



Snohomish County Council

Committee: Conservation, Sustainability, and Recreation
ECAF: 22-0747
Motion: 22-320

Analyst: Nicole Gorle
Date: August 4, 2022

Consideration:

The Executive requests Council approve a five-year license agreement with Butler Amusements, Inc. for carnival operations at the Evergreen State Fair.

Background:

Snohomish County owns the Evergreen State Fairgrounds and holds an annual Fair from the end of August through Labor Day. Carnival services for the Fair are contracted out, with a portion of the revenue from the rides and concessions going to the County/Fair. For over 20 years Butler Amusements, Inc. has provided carnival services at the Evergreen State Fair (selected through an RFP process).

The most recent contract was entered into in 2011¹ (2011-2015), extended through Amendment #1² (2016-2020), and Amendment #2³ approved changes to the financials of the contract. Due to Covid-19, the 2020 Fair was canceled which was the last year of the contract with Butler Amusements. Because of this, under Executive Authority Amendment #3 was executed to essentially carry forward the services that would have been provided in 2020, to 2021 (see attachment #1).

Current Proposal:

Scope: Provide amusement rides, shows, novelty concessions, game concessions, and food concessions at the Evergreen State Fair. For the rides there must be at least two super spectacular rides; four spectacular rides, 14 major adult rides, 14 family/kiddie rides, and two walk-through funhouse shows. For concessions the contractor will provide between three to five miscellaneous novelty concessions, between 20 to 35 game concessions, and no more than seven food concessions.

Duration: 2022 – 2026

Budget: Under the contract, Butler Amusement, Inc. agrees to pay the County a minimum of \$900k/year 2022-2025 and \$950k in 2026 based on the below formula.

There are a couple notable financial changes from 2019.⁴ The percent the County is receiving from Advance Sale Ride Gross dropped 10% from 2019; there is a 2% increase on what the county will receive from Super Spectacular Ride's; revenue from novelty sales is a flat \$2k on gross sales vs. \$1.5k per concession; food concession revenue

¹ ECAF 20046175 – Motion 11-082

² ECAF 20054342 – Motion 15-212

³ ECAF 20060591 – Motion 17-186

⁴ 2021 information is shown for reference, but the proposed is being compared to 2019 as 2021 was a special year due to Covid-19.

increases by \$700 per concession; and the minimum guaranteed amount is almost \$300k higher than in 2019.

	2019	2021	Proposed
Advanced Sale Ride Gross	45%	45%	35%
Ride Gross	45% up to \$200k 40% of the next \$400k 35% over \$600k	45% up to \$250k 40% of the next \$500k 35% over \$600k	45% up to \$200k 40% on the next \$400k 35% over \$600k
Super Spectacular Ride Gross	20%	20%	22%
Novelty Concessions	\$1.5k/ Novelty	\$1.5k/ Novelty	\$2k from gross novelty sales
Game Concessions	\$1k/each game concession	\$1k/each game concession	\$1.5k/each game concession
Food Concessions	\$1.3k/each food concession	\$1.3k/each food concession	\$2k/each food concession
Minimum Guarantee Amount	\$607,500	None	\$900,000/year (and \$950k in 2026)
Capital Improvement Investment	\$21,000	None	\$75k in 2022-2023

2022 Budget: Yes (revenue, no expenditure)

Future Budget Impact: Yes

Handling: Expedite

Approved-as-to-form: Yes

Risk Management: Yes

Executive Recommendation: Approve

Attachment: Attachment 1 – Amendment #3 to Butler Amusements, Inc. Contract

Amendments: None

Request: Move to GLS on August 10th for consideration.