

Siskiyou Golden Fair

10th District Agricultural Association, State of California
1712 Fairlane Road, Yreka CA 96097 Phone 530-842-2767 Fax 530-842-4724

February 1, 2023

Dear Prospective Beer Concessionaire:

The 10th District Agricultural Association is now accepting applications for the Grandstand Beer Concession and the Beer Garden Concession on a bid basis for the 2023, 2024 and 2025 Siskiyou Golden Fair. Not for profit organizations with a current 501(c) status, recognized by the Internal Revenue Service, that serve in Siskiyou County are encouraged to present proposals.

The bids will be accepted only on the attached form until **2:00 PM on Friday, March 17th**, at the fairground's office, 1712 Fairlane Road, Yreka.

The criteria the Fair will use to select the concessionaires is not limited to the highest bid, but will include other considerations such as past experience, number of members, etc. (please refer to attached score sheet). It is extremely important that any and all pertinent information be included on the bid form. The alcohol concession committee, made up of two 10th DAA Directors, will score the bids based on information provided on the score sheet.

The highest scored organization will be able to pick either the Grandstand Beer Concession or the Beer Garden Concession to occupy. The second highest will receive the other space.

The 10th DAA and the Siskiyou Golden Fair reserves the right to decide if an organization qualifies and to reject any and all bids if they are not found to be in the best interest of the Fair.

For any additional information, including prior year bids, contract procedures, etc., please contact the fair office at 842-2767 during regular business hours or you can email us at info@sisqfair.com.

Best of luck and we will be waiting to hear from you.

Sincerely,

Cliff Munson, C.E.O.

Attachments: Bid Package (4 pages), Alcohol Policy (3 pages), Insurance Requirements (4 pages)

10th DISTRICT AGRICULTURAL ASSOCIATION/SISKIYOU GOLDEN FAIR
GRANDSTAND BEER CONCESSION BID/PROPOSAL SPECIFICATIONS:

The 10th District Agricultural Association, hereafter referred to as the “Association,” is soliciting bids for the operation of the Grandstand Beer Concession and the Beer Garden Concession for the 2023, 2024 and 2025 Fairs. The contract will be for three (3) years (issued each year).

Proposals may be made by any 501(c), recognized by the Internal Revenue Service, nonprofit organization serving communities in Siskiyou County and must be submitted on, or before, 2:00 PM, Friday, March 17, 2023. All bids will be opened by a committee of the Board of Directors at the address below at 4:30 PM, March 21, 2023. **No decision will be made at the time of bid opening as these proposals must be evaluated and presented to the full Board of Directors at its regular March meeting.**

Please clearly mark the sealed envelope: **“BEER CONCESSION BID.”**

Bids may be mailed, or submitted in person, to the following location:

SISKIYOU GOLDEN FAIR
10TH DISTRICT AGRICULTURAL ASSOCIATION
1712 FAIRLANE ROAD
YREKA, CA 96097

The per keg bid is the amount paid to the Association for each keg tapped on the fairgrounds. Coors, Coors Light, Budweiser and Bud Light must be offered by each concessionaire. Two additional varieties including imported, local or regional microbrews must be added to the bid packet.

Beer cannot be sold in containers larger than 16 ounces and a limit of two cups of beer per person, per purchase is mandated. The cups must be either clearly marked with a beer logo or be totally distinct from any other cup being used by other concessionaires and the contents must be visible. No beer shall be sold in bottles or cans; only from 15.5-gallon kegs or smaller if necessary. Non-Alcoholic beer is the only item that may be poured from bottles to cups and not purchased in keg form.

Beer may be sold beginning on Wednesday starting at 3:00 PM and ending Sunday night, at 7:30 PM. The stands will close at 11:30 PM on Wednesday through Saturday, and at 7:30 PM on Sunday. These hours are mutually agreed upon by the Association, Alcohol Beverage Control Board and local Law Enforcement. By signing a contract, beer concessionaires also agree to this schedule.

The Association reserves the right to investigate the past history and ability of any organization submitting a bid to perform the functions necessary. The Association also reserves the right to reject any or all bids.

NOTE: The attached bid form must be used. Bid proposals will not be accepted unless submitted on this form. Send one copy to the Association and keep one for your files. Additional information sheets may be attached if they are necessary.

DESCRIPTION OF LOCATIONS:

Grandstand Beer Concession Contract: This stand is located at the south end of the permanent concessions. There are three sides to serve from (two for the fair side and one for the grandstand side during events). There are twelve (12) taps for beer and a walk-in cooler for storage.

Beer Garden Concession Contract: This stand is located just south of the gazebo on the west side. There are three windows to serve from (fair side and beer garden side) at all times.

THE SUCCESSFUL BIDDER SHALL ABIDE BY THE FOLLOWING:

The successful bidder will be issued a contract and needs to review, complete and return to the fair office as soon as possible. They are to provide general liability, property damage, and liquor liability insurance, per the attached insurance specifications to the contract. The Association can make available the required amount of liquor liability insurance at a reasonable rate. Further information may be obtained from the fair office.

Need to submit a copy of their seller's permit and a copy of the current ABC license(s) to the fair office no later than 5:00 PM the Monday prior to fair opening.

Make all arrangements with the local beer distributors and if any changes are made to the bid proposal, they must be approved by fair management. Beer concessionaires will have representation at a meeting, if necessary, with the local beer distributors to ensure smooth operations and communications during fairtime.

Take all precautions to prevent under-age and intoxicated persons from obtaining beer. All members/workers who will be selling, serving, or checking IDs are encouraged to attend License Education on Alcohol and Drugs Program (L.E.A.D.) Training, provided by the Alcohol Beverage Control Board.

The attached Alcohol Management Policies are to be enforced and it will be the concessionaire's responsibility to familiarize all members with these policies. Proper signage must also be in place at beer concession stand.

Daily reports will be turned into the fair office by 11:00 AM each day, accompanied by a copy of the invoices/receipts for each beer delivery received the previous day. A final statement from each beer distributor, showing the total number of kegs purchased/delivered and payment made in full is to be on file with the 10th District Agricultural Association by noon the Monday following the fair. Contract holder may display approved organizational materials at the designated booth. If additional items are to be sold, then 22% of the adjusted gross will be paid to the fair with appropriate reports turned in.

Each concession is given forty (40) Admission Passes (good for one gate entrance fee) and two passes for parking. ANY PERSONNEL ABOVE THIS AMOUNT MUST PAY THEIR OWN WAY THROUGH THE ADMISSION GATES. It is the responsibility of the organization to pick up and distribute all passes to their workers. There will be no free admission or holding of tickets at the front office or ticket booths.

Although there will be security and clean-up personnel in the area, it is incumbent on the concessionaire to assist in policing the grounds around the booth and to be careful and vigilant that no situations develop, minor or otherwise, that could become a problem to the concessionaire, or the Association.

The concessionaire is to stop selling beer at a designated closing time nightly or at any time requested by the Fair Management or the Fair security; and is responsible for having the area cleared and cleaned within a half hour following that time. The organization will also be responsible for providing adequate staffing of their booth at all times during the fair.

If the successful bidder(s) currently operate a concession and/or provide any contractual service to the Fair Association, it is possible that operation will be forfeited and will be reassigned to the next qualified organization on the waiting list for a concession or service contract.

There will be no additions, remodeling, screws, nails, etc. added to any part of the grandstand beer concession stand by anyone other than Association employees or approved by Fair Management.

AT THE DISCRETION OF THE FAIR MANAGEMENT, ANY CONCESSIONAIRE CITED FOR LAW VIOLATIONS MAY BE TOTALLY ELIMINATED FROM ANY FUTURE PARTICIPATION.

EXAMPLE FOR FIGURING PROFITS (This is only an example):

7.	141 cups (16-ounce cups) from each 15.5-gallon keg containing 1,984 ounces. And serve 15.5 ounces per cup = 128 cups per keg	Assuming you get
2.	Gross sales: 125 cups @ \$5.00 per cup =	\$625.00
	Cost of cups @ .10 cents each x 125 cups = (50 @ \$5.00 = .10 cents each)	(\$12.50)
	Assume \$230.00 per keg paid to Fair	(\$230.00)
	7.75% sales tax on \$625.00 =	(\$48.44)
	Approximate cost per 15.5-gallon keg	(\$100.00)
	Misc.	<u>(\$10.00)</u>
	Net profit per keg	\$224.06

Assume Grandstand Beer Concession sales at *88 kegs @ \$224.06 net profit per keg = possible \$17,924.80 profit to the organization.

NOTE: This is an estimate and does not take into consideration spillage; waste or consumption that could reduce projected net profit. Insurance cost and ABC fees are not included in this estimation.

PAST SALES DURING THE SISKIYOU GOLDEN FAIR:

YEAR	ORGANIZATION	LOCATION	BID PER KEG	# OF KEGS SOLD
2018	Siskiyou County Farm Bureau	Grandstand	\$230.00	76
	Friends of the Fair	Beer Garden	\$230.00	56
2019	Siskiyou County Farm Bureau	Grandstand	\$230.00	67
	Friends of the Fair	Beer Garden	\$230.00	50
2020	No Fair due to COVID-19			
2021	Siskiyou County Farm Bureau	Grandstand	\$255.00	70
	Friends of the Fair	Beer Garden	\$255.00	56.5
2022	No Fair due to Fire Camps			

10th DISTRICT AGRICULTURAL ASSOCIATION/SISKIYOU GOLDEN FAIR
BEER BID PROPOSAL FORM

Bidder Name: _____ Date: _____

Contact Name & Telephone Number: _____

Siskiyou Golden Fair Beer Concession Requirements

- Domestic Beer will be sold for \$7.00, Craft Beer for \$8.00 and served in a clear plastic 16-ounce cup.
- Organization must submit proof of being a nonprofit with a current 501(c) status, recognized by the Internal Revenue Service, a current SBOE Seller's Permit and serve communities within Siskiyou County.
- Organization will sell a variety of beers: Domestic Beers (Budweiser, Bud Light, Coors Original, Coors Light), Non-Alcoholic Beer (is required to be offered but is not part of the maximum and does not occupy a tap), and the remaining taps will be determined at a later date between Fair Management, Beer Concessionaire and the Beer Distributers.

Beer Bid Scoring Criteria

_____ 1. (30 pts) Organization Qualifications

- Official California 501(c)3 Nonprofit Corporation #

- California Tax and Fee Administration Seller's Permit #

- Number of Active Members

- Experience Selling Alcohol at public events (please list)

_____ 2. (30 pts) Bid price per 15.5 gallon tapped keg. (Minimum bid \$260.00)
\$ _____

Official Use only below this line:

_____ Score Committee Rank _____ Committee Chair Signature _____