



Memo

To: Board of Directors, San Mateo County Event Center

From: Diane Baumann, Controller and Dana Stoehr, CEO

Re: Ticket RFP and Recommendations

Date: December 12, 2024

Background Summary

The Association severed its relationship with Etix in 2019 due to the fact at that time they did not have the technology to accept “tap” cards. They were limited to swipe technology which was not in full compliance with Payment Card Industry Standards (PCI)

The Association then entered into an agreement with FGC to build a custom program that encompassed Food Service, Parking, Jockey Club and Fair ticketing. We used the system for three years. While the software was customizable to each unique Department, it did not meet the ongoing needs of the Departments, requiring continuing customization at additional cost. FCG also had a lack of depth to support. There was also a lack of redundancy in their servers’ causing interruptions in service.

Food Service moved to the Toast platform in November of 2024.

On October 6, 2024, the Association released a ticketing RFP for Parking, County Fair and Jockey Club. The responses were due back on November 10, 2024.

The Association received submittals from

- See Tickets
- Saffire
- Ticketing box
- Event Box
- Afton Tickets
- Etix

Staff (Justin, Diane, Daryl, and Dana) individually scored the RFPs, and their scores resulted in a tie between Afton Tickets and Etix.



Interviews were scheduled for December 12, 2024, with both finalists. Justin, Diane, Daryl, Dana and Milla met with both proposers (Afton virtual; Etix in person). Staff recommends entering into a contract with Etix for the next three years (with one two-year option to renew).

Reasons for the Recommendation

Afton Tickets:

Newer company – established in 2015 - largest fair is 130,000 attendees

Has many cutting-edge features

Their equipment will only work on wireless or 5G with no option to hard wire selling locations

Pricing .50 per ticket; on site \$.99 per ticket online

Etix:

Established company – provides ticketing to Minnesota State Fair; Cal Expo, Orange County Fair; etc.

Can provide all features we require – some will require integration with other platforms

Can hardwire equipment for reliability

Offer tap (ECV) capability

Pricing \$.10 per ticket on site; On line 10% of ticket price

The association sells approximately 200,000 tickets annually the cost differential of \$.40 per ticket would equate to \$80,000

We do not feel the cutting-edge features offered by Afton offset the cost differential or the experience of etix.