



Monterey County

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Board Report

Legistar File Number: 15-0335

April 28, 2015

Introduced: 4/28/2015

Version: 1

Current Status: Consent Agenda

Matter Type: General Agenda Item

- a. Approve a one-time Concession Agreement for Special Events between Spartan Race, Inc., and the County of Monterey to produce the Monterey Super Spartan Race event at the Toro County Park on June 6th, 2015; and
- b. Authorize the Director of Purchasing to sign the Agreement.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve a one-time Concession Agreement for Special Events between Spartan Race, Inc., and the County of Monterey to produce the Monterey Super Spartan Race event at the Toro County Park on June 6th, 2015; and
- b. Authorize the Director of Purchasing to sign the Agreement.

SUMMARY/DISCUSSION:

The Spartan Race, Inc., has submitted a Special Use Event Application and is requesting a Concession Agreement for Special Events to hold the Monterey Super Spartan Race event at Toro County Park on June 6th, 2015. This event and promoter were new to the County in 2013. They have held two successful events and wish to return to Toro Park in June 2015.

Spartan Race is the leader in timed obstacle racing courses. With roots in event production dating back to 2001, Spartan Race is now a global event business with more than thirty (30) domestic events and more than twenty (20) international events. The average Spartan Race hosted 8,000 participants with an additional 4,000 spectators per event in 2013, however, they expect a maximum of 6,500 participants at Toro Park. The event features a challenging racecourse, healthy lifestyle and a fun, family-friendly festival atmosphere.

Spartan Races have a positive economic impact on the venues where they hold races and the surrounding communities. They hire local people to assist with event setup and execution and draw a large crowd of non-local participants who benefit the local hospitality industry.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this Agreement and approved it as to form. As with all other events in the Parks Department, Risk Management, Sheriff's Office, Emergency Services Agency, Health Department, California Highway Patrol and Monterey County Regional Fire District will be involved with approvals of the specific permits and plans for the event.

FINANCING:

The event will generate \$38,000 in special event revenue for FY 2015-2016.

Prepared by: Lavonne Chin, Special Events Manager

Approved by: Mark Mariscal, Director of Parks & Recreation

Attachments on file with Clerk of the Board:

Spartan Race Special Events Concession Agreement