

February 12, 2018

Dear Outdoor Concessionaires:

The 2018 Fond du Lac County Fair is right around the corner. The fair board has been working hard to plan our 167th annual Fair! This year the fair dates are **July 18-22, 2018**. We would like to invite you to be a part of making our event a success this year.

The Fair will feature several new additions as well as numerous time-honored traditions this year. We will again offer FREE general gate admission to ALL fairgoers. The outdoor concessionaires spoke positively about this change for 2017 attendance. Newly released, Jon Pardi will be playing on our Grandstand on July 20th! Visit our website for our complete line-up as it is released. A sea lion show has confirmed their commitment to our event which is new and exciting and should be a great draw to the grounds.

On the heels of an increased attendance year with free general admission, we will be implementing a commission fee in addition to the footage charge. This process will be new for everyone and may feel like a negative for you; however, this revenue source will allow us to continue to sign new acts like a sea lion show, potentially bring back a petting zoo, and continue to provide bigger grandstand acts that will increase attendance and sales for all vendors on the grounds.

Here is an example of what this would look like:

You have a 15 foot stand @ \$48/foot = \$720 for the space.

You will report sales by 2pm the day after (Wednesday sales will have to be reported by 2pm Thursday)

Commission will not be owed until you have sales that surpass your footage fee.

	Wednesday	Thursday	Friday	Saturday	Sunday
(\$720 Space fee) Sales	\$400	\$400	\$950	\$800	\$1100
5% Commission owed	\$0	\$4	\$47.50	\$40	\$55

Total Commission owed to the Fair = \$146.00

Again this was a decision made by the board in an effort to continue to have the finances to provide a quality event that will draw fairgoers to the grounds and help increase your business volume.

The board is also working through promotional campaign to provide a business lunch option for local companies to head to the grounds for lunch Wednesday through Friday. This promotion is in the beginning phases and further information will be provided as it develops. Again, this extra work is in a continued effort to increase traffic to the grounds for both your sake and ours.

There are no layout changes planned to the grounds for 2018. Please be sure to indicate which connection type of electricity your campers and stands need.

Please take the time to read through the remainder of this letter, the rules and regulations, and the contract. Your signature on the contract binds you to all the items in this letter and the contract whether you read them or not!!

- All food concessions will be inspected and assessed a fee yet to be determined by the County Health Department. Be advised that FDL County has raised the fee they charge and that the fair board has no control over this fee.
- Please fill out all the necessary information requested on the contract and read it thoroughly.
- You **MUST** submit a **COMPLETE** menu of all food items you wish to sell. Once your contract is received and your menu is reviewed, you will receive a confirmation email from us indicating which items you may sell. Food item approval will be granted on a first come first serve basis with grandfather rights granted to vendors that have attended our Fair in the past. Items not on your approved food list will not be allowed to be sold at the fair. If you do not submit a menu, the items you wish to sell may be limited this year.
- You will receive receipt of payment and a menu confirmation from me after your contract is received and accepted.
- **A DEPOSIT OF 30% OF YOUR CONTRACT TOTAL AMOUNT MUST ACCOMPANY YOUR CONTRACT!** Balance of your payment must be received 2 weeks prior to the fair if paying with a check

or via cash or credit card BEFORE you set up and open for our fair. Credit Card Payments are subject to a \$5 processing fee.

- Your vendor packets – which include your parking tickets, space location, camping location (if applicable), and payment receipt – can be picked up during the following designated set-up times:
 - Monday July 16 from 8:00am to 6:00pm.
 - Tuesday July 17 from 8:00am to 6:00pm.
- All vendors will be required to sell soft drinks and water in 20-oz bottles or cups. ONLY beverage products from the Coca-Cola representative will be allowed to be sold at the Fair. ALL beverages to be sold **must be purchased from the Fair**. Absolutely no carry-ins of beverages for resale will be allowed. Failure to comply with this rule will result in a \$250 fine and potential loss of space in future years. Your beverage bill must be settled before leaving on Sunday. Distribution of soft drink and water product will still be handled on site by the distributor. Case prices will be very similar to 2017 and will be emailed to you with your acceptance/confirmation sometime in late May or as soon as your contract is processed.
- There will be a new process for ice on the grounds. This process is being worked out currently but you will have information on how that process will operate in your vendor packet.
- Outdoor Vendors **MUST REMIAN SET UP AND OPEN** until 9pm on Sunday. Failure to do so will negatively affect future contract eligibility. With the implementation of a business lunch there will be **a mandatory open time of 11:00AM** on the grounds.
- Distribution of Coca-Cola products will be available daily.
- If you plan to camp on the grounds during the fair, please complete the camper registration section on your contract as sites fill up quickly.

Again, welcome to the Fond du Lac County Fair. We hope this year is very successful for you. If you ever have any questions do not hesitate to contact Lisa Immel. Email and text messages are the best ways to communicate, but you are always welcome to call. We look forward to seeing you all in July.

Sincerely,

Lisa Immel & Elizabeth Thome, Fond du Lac Fair Space Managers
Fond du Lac County Fair
vendors@fonddulaccountyfair.com
Lisa: 920.539.1852 Elizabeth: 920.979.4598

Enclosure