

**DATE:** January 18, 2012  
**MEETING OF:** January 24, 2012  
**FROM:** Staff  
**RE:** **DISCUSSION/ACTION ITEM X.7: 2012 Commercial Exhibitor Rates**

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**BACKGROUND**

Staff surveyed other local fairs to compare Commercial Exhibit space rates and fees with those charged by the Santa Cruz County Fair. The Santa Cruz County Fair averages 60 vendors per year.

**FISCAL IMPACT**

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

**STAFF RECOMMENDATION**

That the Board approves the 2012 Commercial Exhibitor Rates remain the same as 2011.

**ATTACHMENTS**

- Spreadsheet showing comparison of Commercial Exhibitor Rates and fees charged to concessionaires.

## 2012 Commercial Exhibitor Rates

### Monterey Fair - 2012

	(tents and canopies not included)	
10x10	\$ 575.00	to \$ 625.00
10x15	\$ 675.00	to \$ 800.00
10x20	\$ 1,050.00	to \$ 1,200.00
	prices vary depending on location (i.e. grass, arcade)	

### San Benito Fair - 2012

	(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

### Salinas Valley Fair - 2012

	(tents and canpoied not included)	
10x10	\$ 350.00	outdoor in-line
10x20	\$ 450.00	outdoor in-line
10x30	\$ 575.00	outdoor in-line
10x10	\$ 375.00	indoor in-line
10x10	\$ 400.00	indoor corner
10x15	\$ 425.00	indoor wall

#### ADDITIONALLY

1-20 AMP	\$ 50.00
21-51 AMP	\$ 100.00
51-100 AMP	\$ 200.00
RV	\$ 140.00
Stock Truck	\$ 50.00

### Santa Cruz County Fair - 2011

	(tents and canopies included)	
10x10	\$ 550.00	in-line
10x10	\$ 700.00	corner

#### ADDITIONALLY

RV w/ hookups	\$ 160.00
RV - dry	\$ 80.00
Stock Truck	\$ 60.00
Golf Cart	\$ 20.00
50+ AMPS	\$ 200.00