Commercial Tent Operators Guidelines for 2014

a. The issue: MSU believes that the continued unchecked expansion of area used by commercial operators could have a negative impact on the game day experience of many of our fans.

b. Requirements
   i. MSU will designate two areas for Commercial Tent Operations. Commercial Operators will need to register, advise us of how many spaces they want for the season, pay a fee, provide proof of liability insurance and agree to abide by our rules related to set up, clean up, etc.
   ii. The areas will be one half of the amphitheater area. MSU will establish a line down the middle at the stage directly toward Newell and give one half back to our fans who feel they have been pushed down the hill. Southern Traditions Tailgating will be allowed to setup on the other half closer to the fraternities (see below). The other designated Commercial area would be the back half of the Ag-Bio grass area.
   iii. The fee is to be determined based on the estimated cost to MSU and the total budget for the Game Day Committee. Currently, the fee will be 10% of the gross amount received for the season Payment will be due prior to the first game. If additional sales are made during the season, 10% of the gross shall be submitted to MSU within 30 days after receipt. MSU reserves the right to review financial records of the Commercial tent Operators.
   iv. The size of each space will be 10x20, but it will be up to the operator to determine how he/she uses the space. For example if an operator requests/ 40 spaces, he will have access to 8,000 square feet (10x20x40).
   v. MSU will not mark off the specific areas to be used by commercial operations and will allow the commercial operators to set up beginning at 8 am on the day before the game. Tailgating cannot begin until after 4 pm the day before a game. MSU will announce the fact that Commercial Operations will be setting up.
   vi. A commercial operator will be defined as anyone that is paid to set up 10 or more tents.
   vii. If MSU determine that an operator is setting up more than 10 tents and has not registered, MSU reserve the right to restrict their access to our campus.
   viii. MSU anticipates having about 250 spaces available for commercial operators. MSU will accommodate as many spaces as possible in the designated areas, but in no way guarantees a certain number of spaces will be available to any commercial operator.
   ix. We will ‘grandfather’ in the operator who has been setting up tents in the amphitheater (Southern Traditions Tailgating), if it decides to
register. Why? Because of the number of fans that currently do business with Southern Traditions and our desire to displace as few fans as possible from their current tailgating areas.

x. We will give the other current operator (The Tailgate Company.) the first opportunity at the remaining space, if he decides to register. Why? Because we want his current clients to have the best of the available space. While possibly displacing some fans, there will be few and they will still have a satisfactory tailgating location.

xi. Any other operators that desire to register will get desired space on a first come, first serve basis.

xii. This is a one year plan. Depending on the outcome of this year’s plan, MSU may decide to issue an RFP in the future with the intent of awarding one or more contracts.

c. Reservation

i. There is a small possibility that MSU will obtain funding for a Friday night concert in the Amphitheatre. If this happens, the Commercial Operator(s) with reservations in that area will not be allowed to set up tents until after the event or Saturday morning.