

2018-03-05

**REQUEST FOR PROPOSAL  
RFP 07 (2018-02)  
E-COMMERCE MEMBERSHIP ACQUISITION SERVICE PROVIDER  
ADDENDUM #1**

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This addendum shall be incorporated into, and form part of RFP 07 (2018-02) and take precedence over all requirements of the previously issued bid documents including plans. This addendum must be signed by the bidder (signing officer) in the appropriate space and must be attached to the Form for submission by the bidder. This Addendum consists of two (2) pages.

1. Question: In section 1.11 of the RFP, "Quote Discounts or quantity price breaks separately on FORMS", does the Toronto Zoo want each option for purchase broken down per page (i.e. if we have 10 options would you like 10 pages)?

Answer - If you have a tiered price structure based on the number of new membership, please provide details. Otherwise this is not applicable to this RFP since we primarily use this for bidders to provide a price discount based on different quantity of hard goods purchased.

2. Question In section 3.1, We also had questions about household membership as we would like to align our goals. What is the current number of household memberships? What type of growth is the Zoo looking for? These questions will help us set realistic expectations when providing estimates.

Answer – As part of this E-commerce membership acquisition, the Toronto Zoo target number is **3,000 new memberships.**

3. Question In section 3.3, We were looking at the copy for the non-exclusivity. Could you explain that in more detail? Does this mean the Toronto Zoo will look at the opportunity to work with additional proponents after one is awarded the contract?

Answer – The non-exclusivity is a standard clause in our bid documents and provides the option to the Toronto Zoo to use concurrently another service provider for the same work.

4. Question - In Section 4.5, "Ability to provide operational integration of deal into the TZ current system" Does this pertain to the redemption of the voucher? If so, does the Zoo have the capability to redeem via a Custom Checkout if a code was provided?

Answer - It is critical that a process must be in place for the Zoo to de-validate a voucher on redemption to ensure there is no multiple redemption of the same voucher. The integration of data is more to do with the expedient fulfilment of membership. See Section 3.2. If automatic integration/upload of E-commerce buyer information into the Zoo membership database (CRM) is not feasible, we can receive all buyer information by being blind copied to all acknowledgment of completed sales transaction with all pertinent information. Please clarify last statement re redemption via a Custom Checkout with the use of a code

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5. Question - In Section 4.5a, Is the Toronto Zoo asking for personal customer information (up to 3 individuals) or are you interested seeing overall demographics of customers such as total subscribers by location, gender and/or income?

Answer – As part of the submission requirements, provide three (3) corporate references from similar attractions to the Toronto Zoo that the Proponent may have worked in recent years from the Southern Ontario region and with similar objectives and deliverables.

6. Question - Are you looking to run a cost per acquisition programme? ie pay only when you generate a membership sale?

Answer - The objective is to strike an arrangement that a commission is paid based on actual memberships sold

7. Question - Your RFP states ‘rates will be no less than 10% for one-year memberships and 20% for two year memberships’ – does that mean that you will pay out to successful vendors 10% of one-year membership and 20% on a two-year membership (ie \$19.50 on a 1year family membership, or \$74 on a 2 year family membership)?

Answer - The 10% for one-year and 20% for two-years are the possible discount incentives to be offered to the public to purchase NEW memberships.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Tenders or to accept any quotation, should it deem such action to be in its interests.

If you have any queries regarding this matter, please contact Mr. Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916 or by email [pvasilopoulos@torontozoo.ca](mailto:pvasilopoulos@torontozoo.ca).

Yours truly,

Peter Vasilopoulos  
Supervisor, Purchasing & Supply

I/we hereby acknowledge receipt of this addendum and make allowance in my bid.

Signed (Must be Signing Officer of Firm)

Name of Firm

Date:

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