

2016-05-11

**REQUEST FOR PROPOSAL
PHOTO CAPTURE OPPORTUNITY
RFP 141 (2016-05)
ADDENDUM #1**

- Page 1 of 1 -

This addendum shall be incorporated into, and form part of RFP #141 (2016-04) 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.

Question 1 - Can you provide a historical breakout of your annual attendance by “month” (General Admission, Members, School Groups, Comps, etc...)?

Answer – See attached PDF copy of attendance information

Question 2 - How many Member households do you have? What is the average number of visits to the Zoo per household?

Answer – See attached PDF copy of member household information

Question 3 - What is the estimated number of guests that go through the Panda exhibit?

Answer - Approximately 50% - 60% of the total attendance each day.

Question 4 - Can you provide total # of riders for the Tundra air ride?

Answer - 31,099 riders in 2015.

Question 5 - Would we have the opportunity to photograph guests on the ropes adventure course? If so, can you please provide the monthly attendance for that experience?

Answer - Yes however it would be easiest if the camera and photographer were not on the course. 2,318- May 2015; 5,122 -July 2015; 7,344 -August 2015 (21,184 in 2015)

Question 6 - Is it a requirement that a Zoo staff member collect the money?

Answer - We are open to discussing other business models but historically the Zoo has handled all monetary transactions with guests.

Question 7 - Is the Zoo open to doing a green screen pinchpoint at the entrance of the Zoo so that all guests that enter the Zoo will walk through our photo op?

Answer - We are open to ideas and options if they help enhance the guest experience.

Question 8 - Can you share your previous photo revenues for 2013 and 2015? I am just assuming that, neither the numbers nor the operations were meaningful enough to continue with the previous operators.

Answer - 2013 - \$66,744.50 gross; 2015 - \$12,886.68 gross *abbreviated operations

Question 9 - Why is the RFP non-exclusive?

Answer - We have it as non-exclusive as we have company picnics and weddings on site. While we can recommend a photographer to these groups we like these clients to be able to choose their own photographer.

Question 10- Closing Date – is applicable to all parts of the RFP.

Original Closing Date - **Thursday 2016-05-19 1200 hours (noon, local time)**

Revised Closing Date - **Tuesday 2016-05-24 1200 hours (noon, local time)**

Receipt of the Addendum shall be acknowledged as part of your submission.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Quotations 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.

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:

END OF ADDENDUM 1

ANNUAL ATTENDANCE COMPARATIVE (5-year, 2011-15)

	2015	2014	2013	2012	2011
REGULAR VISITORS & GROUPS					
General Admission (13-64)	462,443	471,448	614,492	471,336	444,190
Senior (65+)	22,880	25,443	32,636	25,146	22,049
Children (3-12)	150,009	158,559	193,965	144,889	137,095
Sub-Total	635,332	655,450	841,093	641,371	603,334
SCHOOL GROUPS					
Post Secondary	6,779	7,420	7,283	6,233	5,913
Secondary	22,621	27,530	32,292	31,458	35,696
Elementary	73,968	84,456	92,612	87,918	89,138
Sub-Total	103,368	119,406	132,187	125,609	130,747
REGULAR VISITORS & GROUPS TOTAL	738,700	774,856	973,280	766,980	734,081
MEMBERS					
Members	244,886	249,833	279,860	303,666	281,339
Members Guests	485	892	1,045	1,062	1,127
Sub-Total	245,371	250,725	280,905	304,728	282,466
COMPS					
Special Passes	74,297	72,680	87,851	58,496	56,811
Children under 3	82,794	87,758	120,874	156,469	168,337
Sub-Total	157,091	160,438	208,725	214,965	225,148
TOTAL VISITORS	1,141,162	1,186,019	1,462,910	1,286,673	1,241,695
Member Visit as a % of annual	21.46%	21.06%	19.13%	23.60%	22.66%

**TORONTO ZOO
VISITOR STATISTICS
2015**

	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>
REGULAR VISITORS & GROUPS							
General Admission (13-64)	4,038	2,783	12,511	25,370	53,148	51,737	95,432
Senior (65+)	152	86	841	1,222	2,475	2,633	4,559
Children (3-12)	769	389	5,893	8,013	11,492	13,880	41,342
Sub-Total	4,959	3,258	19,245	34,605	67,115	68,250	141,333
SCHOOL GROUPS							
Post Secondary	248	108	655	460	291	828	1,737
Secondary	59	83	236	2,938	8,466	1,700	258
Elementary	214	381	471	3,894	19,389	38,936	323
Sub-Total	521	572	1,362	7,292	28,146	41,464	2,318
REGULAR VISITORS & GROUPS TOTAL	5,480	3,830	20,607	41,897	95,261	109,714	143,651
Members	7,189	3,989	21,669	26,857	31,484	23,402	37,889
Members Guests	2	3	13	18	95	42	108
Sub-Total	7,191	3,992	21,682	26,875	31,579	23,444	37,997
Special Passes	680	1,119	1,316	9,324	6,472	6,754	10,297
Children under 3	1,006	516	3,808	8,326	10,631	8,603	13,580
Sub-Total	1,686	1,635	5,124	17,650	17,103	15,357	23,877
TOTAL VISITORS	14,357	9,457	47,413	86,422	143,943	148,515	205,525

<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
118,994	43,957	28,946	12,739	12,788	462,443
5,605	2,483	1,447	673	704	22,880
45,752	10,919	5,808	2,648	3,104	150,009
170,351	57,359	36,201	16,060	16,596	635,332
612	1,339	306	132	63	6,779
12	667	6,262	1,332	608	22,621
-	2,335	4,355	2,887	783	73,968
624	4,341	10,923	4,351	1,454	103,368
170,975	61,700	47,124	20,411	18,050	738,700
35,897	20,186	15,041	11,619	9,664	244,886
124	39	12	21	8	485
36,021	20,225	15,053	11,640	9,672	245,371
15,201	11,679	6,235	3,670	1,550	74,297
15,906	9,922	4,573	3,640	2,283	82,794
31,107	21,601	10,808	7,310	3,833	157,091
238,103	103,526	72,985	39,361	31,555	1,141,162

**TORONTO ZOO
VISITOR STATISTICS
2013**

	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>
REGULAR VISITORS & GROUPS							
General Admission (13-64)	5,555	4,682	20,382	17,202	71,700	84,521	138,449
Senior (65+)	227	195	1,006	909	3,023	4,459	6,977
Children (3-12)	1,147	1,016	9,009	6,574	17,645	23,289	56,865
Sub-Total	6,929	5,893	30,397	24,685	92,368	112,269	202,291
SCHOOL GROUPS							
Post Secondary	79	241	523	422	736	1,197	1,798
Secondary	268	515	322	1,627	13,721	2,518	488
Elementary	175	220	167	1,625	15,380	54,671	708
Sub-Total	522	976	1,012	3,674	29,837	58,386	2,994
REGULAR VISITORS & GROUPS TOTAL	7,451	6,869	31,409	28,359	122,205	170,655	205,285
Members	12,138	7,651	30,176	18,575	42,122	37,018	43,170
Members Guests	19	13	44	28	118	147	247
Sub-Total	12,157	7,664	30,220	18,603	42,240	37,165	43,417
Special Passes	805	536	1,917	6,856	5,082	7,850	12,187
Children under 3	3,113	2,242	8,650	7,834	19,255	18,228	21,160
Sub-Total	3,918	2,778	10,567	14,690	24,337	26,078	33,347
TOTAL VISITORS	23,526	17,311	72,196	61,652	188,782	233,898	282,049

<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
165,419	64,807	30,039	5,808	5,928	614,492
8,635	3,946	2,504	509	246	32,636
65,456	7,215	2,590	1,621	1,538	193,965
239,510	75,968	35,133	7,938	7,712	841,093
753	517	711	299	7	7,283
13	945	8,727	2,504	644	32,292
129	1,409	11,788	5,337	1,003	92,612
895	2,871	21,226	8,140	1,654	132,187
240,405	78,839	56,359	16,078	9,366	973,280
38,139	22,091	14,831	8,732	5,217	279,860
269	76	62	8	14	1,045
38,408	22,167	14,893	8,740	5,231	280,905
15,523	16,582	11,783	3,645	5,085	87,851
22,956	10,678	4,372	1,417	969	120,874
38,479	27,260	16,155	5,062	6,054	208,725
317,292	128,266	87,407	29,880	20,651	1,462,910

**TORONTO ZOO
VISITOR STATISTICS
2011**

	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>
REGULAR VISITORS & GROUPS							
General Admission (13-64)	3,402	4,769	11,744	19,231	39,426	60,028	103,975
Senior (65+)	137	182	870	988	1,757	2,704	4,275
Children (3-12)	538	981	7,954	5,319	8,326	14,960	36,211
Sub-Total	4,077	5,932	20,568	25,538	49,509	77,692	144,461
SCHOOL GROUPS							
Post Secondary	157	106	364	467	428	1,134	1,374
Secondary	295	367	899	2,676	13,253	3,036	1,842
Elementary	759	644	1,311	2,306	16,047	50,158	70
Sub-Total	1,211	1,117	2,574	5,449	29,728	54,328	3,286
REGULAR VISITORS & GROUPS TOTAL	5,288	7,049	23,142	30,987	79,237	132,020	147,747
Members	5,895	8,932	22,805	26,677	28,610	33,340	48,779
Members Guests	19	20	64	56	141	123	279
Sub-Total	5,914	8,952	22,869	26,733	28,751	33,463	49,058
Special Passes	204	757	4,385	2,498	4,881	8,351	8,114
Children under 3	1,786	3,431	8,814	10,808	17,886	24,818	32,183
Sub-Total	1,990	4,188	13,199	13,306	22,767	33,169	40,297
TOTAL VISITORS	13,192	20,189	59,210	71,026	130,755	198,652	237,102

<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
107,142	47,045	29,322	10,133	7,973	444,190
4,820	4,039	1,308	592	377	22,049
41,403	11,715	5,734	2,550	1,404	137,095
153,365	62,799	36,364	13,275	9,754	603,334
801	200	588	256	38	5,913
1,514	1,067	8,132	1,967	648	35,696
1,192	1,724	9,464	4,621	842	89,138
3,507	2,991	18,184	6,844	1,528	130,747
156,872	65,790	54,548	20,119	11,282	734,081
42,353	26,338	19,405	10,600	7,605	281,339
222	63	86	18	36	1,127
42,575	26,401	19,491	10,618	7,641	282,466
9,579	10,739	3,311	2,171	1,821	56,811
31,255	19,223	10,229	5,253	2,651	168,337
40,834	29,962	13,540	7,424	4,472	225,148
240,281	122,153	87,579	38,161	23,395	1,241,695