



# The Capital Fair Times



February 11th, 2018 Fair Dates: August 17th to 26th, 2018 Rideau-Carleton Raceway Casino www.capitalfair.ca

## Changes are coming!

Since its move from 4 days in May to 10 days in August, the Capital Fair's growth has been nothing short of astounding. With average daily attendance jumping from 4,000 a day to over 25,000 the Board feels the time is right to introduce a small gate admission and begin restricting outside food and drink. While plans are still being formalized, the Board anticipates a nominal admission fee of \$4.00.

In direct response to concessionaire feedback suggesting that despite record crowds many vendors were still facing challenges, the Fair plans to fence the grounds, restrict food/drinks and provide additional security.

Fair President Mark Lamoureux observed, "This will obviously be a beneficial move for everyone. A nominal gate will allow us to sustain our program development

and growth." "We are committed to providing new, exciting and fun features, while staying on track towards ensuring viability and increased profitability for our vendors."

Lamoureux continued with more good news... "With all the changes, we've decided to hold our vendor fees.

Slightly impacting the Fair, the Hard Rock Casino renovations will require some work-arounds. HRC has temporarily relocated the casino valet parking to the south parking lot which will result in both the midway and vendor line lineups to be tweaked. As a result, Lamoureux anticipates vendor space to be slightly tighter this year.

All in all, 2018 is going to be very exciting.

## 2018 VENDOR APPLICATIONS

Applications for 2018 concessions are now open to all.

This newsletter is automatically linked to the new Terms and Conditions link which will take you to the 2018 Concession Contract Application Form.

There have been a few minor changes to the Terms &

Conditions which we suggest you review you carefully to avoid any issues.

If you have any questions, we'd like to avoid any misunderstandings.

Please feel free to contact us at [concessions@capitalfair.ca](mailto:concessions@capitalfair.ca) with any questions or call us at 613-741-3247.



## CAPITAL FAIR 2017 BREAKS ALL RECORDS

Ottawa - September 15th, 2017

In 2017, the Capital Fair achieved an unprecedented record attendance of over 255,000 guests. "With nine days of great weather it seemed this year everything just fell into place." said Fair Vice-President Julie

Lamothe. "With the World's Finest Shows providing Eastern Ontario's largest midway, the live stage and grounds acts, our great kids program and a growing agricultural component the Fair has been solidly



embraced by the region and we're thrilled everyone came out to play". "We regard 2017 as the year of support and confidence we were hoping for."

"With our current plans to make the Fair even more appealing by adding more programming and lots of great promotions and events, we can hardly wait for August!"

## Concession-of-the-Day Continues

To improve the quality of vendors and to reward concessionaires who take pride in their operations, the Capital Fair offers the "Concession of the Day Program".

The concept is meant to be simple. The each vendor is evaluated for;

- a) Presentation
- b) Product knowledge
- c) Customer service
- d) Cleanliness

Each day of the Fair, a winner is selected and acknowledged in our daily Capital Fair Times newsletter which is made available to all vendors and members of the public (while quantities last).

Recognizing excellence, each winner of this daily contest receives \$50.00

off next year's rent. Every vendor automatically is enrolled in this contest and need not do anything more than look sharp, know your stuff, treat your customers right and keep your booth and surrounding area clean.

The program worked so well that in 2017 the Fair awarded the best of the daily winners the "Concession of the Year" and upgraded the rent credit to \$100.00

Congratulations to all 2017 winners.

We wish everyone a great off-season and hope to see you at the 2018 Capital Fair.

Program details subject to change without notice