



Monterey County

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

Board Report

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Current Status: Agenda Ready

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Matter Type: General Agenda Item

Receive an update on 2019 WeatherTech Raceway Laguna Seca sponsorships.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive an update on 2019 WeatherTech Raceway Laguna Seca sponsorships.

SUMMARY/DISCUSSION:

On January 15, 2019, the Board of Supervisors approved a three-year Specialized Marketing and Management Services Agreement with All Fields Sports, LLC retroactive to January 1, 2019, for the purpose of performing specialized corporate sponsorship and hospitality marketing and management services for the Laguna Seca Recreation Area, including WeatherTech Raceway Laguna Seca, the camping grounds and shooting range and authorized the Chair of the Board to execute the Agreement, No. A-14218.

Paragraph 2.01 of the agreement authorizes All Fields Sports, LLC to perform specialized corporate sponsorship and hospitality marketing and management services as described in Exhibit A of the Agreement, Scope of Services.

The County Administrative Office is managing the agreement and receives all contracts per the Agreement. The attached list of Sponsorship Agreements has been reviewed and attached as Exhibit A. Lists of Sponsorship Agreements will continue to be provided as contracts are received and reviewed.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office prepared this report.

FINANCING:

There is no financial impact to receive this report

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The items included in this report relate to the Board of Supervisors Strategic Initiatives on Economic Development.

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

__ Public Safety

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Attachments: Exhibit A - List of Sponsorship Agreements (Attachments on file with the Clerk of the Board)