



County of Monterey

Item No.

Board Report

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

Legistar File Number: A 23-367

August 22, 2023

Introduced: 7/17/2023

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

Approve and authorize the Monterey County Laguna Seca Representative to execute a Facility Use Agreement between GRIDLIFE, LLC and the County of Monterey for a spectator racing and concert event to be held at WeatherTech® Raceway at Laguna Seca with a term beginning October 16, 2023, through October 22, 2023, for a total event fee of \$160,000.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Monterey County Laguna Seca Representative to execute a Facility Use Agreement between GRIDLIFE, LLC and the County of Monterey for a spectator racing and concert event to be held at WeatherTech® Raceway at Laguna Seca with a term beginning October 20, 2023, through October 22, 2023, for a total event fee of \$160,000.

SUMMARY/DISCUSSION:

GRIDLIFE, LLC (GRIDLIFE) is a motorsports sanctioning body that hosts a series of music and motorsports festivals at racetracks across the United States. This event is structured as a revenue producing facility rental with minimal expenditures and limited liability to the County. All camping will be sold at special event rates and managed by Laguna Seca Recreation Area (LSRA) management with County retaining all revenue, except for up to 40 sites designated for volunteers. The promotion and operational responsibilities of the event, including ticket sales, will be managed by GRIDLIFE at the expense of GRIDLIFE. All life, safety and security requirements per established regulations will be required at the expense of GRIDLIFE. LSRA management will be onsite to monitor the event. Staff requests the Board of Supervisors approve the Agreement with GRIDLIFE for the term beginning October 16, 2023 through October 22, 2023, for the total facility use fee of \$160,000.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel reviewed and approved the proposed Agreement as to form. The office of Risk Management reviewed and approved the insurance coverage and limits.

FINANCING:

This Agreement is revenue generating for Fund 453 Laguna Seca Recreation Area, included as part of the fund's financing sources in the Fiscal Year 2023-2024 Adopted Budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiative for Economic Development. The event will generate revenue to sustain the park facility and promote economic

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development by attracting visitor dollars that will stimulate the local economy.

The recommended action supports the Board of Supervisors Strategic Initiatives for Economic Development as the Facility Use Agreement will bring in a younger generation of track enthusiasts to explore the diverse opportunities available in Monterey County.

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

Prepared by: Ryan Bell, Administrative Operations Manager, x8912

Reviewed by: Bryan Flores, Chief of Parks, x6425

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

DocuSigned by:
Randell Ishii
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Attachment:

Attachment A - Facility Use Agreement