

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



ITEM
3.43
(ID # 4958)

MEETING DATE:

Tuesday, August 29, 2017

FROM : ECONOMIC DEVELOPMENT AGENCY (EDA):

SUBJECT: ECONOMIC DEVELOPMENT AGENCY (EDA): Riverside County Fair & National Date Festival Proposed Rates and Fees for FY 2017-2018, District 4, [\$0]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Find that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301, Existing Facilities and Section 15061 (b)(3);
2. Approve the rates and fees for the Riverside County Fair and National Date Festival as per Exhibit A and Exhibit B.

ACTION: Policy

Robert Field, Assistant County Executive Officer/EDA

8/1/2017

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Ashley, seconded by Supervisor Perez and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Washington, Perez and Ashley
Nays: None
Absent: Tavaglione
Date: August 29, 2017
xc: EDA

Kecia Harper-Ihem
Clerk of the Board

By:
Deputy

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

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$ 0	\$ 0	\$ 0	\$ 0
NET COUNTY COST	\$ 0	\$ 0	\$ 0	\$ 0
SOURCE OF FUNDS: N/A			Budget Adjustment: No	
			For Fiscal Year: 2017-2018	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The proposed fairtime and non-fairtime rates and fees are based on Department policy decisions, actual cost data and projected cost increases for the current fiscal year 2017-2018. These increased rates and fees will ensure maximum reimbursement for the cost of services provided.

The Riverside County Fair is a 10 day event occurring in February of each year. The Economic Development Agency (EDA) recently reviewed the costs related to several fees in different areas and have made proposed increases where necessary. EDA has included a fully comprehensive listing of fairtime and non-fairtime fees as shown in the attached, Exhibit A and B.

Increases have been made to admissions to help cover minimum wage increases and the additional direct expenses related to over 200 TAP staff employed during fair time. Vendors will have a minor increase related to preferred parking and electrical fees, which will be used to cover the cost of utility expenses and to help offset the cost of maintaining the Fair. An increase to the rental price of the Fullenwider and Queen's Gallery Buildings are included to help offset staff time spent on reviewing event plans, coordinating with other agencies such as the Sheriff, security companies, and parking contractor, as well as ensuring all County's rules and regulations are adhered to before and during the event.

Impact on Residents and Businesses

Historically, rate and fee increases have been kept as low as possible to cover the cost of doing business and keep quality entertainment affordable for Riverside County residents. The Fair continues to be the best value for family entertainment in the community by offering free entertainment with the price of admission that includes concerts, monster trucks shows, and demolition derbies.

Additional Fiscal Information

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

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Attachments:

- Exhibit A
- Exhibit B

RF:JWW:TM:PS:MW:EO MT 4958


Marla Pendleton, Internal Audits Principal Accountant

8/4/2017


Nehini Lasika, Principal Management Analyst

8/21/2017

Exhibit "A"
 Economic Development Agency - Fair
 2017-2018 Rates Charged for Fairtime

Division: Riverside County Fair		Fairtime Fees	2016-2017	2017-2018	Fee Amount
		Adult Pre-Sale / Fairtime Admissions - Single Admission	\$	9.00 / 10.00	\$ 10.00 / 11.00
		Senior Pre-Sale / Fairtime Admissions - Single Admission	\$	8.00 / 9.00	\$ 9.00 / 10.00
		Youth Pre-Sale / Fairtime Admissions - Single Admission	\$	7.00 / 8.00	\$ 8.00 / 9.00
		Season Pass Pre-Sale / Fairtime Admissions - Single Admission	\$	25.00 / 30.00	\$ 25.00 / 30.00
		Group Tickets / Bus Tours - 25 or more	\$	7.00	\$ 8.00
		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	\$	10.00	\$ 10.00
		Preferred Parking Gate 5A - Per Vehicle	\$	15.00	\$ 15.00
		Public Parking - RV Per Night - Per Vehicle	\$	15.00	\$ 15.00
		Online Convenience Fee	\$	\$1 / \$3.50	\$1 / \$3.50
		Fairtime Vendors		2016-2017	Fee Amount
		Electrical Charge - 10 days of the Fair	\$	175.00	Based on amps used: 50 amps - \$200, 70 amps - \$275, 100 amps - \$325
		General RV Parking - 10 days of the Fair	\$	425.00	\$ 425.00
		Guaranteed Full Hook-up - 10 days of the Fair	\$	595.00	\$ 650.00
		Additional Auto Parking w/ RV - 10 days of the Fair	\$	75.00	\$ 75.00
		Vendor-Credential Badge (10 Day Admission Pass)	\$	-	-
		Single Admission Day Pass - per day	\$	5.00	\$ 5.00
		Auto Parking / individual tickets \$10 Each - per day (Gate 5A)	\$	5.00	\$ 10.00
		Preferred Parking Gate 3 (Per car, no trucks or vans-limited spaces) - 10 days of the Fair	\$	150.00	\$ 150.00
		CFSA Insurance Food - \$160 (Includes a separate \$10 fair processing fee)	\$	10.00	\$ 10.00
		CFSA Insurance Commercial - \$145 (Includes a separate \$10 fair 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 (Lot 12)	\$	50.00	\$ 50.00
		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	\$	200.00	\$ 200.00
		RV Overflow Parking - 10 days of the Fair	\$	75.00	\$ 75.00

Exhibit "B"
 Economic Development Agency - Fair
 2017-2018 Rates Charged for Interim Events

Rental Facilities	2016-2017 Fee Amount	2017-2018 Fee Amount
Grandstand Arena - per event	\$ 2,000.00	\$ 2,000.00
Fullenwider Auditorium - per event	\$ 2,500.00	\$ 3,000.00
Taj Mahal Building - per event	\$ 2,000.00	\$ 2,000.00
Queens Gallery Building - per event	\$ 500.00	\$ 750.00
Shalimar Building - per event	\$ 1,500.00	\$ 1,500.00
Shalimar Building - Non Profit - per event	\$ -	\$ -
Shalimar Building - County Departments (Regular work hours)-Only	\$ 500.00	\$ 500.00
Rental Facilities		
Arena (duplicate of Grandstand Arena)	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	\$ 6.00	\$ 6.00
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)	\$ -	\$ -
North Mall Section 1 & 2 per event	\$ 250.00	\$ 250.00
Event Maintenance Rate Hourly / Overtime Rate	\$43.53 per hr; \$46.64 per hr OT	\$43.53 per hr; \$46.64 per hr OT
Event Maintenance Rate / 4 Hour Minimum Day Prior to Event.	\$186.54	\$186.54
Event Maintenance Rate / 10 Hour Minimum Day of Event	\$466.35	\$466.35
Event Custodial Rate (TAP) this includes an overhead rate.	\$13.33 per hour	\$13.33 per hour
Event Custodial Rate/ Based on 4 Staff at 10 Hours Minimum.	\$53.31 per hour / \$533.13	\$53.31 per hour / \$533.13
Event Supervision Rate hourly / Overtime Rate	\$52.33 per hr; \$56.07 per hr OT	\$52.33 per hr; \$56.07 per hr OT
Event Supervision Rate hourly / 4 Hour Minimum	\$224.26	\$224.26
Event Supervision Rate hourly/10 Hour Minimum	\$560.66	\$560.66

Exhibit "B"
 Economic Development Agency - Fair
 2017-2018 Rates Charged for Interim Events

Stage and Equipment	2016-2017 Fee Amount	2017-2018 Fee Amount
Stage Set up/Tear Down	\$ 250.00	\$ 250.00
Benches (each)	\$ 10.00	\$ 10.00
Bleachers (each)	\$ 150.00	\$ 150.00
Picnic Tables (each)	\$ 10.00	\$ 10.00
Chairs (each)	\$ 1.00	\$ 1.00
Tables (6 foot rectangle table) (each)	\$ 9.00	\$ 9.00
Tables round (each)	\$ 9.00	\$ 9.00
Deposits		
1) Calendar deposit per concerts, dances, and multi-day exhibits.	25% of total event	25% of total event
2) Calendar deposit per weddings and quinceneras.	25% of total event	25% of total event
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 quinceneras.	\$ 500.00	\$ 500.00
Cancellation Policy		
	All cancellations must be submitted in writing to Fairgrounds Management. Verbal cancellation will not be accepted. If a cancellation occurs more than 30 days prior to the event, all payments will be refunded except for the 25% calendar deposit. If cancellation is less than 30 days prior to the event, all paid fees are forfeited and a refund will not be issued.	
Return checks		
Not Sufficient Return Check Fee	\$ 25.00	\$ 25.00