

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

328



**FROM:** Economic Development Agency

**SUBMITTAL DATE:**  
September 20, 2012

**SUBJECT:** Riverside County Fair and Fairgrounds Proposed Rates and Fees for FY2012-2013

**RECOMMENDED MOTION:** That the Board of Supervisors approve the proposed rates and fees for the Riverside County Fair & National Date Festival and Fairgrounds per Exhibits A and B.

**BACKGROUND:** The proposed rates and fees are based on FY 2011-2012 actual cost data and any projected cost increases for the current fiscal year 2012-2013. These increased rates and fees will ensure maximum reimbursement for the cost of services provided.

(Continued)

*Robert Field*

Robert Field  
Assistant County Executive Officer/EDA  
By: Lisa Brandl, Managing Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2012/13

**COMPANION ITEM ON BOARD AGENDA:** No

<b>SOURCE OF FUNDS:</b> N/A	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:** APPROVE  
BY: *Jennifer L. Sargent*  
County Executive Office Signature \_\_\_\_\_

- Dept't Recomm.:  Consent  Policy
- Per Exec. Ofc.:  Consent  Policy

FISCAL PROCEDURES APPROVED  
BY PAUL ANGULO, CPA, AUDITOR-CONTROLLER  
BY RUSSELL S. DOMINSKI 10-2-12  
Departmental Concurrence

**BACKGROUND:** (Continued)

The Riverside County Fair is a 10 day event occurring in February of each year. Since rates and fees have not increased over the last five years, EDA recently analyzed the admission fees, parking fees and other related fair time fees unique to the Fair. Rental and utility cost have increased over the past five years and these increased rates and fees will help reimburse these costs.

Exhibit A shows current rates and fees in column 1. Column 2 shows proposed increases in some fair time rates and fees. Interim events held at the fairgrounds require an onsite event supervisor as well as maintenance and custodial staff support. Rates for the interim use not associated with the Fair is detailed within Exhibit B. Thus, we are proposing an hourly rate to charge for either a 4 hour minimum or an 8 hour minimum rate depending on the services required for the type of interim event.

State funding as of FY 2011-2012 has been suspended which is a loss of annual revenue to the Fair in the amount of \$115,000. The dollar increase in some admission fees will offset the loss of this State revenue.

Overall, rate and fee increases have been kept as low as possible to cover the cost of doing business and to keep low cost entertainment value available to Riverside County Fair guests and patrons using the fairgrounds for special events.

Exhibit A  
Economic Development Agency  
2012-2013 Riverside County Fair Rates and Fees

**Division: Riverside County Fair**

<b>Fairtime Fees</b>	<b>2011-2012 Fee Amount</b>	<b>2012-2013 Fee Amount</b>
Adult Pre-Sale / Fairtime Admissions	\$ 7.00 / 8.00	\$ 8.00 / 9.00
Senior Pre-Sale / Fairtime Admissions	\$ 6.00 / 7.00	\$ 7.00 / 8.00
Youth Pre-Sale / Fairtime Admissions	\$ 5.00 / 6.00	\$ 6.00 / 7.00
Season Pass Pre-Sale / Fairtime Admissions	\$ 25.00 / 30.00	\$ 25.00 / 30.00
Unlimited Carnival Ride Pass Pre-Sale / Fairtime	\$ 20.00 / 25.00	\$ 20.00 / 25.00
Livestock Admission Wristband Pre-Sale	\$ 10.00	\$ 10.00
Livestock Admission Wristband	\$ 15.00	\$ 15.00
Public Parking	\$ 7.00	\$ 7.00
Preferred parking gate 5A		\$ 10.00
<b>Fairtime Vendors</b>	<b>2011-2012 Fee Amount</b>	<b>2012-2013 Fee Amount</b>
Electrical Charge	\$ 150.00	\$ 175.00
Seasonal General RV Parking	\$ 374.00	\$ 425.00
Seasonal Guaranteed Full Hook-up	\$ 510.00	\$ 595.00
Additional Auto Parking w/ RV	\$ 50.00	\$ 75.00
Vendor Credential Badge (10 Day Admission Pass)	\$ 15.00	\$ 15.00
Single Admission Day Pass	\$ 2.00	\$ 5.00
Auto Parking (Book of 10 tickets)	\$ 10.00	\$ 50.00
Rules & Regulations Non Profit Deposit (per contract)	\$ 100.00	N/A
Rules & Regulations Commercial Vendor Deposit (per contract)	\$ 200.00	N/A
Preferred Parking Gate 2 (Per car, no trucks or vans-limited spaces)	\$ 100.00	\$ 125.00
CFSA Insurance Food - \$160 (Includes a separate \$10 fair processing fee)	\$ 170.00	\$ 170.00
CFSA Insurance Commercial - \$120 (Includes a separate \$10 fair processing fee)	\$ 130.00	\$ 130.00
Delivery Pass Gate 7/9 per event	\$ 10.00	\$ 10.00
Season Cold Storage	\$ 300.00	\$ 350.00
Dry Storage	\$ 100.00	\$ 150.00
Tent Prices (based on 10x10 size) (Price increased by size)	\$ 130.00	N/A
Golf Cart Permit (per unit)	\$ 100.00	\$ 100.00
Telephone Line (See order instructions in handbook) /No longer offered to Vendors	\$ 200.00	N/A

Exhibit B  
Economic Development Agency  
2012-2013 Fairgrounds Rates (Non-Fair use)

Rental Facilities	2011-2012 Rates Per Day	2012-2013 Rates Per Day
Grandstand Arena	\$ 1,800.00	\$ 2,000.00
Fullenwider Auditorium	\$ 2,500.00	\$ 2,500.00
Taj Mahal	\$ 2,000.00	\$ 2,000.00
Fine Arts Building	\$ 500.00	\$ 500.00
Arena (Duplicate of Grandstand Arena)	\$ 1,800.00	N/A
Amphitheater	\$ 500.00	\$ 1,000.00
South Parking Lot 5	\$ 500.00	\$ 1,000.00
Parking Lots 2 and 5	\$ 500.00	\$ 500.00
RV Parking Lot	\$ 500.00	\$ 1,000.00
Junior Building - north half	\$ 500.00	\$ 500.00
Electronic Sign Board (per week)	\$ 100.00	\$ 100.00
RV - Parking - full or partial hook up	\$ 20.00	\$ 30.00
Ticket Booths (each)	\$ 50.00	\$ 50.00
Parking Fee (per vehicle)	\$ 5.00	\$ 5.00
Trams (each section per day)	\$ 500.00	\$ 500.00
Surcharge for Dance events	\$ 1,000.00	\$ 1,000.00
Telephone Connection (per phone line)	\$ 200.00	\$ 200.00
North Mall Section 1 & 2	\$ 250.00	\$ 250.00
Event Maintenance Rate hourly / Overtime Rate		\$35.79 per hour / \$53.69 overtime
Event Maintenance Rate / 4 hour minimum day prior to event.		\$214.74
Event Maintenance Rate / 8 hour minimum day of event.		\$429.48
Event Custodial Rate( Tap).		\$14.29
Event Custodial Rate/ based on 4 staff at 8 hours minimum.		\$57.16 per hour / \$457.28
Event Supervision Rate hourly / Overtime Rate		\$27.10 per hour / \$57.96 overtime
Event Supervision Rate hourly / 4 hour minimum		\$231.00
<b>Deposits</b>		
1) Calendar deposit for concerts, dances, and multi-day exhibits.	\$ 1,000.00	\$ 1,000.00
2) Calendar deposit for weddings and quinceaneras.	\$ 200.00	\$ 200.00
3) Refundable damages/cleaning/storage deposit or more applies to all listed uses and must be paid prior to move-in/set-up of event.	\$ 1,000.00	\$ 1,000.00
4) Refundable damage/cleaning storage deposit for weddings and quinceaneras.	\$ 500.00	\$ 500.00
<b>Cancellation Policy</b>		
90 days or more will receive a full refund, 89 to 30 days prior to the event the \$200 deposit is not returned, 29 days or less will receive no refund.		