



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, submission of required documents, 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.

REQUIREMENTS TO HOLD AN EVENT AT THE MONTEREY COUNTY FAIR & EVENT CENTER

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.

Deposit is refundable 30-60 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. 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.

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.

For Event Promoters and/or Vendors holding and/or participating in an event held on the Monterey County Fairgrounds/7th DAA who have a current policy of General Liability Insurance, please note that we need to have a Certificate incorporating the dates of inception and expiration of the insurance. For individual events, the specific event dates must be listed, along with all set-up and tear down dates. **This certificate must have this exact wording in order to be valid:**

- **Certificate Holder:**
 Monterey County Fair 7th DAA
 2004 Fairground Road
 Monterey, CA 93940

- **Under “Description of Operations/Locations/Special Provisions” please include:**
 That the State of California, the California Fair Services Authority, the District Agricultural Association, County Fair, the County in which the County Fair is located, Lessor/Sublessor if fair site is leased/subleased, Citrus Fruit Fair, California Exposition and State Fair, or Entities (public or non-profit) operating California designated agricultural fairs, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned."

- **Minimum coverage must be \$1,000,000.00**

Special Event insurance coverage through the Fairgrounds may be purchased through California Fair Services Authority. Not all types of events or all genres of music can be covered by CFSA.

The rate for the policy depends on the number of attendees. In 2022, the rates per day are as follows:

Attendance 1-100:	\$60	Attendance 1,500-3,000:	\$235
Attendance 101-500:	\$105	Attendance 3,001-5,000:	\$310
Attendance 501-1,500:	\$165	Attendance 5,001-7,500:	\$360

ALL vendors including sponsors who are physically on site at an event require special events insurance. Insurance can be purchased from CFSA for \$25/booth for non-food booths or \$35/booth for food concessions. **New for 2022: Any public event that has MORE than five vendors is REQUIRED to purchase a group rate insurance policy from CFSA for all vendors.**

For additional rates, please request the rate sheet from Event Coordinator.

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., except for 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.
 - Anytime 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, 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 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 except for space limitations.

The MCFEC does not charge a fee for sub-letting vendor space. A \$25.00 fee will be charged for each vendor space requiring electrical service.

Promoters must provide the Event Coordinator with a list of vendors on an excel sheet AND a map no less than thirty (30) days before event. (Please see last page for sample layout.)

CRAFT / COMMERCIAL VENDORS

All vendors including sponsors with onsite booths must provide the following:

1. Insurance
2. Seller's Permit <https://www.cdtfa.ca.gov/services/#Register-Renewals>
3. City of Monterey Business License
4. Electrical Requirements needed (if any)

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:

1. Pay \$200 per food booth to MCFEC
2. Complete an Event Organizer Packet from the County of Monterey and submit all vendor information for health permits to the County of Monterey Environmental Health Department. Their website with all current applications is:

<https://www.co.monterey.ca.us/government/departments-a-h/health/environmental-health/consumer-health-protection/food-application>

3. Provide insurance
4. Provide Seller's Permit
5. Provide City of Monterey Business License
6. Electrical Requirements

SECURITY & FIRST AID 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 as well as first aid/EMT service 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 at the MCFEC. 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.

Security & Parking

Kysmet Security & Patrol
www.kysmet.net
Office: (831) 998 7963
kysmet@ymail.com
Esteban Garcia
(831)710-2425

Condor Security of America, Inc.
www.condorsecurity.com
Office/dispatch: (831) 717 1313
dispatch@condorsecurity.com

Intact Protective Services
www.intactprotectiveservices.com
Josh Lomeli
Cell (831) 763-2594
Intact365@gmail.com

Miller Event Management
www.millereventmanagement.com
Office: (805)547-9526
millereventmanagement@gmail.com
Jim Miller
805 748 2503
jim@millereventmanagement.com

ASSET Security Inc.
www.assetsecinc.com
Office: (831) 800 7068
admin@assetsecinc.com
Alan Tucker
Cell 831 601 0289
alan@assetsecinc.com

Parking & Valet Services

National Parking & Valet
nationalparkingvalet.com
Office: (831)-646-0426

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
\$1,000.00 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 11:00 PM.
- **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.

INTERNET ACCESS

MCFEC does have network access provided by Rayne Technology. The base fee for network access for any rental is \$250.00. This includes a dedicated network SSID configured for the event which will provide 100 Mbs download shared amongst all devices as well as remote support and troubleshooting for joining and accessing vendor sites and applications.

Onsite support must be requested in advance and will be billed at \$165/hour. Emergency onsite is \$250/hour.

Network access for events over 1,000 attendees will be quoted separately depending on need.

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.

CLEAR BAG POLICY

The Monterey County Fair & Event Center has a clear bag policy. Please refer to this document on page 14.

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 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.

STATE FIRE MARSHAL

All public events require an occupancy permit from the State of California Fire Marshal. Prior to planning your event, please refer to these three documents provided by the Event Coordinator:

1. Events & Fairs Trifold Requirements
2. Tent Requirements
3. Energized Equipment Guide

Fair staff can assist you with the permit process. A map will be required with a detailed description of your event thirty (30) days prior to event date for submission to the State Fire Marshal's office. Inspection fees are currently \$240/hour and subject to change.

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.

RENTAL RATES & INFO

BUILDINGS & GROUNDS

Pattee Arena	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
Jack Payton Stage	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
Manicured Lawns	Provide the ideal setting for festivals, picnics and car shows. Main Lawn Rate: \$1,200/day Payton Stage Lawn Rate: \$1,350/day
Vendor Arcade	(Outdoor commercial area) 42 vendor booths ideal for Farmer's Markets and craft vendors during festivals. Rate: \$500/day
Permanent Food Booths	Eight permanent food booths each with different amenities including ovens, deep fryers, refrigerators, and freezers. Rate: \$200/day
Island Pond Area	Picnic area near the permanent food booths. Rental includes picnic tables. Rate: \$750/day
Barns & Auction Ring	Ideal for livestock and animal shows. Livestock Barns Rate: \$400/day
Carnival Grounds	Ideal for Carnivals and Circuses. Can also be used for event parking. Rate: \$750/day
Monterey Room	7,000 square feet, carpeted, permanent dance floor, P/A system & built-in bar. Max Capacity: 400 Rate: \$1,100/day

- Monterey Kitchen** Large commercial kitchen
Rate: \$400/day
- Salinas Room** 7,000 square feet, non-carpeted, vaulted ceilings, electrical drop boxes and built in P/A system.
Max. Capacity: 400
Rate: \$750/day
- King City Room** 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

EVENTS MANAGEMENT BUILDING & TICKETING WINDOWS

- Entry Office** 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: \$70/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

Aluminum Benches	\$12 each. 19 feet each
Aluminum Bleachers	\$75/set. 50 seats per set
Barricades	\$10 per section. 8-foot sections
Chairs	\$1 each metal folding \$2 Stacking (indoor only) \$3 White Resin Folding \$2500 Arena chair set-up Labor
Livestock Panels	\$10 each
Picnic Tables	\$12 each
Pipe & Drape	\$2 per foot. Black. 4', 8' or 12' sections.
Podium	\$50
Power Pedestal	\$30
Rope & Stanchion	\$4 per set
Staging	\$12 per section. 4'x8'x6" sections on 2' or 3' risers.
Tables	\$12 each. 6' Banquet, 8' Banquet, 6' Rounds, 5' Rounds, 2' Round Tall Cocktail and Short Cabaret
Wine Barrels	\$15 each with no table top - \$25 each with table tops.

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 internet access
- Coordinate with Event Coordinator about ticket sales
- Submit Marketing and PR Materials through website
- Provide an emergency response and public safety plan
- Provide a draft detailed map to submit to the State Fire Marshal's office
- Plan pre-event meeting with Fairgrounds Staff/Security/PD/Bar Manager
- Secure an event organizer permit from County of Monterey Environmental Health

30 DAYS PRIOR TO EVENT

- Pay remaining balance
- Submit a copy of agreement with Monterey Police Department, First Aid & Security Company
- If applicable copy of agreement for portable restrooms
- Provided list of vendors/exhibitors on excel sheet in requested format including electrical needs and insurance for all vendors. **NEW THIS YEAR – all public events with more than five vendors are required to purchase group rate insurance.**
- Submit a FINAL map of event to submit to State Fire Marshal's office
- Submit a set-up sheet to Event Coordinator

15 DAYS PRIOR TO EVENT

- If driving carts on grounds have drivers sign MCFEC Safety Policy for driving carts and return to Event Coordinator

10 DAYS PRIOR TO EVENT

- Walk through with maintenance staff and event coordinator

2 DAYS AFTER EVENT

- Event Re-cap Report

ONE WEEK AFTER EVENT

- If applicable, pay ticketing fees
- Post event meeting

Missed deadlines are subject to \$50 late fee per day.

(Vendor Spreadsheet MUST being submitted in this format)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Name of Vendor	Type of Event	Contact	Phone	Address	City	State	Zip Code	E-Mail	Website	Electrical Needs	Business License #	Board of Equalization	Space Required
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