

**DATE:** November 18, 2013  
**MEETING OF:** November 26, 2013  
**FROM:** Staff  
**RE:** **DISCUSSION/ACTION ITEM X.2 - 4: 2013 Proposed Rates**

---

**BACKGROUND**

The Santa Cruz County Fair averages 60 commercial exhibitors and about 30 food concessionaires per year and the last ticket price increase was 2008 for adult gate admission.

For 2013 the Board approved keeping the commercial exhibit rates the same and raising the concession percentage to 25% while eliminating use fees. Ticket prices in several categories were increased to offer less of a discount on the adult gate presales admission.

For 2014, staff is recommending:

- To increase the commercial exhibit for both in-line & corner spaces.
- To keep the concession percentage the same.
- To keep ticket prices and wristband prices the same.
- To adjust camping fees as we improve RV park facilities.

**FISCAL IMPACT**

- Moderate increase in commercial exhibit revenue.
- Moderate increase in camping revenues

**STAFF RECOMMENDATION**

That the Board approves the 2014 Proposed Rates and Ticket Prices as attached.

**ATTACHMENTS**

- Spreadsheet showing comparison of commercial exhibit & concession rates
- Spreadsheet showing ticket prices
- Spreadsheet showing camping fees

**Santa Cruz County Fair**

Recommended Rates 11/15/2013

**2011      2012      2013      2014**

**Notes**

**Commercial Exhibitors: (canopies included)**

\$550.00	\$550.00	\$550.00	\$575.00	10x10 in-line
\$700.00	\$700.00	\$700.00	\$750.00	10x10 corner
\$160.00	\$160.00	\$160.00	\$200.00	RV w/hookup
\$80.00	\$80.00	N/C	\$100.00	RV - dry
\$60.00	\$60.00	N/C	N/C	Stock Truck
\$20.00	\$20.00	N/C	N/C	Golf Cart
\$200.00	\$200.00	N/C	N/C	50+ AMPS

**Concessions:**

Guarantees vary depending on previous sales

23%	23%	25%	25%	of gross sales after taxes
\$ 200.00	\$200.00	0	0	Utility Fee
\$160.00	\$160.00	\$160.00	200.00	RV w/hookup
\$80.00	\$80.00	N/C	100.00	RV - dry
\$60.00	\$60.00	N/C	N/C	Stock Truck
\$20.00	\$20.00	N/C	N/C	Golf Cart
\$200.00	\$200.00	N/C	N/C	50+ AMPS

**SANTA CRUZ COUNTY FAIR TICKET PRICES**

TYPE	2011	2011	2012	2012	2013	2013	2014	2014	NOTES
	PRESALE	GATE	PRESALE	GATE	PRESALE	GATE	PRESALE	GATE	
Adult (ages 13 & up)	\$8.00	\$10.00	\$8.00	\$10.00	\$9.00	\$10.00	\$9.00	\$10.00	
Child (ages 6-12)	\$4.00	\$5.00	\$4.00	\$5.00	\$4.00	\$5.00	\$4.00	\$5.00	kids free on Wednesday
Child (ages 5 & under)			free	free	free	free	free	free	
Senior (62 & over)	\$5.00	\$6.00	\$5.00	\$6.00	\$7.00	\$8.00	\$7.00	\$8.00	Senior Day, Tuesday \$5.00
Group Rate Passes 50 + people			\$7.00		\$8.00		\$8.00		
Parking	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	
Carnival Coupons	\$18.00		\$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		\$15.00		
Parent/Leader Pass - livestock	\$20.00/\$15.00		\$20.00		\$20.00		\$20.00		
Single Day Show - livestock	\$10.00		\$5.00		\$5.00		\$5.00		

2011 - Group (30-99) \$6, Group (100+) \$5; 2012 - group was 20+ people

**No Changes Recommended for 2014**

Santa Cruz County Fair Camping Rates

11/15/2013

	2012	2013	2014
<b>Horseshow – Interim / Fair</b>			
With Hook ups	\$25/night	\$35/night	\$35/night
Dry		\$10/night	\$15/night
<b>Commercial Exhibitor / Concessionaire - Fair Time</b>			
RV - dry	\$80/week		\$100/week
RV - w/hookup	\$160/week		\$200/week
<b>Livestock – Fair Time</b>			
Tent	\$40/week		\$50/week
Pick-up Camper	\$40/week		\$50/week
Trailer	\$80 up to 30', \$5/ft over 30' /week		\$100/week
Motherhome	\$80 up to 30', \$5/ft over 30' /week		\$100/week
<b>Non Fair Time</b>			
All areas including	Dry	\$10/day	\$15/night
R V Park	Electric & water	\$20/day	
	Full hook-up	\$25/day	
	(water, electric, sewer)		\$35/night
	30A + Water + Sewer		\$40/night
	50A + Water + Sewer		
<b>R V Park</b>			
	Sewer Tank Dump		Weekly Rates Available Max Stay = 14 days \$10
<b>RV Group</b>	\$25/night		Group Rates Available