



## 2025 CLIENT'S INFORMATION PACKET

*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:

- Describe who the 'client (s)' are and their role in the event
- Describe the event
- Describe other key people in promotion/production
- 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 the 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 w/ bank transaction fee currently at 4%, business check, banker's check, or money order.
- This deposit is only refundable after the event has concluded and all final fees and costs have been assessed.
- If the client cannot keep the date of the event, the client may transfer the deposit one time to a new mutually agreed upon 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 the client or the primary contact for signature.**

- Amendments or changes to the areas of use and equipment rented are acceptable after the 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, needs 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. The 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 recap. 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/7<sup>th</sup> 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 to be valid:**

**Certificate Holder:**

Monterey County Fair 7<sup>th</sup> 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 2025, the rates per day are as follows:

Attendance 1-100: \$100

Attendance 101-500: \$155

Attendance 501-1,500: \$245

Attendance 1,500-3,000: \$355

Attendance 3,001-5,000: \$455

Attendance 5,001-7,500: \$575

Attendance 7,501-10,000+: For additional rates, please request from our Event Coordinator

**ALL vendors, including sponsors who are physically on site at an event require special events insurance. Promoters are responsible for ensuring all vendors are insured.**

## **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, the 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 \$40.00 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 \$60.00 per hour.

**The MCFEC and/or Maintenance staff have 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. The client is responsible for posting signage and enforcing this rule. Any caterer 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 for an additional fee. 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 minimum fee of \$500.00 will be charged to the client's invoice. 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 the event. (Please see last page for sample layout.)

## **CRAFT / COMMERCIAL VENDORS**

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

- o Insurance
- o Seller's Permit <https://www.cdtfa.ca.gov/services/#Register-Renewals>
- o City of Monterey Business License
- o 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:

- o Pay \$300 per food booth to MCFEC

- 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>
- Provide insurance.
- Provide Seller's Permit
- Provide City of Monterey Business License
- Electrical Requirements (see below chart for rates per electrical connection)

	<b>MCF Rates</b>
20A - 120V	<b>\$25.00</b>
20A - 208V	<b>N/A</b>
30A - 120V	<b>\$75.00</b>
30A - 208v	<b>\$150.00</b>
50A - 208V	<b>\$150.00</b>
100A - 3ph	<b>\$200.00</b>
200A - 3ph	<b>\$350.00</b>
400A - 3ph	<b>\$700.00</b>
Ext cord	
Quad box	
Cable Ramp	

## **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:**

#### **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

## **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 RayneTechnology.

### WIRELESS INTERNET COSTS

NO.	ITEM DESCRIPTION	QTY	PRICE	TOTAL
1	One Building Rental - Private Event up to 300/p		\$100/DAY	
2	One Building Rental - Private Event up to 400/p		\$150/DAY	
	<i>Options below are for Public Events, any promoter or vendor using a router</i>			
3	Up to 10 MB/Day Bandwidth		\$250/DAY	
4	Up to 20 MB/Day Bandwidth		\$500/DAY	
5	Up to 40 MB/Day Bandwidth		\$650/DAY	
6	Access point for festivals		\$250/ACCESS POINT	

## ADVERTISING /SIGNAGE/ FLIER

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 the client seeks prior approval, and it is granted by the MCFEC. Violations of 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 our website at: [www.montereycountyfair.com](http://www.montereycountyfair.com).

## 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 invoice. 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:

- Events & Fairs Trifold Requirements
- Tent Requirements
- 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 the 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.

## **BUILDING RENTAL RATES & INFO**

### **Pattee Arena**

The 28,000 square foot outdoor arena is 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

Pattee Arena - Floor only/ Parking	\$600.00/day
Pattee Arena - Concert (chairs not included)	\$3,500.00/day
Pattee Arena - Horse Show/No stage	\$900.00/day

### **Jack Payton Stage**

Stage is 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

Payton Lawn only - Private use/ceremonies only 2 hr. limit	\$400.00/day
Payton Stage all - incl Green rm concerts / lectures / receptions	\$1,500.00/day
Payton Stage all - incl Green rm w/ 6 Bleachers & 30 Benches	\$1,700.00/day
Payton Stage only - Private use/ceremonies only 2 hr. limit	\$150.00/day

### **Manicured Lawns**

Provide the ideal setting for festivals, picnics and car shows.

Main Lawn 1/2	\$600.00/day
Main Lawn 1/4 Portion - Private / ceremonies - 2 hr. time limit	\$400.00/day
Main Lawn gate 3-5 (does not include use of Island Pond)	\$1,200.00/day

### **Vendor Arcade**

(Outdoor commercial area) 42 vendor booths ideal for Farmer's Markets and craft vendors during festivals.

Vendor Arcade (42 booths)	\$600.00/day
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### **Permanent Food Booths**

Eight permanent food booths each with different amenities including ovens, deep fryers, refrigerators, and freezers.

Permanent Food Booths each (1st day of event only)	\$200.00/day
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### **Island Pond Area**

Picnic area near the permanent food booths. Rental includes picnic tables.

Garden Courtyard	\$400.00/day
Island Pond Area (empty)	\$400.00/day
Island Pond Area (includes 30 picnic tables)	\$750.00/day

## Barns & Auction Ring

Ideal for livestock and animal shows.

Barn (Sheep, Swine, Livestock Event Center)	\$450.00/day
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## Carnival Grounds

Ideal for Carnivals and Circuses. Can also be used for event parking.

Carnival Lot - 1/4 of lot for monthly parking or storage	\$2,200.00/day
Carnival Lot - Daily	\$800.00/day
Carnival Overflow Lot - Daily	\$750.00/day

## Monterey Room

7,000 square feet, carpeted, permanent dance floor, P/A system & built-in bar. Max Capacity: 400

Monterey Room	\$1,300.00/day
Monterey Room & Kitchen	\$1,800.00/day
Monterey Room Kitchen only (\$1,500 per month)	\$500.00/day

## Salinas Room

7,000 square feet, non-carpeted, electrical drop boxes and built in P/A system. Max. Capacity:  
400

Salinas Room	\$900.00/day
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## King City Room

7,000 square feet, non-carpeted, vaulted ceilings, electrical drop boxes and P/A system. Max. Capacity:  
400

King City Room	\$900.00/day
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## Seaside Room

7,000 square feet, carpeted, P/A system, built-in bar. Max Capacity: 300

Seaside Room & Kitchen	\$1,500.00/day
Seaside Room (corporate rate \$399.00 - weekdays only)	\$1,100.00/day
Seaside Room Kitchen Only (\$1,200 per month)	\$400.00/day

## East Art Room

East Art Room	\$300.00/day
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## West Art Room

West Art Room	\$400.00/day
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## Move In/ Move Out

Day Before, pre event set up - Full day(s) 8am - 11pm	Half room rate
Day Before, pre event set up - Half day 4pm - 11pm	\$250.00
Day After for tear down - Full day(s) 8am - 11pm	Half room rate
Day After tear down - 8am - noon	\$250.00

## EVENTS MANAGEMENT BUILDING & TICKETING WINDOWS

### Entry Office

Small office space and 4 ticket windows located near Gate 5. Ideal for event management headquarters.

Event Management Office & Box Office (\$900 per month)	\$300.00/day
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### Ticket Booths

Located at gates 3 and 5

Ticket booths at gate 3 or 5	\$200.00/day
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### RV Park

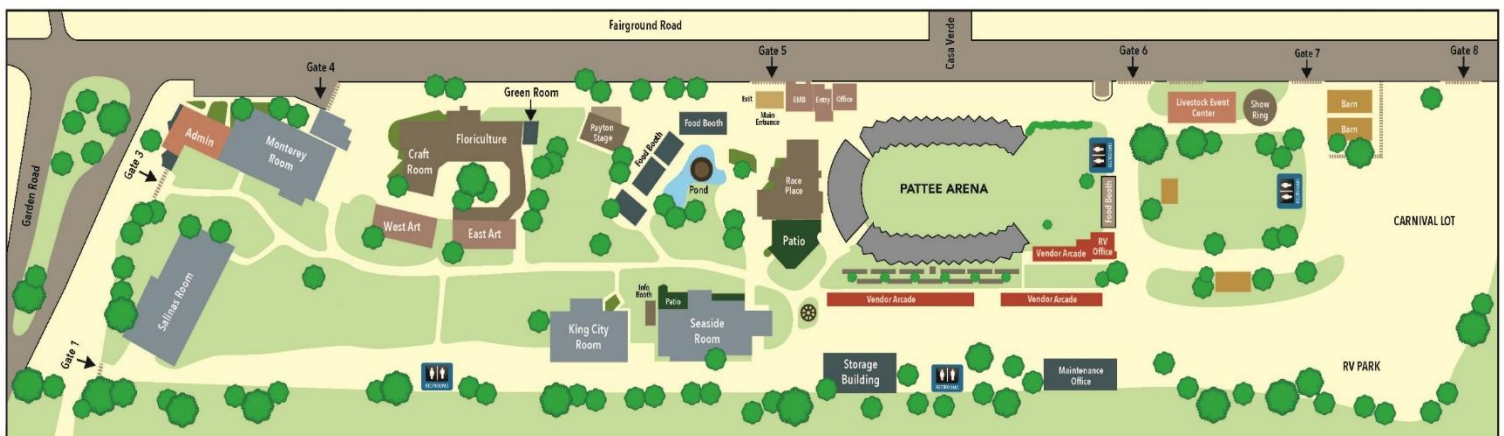
55 Full Hook Up sites with 30/50-amp service, showers, and coin operated laundry. *See event coordinator for buyout rates. Varies by dates.*

RV Park Nightly Rate	\$83/night
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### Oak Tree Ring

Dirt lot located just under the RV Park. Ideal for parking.

Oak Tree Ring (parking area next to RV restrooms)	\$300.00/day
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(Map is not to scale)

## EVENT EQUIPMENT

DESCRIPTION	COST
A/V Seaside Room Projector & Screen	\$250.00 per day
A/V Portable PA Sound System	\$150.00 per day
Barricades - Short or "Bike Rack"	\$10.00 per barricade
Barricades Tall	\$10.00 per barricade
Barricades Yellow A Frames	\$5.00 per frame
Benches "Painted" w/backs	\$15.00 per bench
Benches Aluminum	\$15.00 per bench
Benches Green - small - no backs	\$15.00 per bench
Bleachers Aluminum (15.5 x 9.5 x 8ft tall)	\$75.00 per bleacher
Chairs Mahogany Resin Padded	\$3.00 per chair
Chairs Metal Folding	\$1.00 per chair
Chairs Monterey Room Plastic Stacking	\$2.00 per chair
Chairs Old metal for Arena	\$1.00 per chair
Chairs Seaside Room	\$2.00 per chair
Chairs White Plastic Folding	\$3.00 per chair
Chairs White Resin Folding	\$4.00 per chair
Clothing Racks	\$10.00 per rack
Electrical Cords	\$10.00 per cord
Livestock Panels	\$10.00 per panel
Patio Heaters	\$60.00 per heater
Pipe & Drape 8' tall or 3' tall (\$ per ft)	\$3.00 per sq ft
Podium	\$50.00 per podium
Power Pedestal	\$30.00 per pedestal
Rolling Screen - Room Partitions, white	\$12.00 per partition
Stanchions & Rope	\$2.50 per foot
Tables 5 ft. Round (60 in)	\$12.00 per table
Tables 6 ft. Round (72 in)	\$12.00 per table
Tables Bqt (6 ft x 30 in)	\$12.00 per table
Tables Bqt (8 ft x 30 in)	\$12.00 per table
Tables Picnic	\$12.00 per table
Tables Tall Cocktail or "Highboy"	\$12.00 per table
Wine Barrel Table	\$25.00 per table

## **CHECKLIST**

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

### **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 the 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.
- 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.

### **ONE WEEK AFTER EVENT**

- If applicable, pay ticketing fees
- Post event meeting