



Project Title: Customer Relationship Management (CRM) and
Ticketing Solution RFP 2025

Solicitation Number: 2025-04-014

Issue Date: May 21, 2025

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

TABLE OF CONTENTS

INVITATION TO BIDDERS 3

BACKGROUND 3

 About the Saint Louis Zoo 3

 Strategic Objectives for The Zoo’s Technology 4

SCOPE OF WORK..... 5

 Constituent Overview 5

 Ticketing Operations Overview..... 6

 Membership Overview 7

 Development Overview 8

 Gift Processing 8

 Education Overview 9

 Reporting and Analytics 10

 Database 10

 Integrations..... 11

VENDOR SUBMISSION REQUIREMENTS 12

REQUEST FOR BID..... 16

APPENDIX A SAINT LOUIS ZOO STIPULATED SUM BID FORM 18

APPENDIX B STATE OF MISSOURI EXEMPTION FROM MISSOURI SALES AND USE TAX ON PURCHASES 21



INVITATION TO BIDDERS

PROJECT TITLE

Customer Relationship Management and Ticketing Solution RFP 2025

BACKGROUND

About the Saint Louis Zoo

The Saint Louis Zoo (“Zoo”) is widely regarded as one of the top zoos in the country. For over 100 years, the Zoo has welcomed guests from the local area and around the world. It is a highly successful organization, with approximately 2.7 million people in yearly attendance and over 50,000 member households. It offers a robust variety of educational programs, including classroom presentations, camps, overnight field trips, and a year-round preschool. Its behind-the-scenes tours are in great demand. Public events like Animal Happy Hours, Boo at the Zoo, Animals Aglow, and Wild Lights are tremendously popular. Rides and attractions, such as the Zooline Railroad and the Sea Lion Show, entertain visitors of all ages. The Zoo is in the process of finishing a \$160 million capital campaign. The Zoo’s well-established operations provide a firm foundation to build on.

The Zoo has two new attractions opening in the next two years. Destination Discovery, opening in 2026, will provide engaging, immersive experiences with animals to young children and families. Guests will learn about animals, their habitats, and their interactions with humans in close-up encounters. A new education building will offer space for educational classes and programs. Indoor and outdoor components will attract guests throughout the year. The year 2027 will bring the opening of WildCare Park, a 425-acre world-class safari park and conservation center. Guest experiences will include guided tours in safari vehicles, a walking safari, an interactive zoo museum, an 11-story observation tower, public giraffe feedings, and a nature play area. The conservation center will work to sustain endangered species, conduct research, and participate in conservation programs. An event center will host everything from corporate events to weddings, and there will be ten cabins that can be reserved for overnight stays.

Both attractions provide the opportunity for the Zoo to appeal to new visitors and to engage more deeply with current and former guests. The excitement that comes with opening new facilities presents tremendous opportunities for growth. A recent economic impact report projects WildCare Park’s average annual attendance will be 421,900 guests, with approximately 65% of them originating from outside St. Louis City and St. Louis County. The Zoo will need systems and processes that give visitors a best-in-class experience when transacting with the Zoo, whether purchasing tickets, memberships, program registrations, retail items, or food and

beverages. The same systems must enable staff to collect guest data efficiently and utilize that data effectively to engage with guests in a variety of ways.

Currently, the Zoo holds constituent data in multiple systems, and because the systems generally stand alone, the Zoo cannot see the full breadth of interactions it has with its guests. The Zoo wishes to improve its management of information related to guests to become a more customer-oriented organization and support future growth. To realize that vision, the Zoo is considering new CRM and ticketing systems, either as one unified system or as separate systems that can be integrated. The future solution must manage ticketing, membership, fundraising, group sales, and education and program registrations. The Zoo expects the new solution to be operational in May/June 2026, prior to the opening of Destination Discovery.

This Request for Proposal (RFP) outlines the selection process and system requirements for CRM and ticketing system(s) defined by the Saint Louis Zoo. The Zoo is seeking commercially available, “off the shelf” products that can be configured to meet the organization’s needs; it is not seeking completely customized systems. The Zoo is open to considering either full-solution and best-of-breed approaches to meet its requirements. It is understood that there may be categories of requirements in this RFP that your software system may not satisfy; it is not necessary to complete these sections. For example, if you offer a ticketing system, we do not expect you to meet fundraising requirements. Instead, please include in your response information about your ticketing system’s ability to integrate with leading fundraising systems.

Please note that the order of the system requirements in this RFP does not necessarily indicate the level of importance; system requirements described in a later section may be equally or more important than requirements listed earlier in the document. The successful vendor will respond to all vendor submission requirements outlined in this RFP. All vendor responses will be treated as proprietary information and will be used solely for the purposes described herein.

Strategic Objectives for The Zoo’s Technology

Overall, the Zoo wants its software applications to support a centralized 360-degree view of its guests and donors, which would, in turn, provide the staff with actionable data they can use to enhance the guest experience, increase donor engagement, and support the Zoo’s revenue growth. As the Zoo looks to improve its business systems, staff have identified the following strategic goals.

- **Implement interoperable systems that support key business functions** – Because of the Zoo’s complex business model, it will need multiple systems to support its operations. There is no single system that can provide all the required functionality for development, membership, guest experience, attractions, education, retail, food service, distribution, sales and events, finance, and technology services. In a “best of breed” model, the Zoo will have systems to meet each team’s needs (some systems may

serve more than one team) and the systems will be integrated into a cohesive technology ecosystem. The future systems will interact seamlessly to support transactions, communications, engagement, and business intelligence.

- **Provide a unified guest experience** – Today, the Zoo cannot readily identify constituents with whom they have multi-faceted relationships because of its siloed systems. Staff want to make changes to systems and business processes to enable them to have a more complete understanding of constituent behavior, so they can provide more rewarding constituent experiences to guests and donors and increase loyalty. The Zoo wants to be able to address constituents as an organization, rather than as a collection of independent departments. With a cohesive set of integrated systems, the Zoo will be positioned to manage guests holistically.
- **Enhance operational efficiency** - Zoo staff spend a lot of time using manual processes to accomplish their work because the current systems do not provide the functionality they require. These processes may be outward-facing transactions with guests or internal procedures for working within and across departments. Future systems must provide simple, efficient guest interactions, in person and online. They must also provide core functionality to help staff perform regular tasks more effectively and efficiently.
- **Improve business intelligence and reporting capabilities** – The Zoo desires a technology ecosystem that will reduce data silos and make donor, member, guest, and event client data more accessible for reporting and analysis. Staff want systems that support dynamic queries, simplify reporting processes, and automate them when possible, to improve efficiency. The Zoo should have access to dashboard and data visualization tools that provide leaders with timely views of key performance indicators and increase their understanding of audience behavior. The Zoo wants sophisticated business intelligence tools to provide comprehensive analysis of constituent behavior to inform data-driven business decisions.

SCOPE OF WORK

The selected vendor will be responsible for the design, delivery, implementation, and ongoing support of a complete CRM and Ticketing solution. The following narrative describes some of the key functionality requirements the Zoo is seeking. The Requirements Checklist (Attachment 1) provides a complete, detailed list of all functional needs.

Constituent Overview

The CRM system should serve as the place to maintain central constituent accounts. It must store information for different record types, including individuals, households, groups, and organizations, and it must manage relationship links between all constituent types. The system should store multiple addresses, phone numbers, email addresses, website URLs, and social

media accounts for constituent records, and it should hold a full history of transactions, donations, memberships, event purchases, and program/class registrations. The system should track constituent interests, including exhibition and program interests and professional affiliations. It must store constituent communication preferences and utilize them in outgoing mass communications.

Ticketing Operations Overview

The Guest Experience team is the frontline staff who facilitate guests' visits. They are primary users of the ticketing system. They manage the welcome desk, the call center for inbound calls, and the guest relations desk that handles in-person customer service issues that may arise.

Today, general admission to the Zoo is free for all visitors. Attractions, which are experiences within the Zoo such as live animal shows or rides on the Zooline railroad, are ticketed. Guests may buy tickets for individual attractions or an Adventure Pass for all attractions. The two coming attractions, Destination Discovery and WildCare Park, will create new ticketing opportunities for the Zoo. Entry will be paid, and tickets will be timed for the experiences within the two new attractions. In addition to an all-inclusive pass, the Zoo intends to offer flexible passes, where visitors will select the specific attractions and experiences they want, and the pass prices will vary accordingly. Onsite ticket sales will be through self-serve kiosks only. The Zoo intends to encourage visitors to buy in advance online. At WildCare Park, residents of St Louis County will receive free admission, so the system will need to be able to validate guest zip codes and give free tickets when booked online.

Throughout the year, the Zoo hosts events, usually in the evenings, which have paid admission (discounted for members). These events include, but are not limited to, Animals Aglow, Boo at the Zoo, Wild Lights, Animal Happy Hours, and Breakfast with Santa.

Group ticket pricing is available for groups of 15 or more. They can include school field trips. Groups receive discounts on event admission, attraction tickets and passes. Groups may pre-purchase meal vouchers for children and adults. The Zoo wants to offer groups discounted ticket packages or bundles with admission, attraction tickets, and meal vouchers.

The Zoo offers behind-the-scenes tours for up-close experiences with animals. The tour sizes vary from four to fifteen people and occur on a set schedule. They are available to the general public for purchase and discounted for members. Specialty tours have set topics but are scheduled upon request. Group size may range from eight to thirty people and generally have an age requirement of high school or older.

The Membership and Guest Experience teams sell Zoo memberships. They currently sell them in the ticketing system, and there is a bi-directional integration of membership data with CRM

overnight. The future solution should provide a smooth integration of membership data between ticketing and CRM, or the data should be in one unified database.

The Zoo administers paid parking lots, which are discounted for members. They use Amano McGann as the parking software solution. The future CRM solution will need to be able to send membership data to the parking solution for members to redeem their parking benefits.

The Zoo must have a great deal of flexibility with pricing and promotions or coupons in the future system. It should support dynamic pricing and provide reports or tools to help inform pricing decisions. The solution must also offer options for ticket collateral to be printed, wearable (i.e., wristbands) or digital.

The Zoo offers gift cards, and in the future solution, they should be redeemable for everything the Zoo sells, in person and online.

Membership Overview

The Zoo has over 50,000 active member households. Memberships provide, free or discounted admission to programs and events, free tickets for attractions and rides, discounts on camps, opportunities to participate in member events, and other benefits. At present, the Zoo processes memberships in both the CRM and ticketing systems, and staff consider the CRM the “source of truth” for membership data.

The future system must provide flexibility for the Zoo to define and enforce its categories of membership, each with a different set of benefits. They expect to offer memberships for the current Zoo location, for WildCare park, and for combination memberships that provide benefits at both locations. Each membership category should record its fair market value (non-tax-deductible portion) in addition to the total gift amount for the specified level. The solution must give staff flexibility to define rules for setting expiration dates and member status as active, lapsed, or inactive. When members renew early or upgrade their membership, the system should allow current, unused benefits to continue to be accessible. It must support digital membership cards, which the Zoo wants to be the standard, with the option to print physical cards upon request.

The system must track the response rates and revenue of member solicitations for acquisition and renewals. Staff would like to allow payment options of monthly or quarterly installments for membership. The CRM should automate the process to run the installment payments as much as possible.

The system must manage gift memberships, where supporters of the museum give the gift of membership to others. The system must record the names and contact information for the gift giver and the gift recipient, personal gift messages, where the initial fulfillment package and

subsequent renewal notices should be sent.

The Zoo has an Animal Adoption Program, also known as the Zoo Parents Program. At present, the Zoo processes Animal Adoptions as a membership, yet staff are open to exploring better solutions. Adoptions can be for any animal, and with six different giving levels that each receive different benefits, as well as the option to gift the adoption to another person, there are hundreds of combinations of adoptions in the current system.

Development Overview

The Development department manages major gift fundraising from individuals, corporations, public and family foundations. They oversee the Marlin Perkins Society for individual and corporate donors who give over \$2,000 annually. They also manage corporate sponsorships, and the future solution should help staff administer sponsor agreements and the fulfillment of sponsor benefits. In particular, it should simplify issuing and redeeming sponsor tickets for attractions and events.

The Zoo is completing its capital campaign for WildCare Park and Destination Discovery. The new CRM must provide prospect and proposal management within the system, and it must facilitate pledges and payments.

The Development team needs special events functionality in the new system, to support events that range in size and complexity from the ZOOFARI gala to donor cultivation and stewardship events for small groups. The system should help with building invitation lists, tracking RSVPs and attendance, and managing guest requests. The CRM needs to track participation in the event record itself, as well as show a history of all past events in a constituent's record. The CRM should track the benefits each event sponsor receives and their redemption.

Gift Processing

The CRM should enable the Zoo to create and track multiple fundraising efforts, each with subcategories and related gift appeals. The future solution should handle outright gifts, pledges, matching gifts, tributes, stock gifts, and gifts in kind. It should have recurring giving functionality that is straightforward and secure. It will need to accept files from the Zoo's multiple lockbox processors. The Zoo needs the ability to adjust transactions in the CRM and to track those changes on the gift records. The CRM should maintain an audit trail of fields that were changed in the adjustment.

The CRM should be able to assign recognition for a gift to multiple constituents. It must be flexible in setting rules for gift credit and recognition, so that credit can be given to donors beyond the traditional married household and apply soft credits based on relationship type (e.g., spousal, matching gift company, family foundations, donor-advised fund).

The future system should aid staff in generating personalized and/or automated acknowledgement letters and receipts with multiple variables. The CRM mark gifts as “acknowledged” as part of the process, and it should track acknowledgement and stewardship letters sent in the constituent’s contact history, with date sent and letter type.

Reporting is a critical need for the Zoo Development team. They would like the future system to provide dashboards of their progress to their goals on a real-time or near real-time basis. They need to report on income to goal, income by appeal, gifts vs. pledges balances vs. pledge payments, and lists of donors.

Education Overview

The Education department at the Zoo presents a vast array of programs serving tens of thousands of people. Offerings for school or organization bookings include classroom programs at the Zoo for groups large (up to 175 attendees) and small (maximum of 25), as well as virtual programs and outreach programs, where Zoo educators will come to the school or community group to present. They offer evening and overnight programs for schools, scouts, and other groups.

The future system should facilitate the process of requesting a program online, checking the availability for the requested program, and completing the group booking. Staff will also need to manage programs bookings from incoming phone requests. When the booking is complete, the system should enable staff to generate a confirmation letter and invoice to email to the group organizer. Because of the wide variety of programs, the Zoo needs great flexibility to set prices, deposit amounts and due dates, final payment due dates, and the payment types they will accept. Some groups add on specialty tour or attractions tickets or merchandise such as t-shirts. Some group bookings require the participants to submit forms such as photo releases, waivers, and health or emergency contact information, so the CRM should aid staff in managing this ancillary data. Staff would like the system to support sending automated follow-up emails to participants/group contacts after the date of the program with standardized information and links to surveys for post-program evaluation.

The Zoo has financial aid available for schools and groups to cover educational program costs. Staff would like to manage the application process and the awarded amounts in the CRM.

The Zoo also offers a wide range of camps, classes, and programs for individuals and families. Registration primarily occurs online for these very popular programs, and the future solution must be able to manage high volume on-sales without crashing. It must also handle member discounts and multiple pre-sale periods for members, based on level of membership.

Camp attendees must submit various documents, such as health and emergency contact

information, dietary restrictions, and waivers. The Zoo currently uses CampDocs to collect and manage this information. They also use CampDocs for camp sign in/out, camper incident reporting, medication administration tracking, and emergency communication with parents via text and email. The future solution should integrate with CampDocs or provide equivalent functionality. It would need to be mobile-friendly so that staff could access the solution on tablets anywhere across the Zoo.

Reporting and Analytics

The Zoo needs robust reporting and analysis functionality in its systems to address its operational and analytical needs. The BI tools should be accessible to users to explore and interact with information in the database to inform decision-making. They should be able to manipulate and customize outputs easily, without needing advanced programming knowledge. The tools should incorporate a mobile reporting component.

Staff need to be able to run reports in real-time or near-real-time. However, the reporting and analytics tools should not tax the live database to the point where it slows transactional performance; a replicated data set for reporting may be preferred. The Zoo's IT staff are building a data warehouse.

The proposed solution should provide dashboard and data visualization tools that enable staff to have custom views of defined key performance indicators (KPI). The system should provide access to a suite of standardized reports where staff can configure the format and data parameters, which will allow for easy filtering of results. The Zoo may require some custom reports. The system should have a documented and open database that enables qualified staff or contractors to create custom reports and publish the reports in the application for use by approved users.

Staff need a user-friendly query tool that allows them to retrieve specific data from any table within the database. All fields in the database must be accessible as query criteria and outputs. The query tool should not require special programming knowledge. Query output should include fields that are not in the query selection criteria.

Database

The Zoo prefers a software as a service (SaaS) solution or a cloud-hosted system where the vendor is responsible for server management. The system must be scalable to support peak volume days.

It should have a web-based user interface, and staff must be able to login to the full desktop application from any computer (PC and MAC) using any web browser. Users must have access to the application through mobile devices.

The system needs to limit access within the system by functional area. Different teams within the institution require access to different functionality. The system should set security permissions by user group or role. Based on permissions, the system should limit view, add, edit, and delete functions for users. Security permissions should be set for transactional functions (i.e., restricting users that can issue refunds), screens, record types, and fields. The system should also set security for reports and documents. The vendor must demonstrate a strong history of information security compliance.

The ticketing system must be PCI compliant. Integrated payment processing must be secure, using tokenization or point-to-point encryption methods. The system must safeguard constituents' personal data, such as the medical/allergy information the Zoo collects about participants in its youth programs. The system should support two-factor authentication.

Integrations

The Zoo will want to integrate the CRM and ticketing solution with other systems in use throughout the institution. The Zoo is interested in taking advantage of existing integrations or developing custom integrations. The proposed solution should have robust APIs that demonstrate the vendor's ability to integrate with third-party applications, including:

- **CRM and Ticketing** – If the proposed solution involves separate CRM and ticketing system, they must have a bi-directional integration of constituent, donation, membership and ticketing data between the systems.
- **Website** – The proposed solution must integrate with the Zoo's main website to process online transactions, such as ticket sales, memberships, and program registrations. The solution must have the capability to import biographic data, online transactions, and event information from the webstore. It should reconcile updated biographic details (e.g., address changes) from the online tools based on user-defined business rules.
- **Email Marketing** - The solution must integrate with the Zoo's email marketing system, Active Campaign. Staff would consider other solutions, such as using email functions native to the system or a third-party digital marketing system that is already integrated with the system. The email marketing system must integrate with the CRM and ticketing solution with minimal staff manipulation of data.
- **Finance** – The Zoo is selecting a new ERP that the new CRM and ticketing solution will need to integrate with. The solution must deliver general ledger (GL) posting information to the financial system from its transactions, such as tickets, memberships, and program registration fees. The solution must store GL account strings associated with the items sold and processed, and staff should be able to view the GL distribution from the transaction record.
- **Food and Beverage** – The Zoo is selecting a new food and beverage system that the new

CRM and ticketing solution will need to integrate with. It must be able to send current membership information to the food and beverage system to identify members and grant their discount benefits. Ideally, the food and beverage purchase history would be part of the overall profile of the member.

- **Retail** – The Zoo uses TAM as its retail system, and the new CRM and ticketing solution will need to integrate with it. It must be able to send current membership information to the retail system to identify members and grant their discount benefits. Ideally, the retail purchase history would be part of the overall profile of the member.

PROPOSAL REQUIREMENTS

To be considered, each vendor must complete and submit the following information. The information required may be contained in standard marketing literature and organized in the below order. Submissions should not be more than thirty (30) pages in length not including the Stipulated Sum Bid form, Requirements List and Investment Summary Template. Vendor responses shall be prepared at no cost to the Zoo.

1. Response to all sections of this RFP.
2. A completed Requirements Checklist (Attachment 1)
3. A completed Investment Summary Template (Attachment 2). Include all costs associated with the proposed system, such as initial acquisition or licensing costs, hardware requirements, software enhancement/modification costs, hosting, and on-going maintenance and/or licensing costs. Include costs associated with all proposed modules including (but not limited to) web API, business intelligence tools, and access management.
4. A description of the vendor company history and current operating characteristics including, but not limited to, the number of years in business, experience in the nonprofit sector, number of employees, annual sales, geographic coverage, and number of clients.
5. A narrative description of the primary system components, any optional or modular components required to satisfy requirements presented, communication or network software, and any other features that make the system unique.
6. A description of the system's reporting capabilities and tools.
7. A description of recommended integration offerings with available functionality and associated costs. The Zoo's integration needs are outlined in the Scope of Work. This section should also answer the following:
 - a. Do you recommend specific integrated software or applications that will complete a total software solution that satisfies The Zoo's requirements?
 - b. Does your product have an API that can be used to create integrations

- and/or customizations?
- c. Do you (or your proposed implementation partner) provide integration implementation support?
- d. How is the API accessed? What protocol(s) does the API utilize?
- e. Is the API's functionality commensurate with the application or are there use cases that can only be accomplished with the application and not the API?
- f. What ongoing fees are associated with utilizing the software's API?
- 8. A description of the vendor's data security measures and cyber/disaster incident response plan including process and timeline for customer notification. Include disclosure of any data breaches during the prior 24 months.
- 9. A description of the vendor's software support organization and methodology, including:
 - a. Staffing (Is support provided by the vendor or through a third party?);
 - b. Types of support available (Is support available via toll free telephone, online case management, online chat, online knowledgebase, user guides?);
 - c. Vendor's hours of service and support;
 - d. Any additional charges for service outside of regular business hours;
 - e. Vendor's support tiers; and
 - f. Rubric used for classifying support tickets along with associated response times (e.g. nuisance, significant, system down).
- 10. A sample of the user guide/user documentation.
- 11. A description of the product's roadmap for future development, including:
 - a. Frequency of new releases or upgrades;
 - b. Distribution/notification method for new releases;
 - c. Method by which features for new releases are identified and prioritized;
 - d. Discussion of how the system keeps up with emerging communications and fundraising techniques; and
 - e. Discussion of how the system keeps up with evolving compliance requirements, such as PCI-DSS.
 - f. Verification that the vendor provides a stand-alone version of the database for testing and training.
- 12. A description of hosting services offered, including pricing. Please detail:
 - a. Performance benchmarks for system operation
 - b. Ability to scale for high-volume events, supporting in-person and online sales
 - c. Description of data security protocols for databases in the hosted environment
 - d. Protections against data breaches and steps for communicating with clients in the case of a breach

- e. Liability for hosting vendor and the Zoo in the case of a breach
 - f. Disaster recovery and business continuity plans
13. Assuming a vendor-hosted or SaaS system, a description of ongoing system administration tasks that would be the responsibility of Zoo staff, excluding standard configuration, and the recommended staffing level to perform the tasks.
 14. A description of implementation components and methodology. Include a sample implementation plan with a timeline and cost estimates for a similar type of organization. Include a description of project roles and which roles will require Zoo resources (along with time estimations). Include a description of your approach to data conversion. The Zoo will accept implementation proposals from 3rd party implementation partners.
 15. Details about options for ongoing training:
 - a. Are classes offered onsite with the client?
 - b. Are classes available at a vendor location?
 - c. Are classes and other training opportunities available remotely?
 - d. Please provide a recommended recurring training plan including costs
 - e. Other ongoing learning opportunities
 16. The names, addresses, and contact information of three (3) users of the system whose requirements most closely match those of the Zoo, preferably similar zoos, aquariums, attractions, or arts and culture organizations that are a similar size to the Zoo.

ATTACHMENTS

1. Requirements List
2. Investment Summary Template

SELECTION CRITERIA

1. Vendor Evaluation Grid (85 points)
2. References (15 points)

BID DOCUMENTS

Bid Documents will be available on **May 21, 2025** at: <https://stlzoo.org/vendoropportunities>

PROPOSAL QUESTIONS

All questions must be received by end of day on **Wednesday, June 4, 2025** for issuing of

addendums. All emailed questions and answers will be shared with all responders. The source of the questions will remain anonymous. Addendums will be placed on the Zoo website as they become available: <https://stlzoo.org/vendoropportunities>. All written answers will be shared by end of day on Tuesday, June 10, 2025. Any oral responses shall be unofficial and not binding on the Zoo.

BID DATE

Proposals will be accepted on or before **2:00 p.m. CST on Wednesday, June 18, 2025**. Only electronic submissions will be accepted. Please submit the Proposal as a single pdf to the following link. <https://stlzoopoc.egnyte.com/ul/jJBE6QDYUQ>

To ensure ease of submission, consider uploading well ahead of the deadline time. Late submissions will not be accepted.

Any submitted proposal shall remain valid and subject to acceptance for ninety (90) days after the proposal due date.

ZOO CONTACTS

Questions concerning this solicitation shall be submitted via email to both of the following individuals:

Candace Bingham, CSDP
Director of Procurement and Supplier Engagement
cbingham@stlzoo.org

Amanda Pedigo
Purchasing Compliance Administrator
pedigo@stlzoo.org

REQUEST FOR BID

The Saint Louis Zoo is seeking competitive proposals from qualified bidders as outlined on the Invitation to bidders, this Request for Proposal, and the Scope of Work contained in these bid documents.

I. THE BIDDING PROCESS

A. Bid form and submittal of proposal

1. Quotations should be submitted on bid form provided. Altered or erased prices will not be accepted.
2. Proposals will be accepted on or before **2:00 p.m. CST on June 18, 2025**. Only electronic submissions will be accepted. Please submit the proposal as a single pdf to the following link. <https://stlzoopoc.egnyte.com/ul/jJBE6QDYUQ>
3. No bid received after the specified time will be considered.
4. Any bid may be withdrawn prior to the specified time for opening bids or any authorized postponement thereof.
5. Bids having an acceptance time limit of less than 30 days may be rejected.
6. Mailed, faxed, emailed, or phoned in bids will **not** be accepted.
7. Sunshine Law. "Bidder" acknowledges that Zoo has represented to bidder that Zoo may be subject to the provisions of Missouri's Sunshine Laws (Mo. Rev. Stat. Sects. 610.010-.225) (the "Sunshine Law"), which statute creates a presumptive rule of public availability of all records held by public governmental bodies, such as the Zoo, unless an exemption from disclosure is available under the Sunshine Law (this includes all bidding materials that are not exempt from disclosure under the Sunshine Law).

B. Bid proposal components and attachments

1. Cost(s)
 - a. Performance and payment bonds are not required.
 - b. The laws of the state of Missouri provide that the Saint Louis Zoo pay no state sales or use tax, or federal excise taxes, and these taxes should be excluded from your bid price. Documentation will be provided for vendor's use in making tax-exempt purchases for this project. (Refer to Appendix C).

C. Responsibilities of the bidder for accuracy of bid proposal

1. Bidders may not use omissions or errors in the bid documents or other contract documents to their advantage. The owner reserves the right to issue new instructions correcting any such errors or omissions, which new instructions shall be treated as if originally included.

2. The bid documents contain the available information about the work and the conditions pertaining thereto. Information obtained from any officer, agent, or employee of the Saint Louis Zoo, or from any other person, will not relieve the vendor's responsibility to assume all risks and obligations pertaining to the work, and to fulfill the conditions of the contract. Bidders are required to satisfy themselves as to the accuracy of the estimated quantities in the bid documents, and must thoroughly examine the site and review the bid documents, including addenda, if any, before submitting a bid.
 3. No bidder may assert after bids have been opened that there was a misunderstanding concerning the bid documents, the conditions under which the work must be performed, or the quantities of work involved.
- D. Direct questions about this Request for Bid to: **Candace Bingham and Amanda Pedigo.**

II. SELECTION OF SUCCESSFUL BIDDER AND CONTRACT AWARD

- A. The Saint Louis Zoo enjoys the support of the community through the Metropolitan Zoological Park & Museum District. For this reason, the Zoo makes every effort to return that support by contracting with qualified businesses within the District (comprised of St. Louis and St. Louis County) whenever possible.
- B. The time specified for awarding a contract and for commencing work may be extended or shortened by mutual agreement between the Zoo and the successful bidder.
- C. The Zoo reserves the right to waive any informalities or minor defects in the bid or bidding procedures; to reject any or all bids; to rebid the project at a later date if bids are rejected; and to accept the bid that, in the judgment of the Zoo, will serve the best interests of the Zoo, whether or not said Bid is the low bid.
- D. Before awarding any contract, the Saint Louis Zoo reserves the right to require the successful bidder to file proof of his ability to properly finance, manage, staff and execute the project. The Zoo reserves the right to reject any bid if the evidence submitted by, or other investigation of, the bidder fails to satisfy the Zoo that the bidder has the proper qualifications, experience, equipment, manpower, or financial and managerial capability to carry out the obligations of the agreement or to perform the work contemplated.
- E. Before award of contract successful bidder may be required to furnish:
 1. Cost breakdown and unit prices
 2. Proposed schedule
 3. Information regarding material subvendors upon request
 4. Bonds and insurance certificates

END OF PROJECT MANUAL

APPENDIX A
SAINT LOUIS ZOO
STIPULATED SUM BID FORM
Customer Relationship Management (CRM)
and Ticketing Solution RFP 2025
2025-04-014

Date: _____

Proposal of _____

Hereinafter called "Bidder,"

[] a corporation organized and existing under the laws of the state of _____

[] a partnership, or [] an individual doing business as _____

TO: Candace Bingham, CSDP
Director of Procurement and Supplier Engagement
Saint Louis Zoo
One Government Drive
St. Louis, MO 63110

The bidder, in compliance with the Invitation to bid for the project, and having carefully examined the bid documents, dated which documents are made a part hereof, as well as all conditions surrounding and affecting the work, agrees to furnish all labor, materials, and supplies necessary to perform all the work in accordance with said documents and within the time and at the prices stated below.

Furnish all labor, tools, and equipment required to perform all work as defined in the bid documents for the sum of

_____ Dollars (\$ _____).

I. BID DOCUMENTS

Bidder acknowledges review of the following documents:

A. Specifications

B. Addendum No. _____ Dated _____

Addendum No. _____ Dated _____
Addendum No. _____ Dated _____

II. MISCELLANEOUS BID REQUIREMENT

- A. The undersigned understands this bid shall be good and may not be withdrawn for a period of ninety (90) calendar days after the scheduled closing time and date for receiving bids.
- B. The undersigned understands the owner reserves the right to reject any or all bids or subcontractors.
- C. The undersigned further agrees to indemnify and hold harmless the owner and engineer from and against all losses, judgments of every nature and description made, brought, or recovered against the owner by reason of any act or omission of the undersigned, his agents, subcontractors/subvendors, or employees in the execution of the work or in guarding the same.
- D. The undersigned hereby declares that this Stipulated Sum Bid is based solely upon the materials and equipment described in the bidding documents (including addenda), and that no substitutions are contemplated.
- E. The bidder declares they had an opportunity to examine all conditions surrounding the work and have examined the bid documents therefor, and they have carefully prepared their bid upon the basis thereof and they have carefully examined and checked this bid and the materials, equipment and labor required thereunder, the cost thereof, and their figures therefor, and hereby states the amount or amounts set forth in this bid is/are correct and no mistake or error has occurred in this bid.
- F. Upon receipt of written notice of the acceptance of this bid, the bidder will execute a formal contract attached within fifteen (15) calendar days and deliver to the owner a surety bond or bonds as required by the bid documents (if deemed required).
- G. The Zoo Public Relations must provide written approval for any/all promotional materials in advance of publishing – this includes, but is not limited to: social media posts, web copy and images, etc.

IV. CONTACT INFORMATION (preferred point of contact)

Name: _____

Title: _____

Phone: _____

Email: _____

By signing the bidder hereby states to perform all work indicated in the bid documents and necessary to bring the project to completion.

IF A CORPORATION

_____ Name of Corporation	_____ Signature of Officer
_____ Incorporated under the laws of the state of	_____ Name and Title of Officer (print)
_____ Licensed to do business in Missouri? (Check one) <input type="checkbox"/> Yes <input type="checkbox"/> No	_____ Date
_____ (Seal if Bid is by corporation)	_____ Address for Communications:

IF A PARTNERSHIP

_____ Name of Partnership	_____ Address for Communications of ALL Partners:
_____ Signature of Authorized Partner	_____ Date

IF AN INDIVIDUAL

_____ Name of Firm (if any)	_____ Address for Communications:
_____ Signature of Individual	_____ Date

IF BIDDING AS A JOINT VENTURE

List All Parties:

Address for Communications:

SIGNATURE FOR THE SAINT LOUIS ZOO

_____ Saint Louis Zoo	_____ Signature of Officer
_____ Address for Communications: 1 Government Dr. Saint Louis, MO 63110	_____ Name and Title (print)
	_____ Date

STATE OF MISSOURI EXEMPTION FROM MISSOURI SALES AND USE TAX ON PURCHASES

Saint Louis Zoo
CRM and Ticketing Systems, 2025-04-014