Saint Louis Zoo
Animals Always®

June 9, 2025

Addendum #1
Food and Beverage System RFP 2025
Project Number: 2025-04-015

From: Candace Bingham, CSDP
        Director of Procurement and Supplier Engagement
        Saint Louis Zoo
        1 Government Drive
        St. Louis, MO 63110
        cbingham@stlzoo.org

ATTACHMENTS

1. F&B Hardware

QUESTIONS | ANSWERS

1. Is there a budget set for this entire project? Any ballpark would help us define the direction of this RFP. The budget will be different depending on whether the Zoo selects a standalone F&B solution or a unified solution as part of their CRM selection.

2. What is the timeline for the implementation of this project? Is there any specific deadline at which this project need to be completed? Any specific or rough timeline would be very helpful. Implementation of the project needs to be complete prior to Destination Discovery exhibit opening which is currently scheduled for July of 2026. Preferably the implementation/go-live date is by spring (March/April) of 2026 before the peak season but the hard deadline May/June to be ready for the July 2026 opening.

3. "Notify users when one task in a workflow is complete and ready for the next action step. Most applicable when multiple internal users have a part in a workflow." - Can you provide an example of a workflow and how you would ideally have the notifications work? Need clarification. Is this from a membership or guest experience perspective? For internal use. For example, the catering functionality may allow one person on an event/sales team to create the account and upload

menu options, and then transfer the workflow to the catering team for order fulfillment and additional communications about the food preparation.

4. Customer records and constituent management is brought up throughout the checklist. How are these records intended to be used? Is there a third party involved to handle these functions? The Zoo is also in the process of selecting a CRM and ticketing solution, which will integrate with the F&B system. In some cases, the CRM solution will include an F&B component, and these questions are primarily aimed at those solutions. Standalone F&B solutions may provide answers related to integrating with a CRM or may skip these questions.

5. Is there a partner for ticketing or membership? The Zoo is also in the process of selecting a CRM and ticketing solution, which will integrate with the F&B system.

6. Is it required to have these ticketing and access built into the POS or will it operate separately? The Zoo is considering both best-of-breed solutions and unified solutions.

7. Is the e-commerce platform required to be integrated to POS ticketing? The Food & Beverage ecommerce does not need to integrate with Ticketing.

8. "System has open architecture and allows IT staff to apply customizations." - what types of customizations would the team be looking to make? The Zoo wants to ensure the system is built around standard best practices, particularly regarding interop ability, that allows in-house IT to support Zoo end users without vendor support for Zoo IT or requirement of significant professional services from vendor. Specifically around things like authentication (OAuth2), extensibility and integration with (RESTful HTTP APIs)

9. What partner is used for digital menu boards? The Zoo uses Brightsign.

10. Which specific protocol would be used for SSO? ex. SAML, OAUTH, etc. Currently using Entra

11. For SSO, what username type would be used? (email address vs. other) SSO should use AD account.

12. What is the anticipated timeline after reviewing the bids and will there be in-person presentations? The Zoo selection committee anticipates the first round of vendors to be short listed early July with initial virtual interviews held mid- July.

13. Of the 10 tablets with printers, what is your preferred device type? i.e Handheld or fixed? Both options could be viable depending on the particular use case. We may consider a mix of both if both options are available. See Attachment #1.

14. How many additional payment devices would you require? See Attachment #1.

15. Based on previous conversations F&B and retail were in scope. Is retail in scope for this RFP? No. Retail is not included in this scope of work. If so, has that been factored into the hardware numbers provided?

16. Will you need any barcode scanners? Yes, depending on the F&B solution. The Zoo currently uses Motorola M92-N0 scanners.

17. Would you still like to explore self-ordering/ self-checkout kiosks in any of these areas? If so, how many would you like to be quoted? Self-ordering kiosks may be considered as an option, although mobile is preferred over self-ordering kiosks. Number is unknow so please just quote a price per unit if it is selected as an option.

18. Is bidding on the two RFPs open to any vendor, or only those invited? As you may know, (the Organization) is part of the (Parent Organization) family of software providers. It might be that one of our sister companies would be a potential fit, whether separately or in alliance with (the Organization). We have sister companies under the (Parent Organization) umbrella that, for example, specialize in food service or Admissions. Are they able to bid (either independently or as an alliance with (the Organization)) should they feel their offerings are a good fit? Both the Food & Beverage and CRM & Ticketing RFP's are open to independent and alliance proposals alike.

19. Is the zoo looking for a new payment processor or will they be staying with the partner currently in use? If so, who? The Zoo currently uses TAM Pay/Fullsteam but is looking for other solutions

20. Are kiosk and POS workflows intuitive for families, school groups, and volunteers?

21. Does the donation module allow for campaign-specific prompts at different locations? The F&B system should allow add-on donations in any sales channel, including but not limited to "round up" donations. Add-on donation options should allow for pre-set amounts as well as open-ended amounts to be entered by the customer.

22. Is the POS optimized for dietary modifiers (e.g., gluten-free, nut-free) and allergen flags? It is currently not optimized yet the Zoo intends for it to be.

23. What data needs to be integrated from your ticketing partner to the POS? This will be determined in discovery.

24. For the restaurant areas, what use cases are needed? Table service, reservations, mobile ordering? Yes, all of the above. The Zoo will provide demo scripts with use cases to the vendors invited to demo.

25. Inventory: How many inventory locations and distribution centers are present within the zoo? One distribution center and several F&B locations

26. Auditing: What specific information is required in audit reports? An example would be a cash register journal or log that captures specific data such as purchase location, register #, time, date, cashier, payment type, no sale transactions, voids, etc.

27. Ticketing: Is a third-party system used for ticket sales? If so, which one? The Zoo is also in the process of selecting a CRM and ticketing solution, which will integrate with the F&B system

28. Memberships: Is a third-party system used for memberships? If so, which one? The Zoo is also in the process of selecting a CRM and ticketing solution

29. eCommerce: Does an existing eCommerce site exist? Is integration with an existing site necessary? An existing eCommerce site does exist for Retail and Ticketing. It does not have integration or sales for F&B items at present. A new eCommerce for Ticketing site/provider is likely to be selected and integration with that site would be preferred.

30. Currency: Is foreign currency conversion required? No. Should conversion be dynamic or based on an average rate? N/A

31. Catering: What is the standard catering workflow?
    - Create new event, contract, and catering order
    - Associate menu options with event
    - 60 days out, 50% deposit on catering menu items only
    - 7 days before event, ask for final count and then send final balance due immediately
    - When client sends final head count, update order and send to catering and culinary team
    - Small number of events that have payments after events
    - System shows order estimate, tax, service fee.
    - Post-event receipt delivered

32. POS Platform: While many functionalities are defined for Windows, is there openness to Android-based Point of Sale systems? The Zoo currently does not have an Android solution in place.

33. Hardware: What form factors are preferred? Are there specific hardware requirements, such as screen size, for POS and Kiosk devices? See Attachment #2.

34. Do you support or would like to support check validation? Not essential.

35. How Paypal and Amazon pay today- Are these online only or used on POS as well? The Zoo does not accept either today.

36. Do you have any specific requirements for storing constituent's data? See section Constituent Management in the F & B Requirements checklist. (Attachment 1 in the RFP).

37. Audit Trial: What changes are you looking for in logging? Changes to vendor contact data, changes to catering orders, changes to menu prices.

38. Could you please confirm the selection date and anticipated go-live timeline? See question 2 for go-live or implementation timeline.

39. Can you confirm integration partners that are used today, and/or if you plan to keep these partners working with the POS system? Specifically surrounding " Data warehouse or analytics platforms" "Financial/accounting systems" and if you are using an additional third-party integration for "gift cards". The Zoo uses Microsoft products including Power BI. The financial accounting system is to be determined. WorldPay is currently used for gift cards.

40. Can you designate the difference between "reserved through IT" and "IT backup" hardware? Will reserved through IT be the licensed and utilized POS? The Zoo currently has hardware that can be reserved for events and backup hardware on hand in case of failure.

41. Let us know if this reference would work – a combination of zoo experience on a different technology platform and different industry reference on the exact use case. Yes

42. Do you have a preference for a single unified solution versus a best-of-breed approach with integrated CRM and ticketing components? The Zoo is exploring both options.

43. Are there mandatory functional modules that must be included in the initial implementation phase? Bidders should propose the functional modules as proposed in the RFP.

44. Could you share details about the current systems and database structures for CRM and ticketing, particularly for planning data migration? This question is not necessary for this solution.

45. Will the Zoo handle data cleansing and preparation, or is that to be included in the vendor scope? This question is not necessary for this solution.

46. What are the Zoo's expectations for Single Sign-On (SSO) compatibility (e.g., Microsoft Entra ID, Google Workspace)? Currently using Entra

47. Is a replicated environment required for analytics to avoid performance impact on transactional systems? The Zoo does not require yet it is preferred.

48. What level of mobile functionality is required across ticketing, education, and CRM features? This question is not necessary for this solution.

49. Is the May/June 2026 go-live date fixed, or is a phased rollout acceptable? See Question #2.

50. Do you have a preferred training format (onsite, virtual, LMS-based)? Please specify your different training options and packages.

51. Will 24/7 support be expected for all modules or only for public-facing systems like ticketing? Yes

52. Should pricing be based on named users, concurrent users, or enterprise access tiers? Bidders should provide pricing options/packages.

53. In a hosted/SaaS model, will vendors be expected to provide read access to raw or replicated data? The Zoo needs access to all data.

54. Will the Zoo require routine disaster recovery testing, and will Zoo staff participate? Yes.

55. Are references limited to zoos and similar institutions, or can we include reference from other industries as well. The Zoo prefers references to zoos and similar institutions yet will accept references from projects with similar scopes of work and structure.

56. What is the anticipated selection or shortlisting timeline after the June 18, 2025, submission deadline? See Question # 12.

57. Will shortlisted vendors be invited to conduct product demonstrations? Yes. If so, are there specific use cases the Zoo wishes us to showcase? Demo scripts will be provided to selected vendors.

58. Is there a target budget range that vendors should consider for solution licensing, implementation, and integrations? See Question #1.

59. What is the count of license we are looking for? The Zoo currently has 62 register licenses for F&B and 30 back office licenses shared across all POS locations

60. What are the key criteria and weighting for your evaluation process (cost, functionality, support, local participation, etc.)? Combination of functionality, vendor support, integration capability, and cost.

61. Are there specific data points or workflows you want shared between the food and beverage system and your CRM/ticketing platform and Retail POS system (e.g., member discounts, purchase history, loyalty programs)? The F& B system will need membership information. Purchase history may/may not link to the CRM and into the data warehouse.

62. Are there specific data points or workflows you want shared between the food and beverage system and your Financial/accounting systems? Daily transactions for journal entries, refunds, voids. For catering, need to track deposits and accounts receivable.

63. Can you provide an overview of your current food and beverage operations, including the number and types of outlets (restaurants, kiosks, carts), and any anticipated changes with upcoming attractions? Please refer to the Food and Beverages Operations Overview on page 5 of the RFP.

64. What are your peak transaction periods and expected transaction volumes for each location? Peak periods related to field trips and nice weather.

65. Are there unique operational requirements for special events, catering, or mobile/roaming sales? Must accommodate private, public, and internal events, including weddings and school field trips.

66. What payment types must be supported (credit/debit, mobile wallets, cash, gift cards, vouchers, etc.)? All of the above.

67. How do you currently manage member or guest discounts, and what are your requirements for automated eligibility and redemption? Members may automatically receive discounts for some items or for a percentage off of total food order.

68. Are there plans to introduce or expand loyalty rewards programs tied to food and beverage purchases? There is currently no program in place or immediate plans to introduce one but not out of the question that this could be considered in the future so ideally the capability to support such a program.

69. Do you require centralized menu management across all outlets, or should locations be able to customize their offerings? Each location can customize their menus.

70. The requirements (Food and Beverage – Integration) list a need to "Allow POS to integrate with Digital Menu boards in Restaurants." Can you share more details and a use case for this? Is this integration with another product/company, and if so—which? Can you share more to help us understand what is needed? See Question #9.

71. What are your most critical reporting needs (e.g., sales by location, product, time, labor efficiency, waste)? See the Attachment 2- Requirement Checklist, section Reporting and Analytics in the RFP.

72. Do you require real-time dashboards, or a periodic (e.g., daily, weekly) reports sufficient? Real-time.

73. Are there any specific KPIs or analytics you want to see surfaced for food and beverage operations? revenue to-date, ticket sales progress, Daily cashier totals, Store totals, SKU/PLU movement totals, zone totals, Labor report, inventory reports, bestselling items, low stock alerts, waste and spoilage tracking, etc.

74. The requirements list (Database Administration – System Configuration) a need for "Authorized users can create custom fields and tables, specifying the field format (e.g., number, date, text) and user-defined lists for custom drop-down tables." Can you provide more information and a use case example? What custom fields are required? Use case: if system does not already contain fields for "school name", create a text field to capture this in a catering order, along with a number field for "number of buses".

75. What hardware is currently in use (POS terminals, handhelds, kiosks, printers, kitchen display systems), and are you open to recommendations for upgrades or replacements? See Attachment 1.

76. Are there any environmental or connectivity challenges (e.g., outdoor kiosks, Wi-Fi dead zones) we should consider? Yes, the solution should have offline functionality for internet outages, such as ability to hold credit card payments for processing/accept credit cards when internet is restored.

77. Will the system need to support age verification for alcohol sales, and if so, how should this be handled? Yes. Open to options based on system capabilities but particularly interested in how this works for self-ordering or mobile ordering where order is being submitted without a staff member present to verify ID at time of order submission.

78. What is your desired timeline for implementation and go-live, especially in relation to new attraction openings? See Question #2.

79. What level of training and ongoing support do you expect from your vendor (on-site, remote, self-service resources)? Please refer to the requirements list for requirements related to the Vendor Support subcategory.

80. Will there be a dedicated project team from the Zoo's side, and what is your preferred cadence for project meetings and status updates? Yes, to be determined during the project planning phase.
81. Are there plans for future expansion (new outlets, mobile ordering, delivery, self-checkout, etc.) that the system should be able to accommodate? Yes, as mentioned in the RFP.
82. How important is scalability and modularity in your selection criteria? It is one of many criteria to be evaluated.
83. Do you plan to pass along a fee for the cost of software and/or credit card processing to your end customer? We do not plan to do that at this time. Cost of operations is built into our general customer pricing model.
84. Is there a chance for an extension for our response specifically to the F&B RFP? The Zoo is on a tight timeline for this project therefore will not be extending the deadline.
85. FB144- Guest Experience- Pricing, Configure standard price types such as Adult, Senior, Child, etc. - Can you explain if the pricing needs to be configured for tickets based on the visitors or is it related to Food? Can you provide some clarity on the point? This is related to catering packages.
86. Our team would like to get additional clarification, context, or examples on the below questions
    a. Application Usability- Imports and Exports, Import different types of records simultaneously (e.g., constituent and transaction records together). The Zoo is also in the process of selecting a CRM and ticketing solution, which will integrate with the F&B system. In some cases, the CRM solution will include an F&B component, and these questions are primarily aimed at those solutions. Standalone F&B solutions may provide answers related to integrating with a CRM or may skip these questions.
    b. Application Usability- User Access,
        i. Have web-based user interface. Mobile ordering (and for CRM if presenting a unified solution)
        ii. Supports mobile access, including data entry and updates for bio information. Mobile ordering (and for CRM if presenting a unified solution)
    c. Constituent Management- Duplicate Management
        i. Ability to flag and track duplicate financial charges. User accidentally clicks twice to process same order.
        ii. Allow user-defined matching criteria to identify potential duplicates. Mobile order user creates multiple accounts that need to be combined.
    d. Database Administration -System Configuration, create an alert or notification that displays custom text upon opening a record. The Zoo is also in the process of selecting a CRM and ticketing solution, which will integrate with the F&B

system. In some cases, the CRM solution will include an F&B component, and these questions are primarily aimed at those solutions. Standalone F&B solutions may provide answers related to integrating with a CRM or may skip these questions.

e. Guest Experience   Transaction Processing, Ability to generate e-receipts that are custom to different groups (e.g., one email for general admission, another for members). Receipts for mobile orders should recognize members.

f. Guest Experience-Transaction Processing, Support transaction fees for purchases, based on purchase total and/or product type. This functionality is primarily for ticketing POS purchases, not the F&B system purchases.

g. POS/Ticketing Configuration- Pricing, Support discounted ticket types. Create new discount ticket types as needed. Members and other visitors can purchase food vouchers with tickets and may be offered discounts based on membership or promotion codes.

h. POS/Ticketing Configuration- Product Scheduling, Configure on and off sale dates and times by customer or member type. Specific ticket package which include a food & beverage element can be place on/off sale by the Zoo.

i. Reporting & Analytics- Report Suite, Group sales locations into zones for budgeting and reporting. Example: sales from the Dippin' Dots kiosk and snack bar near the WildCare Park can be reported in the Lakeside Crossing zone, while the café and Starbucks in the South zoo area can be reported as the River's Edge zone.

j. Retail-Transaction Processing,

   i. Access to live retail system on mobile devices from remote locations (i.e., pop-up shops processing sales on a tablet). Must be able to process credit/debit card payments securely and issue receipts. This could apply to a pop-up stand for a food item, like a cotton candy cart. Orders can be processed from hand-held devices, not just fixed terminals.

   ii. Have a built-in workflow approval process, allowing users to make changes, such as refunds, only when approved by another user. Use case: a manager must approve a refund of an F&B purchase.

<div align="center">END OF ADDENDUM</div>