



What is NICA?

National Independent
Concessionaires Association

nicainc.org 813-438-8926



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.

NICA Beginnings

- ▣ January 1993 Larry Orme and Gene O'Brien at South Florida Fair envisioned the idea of NICA
- ▣ February 1993 @ Florida State Fair 200 folks showed up at first meeting
- ▣ November 1993 360 members
- ▣ BOD of 7 met for the first time in person at IAFE
 - Communication Committee Concept
 - Code of Ethics
- ▣ Left Vegas ready to speak on behalf of Independent Concessionaires regarding a broad spectrum of issues and concerns

NICA Today

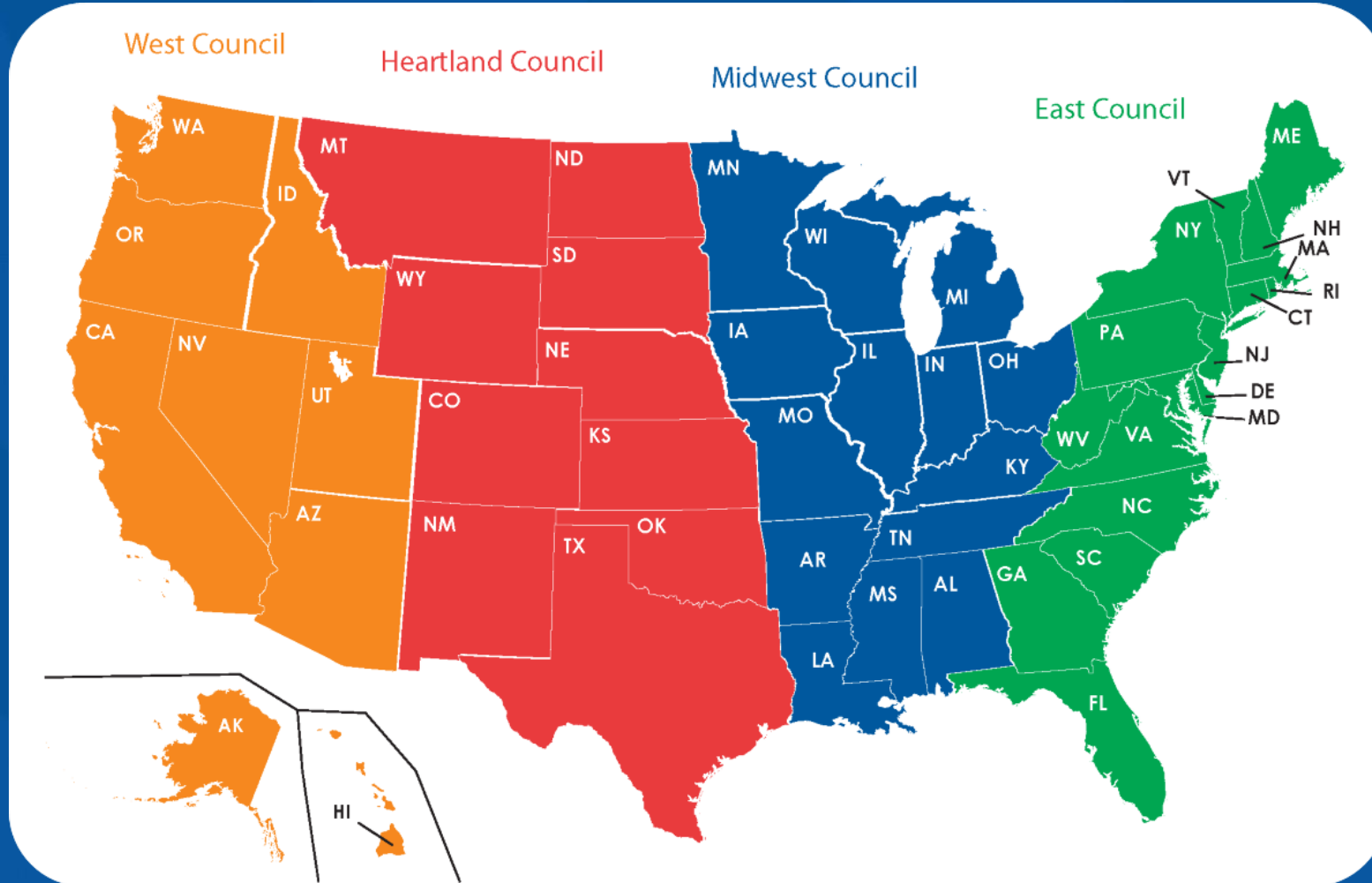
- ▣ Developing Regional Councils
 - West Council - 2006
 - East Council - 2014 (NE), 2018 (SE), 2020 (merged)
 - Midwest Council– 2022
 - Commercial Vendor Council - 2024
- ▣ NICA Marketplace "Together!" Las Vegas
- ▣ Business EXPO/Fare Foods Food Show Tampa
- ▣ NICA Foundation Scholarship Programs
- ▣ Certified Concessionaire Executive
- ▣ Hall of Fame/Good Neighbor
- ▣ NICA/IAFE Read and Win Program
- ▣ Active in IAFE, OABA, and State Associations

Long Term Strategic Goals: Membership

▣ **Increase Membership:**

NICA will become a stronger organization throughout the USA and Canada by increasing membership and member participation in organizational activities

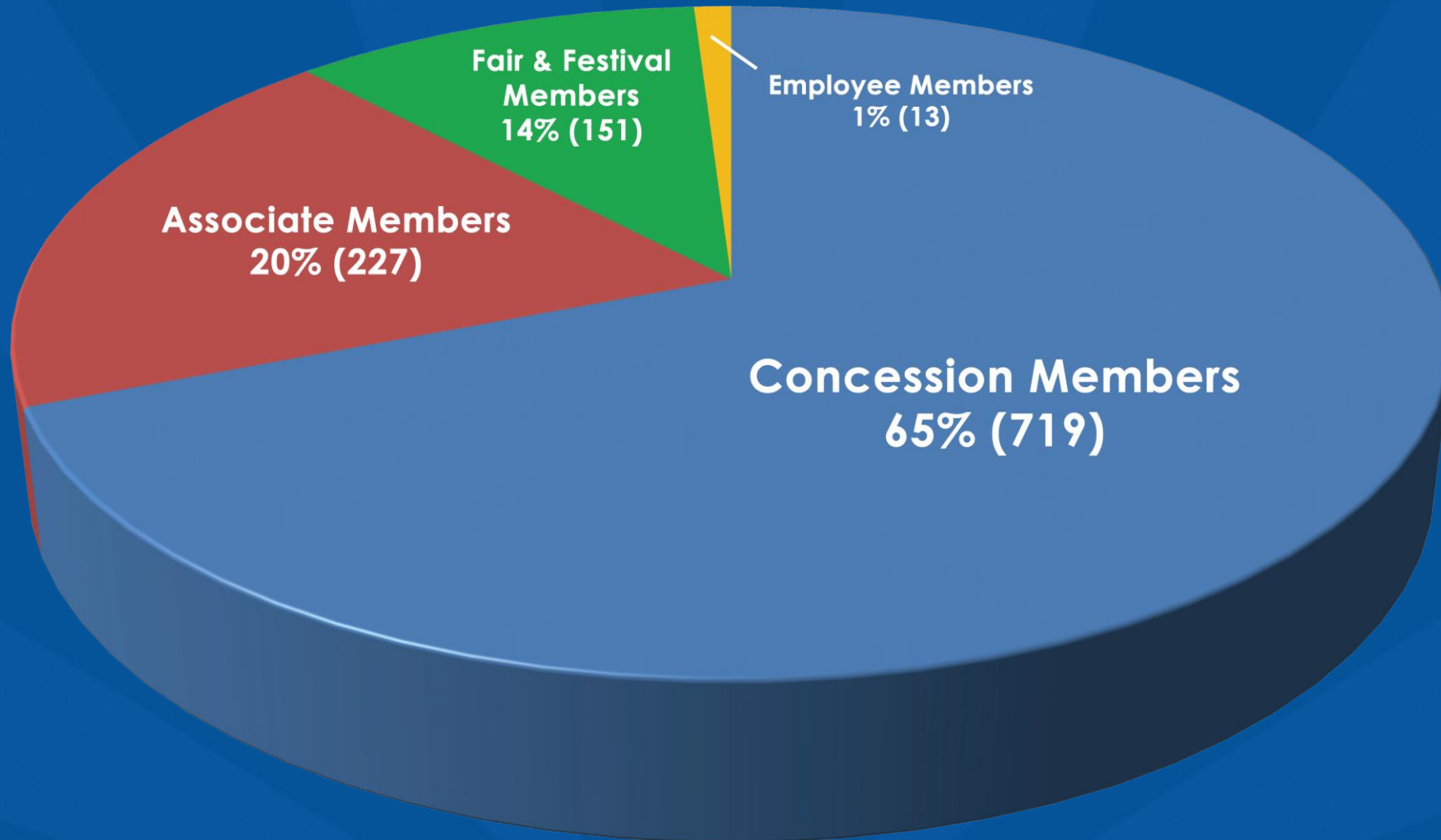
Regional Councils



Generational Family Businesses



Who Is NICA?



Who Is NICA?

- ▣ **Florida not-for-profit corporation**
- ▣ **Approximately 1100 members: Canada & USA**
- ▣ **Concession Members: 65%**
 - Attractions
 - Commercial Exhibitors & Retail
 - Food Concessions
 - Games
 - Guest Services

Who Is NICA? (Cont.)

- ▣ **Associate Members: 20%**
 - Associations
 - Carnivals & Circuses
 - Consultants
 - Distributors
 - Suppliers
 - Insurance
- ▣ **Fairs and Festivals: 14%**
- ▣ **Employee Members: 1%**

Entrepreneur

- ▣ Person who organizes and manages any enterprise especially a business, usually with considerable initiative and risk.
- ▣ Visual and Kinesthetic Learners
- ▣ Traits or Qualities of Successful Entrepreneurs
 - Tenacious Opportunity Seeking Resourceful
 - Self Reliant Confident
 - Thrive on competition Innovative
 - Able to Control Fear Focused
 - Like Autonomy Passionate

Long Term Strategic Goals: Professional Voice

- ▣ **Be a Professional Voice in the Event Industry:**
NICA will present balanced and well thought out procedures and solutions for long-time industry issues and regulatory concerns at convention workshops and work for their adoption by Fair Associations.

think big
teamwork
new imagination
risk inspiring
creative business
communication solution
key performance planning works
innovate
ideas concept
brand
brainstorm plan
strategy success
global process
excellence
out of the box
reward
leadership
efficiency
workflow
information marketing best
organization network social
research analysis green
advertising positive vision
refresh ads
development
goals

Discussions About Options

- ▣ A discussion about the many ways to do or accomplish something

“Nothing is more dangerous than an idea when it is the only one you have.”

--Emile Chartier

- ▣ To have choices and/or possibilities
- ▣ When is there room for more than one way?
- ▣ Lead Convention Educational Sessions
- ▣ Participate in conversations that affect the Industries' net profits.



Thought Leaders at Industry Events



Jeff Thornberry, CCE



Jeremy Parsons, CFE



Isabella Barona



Daryl Whicheloe, CCE

Discussions About Options

1. Rent and Deposit Structures
2. Contract Management
3. Point of Sale Options
4. Exclusive Sponsorships
5. Transfer of Ownership



“Anything that violates the elements of justice, fairness and goodwill is deemed unethical.”

The Power of Food at Fairs

This year's Colorado State Fair had increased attendance and food profits



By Shanna Lewis · Sep. 12, 2022, 4:00 am



Nebraska State Fair ends with increases in attendance, food, carnival sales

by Steve White | Tuesday, September 6th 2022



Food Revenues from 2022 Montana State Fair have record setting year



Traci Rosenbaum
Great Falls Tribune

Great Falls Tribune

Published 12:06 p.m. MT Sept. 2, 2022

Revived State Fair a big opportunity for vendors after two tough years

By Dee DePass Star Tribune

AUGUST 28, 2022 — 6:43PM



Fair food now in full swing

Let the tasting fun begin with these carnival favorites

By **STEPHEN FRIES** | Stephen@stephenfries.com **The Times Herald**

Attendance dropped at San Diego County Fair this year, but people stayed longer and spent more

BY KRISTEN TAKETA | SAN DIEGO UNION-TRIBUNE

JULY 4, 2022 9:13 AM PT



The crowds, the food, the weather and the Wobble: 9 takeaways from the 2022 NY State Fair

Updated: Sep. 08, 2022, 8:25 a.m. | Published: Sep. 06, 2022, 1:16 p.m.

By **Don Cazentre** | dcazentre@nyup.com



Walla Walla Fair & Frontier Days sees increased attendance, record food sales

Emry Dinman Walla Walla Union-Bulletin Sep 11, 2022 0



Contract Management

- ▣ Most concession members prefer rules and want them enforced
 - ▣ Do not make more rules than can be enforced
 - ▣ Product management
 - ▣ Consistent pricing
 - ▣ Safety and Security procedures
 - ▣ Opening and closing clarity
-
- ▣ Fair Guest Impact: Contract management protects them, ensures good memories



Rent Structure

- ▣ Understand rent makes fair facilities and programs possible
- ▣ When events raise rent, there becomes a responsibility to increase attendance
- ▣ Many concession members and fairs prefer flat fee rent
 - Less work for all stakeholders, simple
 - Fair receives the amount they budgeted
 - Point of sale systems do not need to be all the same
 - Concern does exist about over-booking and lack of seating



Rent Structure (Cont.)

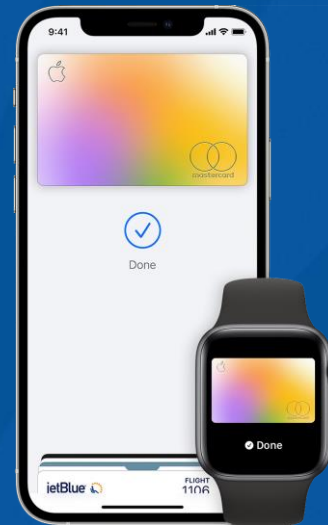
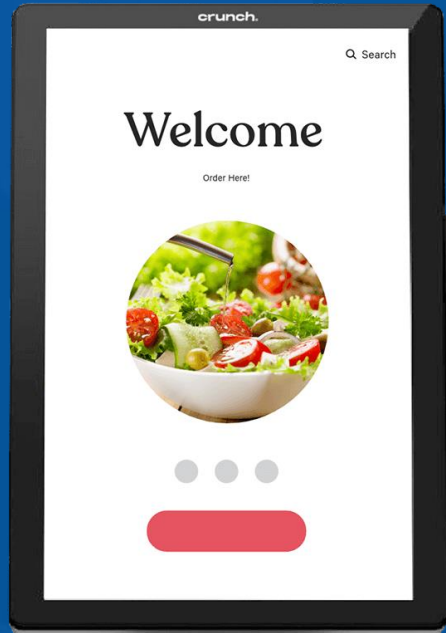
- ▣ Many concession members and fairs prefer Percentage rent because it means all take the risk of good or bad results
 - ▣ Do not raise percentage like it is a flat fee
 - ▣ Misuse of guarantees: flat fee vs percentage, whichever is greater
 - ▣ Multi-year Agreements
 - ▣ Reasonable deposits
-
- ▣ Fair Guest Impact: Rent is the biggest factor in product price, quality and portion size



Point of Sale Options

- ▣ Most concession members prefer to be part of any discussion regarding point of sale changes
- ▣ NICA policy is to accept payment directly from the customer using the manner in which the customer chooses to pay
- ▣ Fair guest wants value and convenience
- ▣ Fair wants value and control
- ▣ Concessionaire wants a balance
- ▣ Fair Guest Impact: Simple and Honest transactions

Third Party Fees Devalue Money



Exclusive Sponsorship

- ▣ Most concession members understand the importance of sponsorship: weatherproof money, status, branding
- ▣ Prefer it not be food/beverage products that they are forced to buy at an inflated price
- ▣ Product giveaway: concessionaires give it away or give away as the guest exists
- ▣ Commercial concern: Premium spaces renamed to accommodate exclusivity of products
- ▣ Fair Guest Impact: fewer product choices and sometimes higher prices

Transfer of Ownership

- ▣ Most concession members prefer a transparent process that allows them to sell their business including locations when possible
- ▣ There is a variety of transfer scenarios: Owner to Family Member, Owner to Another Owner, Owner to Employee, Owner to Interested Buyer



Transfer of Ownership (Cont.)

- ▣ Transparency means publish the process: do not keep it a secret
- ▣ Template: Transfer of Ownership= Succession Planning= Long-range Planning IAFE/NICA White Paper 2017
- ▣ Fair Guest Impact: Seamlessly maintains tradition of grazing on favorite foods and signature quality items.

Communication Committees



Long Term Strategic Goals: Benefits

- ▣ **Provide Meaningful Benefits to Members:**
NICA will promote the collective buying power of its membership to attract member benefits that provide membership savings and organizational revenue.

A magnifying glass with a silver handle and frame is positioned over a white surface. The lens of the magnifying glass is centered on the text "Focus on Quality", which is written in a bold, black, sans-serif font. The text is arranged in three lines: "Focus" on the top line, "on" on the middle line, and "Quality" on the bottom line. The magnifying glass's lens is slightly tilted, and its handle extends towards the bottom right corner of the frame. The background of the entire image is a solid, deep blue color.

**Focus
on
Quality**

Benefits





Mission Statement

To foster leadership development in the Fair and Event Industries by providing support through educational scholarships and by enhancing training and professional services.

Communication: NICA News, Benefits Guide & NICA Now!

National Independent
National Independent
National Independent
National Independent

All In & More
NICA Founda
Learn More A
Midwest Men
Save the Date
Election Ballo
Photos

All In & More
Last Chance
2024 Busine
End of Sum
Meet the Ca
A Piece of t
New Benefit
Photos

All In & More
Join Us in L
2024 Busine
Breakfast R
Honoring Ou
Ask the Can
Having a "Le
Photos

De
TOGETHE
IDEAS, NETV
AN

National Independent Concessionaires Association, Inc. January / February 2024

2024 NICA Business Expo & Fare Foods Food Show

TOMORROW Starts TODAY!

February 5-7, 2024

SHERATON TAMPA BRANDON • TAMPA, FL

National Independent Concessionaires Association, Inc.
"Together We Can!"

NICA Foundation nicainc.org/2024

National Independent Concessionaires Association, Inc.
"Together We Can Save!"

2024 NICA Membership Benefits Guide

NICA Now!

Membership Educational & Networking Gatherings



Join Us at Topgolf!

Monday, May 20, 2024 • Topgolf LA-Ontario

11:00 AM: Registration • 11:30 AM–3:30 PM: Main Event
Located at 1050 N. Archibald Avenue, Ontario, CA

You are invited to join us for a new exciting event during the LA County Fair! Reserve your bays for up to six people or sign up as an individual at \$160 a player. This event will include Closest to the Target and Longest Drive Contests, Opportunity Drawing, Chicken and Brisket Lunch, and the fun and fellowship you can always find at all NICA events. All Food and Beverage Vendors and Commercial Exhibitors are encouraged to attend. We hope to see you there!

\$160
per player



Contact Scott Shacklett at (909) 630-6654, Ryan Long, CCE at (909) 732-4260, Gigi Horowitz, CCE at (714) 251-2735, or Lisa Gallegos at (714) 400-4756 to learn more.

Bay Sponsorship • Company Name: _____ \$100
(Table Card Included)

Player Names (6 Players per Bay):

_____ \$160 _____ \$160

_____ \$160 _____ \$160

_____ \$160 _____ \$160

Contact: _____ Phone: _____ Total Enclosed: _____



National Independent
Concessionaires Association, Inc.
"Together We Can!"

Member Gathering

Tuesday, August 29, 2023 • 6:30 PM

Celebrating at The Hangar

MINNESOTA STATE FAIR



Join us for a NICA Midwest Member Gathering, hosted by the NICA Midwest Council at The Hangar, located at the Minnesota State Fair!

Enjoy greetings from Minnesota State Fair and NICA Leadership and learn more about NICA! This event will also feature door prizes, tasty food and beverages, great dialogue, and more. Extra special thanks to The Hangar for their hospitality!

All Food and Beverage Vendors and Commercial Exhibitors encouraged to attend. We hope to see you there!

Win a Free NICA Membership!



Contact Dennis Larson, CFE at (651) 350-4159
or Matt Ribar at (651) 402-0437 for details!



Wednesday, September 13, 2023 • 7-9 PM

LATTITUDE RESTAURANT

1338 Memorial Ave. West Springfield, MA 01089
(across the street from The Big E, Gate 5)



Open to All Vendors & Employees

PLAY ALL NIGHT FOR **\$100!!**

Come join us for our Annual Bingo Fundraiser at The Big E to benefit NICA East Council activities and the Regional Councils' Scholarship

Over 30 Prizes!

Prizes are a mystery, but include house trailer supplies, gift cards, tools & swag!

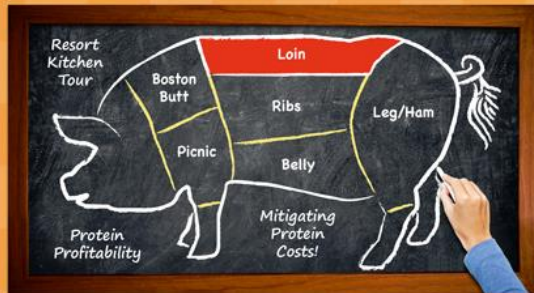
Contact jessica@nicainc.org
for Sponsorship Opportunities



Membership Educational & Networking Gatherings

NICA & SYSCO The Power of Protein WORKSHOP

Sponsored by **Smithfield Farmland**



WEDNESDAY, JANUARY 14, 2015 • 9:30 AM - 1:00 PM

TICKETS: \$15 EACH (AVAILABLE AT THE WFA REGISTRATION DESK)

Session Begins in Nevada 10

"The Power of Protein" is an Educational Workshop on protein, profitability and mitigating rising protein costs that includes a Resort Kitchen Tour, sponsored by Duggan's Concessions, with Executive Chef Jerry Ignatich and the Sectioning of a Hog in the Butcher Shop.



Everyone's Welcome!

A Cooking Oil Demonstration
with **Ventura Foods**

Arranged by the NICA Sysco Marketplace

THURSDAY, SEPTEMBER 12TH • 9 AM
Biggy's (by the Yellow Gate)



We Need You!

We are looking for everyone's help to develop better oil for the Fair Industry. Come learn about the new technologies of fry oil by comparing two different kinds of premium oil after one week at the Fair. Bring test items that you typically use to fry such as potato chips, chicken, fries, fish, vegetables, cheese, candy, etc.

RSVP to Dominic Palmieri at (602) 763-7194



2024 NICA Business Expo TOMORROW Starts TODAY! SCHEDULE OF EVENTS

NICA Business Expo Programming Sponsored by Hummel Group

Monday, February 5, 2024

8:30 AM–12:30 PM & 4:30–5:30 PM: Onsite Registration Lobby

9:00–11:30 AM: Heartsaver CPR Class \$30 Fee • Limited class size Palm Room

Sponsored by NICA Foundation, Sweet Cheeks & The Thomas Hodson Company

Presenter: Melissa Mashaw, Tampa Bay CPR

CPR is a must-have skill for anyone who works or attends public social events like Fairs and Festivals. Class includes Adult (dummies provided), Child, and Infant CPR, Choking, AED, EpiPen instruction, and quiz. American Heart Association cards will be issued upon successful completion of the class.

11:30 AM–12:30 PM: Lunch Buffet Panfilo's Grill

12:30–4:30 PM: ServSafe Food Manager Class \$90 Fee • Limited class size Palm Room

Sponsored by NICA Foundation, Leimon's Pizza & The Thomas Hodson Company

Presenter: Dave Steck, Serve It Up Safe!

ServSafe is a Food and Beverage training program established to ensure safety in the Foodservice Industry. Class includes a four hour review session followed by a 90-question ServSafe Food Manager's Certification Exam. Upon successful completion of the exam, your Food Manager Certificate will be valid for five years in all 50 States.

5:30–6:45 PM: Annual General Membership Meeting Wristband required Cypress Room

Sponsored by Southern Oregon Food & Beverage • Door Prizes: 2 Busch Gardens tickets

The Annual General Membership Meeting features the Board of Directors Installation, Year in Review, CCE Awards, Membership Contest Awards, Old and New Business, and Greetings from Outgoing and Incoming Presidents.

6:45–7:15 PM: Cocktails Wristband required Ballroom Foyer

7:15–10:00 PM: Legacy Dinner & Celebration Wristband required Ballroom

Legacy Celebration sponsored by Fare Foods, Pacific Crest Concessions & R.E. Smith

Winner's Hour Activities sponsored by Fluffy's Donuts & Jack's Fries

NICA's Legacy Celebration includes "Building on Strong Foundations," presented by Jo Reynolds, CFE, IAFE Chair, celebrates NICA's gratitude for Hall of Fame Recipient Dominic Palmieri, CCE, Past President and Odyssey Foods, and his contributions to NICA and the Industry, and features Vendor Presentations, the NICA Foundation Spotlight, and Winner's Hour Activities.

Tuesday, February 6, 2024

8:00 AM–8:00 PM: Onsite Registration Lobby

Tuesday Educational Workshops sponsored by Brad Ribbar, CCE, Meester Mikes of Coral Gables, Super Dog & The Apple Cart

9:00–10:30 AM: DOT Update Palm Room

Sponsored by Hummel Group

Moderator: Phil Teague, Hummel Group • Presenter: Buddy Walls, Carrier Software

Embark on a comprehensive exploration of the present and future landscape of the Department of Transportation (DOT). This workshop is designed for transportation professionals and others seeking a deep dive into the current trends, challenges, and innovations within the DOT framework.

10:45–11:45 AM: Food & Beverage Trends Palm Room

Moderator: Audrey Poole, Fare Foods • Vendors: Alpha Baking; Berk Enterprises; Gold Medal Products; Kaiser Pickles; WNA Specialty Prints; Whirley DrinkWorks!

11:45 AM–1:00 PM: Box Lunch & Roundtable Topics Palm Room

Sponsored by The Best Around

Topics: Food Trucks, Hours and Days of Operation, Internet Infrastructure, Multi-Year Agreements, and Weather Protocols

Pick up your complimentary box lunch and sit at a table with a topic you would like to discuss. You will be able to participate in two different topic discussions during this session.

Schedule is subject to change, visit www.nicainc.org/2024 and check signage for final details

NICA Marketplace "Together!" & NICA Business Expo



November 10-13, 2024

TOGETHER WE WILL SHARE IDEAS,
NETWORKING, PRODUCTS, AND SERVICES

**Register & Book Your Room at
nicainc.org/marketplace**



Special Early Bird Registration & Room Rate Now Available



2024 NICA Business Expo &
Fare Foods Food Show

TOMORROW

Starts **TODAY!**

February 5-7, 2024

SHERATON TAMPA BRANDON • TAMPA, FL



LEARN MORE AT NICAINC.ORG

FAIRS are FUN

FAIRS are our BUSINESS





Learn More About NICA at
www.nicainc.org



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“Together We Can!”