

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

239



FROM: Economic Development Agency

SUBMITTAL DATE:
September 10, 2015

SUBJECT: Riverside County Fair & National Date Festival Proposed Rates and Fees for FY 2015-2016, District 4, [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve the Resolution No. 2015-218, authorizing fee increases and new fees for the Riverside County Fair and National Date Festival for 2015-16.

BACKGROUND:

Summary The proposed fair time rates and fees are based on actual cost data and projected cost increases for the current fiscal year 2015-2016. A new non fair time rental rate has been included to generate revenue from the newly available building after the closure of the Shalimar Satellite Wagering Center. These increased rates and fees will ensure maximum reimbursement for the cost of services provided.

(Continued)

Robert Field
Assistant County Executive Officer/EDA

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ 0	\$ 0	\$ 0	\$ 0	Consent <input type="checkbox"/> Policy <input checked="" type="checkbox"/>
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0	
SOURCE OF FUNDS: N/A				Budget Adjustment: No	
				For Fiscal Year: 2015-16	

C.E.O. RECOMMENDATION:

APPROVE

BY:
Rohini Dasika

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

FISCAL PROCEDURES APPROVED
PAUL ANGLIO, CPA, AUDITOR-CONTROLLER
BY: 9/10/15
Departmental Concurrence

FORM APPROVED COUNTY COUNSEL
BY: 9/10/15
DATE
GREGORY P. PRIAMOS

- A-30
- 4/5 Vote
- Positions Added
- Change Order

Prev. Agn. Ref.: 3.22 of 9/24/13

District: 4

Agenda Number:

3-9

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

Economic Development Agency

FORM 11: Riverside County Fair & National Date Festival Proposed Rates and Fees for FY 2015-2016,
District 4, [\$0]

DATE: September 10, 2015

Page 2 of 2

BACKGROUND:

Summary (continued)

The Riverside County Fair is a 10 day event occurring in February of each year. EDA recently reviewed the costs related to several fair time fee areas and have made proposed increases where necessary. EDA has included a fully comprehensive listing of fair time fees.

Increases have been made to admissions to help cover COLA increases and the additional direct expenses related to over 100 TAP staff employed during fair time. The increase will also help cover costs related to the addition of a maintenance position needed to work special events and maintain the large grounds. Vendors will have a minor increase related to preferred parking fees used to cover the cost of an additional security, and an increase to offset the increase of California Fair Service Authority (CFSA) mandatory Liability Insurance fees. In addition, two new fees have been introduced for dry camping, which allows the Fair to recover fees for overnight parking of non-RV vehicles that were previously parking overnight, as well as an RV overflow parking fee for additional vehicles.

A new rental fee has been added to the non-fair time rates for the now available building formerly housing the Shalimar Satellite Wagering Center, which closed on August 2, 2015. These rates are established for any future rental interests and will be potentially new revenues for the Fair.

Impact on Residents and Businesses

Overall, rate and fee increases have historically 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.

SUPPLEMENTAL:

Additional Fiscal Information

There are no net county costs and no budget adjustment is required.

ATTACHMENTS:

Exhibit A - Fairtime Fees

Exhibit B – Rental Facilities

Exhibit "A"
Economic Development Agency - Fair
2015-2016 Rates Charged for Current Services

Division: Riverside County Fair

Fairtime Fees	2013-2014 Fee Amount	2015-2016 Fee Amount
Adult Pre-Sale / Fairtime Admissions - Single Admission	\$ 8.00 / 9.00	\$ 9.00 / 10.00
Senior Pre-Sale / Fairtime Admissions - Single Admission	\$ 7.00 / 8.00	\$ 8.00 / 9.00
Youth Pre-Sale / Fairtime Admissions - Single Admission	\$ 6.00 / 7.00	\$ 7.00 / 8.00
Season Pass Pre-Sale / Fairtime Admissions - Single Admission	\$ 25.00 / 30.00	\$ 25.00 / 30.00
Group Tickets / Bus Tours - 25 or more	\$ 6.00	\$ 7.00
Unlimited Carnival Ride Pass Pre-Sale - Single Admission	\$ 22.00	\$ 22.00
Unlimited Carnival Ride Pass Fairtime Single Admission (\$25.00 weekdays/\$28.00 weekend & holiday)	\$ 25.00/28.00	\$ 25.00/28.00
Livestock Admission Wristband Pre-Sale - Single Admission	\$ 10.00	\$ 10.00
Livestock Admission Wristband - Single Admission	\$ 15.00	\$ 15.00
Public Parking - Per Vehicle	\$ 8.00	\$ 8.00
Preferred Parking Gate 5A - Per Vehicle	\$ 12.00	\$ 12.00
Public Parking - RV Per Night - Per Vehicle	\$ 10.00	\$ 10.00
Fairtime Vendors	2013-2014 Fee Amount	2015-2016 Fee Amount
Electrical Charge - 10 days of the Fair	\$ 175.00	\$ 175.00
General RV Parking - 10 days of the Fair	\$ 425.00	\$ 425.00
Guaranteed Full Hook-up - 10 days of the Fair	\$ 595.00	\$ 595.00
Additional Auto Parking w/ RV - 10 days of the Fair	\$ 75.00	\$ 75.00
Vendor Credential Badge (10 Day Admission Pass)	\$ 15.00	\$ 15.00
Single Admission Day Pass - per day	\$ 5.00	\$ 5.00
Auto Parking (book of 10 tickets) / individual tickets \$5.00 Each - per day	\$ 50.00	\$ 5.00
Preferred Parking Gate 3 (Per car, no trucks or vans-limited spaces) - 10 days of the Fair	\$ 125.00	\$ 150.00
CFSA Insurance Processing Fee	\$ 10.00	\$ 10.00
Delivery Pass Gate 7/9 per event	\$ 10.00	\$ 10.00
Cold Storage - 10 days of the Fair	\$ 350.00	\$ 350.00
Dead Storage - 10 days of the Fair	\$ 150.00	\$ 150.00
Golf Cart Permit (per unit)	\$ 100.00	\$ 100.00
Non Refundable Application Fee - per vendor	\$ 25.00	\$ 25.00
Dry Camping - 10 days of the Fair	N/A	\$ 200.00
RV Overflow Parking - 10 days of the Fair	N/A	\$ 75.00

Exhibit "B"
 Economic Development Agency - Fair
 2015-2016 Rates Charged for Current Services

Rental Facilities	2013-2014 Fee Amount	2015-2016 Fee Amount
Grandstand Arena - per event	\$ 2,000.00	\$ 2,000.00
Fullenwider Auditorium - per event	\$ 2,500.00	\$ 2,500.00
Taj Mahal Building - per event	\$ 2,000.00	\$ 2,000.00
Fine Arts Building - per event	\$ 500.00	\$ 500.00
Shalimar Building - per event	N/A	\$ 1,500.00
Shalimar Building - Non Profit - per event	N/A	\$ 750.00
Arena (duplicate of Grandstand Arena)	N/A	N/A
Amphitheater - per event	\$ 1,000.00	\$ 1,000.00
South Parking Lot 5 - per event	\$ 1,000.00	\$ 1,000.00
Parking Lots 2 - per event	\$ 500.00	\$ 500.00
RV Parking Lot - per event	\$ 1,000.00	\$ 1,000.00
Junior Building - North Half - per event	\$ 500.00	\$ 500.00
Electronic Sign Board (per week)	\$ 200.00	\$ 200.00
RV - Parking -(full or partial hook up) - per day	\$ 30.00	\$ 30.00
Ticket Booths (each) - per event	\$ 50.00	\$ 50.00
Parking Fee (per vehicle) Minor Event	\$ 5.00	\$ 5.00
Parking Fee (per vehicle) Major Event	\$ 10.00	\$ 10.00
Trams (each section per day)	\$ 500.00	\$ 500.00
Surcharge per Dance events.	\$ 1,000.00	\$ 1,000.00
Telephone Connection (per phone line)	\$ 200.00	\$ 200.00
North Mall Section 1 & 2 per event	\$ 250.00	\$ 250.00
Event Maintenance Rate Hourly / Overtime Rate	\$35.79 per hour / \$53.69 overtime	\$43.53 per hour / \$46.64 overtime
Event Maintenance Rate / 4 Hour Minimum Day Prior to Event	\$214.74	\$186.54
Event Maintenance Rate / 8 Hour Minimum Day of Event	\$429.48	\$373.08
Event Custodial Rate(TAP) this includes an overhead rate	\$14.29 per hour	\$12.59 per hour
Event Custodial Rate/ Based on 4 Staff at 8 Hours Minimum	\$57.16 per hour / \$457.28	\$50.34 per hour / \$402.72
Event Supervision Rate hourly / Overtime Rate	\$27.10 per hour / \$57.96 overtime	\$49.60 per hour / \$53.15 overtime
Event Supervision Rate hourly / 4 Hour Minimum	\$231.00	\$212.58
Deposits		
1) Calendar deposit per concerts, dances, and multi-day exhibits	\$ 1,000.00	\$ 1,000.00
2) Calendar deposit per 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 per weddings and quinceaneras	\$ 500.00	\$ 500.00
Cancellation Policy		
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		
Return checks		
Not Sufficient Fund Return Check Fee	25.00	\$ 25.00

2 RESOLUTION NO. 2015-218

3 A RESOLUTION OF THE COUNTY OF RIVERSIDE AUTHORIZING
4 FEE INCREASES AND NEW FEES FOR THE RIVERSIDE COUNTY
5 FAIR AND NATIONAL DATE FESTIVAL FOR 2015-16

6 WHEREAS, the County of Riverside ("County") operates the Riverside County Fair and National
7 Date Festival ("Fair");

8 WHEREAS, the County Board of Supervisors must approve a resolution to implement new or
9 increased Fair fees pursuant to Government Code Section 50402(a);

10 NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of the County of Riverside
11 assembled in regular session September __, 2015 as follows:

12 Section 1. NEW FAIR FEES. The following Fair fees shall be new for 2015-2016:

- 13 - Fair vendors only: Dry camping (10 days of the Fair): \$200.00
- 14 - Fair vendors only: RV overflow parking (10 days of Fair): \$75.00
- 15 - Shalimar Building rental: \$1,500.00 per event; \$750.00 per non-profit event

16 Section 2. FAIR FEES INCREASED. The following Fair fees are increased for 2015-2016:

- 17 - Adult Fair single admission: \$10.00; \$9.00 pre-sale
18 Prior fee: \$9.00; \$8.00
- 19 - Senior Fair single admission: \$9.00; \$8.00 pre-sale
20 Prior fee: \$8.00; \$7.00
- 21 - Youth Fair single admission: \$8.00; \$7.00 pre-sale
22 Prior fee: \$7.00; \$6.00
- 23 - Group tickets or Bus tours (minimum 25): \$7.00 single admission
24 Prior fee: \$6.00

FORM APPROVED COUNTY COUNSEL
BY: [Signature] 9/15/15
DATE: 9/15/15

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- Fair vendors only: Preferred parking at Gate 3 (10 days of the Fair): \$150.00 per car, limited spaces, no trucks or vans
Prior fee: \$125.00

Section 3. These fees do not exceed the cost of the services provided.

Section 4. EFFECTIVE DATE. This resolution shall be effective immediately upon its approval and adoption.