

815



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

**FROM:** Economic Development Agency

**SUBMITTAL DATE:**  
September 12, 2013

**SUBJECT:** Riverside County Fair and Fairgrounds Proposed Rates and Fees for FY2013-2014

**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 2012-2013 actual cost data and any projected cost increases for the current fiscal year 2013-2014. These increased rates and fees will ensure maximum reimbursement for the cost of services provided.

(Continued)

Robert Field  
Assistant County Executive Officer/EDA

<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:	2013/14

**COMPANION ITEM ON BOARD AGENDA:** No

**SOURCE OF FUNDS:** N/A

Positions To Be Deleted Per A-30	<input type="checkbox"/>
Requires 4/5 Vote	<input checked="" type="checkbox"/>

**C.E.O. RECOMMENDATION:** APPROVE

BY:   
Jennifer L. Sargent

**County Executive Office Signature**

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

Prev. Agn. Ref.: 3.34 of 11/6/12

District: 4/4

Agenda Number: **3-22**

**BACKGROUND:** (Continued)

The Riverside County Fair is a 10 day event occurring in February of each year. EDA recently analyzed the parking and other fees unique to the fair. Increases in maintenance costs related to the parking areas will be offset by the increase in parking fees.

Exhibit A shows fair time rates and fees. Column 1 reflects current rates and fees while column 2 shows proposed increases in some fair time rates and fees. General public parking fees for the fairgrounds have not been increased in several years. A vendor application fee has been added to help offset administrative costs involved with processing these applications. Exhibit B shows rates for the interim use of the fairgrounds. The rental use fee for the electronic sign has been increased to offset ongoing maintenance costs. The parking fee for major events has been added for interim events such as monster truck shows. A return warrant fee has been added to offset administrative costs and fees associated with collections activity.

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. Changes in various rates are needed to recover for the ongoing maintenance and operational costs of doing business. Admission fees remain at the same rate and are not changing.

Attachments:

Exhibit A  
Exhibit B

Exhibit "A"  
Economic Development Agency - Fair  
2013-2014 Rates Charged for Current Services

**Division: Riverside County Fair**

<b>Fairtime Fees</b>	<b>2012-2013 Fee Amount</b>	<b>2013-2014 Fee Amount</b>
Adult Pre-Sale / Fairtime Admissions	\$ 8.00 / 9.00	\$ 8.00 / 9.00
Senior Pre-Sale / Fairtime Admissions	\$ 7.00 / 8.00	\$ 7.00 / 8.00
Youth Pre-Sale / Fairtime Admissions	\$ 6.00 / 7.00	\$ 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	<b>\$ 8.00</b>
Preferred parking gate 5A	\$ 10.00	<b>\$ 12.00</b>
Public Parking - RV per Night	\$10.00	\$ 10.00
<b>Fairtime Vendors</b>	<b>2012-2013 Fee Amount</b>	<b>2013-2014 Fee Amount</b>
Electrical Charge	\$ 175.00	\$ 175.00
Seasonal General RV Parking	\$ 425.00	\$ 425.00
Seasonal Guaranteed Full Hook-up	\$ 595.00	\$ 595.00
Additional Auto Parking w/ RV	\$ 75.00	\$ 75.00
Vendor Credential Badge (10 Day Admission Pass)	\$ 15.00	\$ 15.00
Single Admission Day Pass	\$ 5.00	\$ 5.00
Auto Parking (Book of 10 tickets)	\$ 50.00	\$ 50.00
Rules & Regulations Non Profit Deposit (per contract)	N/A	N/A
Rules & Regulations Commercial Vendor Deposit (per contract)	N/A	N/A
Preferred Parking Gate 2 (Per car, no trucks or vans-limited spaces)	\$ 125.00	\$ 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	\$ 350.00	\$ 350.00
Dry Storage	\$ 150.00	\$ 150.00
Tent Prices (based on 10x10 size) (Price increased by size)	N/A	N/A
Golf Cart Permit (per unit)	\$ 100.00	\$ 100.00
Telephone Line (See order instructions in handbook) /No longer offered to	N/A	N/A
Non refundable application fee	N/A	<b>\$ 25.00</b>

Exhibit "B"  
Economic Development Agency - Fair  
2013-2014 Rates Charged for Current Services

**Division: Riverside County Fair**

<b>Rental Facilities</b>	<b>2012-2013 Fee Amount</b>	<b>2013-2014 Fee Amount</b>
Grandstand Arena	\$ 2,000.00	\$ 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)	N/A	N/A
Amphitheater	\$ 1,000.00	\$ 1,000.00
South Parking Lot 5	\$ 1,000.00	\$ 1,000.00
Parking Lots 2 and 5	\$ 500.00	\$ 500.00
RV Parking Lot	\$ 1,000.00	\$ 1,000.00
Junior Building - north half	\$ 500.00	\$ 500.00
Electronic Sign Board (per week)	\$ 100.00	<b>\$ 200.00</b>
RV - Parking - full or partial hook up	\$ 30.00	\$ 30.00
Ticket Booths (each)	\$ 50.00	\$ 50.00
Parking Fee (per vehicle) Minor Event	\$ 5.00	\$ 5.00
Parking Fee (per vehicle) Major Event	\$ 5.00	<b>\$ 10.00</b>
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	\$35.79 per hour / \$53.69 overtime
Event Maintenance Rate / 4 hour minimum day prior to event.	\$214.74	\$214.74
Event Maintenance Rate / 8 hour minimum day of event.	\$429.48	\$429.48
Event Custodial Rate( Tap).	\$14.29	\$14.29
Event Custodial Rate/ based on 4 staff at 8 hours minimum.	\$57.16 per hour / \$457.28	\$57.16 per hour / \$457.28
Event Supervision Rate hourley / Overtime Rate	\$27.10 per hour / \$57.96 overtime	\$27.10 per hour / \$57.96 overtime
Event Supervision Rate hourley / 4 hour minimum	\$231.00	\$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.		
<b>Return checks</b>		
Not Sufficient Fund return check fee		<b>\$ 25.00</b>