



# County of Monterey

**Item No.**

## Board Report

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

**Legistar File Number: A 24-147**

**April 16, 2024**

**Introduced:** 3/26/2024

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

Approve and authorize the Monterey County Laguna Seca Representative to execute Amendment No. 2 to the Sanction Agreement executed on June 14, 2021, between the International Motor Sports Association, LLC, and the County of Monterey for a race competition event at WeatherTech® Raceway at Laguna Seca with a 2025 sanction fee of \$535,000 for an aggregate not to exceed sanction fee of \$2,505,000 over the term of the Agreement.

**RECOMMENDATION:**

It is recommended that the Board of Supervisors:

Approve and authorize the Monterey County Laguna Seca Representative to execute Amendment No. 2 to the Sanction Agreement executed on June 14, 2021, between the International Motor Sports Association, LLC, and the County of Monterey for a race competition event at WeatherTech® Raceway at Laguna Seca with a 2025 sanction fee of \$535,000 for an aggregate not to exceed sanction fee of \$2,505,000 over the term of the Agreement.

**SUMMARY/DISCUSSION:**

The International Motor Sports Association (IMSA) is a North American sports car racing sanctioning body in Daytona Beach, Florida and has held an annual event at WeatherTech® Raceway at Laguna Seca (WRLS) since 2018. The event has become an annual professional race event that brings competitors from all over the United States to WRLS.

A Sanctioning Agreement between IMSA and the County of Monterey (County) was executed on June 8, 2021, for the 2021, 2022 and 2023 racing seasons (Attachment A). Amendment No. 1 for a one-year extension for the 2024 racing season was executed on August 22, 2023 (Attachment B). IMSA sanctioned the County's request to promote the 2025 race competition at WRLS.

Major sponsors of Laguna Seca Recreation Area (LSRA), such as WeatherTech®, Hyundai, Mission Foods, and Motul, also sponsor or have teams that race for the IMSA organization. Attendance has grown over consecutive events with a 30% increase in 2023 vs. 2022.

Staff requests the Board of Supervisors approve and authorize the Monterey County Laguna Seca Representative to executive the proposed Amendment No. 2 for a one-year extension for the 2025 racing season with a sanction fee not to exceed \$535,000 (Attachment C).

**OTHER AGENCY INVOLVEMENT:**

The Office of County Counsel and Auditor-Controller's Office reviewed and approved the proposed Amendment No. 2 as to form and fiscal provisions, respectively.

Legistar File Number: A 24-147

---

FINANCING:

The amendment total sanction fees for the contracted services provided by IMSA for the 2021 to 2025 racing seasons is \$2,505,000, including the \$535,000 sanction fee for the extension of the term to include the 2025 racing season, scheduled to take place in May 2025. The budget for this 2025 IMSA sanction fee will be included in the Fiscal Year 2024-2025 recommended budget for Laguna Seca Recreation Area, Fund 453, Unit 8579, Appropriation Unit PFP067.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiative for Economic Development as this event continues to grow and gain national attention. This event will be nationally televised on NBC networks and will give the local area exposure so as to attract visitors to the County. Event revenue generated will finance WRLS operations and maintenance and promote economic development by attracting visitor dollars from across the country to help stimulate the local economy.

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

Prepared by: Ryan Bell, Administrative Operations Manager, LSRA, (831) 755-8912  
Reviewed by: Bryan Flores, Chief of Parks  
Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities and Parks

DocuSigned by:  
  
C09779208FE94F3...

Attachments:

- Attachment A - Executed Sanction Agreement
  - Attachment B - Executed Amendment No. 1
  - Attachment C - proposed Amendment No. 2
- (Attachments are on file with the Clerk of the Board)