

SECTION 7: GOOD STANDING:

By signing this *Transparency in City Government Disclosure and Certification Form* Vendor affirms that it is current in regard to all required federal, state, and local business, tax and other filing requirements and licensure.

CERTIFICATION:

I, the undersigned, certify that I am authorized to execute this *Transparency in City Government Disclosure and Certification Form* on behalf of the Vendor, that the foregoing information and any attachments hereto, to the best of my knowledge are true and complete. I acknowledge that the City of Birmingham is relying on the information contained herein, and that the Vendor is under a continuing obligation from the date of this certification through the completion of any contract(s) with the City to notify the City in writing of any changes to the information contained herein; that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification. If I do so, I will be subject to criminal prosecution under the law, and it will constitute a material breach of my agreement(s) with the City, permitting the City to declare any contract(s) resulting from this certification void and unenforceable.

VENDOR SIGNATURE:

NAME:

DATE:

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SIGNATURE PAGE

I hereby certify that we do not discriminate in employment of our personnel against any persons on account of race, creed, color, sex, or national origins, and acknowledge and agree that the City encourages minority - and women - owned business participation to the maximum extent possible. This policy includes Historically Underutilized Business Enterprises such as architectural firms, engineering firms, investment banking firms, other professional service providers, and construction contractors as part of the City's business, economic and community revitalization programs.

The federal government has changed from the DUNS Number to the Unique Entity ID which is generated by going to SAM.gov.

- The Unique Entity ID is a 12-character alphanumeric ID assigned to an entity by SAM.gov.
- As part of this transition, the DUNS Number has been removed from SAM.gov.

Bidder acknowledges receipt of _____ addenda(s).
(addendum numbers)

This page must be returned with RFP.

UEI # _____

Date of Bid

Name (Print legibly or Type)

Company

Title

Street Address

Signature

City State Zip

Tax ID Number

Post Office Box

E-Mail Address

City State Zip

Telephone Number

Terms of Payment

Fax Number

Delivery (ARO)

Cell Phone

IF AVAILABLE, PLEASE SUBMIT A COPY OF CURRENT CITY OF BIRMINGHAM BUSINESS LICENSE WITH THIS BID.

INDICATE THE FOLLOWING ADDRESSES IF DIFFERENT FROM ABOVE:

1. RFP AWARD NOTICE ADDRESS _____
 2. PURCHASE ORDER ADDRESS _____
 3. REMITTANCE ADDRESS (and name if different than above) _____
- _____

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BILL HARRIS ARENA/CROSSPLEX TICKETING SERVICES

- () On behalf of myself/company/institution, I hereby certify that I/we intend to submit a response.
- () On behalf of myself/company/institution, I hereby certify that I/we **do not** intend to submit a response.

**All potential vendors seeking to do business
with the City of Birmingham should visit
<https://www.birminghamal.gov/work/Bidding-opportunities/>**

Authorized Signature

Individual/Company/Institution

Title

Date

*****NOTE*****

Your notification of intent to respond can be emailed to tonya.adams@birminghamal.gov or via fax at (205) 254-2484.