

**Monterey County Board of Supervisors
Referral Submittal Form**

**Referral No. 2022.01
Assignment Date: 1/11/22**

SUBMITTAL - Completed by referring Board office and returned to CAO no later than noon on Thursday prior to Board meeting:

Date: 12/10/2021	Submitted By: Luis A. Alejo	District #: 1
Referral Title: Velocity International Event & Sponsorship at Weathertech Laguna Seca Raceway		
Referral Purpose: To consider a significant proposal by Velocity International to bring an August Monterey Motorsports Reunion Event to Weathertech Laguna Seca Raceway		
Brief Referral Description: On December 8, 2021, Jeff O'Neil of Velocity International emailed the Board of Supervisors that he submitted a proposal by Velocity International for an August Monterey Motorsports Reunion event that would provide significant benefits and revenue without taking any risk. The proposal would bring \$9,250,000 over a 10-year contract, invest an additional \$2,000,000 in improvements, and potentially bring other contributors or sponsors to help pay for additional infrastructure and track maintenance costs.		
Velocity International just completed a successful event at Weathertech Laguna Seca Raceway on November 14 with over 12,000 in attendance and with an amazing collection of rare cars. The event included high profile participants, including McLaren Racing's CEO Zak Brown, Ford's CEO Jim Farley, Walmart's Rob Walton and Cisco Systems' Executive Vice-President and General Manager Jeetu Patel, among other notable auto and business leaders. The event even brought a younger audience compared to other similar events.		
This referral would direct staff to quickly enter into discussions and negotiations with Velocity International, and to expeditiously bring the proposal back for full Board of Supervisors' consideration. The Board of Supervisors has previously requested that such potential sponsorships be brought to Laguna Seca Raceway, and this proposal could also potentially offset the significant \$10 million costs to repave the track and construct a new bridge as discussed during the board meeting last Tuesday, December 8, 2021.		
Classification - Implication	Mode of Response	
<input type="checkbox"/> Ministerial / Minor <input type="checkbox"/> Land Use Policy <input type="checkbox"/> Social Policy <input checked="" type="checkbox"/> Budget Policy <input checked="" type="checkbox"/> Other: Weathertech Laguna Seca Raceway	<input type="checkbox"/> Memo <input checked="" type="checkbox"/> Board Report <input checked="" type="checkbox"/> Presentation	
	Requested Response Timeline	
	<input type="checkbox"/> 2 weeks <input checked="" type="checkbox"/> 1 month <input type="checkbox"/> 8 weeks <input type="checkbox"/> Status reports until completed <input type="checkbox"/> Other: _____ <input type="checkbox"/> Specific Date: _____	

ASSIGNMENT – Provided by CAO at Board Meeting. Copied to Board Offices and Department Head(s) Completed by CAO's Office:

Department(s): Public Works, Facilities and Parks	Referral Lead: Randy Ishii	Board Date: 1/11/22
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REASSIGNMENT – Provided by CAO. Copied to Board Offices and Department Head(s). Completed by CAO's Office:

Department(s):	Referral Lead:	Original Date:
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ANALYSIS - Completed by Department and copied to Board Offices and CAO:

Department analysis of resources required/impact on existing department priorities to complete referral:	
Analysis Completed By: _____	Department's Recommended Response Timeline
Date: _____	<input type="checkbox"/> By requested date <input type="checkbox"/> 2 weeks <input type="checkbox"/> 1 month <input type="checkbox"/> 6 weeks <input type="checkbox"/> 6 months <input type="checkbox"/> 1 year <input type="checkbox"/> Other/Specific Date: _____

REFERRAL RESPONSE/COMPLETION - Provided by Department to Board Offices and CAO:

Referral Response Date:	Board Item No.:	Referrals List Deletion:
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