



Santa Cruz County Fair
HERITAGE FOUNDATION

To: Don Dietrich, President
Santa Cruz County Fair

Date: August 14, 2015

From: Jeannie Kegebein, President
The Santa Cruz County Fair
Heritage Foundation

Re: Approval to Apply
for a General ABC
Alcohol Permit

Request:

The Santa Cruz County Fair Board of Directors, as representatives of the State of California, acknowledge their awareness that the Santa Cruz County Fair Heritage Foundation sells alcohol on the Santa Cruz County Fairgrounds and their desire to see the Foundation receive a #47 On-Sale General license to sell beer, wine and hard liquor on the Fairgrounds.

#47 ABC Permit grants us the privilege of selling beer, wine and hard liquor to the general public on state property and allows minors to be present on the premises. This permit is non-transferable.

We would appreciate your approval at your August 25, 2015 board meeting.

Timeframe: approximately 90 days after application is submitted

Background:

Currently the Heritage Foundation obtains an ABC license for each event at the Fairgrounds where beer, wine and/or hard liquor is sold. This requires staff time to generate the paperwork and write individual checks, and the time to obtain the ABC permit, often causing Richard Travis to drive to Salinas for the permit.

Costs: ABC #47 Permit: \$6,000 one-time fee
Legal advice and application preparation: \$2,000
Background checks of Heritage Board Members: \$192
Annual fees: \$292 for one fixed bar
\$292/portable bar selling hard liquor

Financial Justification:

Total cost in 2014 was \$3,529.95
Total cost Jan – June, 2015 was \$1,975.00
Payback in 2 years

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On Sccf stationery

August 25, 2015

Ms. Jean Kegebein, President
The Santa Cruz County Fair Heritage Foundation
P.O. Box 1806
Freedom, CA 95010

Dear Jeannie-

The members of the Santa Cruz County Fair Board of Directors unanimously approve the application by The Santa Cruz County Fair Heritage Foundation for a #47 On-Sale General license to sell beer, wine and hard liquor on the Santa Cruz County Fairgrounds.

We are fully aware that the Heritage Foundation sells alcohol on the grounds of the 14th District Agriculture Association, a California state property. There are multiple events held on this property where alcohol is consumed, and we are pleased that your organization is providing that service.

Sincerely,

Don Dietrich
President