

## >> 2010 FAIR FOOD RENTAL RATES <<

SOURCE: VENUES TODAY RESEARCH

North American fairs traditionally charge either a percentage of the gross or a per foot fee to independent concessionaires wishing to sell food and drink at the event. Following is a sampling of the rates and scope of concessions sales in 2009 and 2010.

<b>Alaska State Fair</b> Palmer	<b>2010 RENTAL RATES</b> : \$150 per foot
	<b>2009 FOOD &amp; DRINK REVENUES</b> : \$120,500 to the fair
	<b>NO. OF INDEPENDENTS</b> : 70
<b>California Exposition &amp; State Fair</b> Sacramento	<b>2010 RENTAL RATES</b> : 24% of gross; Special "25 for 25" promotion lowers all food prices by 25% for a 25% discount on rent to 18%.
	<b>2009 FOOD &amp; DRINK REVENUES</b> : \$5,175,247 to the fair
	<b>NO. OF INDEPENDENTS</b> : Ovations Food Services and 65 vendors booked through the California State Fair.
<b>Greater Baton Rouge (La.) State Fair</b>	<b>2010 RENTAL RATES</b> : \$55 per front foot + \$150 for second side
	<b>2009 FOOD &amp; DRINK REVENUES</b> : \$30,000 to the fair
	<b>NO. OF INDEPENDENTS</b> : 28
<b>Indiana State Fair</b> Indianapolis	<b>2010 RENTAL RATES</b> : 20% of gross sales after tax. Commodity Groups pay 5% of gross sales
	<b>2009 FOOD &amp; DRINK REVENUES</b> : \$6.3 million after tax, not including midway food
	<b>NO. OF INDEPENDENTS</b> : 141 food locations, not including the midway
<b>MontanaFair</b> Billings	<b>2010 RENTAL RATES</b> : 20% of gross plus a \$200 non-refundable utility reservation fee new this year
	<b>2009 FOOD &amp; DRINK REVENUES</b> : \$220,000 to the fair
	<b>NO. OF INDEPENDENTS</b> : 25 vendors operating 49 booths
<b>North Florida Fair</b> Tallahassee	<b>2010 RENTAL RATES</b> : \$68 to \$85 per front foot, depending upon amperage used. 15-foot minimum
	<b>2009 FOOD &amp; DRINK REVENUES</b> : NA
	<b>NO. OF INDEPENDENTS</b> : 25 food; 35 non-food
<b>Oklahoma State Fair</b> Oklahoma City	<b>2010 RENTAL RATES</b> : Indoor: \$8-10/sq. ft. vs. 22.5% whichever is greater; Outdoor: \$4-6/sq. ft. vs. 20% whichever is greater
	<b>2009 FOOD &amp; DRINK REVENUES</b> : NA
	<b>NO. OF INDEPENDENTS</b> : 580-600 contracts, 120 of which are food
<b>San Diego County Fair</b> Del Mar, Calif.	<b>2010 RENTAL RATES</b> : 25% general; 24% infield, midway, Durante areas
	<b>2009 FOOD &amp; DRINK REVENUES</b> : \$11.2 million gross
	<b>NO. OF INDEPENDENTS</b> : 114 locations
<b>State Fair of Texas</b> Dallas	<b>2010 RENTAL RATES</b> : 23.5% of gross including sales tax
	<b>2009 FOOD &amp; DRINK REVENUES</b> : \$18 million gross
	<b>NO. OF INDEPENDENTS</b> : 80 at 200 locations