



Cincinnati
Museum Center



National Underground
Railroad Freedom Center

Ticketing System Platform Request for Proposal

Request for Proposal for a ticketing system for the Cincinnati Museum Center (CMC) and National Underground Railroad Freedom Center (NURFC) in Cincinnati, OH.

Summary

The Cincinnati Museum Center and National Underground Railroad Freedom Center are seeking proposals from vendors to supply a unified solution to process museum admission tickets and membership sales, through multiple sales channels. This system must meet the functional requirements as outlined in the Request for Proposal document to meet the two institutions present and future ticketing needs.

Any inquires, requests for interpretation, technical questions, clarification, or additional information shall be directed to tickets@cincymuseum.org. All questions shall be received no later than 5:00 P.M., EST, November 25, 2022. If required, RFP clarifications can be provided in a scheduled meeting. This meeting will not serve as a product presentation.

Key Dates:

11/25/2022:	Deadline for RFP clarifications
12/5/2022-12/23/2022:	RFP clarifications issued to vendors
12/30/2023:	Deadline for Presentations/Proposals
3/31/2023:	Selection of 2-3 final candidates
6/30/2023:	Applicant selected
7/1/2023-7/1/2024:	Implementation

Information about this project and the specific qualifications response requirements are provided in the following sections of this request.

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I. Project Overview

The Cincinnati Museum Center and National Underground Railroad Freedom Center are accepting proposals for a museum ticketing system. CMC and NURFC are seeking a fully integrated ticketing platform that will support the current and future ticketing needs across two institutions with a focus on digital and paperless solutions. The ticketing system shall handle sales and redemption of all types of tickets including individual, group and event admissions both onsite and online. The system must be capable of facilitating timed and capacity-limited admissions real time across multiple channels including POS stations, ticket kiosks and online with the ability to sell tickets at full, discounted, and dynamic pricing. The system must be able to produce physical tickets and digital tickets including a barcode which can be tracked via scanning devices on site. The ticketing system should optimize onsite and online sales and fulfillment of single and group tickets, memberships; the ability to sell camp registrations would be an additional preferred function. At the same time, it must provide a robust API to allow for integration with third party applications.

Since its opening as CMC in 1990, the museum has welcomed over 20 million visits, debuted over 90 OMNIMAX® films and housed featured exhibitions boasting treasures from the Vatican and the British royal family, artifacts from the Titanic and ancient Egypt, masterpieces in LEGO form, the spacecraft that took the Apollo 11 astronauts to the Moon, the Dead Sea Scrolls, and the Ten Commandments. CMC ranks among the top 20 most-visited museums in the country.

The National Underground Railroad Freedom Center is a bridge between the past and the present, where the lessons of the Underground Railroad inform the continuing fight for inclusive freedom today. NURFC aims to fully inform its visitors of past lessons and equip them with the knowledge to make a difference in the present and future.

II. Scope

CMC/NURFC are seeking proposals from a supplier to design, develop, implement, host, and support a unified solution to process ticket sales and distribution of museum admissions and memberships. The system may also include a solution for museum camps registration. The system must be capable of running multiple sales channels including box offices, ticket outlets, telephone centers and online sales simultaneously.

III. Out of Scope

This project is not intended to replace philanthropy CRM, finance software, retail software or event scheduling software.

It is assumed that CMC onsite retail and food and beverage provider will continue to manage their business area with their current software.

IV. Proposal Instructions and Information

Vendors are expected to deliver all software required by their proposal and should provide hardware cost estimates. Vendors must provide the Hardware Requirements document, clearly describing the required hardware, and any relevant specifications, for each part of the proposal. If hardware is software specific, the vendor must provide itemized costs. If hardware must be purchased through a third-party, the vendor must provide itemized estimates.

References

Vendors must reference at least three clients (five preferred) of similar business type, and an equivalent or larger number of attractions, visitors, and annual operating revenue. Similar business types include museums, cultural attractions. CMC/NURFC may request site visits to clients referenced.

CMC/NURFC requests two references from clients who have successfully used the vendor's API to integrate functions from third-party systems.

References should include the name, phone, and email of the primary contact for each organization. References should also briefly describe the applications and third-party integrations installed at each reference site.

Demonstrate Functionality

Final candidates should expect to provide a significant and relevant demonstration of their system's capabilities. Specifically, candidates will be expected to 1) provide an interactive demo system that substantially replicates the functionality that CMC/NURFC desires, and 2) provide proof of concept demonstration during onsite visits to CMC/NURFC staff.

The demo system must be active and accessible April 24, 2023, to June 30, 2023.

Proposal Format

Proposals shall be submitted in the format outlined. Respondents should describe in detail the services proposed; how those services will be accomplished for each component; and specifics regarding design and integration. Respondents should also identify the cost of providing each service category and if appropriate, include service level options. The respondent may include any relevant information, attachments, or exhibits to further elaborate on the proposal.

Proposal Format:

1. Vendor Contact – List the name, address, email address, and phone number of the vendor's authorized representative. Vendor's authorized representative shall be empowered to make binding commitments for the vendor's firm.
2. Vendor Profile – Provide a description of the company including a brief company history and prospects. Include the location of your organization's headquarters, the year the organization was formed, and ownership structure.
3. Executive Summary – a short summary of the key features of the Response demonstrating the Vendor's understanding of the requirement
4. Response and references– the Vendor should address the following as a minimum:
 - a. Ability to meet the requirements of the Functional Specifications as outlined in [Section VII](#).
 - b. Description of the Solution proposed.
5. Project Schedule – Provide a full project schedule for the proposed solution which should include an estimated duration of each task. Identify all specific deliverables due to your firm to meet the milestone schedule
 - a. System installation
 - b. Testing
 - c. Customization

- d. Web platform integration
 - e. Soft Opening testing
 - f. Transaction testing
 - g. System launch
6. Cost – The proposal should be broken down by phases and types of work. The following cost information is to be provided:
- a. Individual Equipment Costs
 - b. System start-up/installation costs
 - c. Customization costs
 - d. Annual maintenance and support costs
 - e. Transaction costs
 - f. Warranty Cost
 - g. Hourly rate for professional services, including task description
 - h. All other potential costs for the proposed solution.
7. Ticketing System Requirements checklist ([Appendix B](#))
- a. While this might be addressed in the Proposal Response, the Ticketing System Requirements checklist is required as part of the overall proposal.
8. Warranty— Outline ticketing system and any essential hardware warranties

Submission Requirements

Any questions related to this RFP should be sent to the RFP contact (tickets@cincymuseum.org) no later than 5:00 P.M., EST, November 25, 2022. If required, RFP clarifications can be provided in a scheduled meeting. This meeting will not serve as a product presentation. Responses will be returned to all no later than December 23, 2022.

All submissions must be received no later than 5:00 P.M. EST time on December 30, 2022. Please submit a digital copy of the submission to tickets@cincymuseum.org and rfp@cincymuseum.org . Only submissions meeting the stated criteria and instructions will be considered. Finalists will be notified via email on or before March 31, 2022, and will be invited for additional interviews, demo testing and presentations through April, May, June 2023. A final selection is anticipated on or before July 1, 2023. Selected firm should anticipate an in-person session with key stakeholders from CMC/NURFC following notification of their selection.

V. Key Dates and Deadlines

9/30/2022:	RFP released
11/25/2022:	Deadline for RFP clarifications
12/5/2022-12/23/2022:	RFP clarifications issued to vendors
12/30/2023:	Deadline for Presentations/Proposals
3/31/2023:	Selection of 2-3 final candidates
4/24/2023-6/30/2023:	CMC staff testing demo system
6/30/2023:	Applicant selected
7/1/2023-7/1/2024:	Implementation
7/1/2024:	Implementation complete
2/4/2025:	Camps go-live

VI. Base Criteria/Pre-Requisites Established for All Bidders

Below are “must-have” features that will be required of any ticketing system selected by CMC and NURFC.

- I. Platform must be designed for General Admission venue operations.
 - a. Preferably designed for museums or cultural attractions
- II. Membership Services – platform must feature true functionality for museum memberships including a digital membership card and annual auto-renewal capability.
- III. Cloud-native/ cloud-hosted applications are preferred.
 - a. On-premise software will be considered, but cloud-native/cloud-hosted given priority in selection.
 - b. Software must utilize a disaster recovery program or secondary disaster recovery facility. Cloud Native/Hosted platforms must have a disaster recovery and restoration plan.
- IV. Platform must support Ecommerce, Point-of-Sale, and Group Sales functionality.
 - a. Ecommerce must feature a responsive user interface.
 - b. Ecommerce must be customizable to imitate the Owner’s brand.
- V. Group Sales
 - a. Specific functionality for ticket reservations, deposits, and event waivers and invoicing
- VI. Cross-selling and Upselling
 - a. Functionality for upselling from daily experiences to membership
 - b. Functionality for cross-selling additional daily experiences
 - c. Functionality for combo tickets, admission vouchers, promotion/discount codes and ecommerce deep links
- VII. Timed Ticketing feature
- VIII. Feature Requests – Owner must be able to submit reasonable feature requests for mutually beneficial product upgrades as needed.
- IX. Multiple Institutions on Single System
 - a. While CMC/NURFC are interconnected at certain levels, the ticketing, membership, and group sales are separate from one another. Ideally, one system would fit the needs of both organizations, but work out of separate databases.
 - i. Platform must fit the needs of both organizations but allow firewalling between the two organizations.
 - ii. Platform must allow for shared services departments, such as IT and Finance, to access both databases while remaining separate for end users.
 - b. CMC manages ticketing services for the Holocaust and Humanities Center, located at CMC.
- X. Platform must feature a mobile ready or application-based Point-of-Sale user interface.
- XI. Security
 - a. Software must be PCI DSS and SOC Compliant.
- XII. Support
 - a. The firm must dedicate a U.S.-based support contact or client services manager to the Owner for implementation, training, and ongoing customer support.

VII. Functional Specifications

POS Single Ticket Sales

- I. Ticketing Sales Interface
 - a. The user interface must be intuitive, easy to read, user-friendly layout and support touchscreen use.
- II. Price Types
 - a. The system must allow for an unlimited number of price types, such as adult, child, senior, member adult, member child.
- III. Combo Packages
 - a. Combo pricing must be easily defined.
- IV. Capture info at POS
 - a. Sales staff need the ability to capture data at point of sale. Responses will include zip code and email.
- V. Offline Sales
 - a. Onsite Sales points should continue to function without full connectivity. Sales data should be immediately updated to minimize the risk of overselling or lost data once the connection is restored.

Online Ticket Sales

- I. Ticketing system must provide a site, fully compatible with all commonly used browsers, for traditional desktop internet access that provides for:
 - a. Flexible templates and/or page options to merchandize ticketing options—standard single ticket experiences, combo packages, special events
 - b. Shop by date/calendar functionality
 - c. If a show/exhibit with only one event is selected, the event selection should default to that event. If a show/exhibit with multiple events is selected, a calendar should be used to select the event, defaulting to the first occurring event.
 - d. Ability to edit sales in cart and at checkout.
 - e. The checkout process has a payment and a confirmation step. The checkout page should include account creation/sign in, payment processing, promo code entry and editable cart items
 - i. Some cart items will be set so the guest cannot edit (parking fee).
- II. Online ticket purchases should be available for immediate printing on the confirmation page and sent as an email confirmation to the customer.
- III. Online ticket purchases should be available for reprinting from POS, using a variety of search filters to access the order.

Group Ticket Sales

- I. Client Record Structure
 - a. For group reservations and sales, the group attending is the primary client/account, with the teacher or person making the reservation linked to the group account.
- II. Resource Booking
 - a. The ticketing system should have real-time resource management capabilities, allowing the tracking and availability of educators, rooms, tables, and other items.
- III. Notes

- a. CMC/NURFC must be able to record notes at the guest, account, event, and reservation level.
- IV. Documents
 - a. CMC/NURFC must be able to generate invoices and receipt copies before and after a reservation has been completed, finalized and final payment received.
- V. Transaction confirmation and payment documents
 - a. The ticketing systems must provide the option of emailing confirmations and receipts directly from the transaction without using a separate application. At the conclusion of the transaction, sales staff must be given the option to email the document or save to a specific location.
 - i. This applies to all ticket sales, group reservations, and any other transaction.
- VI. Group Arrival Process
 - a. Reservation search/selection, changes to number and type of ticket, application of price reductions, and payment processing should be intuitive and quick. Search filter should include group name, contact name, reservation number, and date of visit.
- VII. Simultaneous Transactions
 - a. The ticketing system must allow staff to work in multiple records and transactions at one, without loss of information or functionality.
- VIII. Transaction History
 - a. All transaction history on a client record must be fully readable, even if the order was cancelled.

Membership Sales

- I. Primary system
 - a. The ticketing system must be the primary system for all membership sales and management activities. All sales, renewals, status changes, benefits, cards, names on card, number of children, and any other membership-related activity must occur within the ticketing system.
- II. General Sales Screen
 - a. All single ticket and membership sales should be done in one general sales screen. This means that sales staff do not have to toggle between different modules if a membership and tickets are sold in the same transaction.
- III. Notes of Client Records
 - a. Pop-up notes on client records should appear when linking a client record to a sale on the general sales screen. A note end date should be optional, after which time the note will no longer pop up.
- IV. Online Membership Sales
 - a. The ticketing system must provide a site for the sales of new and renewed memberships. Online membership purchasing must allow fields for:
 - i. First and last names for the primary member
 - ii. First and last names for a second adult
 - iii. Number and names of children to be included on the membership
 - iv. Birthdays of all individuals included in the membership
 - v. CMC/NURFC must be able to exclude any or all these fields per category.

- b. The ticketing system must support a mobile-optimized ticketing sales site serving personal devices such as smart phones and tablets. This site should provide the functionality and user experience as outlined above.
- V. Membership Categories
 - a. An unlimited number of member categories must be definable.
- VI. Membership Periods
 - a. New memberships and renewals of expired memberships are active the date of purchase and continue through the last day of the 12th month following the month of purchase (April 14, 2022 – April 30, 2023)
 - b. Early renewal of an active membership will append the membership by 12 months.
 - c. A new membership at a different level should not start until the previous membership has expired.
 - d. Staff must have the ability to add additional months to a membership.
- VII. Membership Benefits Management
 - a. Member benefits must be managed digitally in the ticketing system with maximum flexibility and visibility. Defined benefits must automatically apply when a membership is purchased or renewed; detailed information about each transaction affecting the benefits balance must be easily viewed by sales staff; real-time balances must be maintained and easily viewed; and members must have the option of applying any amount (or none) of available benefits to qualifying purchases.
- VIII. Member Benefits Definition and Expiration
 - a. Member benefits are traditionally considered as free or discounted admission for specified ticket types. This must be supported by the ticketing system.
 - b. Benefits must be available while a membership is active. Benefits expire at the same time as the membership and do not accrue.
- IX. Member Cards
 - a. Many members still expect a traditional plastic card. CMC/NURFC also require a digital membership card. The admissions system must support both.
 - b. The ticketing system must support very rapid printing of both permanent and temporary cards at the point of sale. Permanent cards would be standard plastic, while temporary cards should be printed on ticket stock. Membership records should note if and when their card(s) were printed.
- X. Membership Promo Offers
 - a. Membership promo offers must be definable on the basis of price reduction and membership term extension. The basis of price reduction must at least include nominal and percentage; and the basis for membership term must provide options including days, weeks, and months. Time-based promos must allow CMC/NURFC to specify the number of days/weeks/months, and automatically extend membership periods by the defined amount.
- XI. Annual and Monthly Memberships
 - a. The admissions system must allow for membership transactions onsite and online that will be charged on a yearly and monthly basis (recurring charges). The system must support:
 - i. using transaction date(s) selected by CMC/NURFC

- ii. selection of yearly/monthly amounts by CMC/NURFC
 - iii. selection of membership duration by CMC/NURFC (while the intent of monthly memberships is that they will continue indefinitely, benefits are defined on an annual basis)
 - iv. linking yearly/monthly transaction to the membership
 - v. a batch transaction function that will select all recurring charges due for processing, allow for pre-processing review, submission of batch processing, and reporting of all approved and declined transactions
 - b. Member credit card information must be held in PCI-compliant storage.
 - c. If a member's payment is declined, CMC/NURFC should have the ability to easily inactivate the membership. If resumption of payment is requested by the member, payment of all back charges and any current charges should be executed in one manual transaction.
- XII. User Accounts
 - a. A username for account log in credentials should use email. The ticketing system should have an automatic account password reset process via email or the CMC/NURFC sales staff should be able to reset client online password easily and quickly if the customer decides to call for help. Visitors (including members) should be able to manage account info (personal information, review past purchases, etc.) online.
- XIII. Member Ticket Pricing
 - a. Member pricing must be achieved through the application of member benefits or modifiers to standard price types, rather than solely relying on creation of dedicated member price types. All benefits or modifiers are to be applied once the member has logged into their account.
- XIV. Gift Memberships
 - a. Gift membership functionality must be flexible. Each gift membership must contain a unique identifier (barcode) that appears on gift membership forms generated at the time of purchase. This is used to redeem the gift membership
 - b. Gift membership recipients commonly upgrade from the category given to them to a category of greater value and benefit. To accommodate this, a gift membership must provide a nominal dollar value equivalent to the cost of the category purchased and be applicable only to a membership purchase.

Camp and Class Sales

A camp module is not a requirement of the ticketing system but may be utilized if it is a feature of the system.

- I. Participant Data Collection
 - a. The system will allow configuration of an unlimited number of data points relevant to a specific participant, such as allergies, medications, dietary restrictions, emergency contact etc. CMC/NURFC must have the option of defining each data point format as table-driven, yes/no, checkbox, or text entry
- II. Member Benefits for Camp and Class Purchasers
 - a. The ticketing system must support benefits for active members. Benefits are addressed in "Member Benefits Definition" section.

- III. Document Delivery at Confirmation
 - a. CMC/NURFC should be able to configure any necessary documents to be made available on the confirmation page.
- IV. Waitlist
 - a. The ticketing system must support a waitlist function that will automatically trigger if a camper cancels a reservation from a camp already at capacity.

Discounts

- I. Comprehensive single ticket discount capability is required for sales onsite and online. Discount variables must include specific membership categories, dates, per transaction, per ticket, price reduction type (nominal or percent, rounded) and amount. CMC/NURFC must have the ability to inactivate discounts on specific dates/times. Ability to send targeted discounts to one user
- II. Discounts must be available for application at any point in the transaction life.
- III. Guest recovery resolution discounts for tickets and memberships should be available on a nominal basis or percentage basis, and on a per-item or per-transaction basis. These must be permissions-based, allowing access only to designated staff.
- IV. Ability to add promo code at checkout
- V. Options to feature targeted online promotions, discounts, or pricing strategies.

Data/Reporting

- I. Strong reporting function – relevant, informative canned reports and ability to generate custom reports.
 - a. Reports can be exported to excel, or as a pdf.
 - b. Ability to create email subscriptions that can be used to schedule and automate the delivery of the report and with a specific set of report parameter values, and in a file format that can be specified (Excel or PDF).
 - c. Ability to create multiple email subscriptions for a single report.
- II. Ability to select visitor records using filters covering the range of data collected within the system, including ticketed events; membership standing, start and stop dates; interests; address; opt-in or opt-out; presence of email; campaign response; birthdays; and any other data
- III. Ability to track the full guest lifecycle
- IV. Full financial reporting

Philanthropy

- I. Ability to connect our guests with our donors through connectivity to Raiser's Edge
 - a. Biographical and contact info – changes to the primary record holder or second adult in either platform should be shared with the other, including names, addresses, phones, and emails.

Marketing

- I. Integration between email CRM HubSpot
- II. Allows for sophisticated and customized marketing and direct marketing to members.

- III. Allows for targeted marketing for abandoned carts
- IV. Allows for microtargeting of visitors to provide tailored experiences

Other Considerations

- I. User and POS Licensing
 - a. The ticketing system should support an unlimited number of users and POS systems, both online and onsite. Licensing can be sub-divided between full sales licenses and limited, reporting-only licenses. Vendors must provide proposals based on 53 full sales licenses and 20 reporting licenses.
- II. Technical Support
 - a. The vendor must provide a searchable online knowledgebase, available 24/7, allowing CMC/NURFC to troubleshoot and resolve issues, and provide training resources for non-custom components of the ticketing system.
 - b. The vendor must also provide live support, available at least Monday – Friday, 8:00am – 6:00pm Eastern time.
- III. Training
 - a. The vendor must provide a comprehensive training program for all staff. Given the phased nature of a ticketing system implementation, the vendor should expect to conduct extensive training in the early implementation phase, with a follow-up training session as needed for later phases.

VIII. Appendix A: Ticketing Structure

Individual Ticket Pricing	Adult	Senior	Child	Member Adult	Member Child
Museum Admission	17.50	13.50	13.50	Free	Free
OMNIMAX	9.50	7.50	7.50	6.50	5.50
HHC	10.00	7.50	5.00	7.50	5.00
Featured Exhibit*	19.50	15.50	15.50	13.50	9.50
Holiday Junction (seasonal)	10.00	10.00	10.00	Free	Free

Combo Ticket Pricing	Adult	Senior	Child	Member Adult	Member Child
Museum Admission	14.00	11.00	11.00	Free	Free
OMNIMAX	7.50	6.00	6.00	5.00	4.50
HHC	7.50	7.50	5.00	7.50	5.00
Featured Exhibit *	15.50	12.50	12.50	11.00	7.50
Holiday Junction (seasonal)	5.00	5.00	5.00	Free	Free
Example: Museum Admission + Omnimax + Featured Exhibit	37.00	29.50	29.50	16.00	12.00

*Featured Exhibit prices will vary. Pricing here reflects the most recent Featured Exhibit pricing structure

IX. Appendix B: Ticketing System Requirements

Instructions: If your solution completely meets the identified requirement description, place a Y in the adjoining cell in the Response Code column. If your solution does not meet the identified requirement description, place a N in the column. If the proposed solution does not satisfy the requirements in full in the out-of-box version, place a C in the column and complete the COMMENT column, indicating any solution available or tailoring, customization or other software required along with an indication of additional costs, if any.

No changes are to be made in the checklist. The checklist must be completed, as is, and returned with proposal. If additional space is needed in the comments section, additional pages may be attached.

Legend:	M =Mandatory Requirement. Vendor must provide these functions P =Highly Preferred Feature P2 =Preferred Feature
Response Codes:	Y =Feature is currently supported by software N =Feature is NOT currently supported by software C =Feature requires custom modification F =Feature to be offered in future by vendor (include anticipated date)

	M, P or P2	Response Code	Vendor Comments
General			
Ability to run on an operating system compatible with Microsoft applications	P		
Fully integrated ticketing system that works on site and online.	M		
Cloud native/hosted application	P		
PCI and SOC compliant	M		
Ability to sell tickets in an offline mode if network is not available at CMC/NURFC	M		
Sale Hold: Save sale without creating a reservation if guest is still deciding	P2		
Timed and un-timed tickets	M		
Capacity controls	M		
Rolling Day capacity control (Max for sale) (do not want total sales to be in the last hour of the day)	P		
Demand pricing	M		
Advanced sale tickets (online or call center) and in-person sales	M		
Will-call	M		
Self-service will call	P2		
Email tickets and confirmations	M		
Email receipts	M		
Self-service stations	M		
Split payment types	M		

Member benefits redeemable in person and online	M		
Chip/Pin, Tap pay, Apple, or Google Pay	M		
Venmo, PayPal, Zelle, other payment types	P2		
Validate member tickets	M		
Robust ticketing structure that allows for the complexity of CMC tickets	M		
Ticket No-Show rate	M		
Copy a previous sale	P2		
Reprint tickets from finalized sale	P		
Reprint Sales Receipt	P		
Rescheduling ticket	P		
Upgrade to Membership	M		
Add/Upsell Donation to in-person and online sales	M		
Ability to add tickets and memberships to Apple and Google Wallet	P		
Memberships			
Autorenewal of memberships	M		
Subscription level memberships	P		
Ability for both members to log in online ticketing system to purchase member benefit tickets or member-priced tickets.	M		
Number/Names of Children on Pass	M		
Multiple guests tied to a single membership	M		
Vouchers/ Gift Cards / Non-dated tickets			
Ability to change expiration date	P2		
In-house Gift Card	P		
Redeem voucher without original	M		
Track individual voucher redemption	M		
Redeeming multiple vouchers in a single sale	P2		
Apply balance of a voucher toward different product (i.e., received an individual but wants a dual)	P		
Group/Field Trip/Outreach Booking			
Resource calendar to book rooms and instructors/docents	M		
Pay online option	P		
Bookmark reservations for easy recall	P2		
Camps/Programs			
Waitlist function	M		

Member discounts	M		
Waiver information	M		
Integrated with POS	M		
Rescheduling Camp	P		
Rentals			
Rent mobility devices	M		
Integrated mobility waivers	P2		
Specials/Discounts			
Combo pricing/ upselling	M		
Global discounts	M		
Guest Records			
De-duping guest records	M		
Preventing duplicate creation	P		
Different types of guest records	P		
User Defined Field for additional information	M		
Store picture; self-service for web	M		
Verifying identity and discounts (ID.me)	P2		
Integration with Raiser's Edge, HubSpot	P		
Access Control			
Self-service scanning	P		
Scanner entry	M		
Scanners provide guest info	P		
Parking/SKIDATA integration	M		
System Management			
Drag and drop, WYSIWYG layouts	M		
Financial			
Track AR & Invoicing	M		
Track cash vs accrual	M		
Deferred Revenue vs Realized Revenue	M		
Future revenue: Deposits	M		
Daily Cash Summary	M		
Monthly Revenue Report (by activity date and finalized)	M		
Revenue tied to certain ticket types	M		
Track Rentals	M		
Reporting			
BI system integration	M		
Create different data sets	M		

Transactional level data; granular level data	M		
Ability to manipulate data	M		
Generic & Custom reporting	M		
Other Considerations			
API: Connections that allow for member validation by third party applications and other integrations	P		
Integrated with third party ticket vendors (Groupon, Tiqets etc.)	M		