



**Interoffice Memorandum**

March 16, 2022

**TO:** Mayor Jerry L. Demings  
-AND-  
County Commissioners

**FROM:** Carrie Mathes, CFCM, NIGP-CPP, CPPO, C.P.M., Manager II,  
Procurement Division

**CONTACT:** Ray Walls, Deputy Director, Orange County Convention Center  
407-685-5684

**SUBJECT:** Approval of Purchase Order M107094, Venue Management Software  
Platform Upgrade for Orange County Convention Center

**ACTION REQUESTED:**

Approval of Purchase Order M107094, Venue Management Software Platform Upgrade for Orange County Convention Center, with Ungerboeck Systems International, Inc. in the total amount of \$279,858 for a one-year term. Further request authorization to renew licensing, maintenance and support for four additional 1-year periods within an estimated annual amount of \$304,433.26.

**PROCUREMENT:**

This purchase order will provide an upgrade to the venue management software platform including a one-time fee for services including data migration, access optimization and end user training. Licensing, maintenance and support is included for the first year post implementation. Licensing for years two through five shall not exceed 5% increases annually.

**FUNDING:**

Funding is available in account numbers 4430-035-0914-3192 and 4430-035-0914-3197.

**APPROVALS:**

The Orange County Convention Center concurs with this recommendation.

**DISCUSSION:**

A Request for Information (RFI) was issued on March 22, 2021 to gauge and collect information from firms with capability and experience in providing a venue and event management software to provide comprehensive event related functionality including client lease agreements, show management and exhibitor service orders, facility work orders, financial administration including invoicing and accounts receivable, and related event planning notes and documents.

## Approval of Purchase Order M107094, Venue Management Software Platform Upgrade for Orange County Convention Center

Five vendors responded to the RFI and, following an extensive analysis, it was determined only two of the respondents, Event Booking.com and Ungerboeck Systems International, Inc. (USI) offered a software solution that could meet the functional requirements. On May 25, 2021 Event Booking.com and USI merged into one software solution provider and effectively nullified the ability to solicit for formal proposals.

Upon review of other responses to the RFI solicitation, it was determined that other software applications failed to provide necessary functionality for the Convention Center's operational needs, therefore cost comparisons to the other software solutions would not be relevant.

Convention Center Staff has conducted a technical price analysis and compared this upgrade to other a cloud-based software used by the Convention Center for construction management. The standard cost for the USI venue management software is \$1,200 per user, inclusive of a discounted rate of \$600 per user, analysis determined this to be 38% lower than comparable software. Therefore, staff found the pricing to be fair and reasonable for the scope of work required and the features provided by the software application.