



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: A 23-123

April 25, 2023

Introduced: 4/7/2023

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Approve and authorize the Monterey County Laguna Seca Representative to:

- a. Execute a retroactive Standard Agreement between AMI Graphics, Inc. and the County of Monterey for branding and signage services for WeatherTech® Raceway at Laguna Seca with a term beginning February 1, 2023, through November 1, 2025, for an amount not to exceed \$700,000;
- b. Execute up to three (3) future amendments to the Standard Agreement where the total amendments do not exceed ten percent (10%), or \$70,000, of the Agreement amount and do not significantly change the scope of work, subject to County Counsel approval.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Monterey County Laguna Seca Representative to:

- a. Execute a retroactive Standard Agreement between AMI Graphics, Inc. and the County of Monterey for branding and signage services for WeatherTech® Raceway at Laguna Seca with a term beginning February 1, 2023, through November 1, 2025, for an amount not to exceed \$700,000;
- b. Execute up to three (3) future amendments to the Standard Agreement where the total amendments do not exceed ten percent (10%), or \$70,000, of the agreement amount and do not significantly change the scope of work, subject to County Counsel approval.

SUMMARY/DISCUSSION:

AMI Graphics, Inc. (AMI) specializes in services for development, copywriting, art direction, design and layout, production, installation, removal, and onsite storage of advertising and sponsorship materials.

AMI will work with the County of Monterey (County), its vendors, marketing partners, and affiliates at WeatherTech® Raceway at Laguna Seca (WRLS) to provide all ordered branding and signage elements to satisfy sponsorship, advertising, and other operational needs. AMI will ensure that its installation services reflect a world-renowned racetrack that has worldwide coverage and welcomes top sponsors of the sporting industry. AMI will consult on new projects to help improve facility signage for new sponsors, track renters, and facility upgrades.

AMI has been providing services at WRLS since 2007 with favorable results. Approximately 75-80% of AMI's fees are billed back to sponsors each year. In addition, AMI provides County with an annual five percent (5%) production credit for all accumulated print production volume booked each year. The production credit is used to provide replacement of existing or new signage as needed for Laguna Seca Recreation Area or WRLS.

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The Agreement is retroactive because A&D Narigi Consulting (A&D) staff requested AMI's services to replace the Hwy 68 banner prior to the Agreement being executed. This was in error and not a typical practice of A&D.

Staff requests the Board of Supervisors' approval of the proposed retroactive Standard Agreement (Attachment A) to provide signage services to the County during the term of the Agreement, February 1, 2023, through November 1, 2025, with a not-to-exceed amount of \$700,000.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller's Office reviewed and approved the proposed Agreement as to form and fiscal provisions, respectively.

FINANCING:

The cost of the contracted services provided by AMI shall not exceed \$700,000 for the term of the Agreement. There is sufficient funding in the Fiscal Year 2022-2023 Adopted Budget, LSRA Fund 453, Appropriation Unit PFP067. Future recommended budgets will request appropriations for this Agreement.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors' Strategic Initiatives for Economic Development and Administration. Use of the services will assist in conducting quality events at WRLS facilities and improve the effectiveness of County services. This, in turn, will generate revenue to sustain the park facility and promote economic development by attracting domestic and international visitor dollars that will stimulate the local economy.

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Dona Luna, Management Analyst III, (831) 755-5455

Reviewed by: Bryan Flores, Chief of Parks

Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities, & Parks

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Attachment:

Attachment A-proposed retroactive Standard Agreement
(Attachment is on file with the Clerk of the Board)