



# CLIENT'S INFORMATION PACKET FOR PUBLIC EVENTS

*The Monterey County Fair & Event Center (MCFEC) believes each event held at its site to be unique and special and reviews every option available when creating an agreement with a new client hoping to stage an event here*

**STEP ONE Submit an Event Request Form with a Letter of Introduction.** This letter should include the following information:

- 1 Describe who the ‘client (s)’ are and their role in the event
- 2 Describe the event
- 3 Describe other key people in promotion/production
4. Three references from previous venues used upon receipt of the request form and letter, the Event Coordinator will submit them to the CEO and the Board of Directors for approval. Rental requests are reviewed on a “first-come, first served” basis at the discretion of management.

**STEP TWO A quote for the costs will be generated** and given to client.

- This quote is a non-binding document that includes the cost of each line item of grounds, buildings and equipment requested with quantities from the standard “rack” rates.

**STEP THREE A deposit must be paid** to the order of the Monterey County Fair & Event Center to secure the dates and areas of use for the event.

- Security Deposit rates are as follows and will be itemized on the quote:
  - \$500.00 *building rentals*
  - \$1,000.00 *medium sized events based on facility usage & estimated attendance*
  - \$3,000.00 *large events based on facility usage & estimated attendance*
- Deposit can be paid via cash, credit card, business check, banker’s check or money order.
- This deposit is only refundable after the event has taken place.
- If client cannot keep the date of the event, client may transfer the deposit one time to a new date within the calendar year.

**STEP FOUR An agreement will be written** by the Event Coordinator and executed by the CEO of the MCFEC and presented to client or the primary contact for signature.

- Amendments or changes to the areas of use and equipment rented are acceptable after agreement is signed.
- Calendar date changes to the event require that a new agreement be executed.
  - A **\$25 replacement fee** will be assessed to change the date or replace a lost agreement.

**STEP FIVE Payment deadlines, Rules & Regulations** and all other requirements and deadlines as set forth in the agreement must be acknowledged and adhered to.

- It is the client’s responsibility to educate themselves of requirements. At any time if client has questions, need clarification or additional information it is their responsibility to ask and obtain what it is they are seeking.
- Failure to acknowledge or adhere to the requirements and rules set forth may cause additional assessment of fees or forfeiture of deposit

# FREQUENTLY ASKED QUESTIONS

## PAYMENTS FOR RENTAL

A deposit is required at the time of confirming a date for the use of any building/grounds rental or service.

The total rental amount specified in the agreement is due no later than thirty (30) days prior to moving onto the Fairgrounds, unless otherwise specified.

Client will be penalized a minimum of 1.5% of the outstanding payment and/or balance owing, if payments are not made as specified in the agreement.

Please note that if payments are not made as specified in the agreement, the MCFEC reserves the right to cancel the event within 30 days of the date and all monies will be forfeited.

Should the client cancel the event within thirty (30) days prior, 50% of the money paid (excluding deposit) will be refunded upon approval from the MCFEC.

Deposit is refundable within thirty (30) days after the event, provided no additional fees have been assessed.

- **CHANGE OF DATE**

A \$25 replacement fee will be charged for lost contracts or to change the date after a contract has been signed.

- **CANCELLATIONS**

Cancellations made any time prior to the date of the event will cause the client to forfeit the entire amount of the deposit.

## TICKET FEES AND TICKET SALES (over 3,000 attendees)

Events expecting a paid attendance of 3,000 or more are required to add a \$1.00 Venue Fee to the ticket price of the event gate ticket. This fee is not applicable to tickets for “extra events” within the main event. RENTER is required to complete an Event Re-Cap Report and return it to the MCFEC no more than 48 hours after the conclusion of the event. The client will be invoiced \$1.00 per ticket sold based on the information provided on the re-cap. Payment of said fee is due no later than 1 week from the conclusion of the event. All revenues generated from this fee will be used for capital improvements to the property.

The MCFEC can be used as a Ticket Sales Outlet. A \$5.00 convenience fee will be added to the price of each ticket sold through the Event Center Office, which is paid by the purchaser.

The MCFEC does NOT have ticket printing services. A referral can be provided upon request.

## **LIABILITY INSURANCE**

All clients, vendors and exhibitors will be required to provide evidence of insurance protecting the legal liability of the MCFEC from occurrences such as bodily injury and property damage. Additional information, including the amount of coverage, required items to be listed on the Certificate of Insurance and alternative sources for insurance can be obtained from the Event Coordinator.

- Special Event insurance coverage through the Fairgrounds is subject to approval.
  - Not all types of events or all genres of music can be covered by the CFSA
  - The rate for the policy depends on the number of attendees

## **STAFFING**

There is no other representative of the MCFEC available during the event other than the Maintenance/Production staff and hired security.

- If there is a problem on the day of the event, client should contact the Maintenance Staff.
  - Regular Maintenance hours are from 8:00 a.m. to 4:30 p.m., with the exception of holidays.
  - The rate of pay for regular Maintenance services is \$35.00 per hour.
  - Skilled labor (electrical, construction, tractor or forklift) rates are \$75.00 per hour.
  - Any time MCFEC or Maintenance staff is on duty after 4:30 pm, the rate of pay is \$55.00 per hour.
  - The MCFEC and/or Maintenance staff has complete access to all areas/building(s) rented and may enter the assigned building(s) at any time during the event.

## **FOOD/BEVERAGE/CATERING POLICY**

There shall be no food or beverage sold on the Fairgrounds without prior approval.

No ice chests, cans, bottles or containers are allowed on the grounds by Attendees. Client is responsible for posting signage and enforcing this rule.

Any caterers at the MCFEC must provide proof of insurance that meets the requirements of the MCFEC. All food and beverage providers must meet the requirements of the Monterey County Health Department.

Kitchens are available to rent for private use as well. Please speak with the Sales & Event Coordinator for more information about on site kitchens.

## **ALCOHOL POLICY**

RS Management holds the exclusive liquor license for the grounds and are the only people allowed to sell or serve alcohol on the premises. This includes both public and private events.

It is unlawful for any person(s) or organization(s) to bring alcoholic beverages on these premises;

- Liquor shall be confiscated and a fee of \$500.00 will be charged to client's agreement.

The sale of beer or alcoholic beverages may be rescinded at any time it is deemed necessary for public health and safety.

Liquor service will discontinue one hour before the conclusion of the event.

## **VENDORS**

The MCFEC does not limit or prohibit the variety or number of outside vendors that the client solicits for their event.

The MCFEC does not charge a fee for sub-letting vendor space.

The MCFEC does not charge a percentage of sales from Vendors except for Food Concessions.

Promoters must provide the Event Coordinator with a list of vendors on a excel sheet no less than 14 days before event. (Please see last page for sample layout.)

## **CRAFT / COMMERCIAL VENDORS**

All Vendors must abide by the insurance requirements as stated in #2 of Rules & Regulations. Additionally, all vendors must possess a valid State of CA resellers permit and City of Monterey Business License. It is the client's responsibility to collect and verify validity of the above items.

## **FOOD & FOOD VENDORS**

Should an outside Caterer(s)/Food Vendor(s) be contracted to sell food and non-alcoholic beverages for an event, it is the client's responsibility to inform them that the agreement signed between the client and the MCFEC obligates the outside Caterer / food vendor to pay the MCFEC a minimum guarantee of 22.5% vs. \$200.00 (whichever is greater) of all gross food sales after taxes are removed;

- Cash register tapes, sales receipts, or invoices must support sales figures.
- Food Vendors must abide by the insurance requirements as stated in Rule 2 of Rules & Regulations.
- Food Vendors must possess a current Monterey County health permit as well as valid State of CA resellers permit and City of Monterey Business License.
- It is the client's responsibility to collect and verify validity of the above items.

## **SECURITY SERVICES**

Licensed and bonded uniformed guards must be present during all events to observe and report, and to respond to medical and evacuation emergencies. If more than 4 guards are required, a supervisor must be contracted. Proof of agreement and communication with the Monterey Police Department is required for public events expecting attendance of 1,000 or more. Proof of agreement must be submitted to the Event Coordinator 30 days before the event.

The MCFEC works with a group of preferred security companies, listed below. Only companies on this list are permitted to operate on Event Center grounds. For public events expecting fewer than 1,000 attendees, security services must be booked through the MCFEC unless other arrangements have been made in advance and approved in writing by the CEO.

ASSET Security Inc.	(831) 262-7764
Intact Protective Services	(831) 763-2594
Kysmet Security	(831) 998-7963
Miller Event Management	(805) 547-9526
Achates Security	(866) 424-1946

## **SOUND ORDINANCE/CURFEW**

The Monterey County Fair & Event Center is sequestered in a residential zone; it is our desire to be good neighbors and avoid any conflicts with the local neighborhood associations, therefore the following sound curfews and specifications must be adhered to and written into all artist agreements. Failure to comply will result in possible early termination of event and forfeiture of all sound deposits.

### **SOUND DEPOSITS**

A sound deposit will be collected for any event with outdoor music. Sound Deposit Rates are as follows:  
\$500.00 for performances on Payton Garden Stage  
\$2,000.00 for performances taking place in the Pattee Arena or on the Salinas Lawn Stage

### **SOUND CURFEW**

No outdoor performance or sound checks may begin before 10:00 AM and all performances must end by 10:00 PM. All indoor performances must end by 12:00 AM Midnight.

### **SOUND TECHNICIAN**

An on-site sound technician is required for large events with performances on the Salinas Lawn or Pattee Arena stages and as mutually agreed upon by client and MCFEC. The sound technician will monitor decibel (DB) levels and work with the audio vendor should levels exceed the below specifications. The cost of this technician is the responsibility of the client and will be outlined in the Rental Worksheet. The technician will submit reports to MCFEC indicating DB levels throughout the event. Please see the Sound Specifications Document with details regarding that information.

## **TELEPHONES/INTERNET ACCESS**

MCFEC does not have an in house IT department. Should IT service be required (phone lines for outside communication, credit card use, hard line internet etc.) it is the responsibility of the client to discuss these needs no less than 60 days in advance with the Sales & Event Coordinator and make arrangements with an outside service provider.

- Client must make arrangements with the MCFEC before doing so and will be expected to make payment arrangements independently for paid services.
- Client must give their billing address to the provider of these services – **DO NOT** use the MCFEC address for billing.
- Violations to this rule will result in a fee charged to client's agreement. Wireless Internet access is available in specified areas of the grounds and buildings. Requests for wireless internet access must be submitted no less than 14 days prior to any event date or may not be guaranteed.
- A \$100 fee per Wifi access point will be assessed to the client's agreement

## **ADVERTISING /SIGNAGE/ FLIERS**

Clients must refer to the venue as the Monterey County Fair & Event Center in all advertising. Client may NOT use the Fairground phone numbers on any advertising and/or promotional materials without prior approval by the MCFEC.

Client may NOT use any advertising accounts established under the MCFEC.

Client may NOT use the MCFEC for billing address for advertising or promotional costs.

Distribution of "fliers" soliciting products or services on the Fairgrounds is forbidden. The posting of any signs on the Fairgrounds will be prohibited unless client seeks prior approval and it is granted by the MCFEC.

Violations to this rule will result in a fee charged to client's agreement.

## **DRIVING/PARKING**

The speed limit on the fairgrounds is 5 mph. **Driving is permitted on paved roadways only.** Any vehicles, forklifts, etc. that need to drive on the lawn **MUST** have prior authorization from Maintenance staff. Any lawn damage will be charged to client's agreement. Parking on the lawn area is prohibited. The Maintenance staff must clear any driving on or unloading from a lawn area. The only exception will be R.V. groups who have been placed in a designated area. The MCFEC and Maintenance staff will monitor this with regularity.

Should an event expect attendance beyond what on site and on street parking will allow, client is responsible for rental of off-site parking lots and staffing said lots. Additionally, the City of Monterey Parking Program may apply. See the Sales & Event Coordinator for more information and to see if this is applicable to your event. The Event Coordinator can assist with rental of these lots.

## **DOCUMENTATION**

The following is a list of documentation which client will be required to obtain and submit to the MCFEC for the event:

1. **PROOF** of contract and complete payment for the following services:
  - a. City of Monterey Police Department – foot patrol inside event (if applicable)
  - b. Security Services from licensed/bonded company
  - c. Portable toilets services (one toilet per 50 attendees, and handicap access included) – (if applicable)
  - d. Janitorial services during the event (bathroom supplies included in agreement)
2. **EMERGENCY RESPONSE AND PUBLIC SAFETY PLAN**
3. **SET UP/Work Order** must be completed and submitted to MCFEC fifteen (15) working days prior to opening of event.
  - a. A walk-through orientation will be scheduled four (4) days prior to event opening.
4. **INSURANCE** coverage in compliance MCFEC specifications.
5. **VENDOR LIST** including merchandise, food, information & non-profit concessions. The list must be in this office ten (15) days prior to event and include names, addresses, phone numbers and electrical needs for all vendors.

## **RE-BOOKING OF DATES FOR ANNUAL EVENT**

The MCFEC does not guarantee any renter the use of future equivalent dates unless a multi-year agreement is in place. The MCFEC will review the success of each event, including production, promotion and management of, and rule and regulation compliance when considering future bookings. The MCFEC reserves the right to refuse rental should an event not serve in the best interest of the MCFEC or the community.

## **NOTES**

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## RENTAL RATES & INFO

### BUILDINGS & GROUNDS

<b>Pattee Arena</b>	28,000 square foot outdoor arena ideal for large concerts, rodeos and horse shows. Elevated seating on both sides of the stage and three dressing rooms. Seated Capacity: 5,800                      Standing Capacities: 10,000 Rate: \$3,000 Concert
<b>Jack Payton Stage</b>	Ideal for small outdoor concerts and festivals. Rental includes 4 sets of bleachers and 30 benches and three small dressing rooms. Max capacity: 2,500 Rate: \$1,500/day
<b>Manicured Lawns</b>	Provide the ideal setting for festivals, picnics and car shows. Main Lawn                      Rate: \$1,200/day Payton Stage Lawn              Rate: \$400/day
<b>Vendor Arcade</b>	(Outdoor commercial area) 42 vendor booths ideal for Farmer's Markets and craft vendors during festivals. Rate: \$500/day
<b>Permanent Food Booths</b>	Eight permanent food booths each with different amenities including ovens, deep fryers, refrigerators and freezers. Rate: \$150/day
<b>Island Pond Area</b>	Picnic area near the permanent food booths. Rental includes picnic tables. Rate: \$750/day
<b>Barns &amp; Auction Ring</b>	Ideal for livestock and animal shows. Livestock Barns              Rate: \$400/day
<b>Carnival Grounds</b>	Ideal for Carnivals and Circuses. Can also be used for event parking. Rate: \$750/day
<b>Monterey Room</b>	7,000 square feet, carpeted, permanent dance floor, P/A system & built-in bar. Max Capacity: 400 Rate: \$1,100/day
<b>Monterey Kitchen</b>	Large commercial kitchen Rate: \$400/day
<b>Salinas Room</b>	7,000 square feet, non-carpeted, tall vaulted ceilings, electrical drop boxes and built-in P/A system. Max. Capacity: 400 Rate: \$750/day
<b>King City Room</b>	7,000 square feet, non-carpeted, vaulted ceilings, electrical drop boxes and built-in P/A system. Max. Capacity: 400 Rate: \$750/day



- Seaside Room**      7,000 square feet, carpeted, P/A system, built-in bar.  
Max Capacity: 300  
Rate: \$1,100/day
- Seaside Kitchen**      Large commercial kitchen  
Rate: \$400/day
- East Art & West Art**      2,000 square foot non-carpeted rooms ideal for classroom environment and small parties.  
Rate: \$300/day
- Craft Room**      1,500 square foot carpeted room ideal for classroom environment or temporary office/storage space.  
Rate: \$200/day
- Events Management Building & Ticketing Windows**      Small office space and 4 ticket windows located near Gate 5. Ideal for event management headquarters.  
Rate: \$150/day
- Ticket Booths**      Located at gates 3 and 5.  
Rate: \$55/day
- RV Park**      55 Full Hook Up sites with 30/50 amp service, showers and coin operated laundry.  
Rate: \$60/night per space – *See event coordinator for buyout rates. Varies by dates.*
- Oak Tree Ring**      Dirt lot located just under the RV Park. Ideal for parking.  
Rate: \$200/day



(map is not to scale)

## EVENT EQUIPMENT & UTILITY RATES

<b>Aluminum Benches</b>	<b>\$12 each.</b> 19 feet each
<b>Aluminum Bleachers</b>	<b>\$75/set.</b> 50 seats per set
<b>BBQ Grills</b>	<b>\$25</b>
<b>Barricades</b>	<b>\$10 per section.</b> 8 foot sections
<b>Chairs</b>	<b>\$1 each.</b> Stacking (indoor only) or metal folding <b>\$2500 Arena chair set-up Labor</b>
<b>Livestock Panels</b>	<b>\$10 each</b>
<b>Picnic Tables</b>	<b>\$12 each</b>
<b>Pipe &amp; Drape</b>	<b>\$2 per foot.</b> Black. 4', 8' or 12' sections.
<b>Podium</b>	<b>\$20</b>
<b>Power Pedestal</b>	<b>\$30</b>
<b>Rope &amp; Stanchion</b>	<b>\$4 per set</b>
<b>Staging</b>	<b>\$12 per section.</b> 4'x8'x6" sections on 2' or 3' risers.
<b>Tables</b>	<b>\$11 each.</b> 6' Banquet, 8' Banquet, 6' Rounds, 5' Rounds, 2' Round Cocktail and Cabaret
<b>Wine Barrels</b>	<b>\$15 each</b>

**Checklist:**

- Submit Event Request Form, Letter of Introduction & 3 Letters of References
- Sign & return sign contract and pay deposit and sound deposit per dates given

**60 DAYS PRIOR TO EVENT**

- Coordinate with Event Coordinator about telephones and internet access
- Coordinate with Event Coordinator about ticket sales
- Submit Marketing and PR Materials through website
- Will you need 4 x 8 road/highway signs delivered?
- Do you need bike valet service on site during event?
- Plan pre-event meeting with Fairgrounds Staff/Security/PD/Bar Manager

**30 DAYS PRIOR TO EVENT**

- Pay remaining balance
- Submit a copy of agreement with Monterey Police Department & Security Company
- If applicable copy of agreement for portable restrooms
- Submit a set-up sheet to Event Coordinator

**15 DAYS PRIOR TO EVENT**

- Provided list of vendors/exhibitors on excel sheet and a copy of insurance additionally insuring the Monterey County Fair & Event Center for each booth (See below for instructions)
- If driving carts on grounds have drivers sign MCFEC Safety Policy for driving carts and return to Event Coordinator

**4 DAYS PRIOR TO EVENT**

- Walk through-ordination

**2 DAYS AFTER EVENT**

- Event Re-cap Report

**ONE WEEK AFTER EVENT**

- If applicable, pay ticketing fees

Vendor Spreadsheet Format - Microsoft Excel (Product Activation Failed)

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1 Please send your upcoming vendor list in this format

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3	Name of Vendor	Commerical/ Food	Contact	Phone	Address	City	State	Zip Code	Email
4	Monterey County Fair & Event Center	Commerical	Kelly Violini	(831)372-5863	2004 Fairground Rd	Monterey	CA	93940	<a href="mailto:KELLY@MONTEREYCOUNTYFAIR.COM">KELLY@MONTEREYCOUNTYFAIR.COM</a>
5	Grandma's Kitchen Catering	Food	Jose Perez	(831)422-1030	2310 Fremont St.	Monterey	CA	93940	<a href="mailto:grandmaskitchen3737@gmail.com">grandmaskitchen3737@gmail.com</a>
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