



National Independent
Concessionaires Association, Inc.

“Together We Can!”



Mission Statement

The National Independent Concessionaires Association is a membership-driven organization dedicated to strengthening relationships with the Fair, Festival, and Special Events Industries through effective Communication, Education, Benefits, Leadership, and Solutions.



Communication Committees

WHAT is a Communication Committee?

A Communication Committee is a group of Vendors and Fair Management that meets on a systematic basis to discuss and seek solutions that address mutual concerns.

WHY have a Communication Committee?



Communication

Concerns are solved by recognition, mutual discussion, and joint effort to solve the concern.



Shared Knowledge

When we share the observations of our vendors and employees, we will have fewer leaks, improved traffic patterns, safer events, and increased profits.

WHY have a Communication Committee?



Impactful Promotions

Collectively design promotions that increase attendance, revenue, and quality of life in the community.



Trends

Because trends travel, as do Vendors, Vendors are a valuable resource of ideas.

WHY have a Communication Committee?



Guest Experience

Making Blue Ribbon memories is our shared passion.



Community Public Relations

The Fair's community *IS* the Vendor's community.
Let's both make them better!

**WHERE can you form a
Communication Committee?**

Any Fair or Festival!

**WHEN can you form a
Communication Committee?**

The sooner the better!

**WHO can you form a
Communication Committee?**

YOU! Because you care!

Benefits

- *Communicating consistently means good ideas are shared sooner*
- *Learning how others conduct their business*
 - *Keeping costs down and revenues up*

Benefits Continued

- *Working together as an ensemble, not as competitors*
- *Expecting to make critical choices that are successful is empowering*
 - *Conducting businesses more intentionally and conscientiously*
 - *Building loyalty and relationships*

HOW can you organize a Communication Committee?

**Ask a NICA Member, the NICA Office, and/or
a Fair Manager to help you organize a
Communication Committee.**

- Set goals for what you want to accomplish
 - Determine how many members your Committee will have
- Select the representation of one or multiple groups: Exhibitors; Concessionaires; Carnivals; Purveyors
 - Invite Committee members

- Choose time and place
- Prepare list of Committee members
- Decide when to meet: quarterly, during the Fair, off-season, or at conventions
- Develop meeting agenda discussion points
 - Invite special guests

- Order refreshments or a meal when necessary
 - Send reminders leading up to the event
 - Take notes during the meeting
 - Listen for understanding, not agreement
- Distribute notes, comments, or suggestions to all Fair Stakeholders and Vendors

Communication Committee Success Stories

*Throughout the country,
Communication Committees have
found success, sometimes in
unexpected places.*

- 1. Offered practical training for owners, temporary employees, and alcohol servers in areas like guest services, health department rules, and responsible alcohol consumption.**
- 2. Achieved unprecedented food and beverage per cap growth by working with the fair to increase length of stay.**

3. Researched, developed and launched a successful souvenir cup program that is profitable for both Fair and Vendors and increased the Fair's brand recognition.
4. Raised the guest service score of "*completely satisfied*" with Vendor customer service from 38% to 64% over a three-year period.
5. Experimented with promotions to find ones that increased revenues and guest satisfaction.



*“Together We Can
Communicate!”*



Learn More About NICA at
www.nicainc.org



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