

**DATE:** January 18, 2013  
**MEETING OF:** January 29, 2013  
**FROM:** Staff  
**RE:** **DISCUSSION/ACTION ITEM X.5: 2013 Proposed Rates**

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### **BACKGROUND**

Staff surveyed other local fairs in 2012 prior to setting the 2012 rates. This comparison of commercial exhibit space rates, concession percentages and fees, and ticket types, discounts and prices with those charged by the Santa Cruz County Fair is attached.

The Santa Cruz County Fair averages 60 commercial exhibitors and about 40 food concessionaires per year and the last ticket price increase was 2008 for adult gate admission.

The Board approved keeping the commercial exhibit rates and concession percentage the same for 2012. Ticket prices were not increased but the board approved reducing the number of different types of tickets.

For 2013, staff is recommending:

- To keep the commercial exhibit rates the same.
- To increase the concession percentage but eliminate use fees.
- Ticket prices in several categories are increased to offer less of a discount on the adult gate presales admission.
- The exhibitor pass for livestock is increased due to the elimination of all other livestock entry fees.

### **FISCAL IMPACT**

Overall fiscal impact is projected to be neutral.

- Moderate increase in concession revenue, partially offset by reduction in other concession fees.
- Ticket price revenue is expected to slightly increase in 2013.

### **STAFF RECOMMENDATION**

That the Board approves the 2013 Proposed Rates and Ticket Prices as attached.

### **ATTACHMENTS**

- Spreadsheet showing comparison of commercial exhibit rates and concession percentage.
- Spreadsheet showing ticket prices

**Santa Cruz County Fair**

Recommended Rates 1/17/2013

2011      2012      2013

Notes

**Commercial Exhibitors: (canopies included)**

\$550.00	\$550.00	\$550.00	10x10 in-line
\$700.00	\$700.00	\$700.00	10x10 corner
\$160.00	\$160.00	\$160.00	RV w/hookup
\$80.00	\$80.00	N/C	RV - dry
\$60.00	\$60.00	N/C	Stock Truck
\$20.00	\$20.00	N/C	Golf Cart
\$200.00	\$200.00	N/C	50+ AMPS

<b>Monterey Fair - 2012</b>	(tents and canopies not included)
10x10	\$ 575.00 to \$ 625.00 prices vary depending on location (i.e. grass, arcade)
<b>San Benito Fair - 2012</b>	(tents and canopies not included)
10x10	\$ 325.00 (\$250.00 for booth plus \$75.00 selling fee) - excludes corner spots
10x10	\$ 350.00 (\$275.00 for booth plus \$75.00 selling fee) - corner price
<b>Salinas Valley Fair - 2012</b>	(tents and canopies not included)
10x10	\$ 350.00 outdoor in-line
10x10	\$ 375.00 indoor in-line
<b>ADDITIONALLY</b>	
1-20 AMP	\$ 50.00
21-51 AMP	\$ 100.00
51-100 AMP	\$ 200.00
RV	\$ 140.00
Stock Truck	\$ 50.00

**Concessions:**

guarantees vary depending on previous sales	23%	23%	25%	of gross sales after taxes	
\$ 200.00	\$200.00		0	Utility Fee	<b>Monterey Fair - 2012</b>
\$160.00	\$160.00			RV w/hookup	\$ 625.00 guarantee
\$80.00	\$80.00			RV - dry	22.50% of gross after sales tax
\$60.00	\$60.00			Stock Truck	<b>San Benito Fair - 2012</b>
\$20.00	\$20.00			Golf Cart	\$ 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.)
\$200.00	\$200.00			50+ AMPS	22% of gross sales after tax
					<b>Salinas Valley Fair - 2012</b>
					\$ 500.00 guarantee
					21% of gross sales after taxes
					\$ 185.00 Monterey County Health Department fee
					<b>ADDITIONALLY</b>
					\$ 50.00 1-20 AMPS
					\$ 100.00 21-50 AMPS
					\$ 150.00 51-100 AMPS

**Recommended SANTA CRUZ COUNTY FAIR TICKET PRICES 1/17/2013**

TYPE	2011		2012		2013		NOTES
	PRESALE	GATE	PRESALE	GATE	PRESALE	GATE	
Adult (ages 13 & up)	\$8.00	\$10.00	\$8.00	\$10.00	\$9.00	\$10.00	
Child (ages 6-12)	\$4.00	\$5.00	\$4.00	\$5.00	\$4.00	\$5.00	kids free on Wednesday
Child (ages 5 & under)			free	free	free	free	
Senior (62 & over)	\$5.00	\$6.00	\$5.00	\$6.00	\$7.00	\$8.00	Senior Day, Tuesday \$5.00
Group Rate Passes 50 + people			\$7.00		\$8.00		2011 - Group (30-99) \$6, Group (100+) \$5; 2012 - group was 20 people
Parking	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	
Carnival Coupons	\$18.00		\$18.00		?		Carnival operator sets price
Military free with ID on 9/11/2013							
<b>Available on Entry Form</b>							
Exhibitor Pass - livestock / horseshow	\$5.00		\$10.00		\$15.00		
Parent/Leader Pass - livestock	\$20.00/\$15.00		\$20.00		\$20.00		
Single Day Show - livestock	\$10.00		\$5.00		\$5.00		