

**DATE:** January 16, 2012  
**MEETING OF:** January 24, 2012  
**FROM:** Staff  
**RE:** **DISCUSSION/ACTION ITEM X.6: 2012 Concession Rates**

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**BACKGROUND**

Staff surveyed other local fairs to compare concession percentage and fees with those charged by the Santa Cruz County Fair.

**FISCAL IMPACT**

Unknown, concession revenue is expected to be comparable to 2011.

**STAFF RECOMMENDATION**

That the Board approves the 2012 Concession Rates remain the same as 2011.

**ATTACHMENTS**

- Spreadsheet showing comparison of percentage and fees charged to concessionaires.

# 2012 Concession Rates

## Monterey Fair - 2012

\$ 625.00 guarantee  
22.50% of gross after sales tax

## San Benito Fair - 2012

\$ 325.00 (New concessionaires pay \$250 plus \$75 selling fee. If they do well and want to come back, they must pay the percentage below.)  
22% of gross sales after tax

## Salinas Valley Fair - 2012

\$ 500.00 guarantee  
21% of gross sales after taxes  
\$ 185.00 Monterey County Health Department fee

### ADDITIONALLY

\$ 50.00 1-20 AMPS  
\$ 100.00 21-50 AMPS  
\$ 150.00 51-100 AMPS

## Santa Cruz County Fair - 2011

guarantees vary depending on previous sales  
23% of gross sales after taxes  
\$ 200.00 Utility Fee