



ANNUAL REPORT
PROGRESS AND ACTIVITY REVIEW
2025 RECREATION SEASON

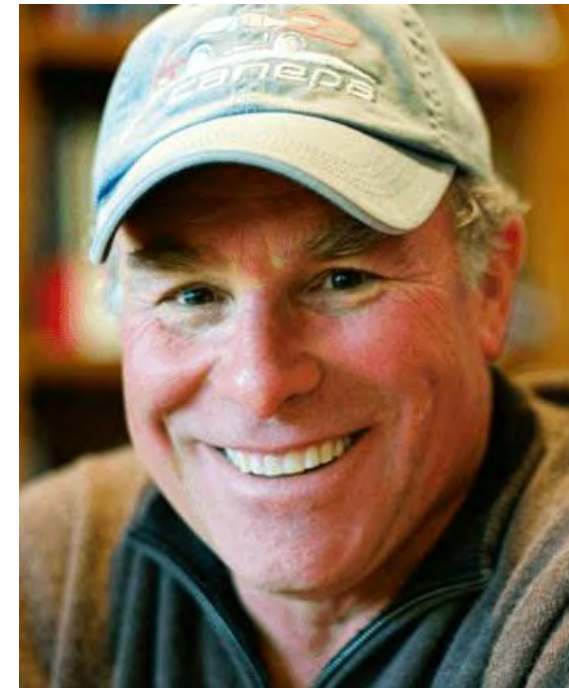
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Discovery and Evaluation

2025 Highlights Include:

- ✓ **Daily Track Use**
- ✓ **Events per Plan**
- ✓ **Campgrounds**
- ✓ **Sports Car and IndyCar Racing
Covered Live on NBC and FOX**



National Partnerships Include:

- ✓ **Porsche, Official Car of Laguna Seca and one of only 2 full race course experience centers in the United States.**
- ✓ **Tire Rack, Official Tire Retailer, which allows partnership with any tire manufacturer.**
- ✓ **Java House Grand Prix of Monterey IndyCar race entitlement**

\$3.2 MILLION IN RENOVATIONS

- Drainage
- Fencing
- Restrooms
- Suites and Garages
- Trilon
- South Boundary Asphalt Area
- Landscaping

PROTECT THE TRACK

- Asphalt runoffs to improve drainage T2 & T8 and pit in
- Repainted entire circuit
- Restore barriers at T5
- Conveyor belt and tires added T4-T6
- Perimeter fence installed T6 - T8
- Photo hole access gates secured



GENERAL FACILITY CLEAN UP



GENERAL FACILITY CLEAN UP



GENERAL FACILITY CLEAN UP



An aerial photograph of a race track, likely the Corkscrew at Mazda Raceway Laguna Seca. The track is a dark asphalt ribbon that winds through a hilly landscape. It features red and white striped curbs and green safety barriers in some sections. The surrounding terrain is a mix of green grass, dense trees, and sandy areas. In the background, rolling hills are visible under a clear sky. A few small buildings and a paved area are situated near the track's turns.

Protect the Corkscrew

- Drainage Turn 8



Suites Before



Suites After

Trilon Project Before

- \$1 Million Dollar Commitment



Trilon Project After

- Replaced 160 Panels



REINVENT


REINVENT

- Improved guest experience
- Improved admissions process
- Improved suite check-in process
- Digital waivers
- Turn 3 hospitality
- Trams and increased shuttle routes









“It was amazing, You can see that they've done an amazing job on promoting the race. I think Mel is doing a great job as well on keeping this track in the best shape as it's ever been. You could feel it.”

*– Alex Palou, Laguna Seca race winner, 2025 Indy 500 winner,
3-time INDYCAR champion, and current points leader
(Printed in RACER Magazine, July 30, 2025, by Marshall Pruett)*

STRATEGIC BUSINESS PLANNING

BALANCE OF INTERNAL and EXTERNAL RESOURCES

- **Investment in agency model to support business**
 - Array Sports & Entertainment
 - Kahn Media
 - Hunter Blu

STRENGTHENING COMMUNITY RELATIONSHIPS

- **Investments in community organizations and partnerships**
 - See Monterey
 - Street parties, welcome receptions and showcar tours around IMSA, INDYCAR, MotoAmerica, and Reunion
- **Investments in master planning**
 - Protect the track - most valued asset
 - Maximize revenue streams
 - Artist rendering - look and feel
 - Sound study



Sonics ESD
Jim Baranth PhD

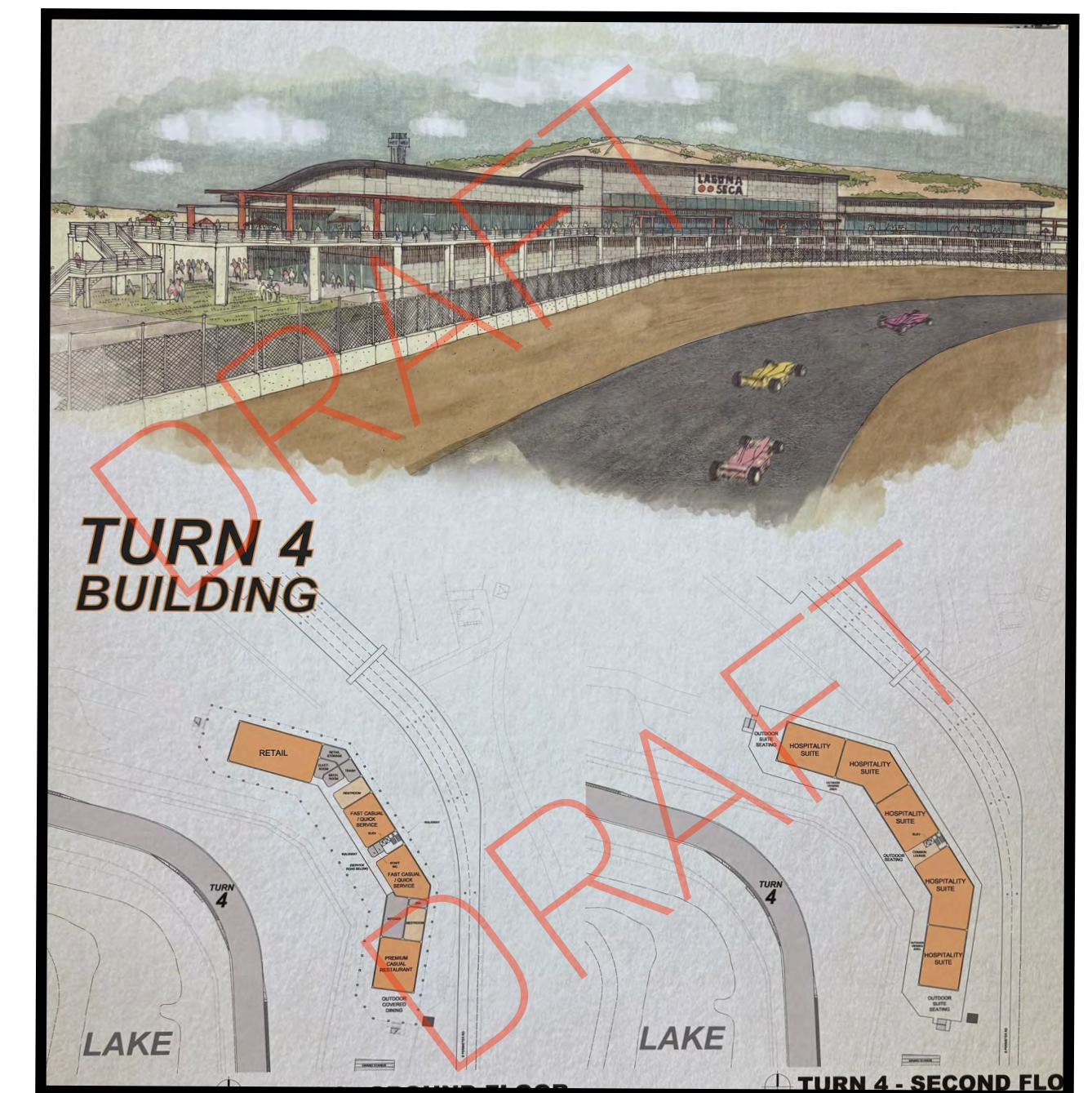
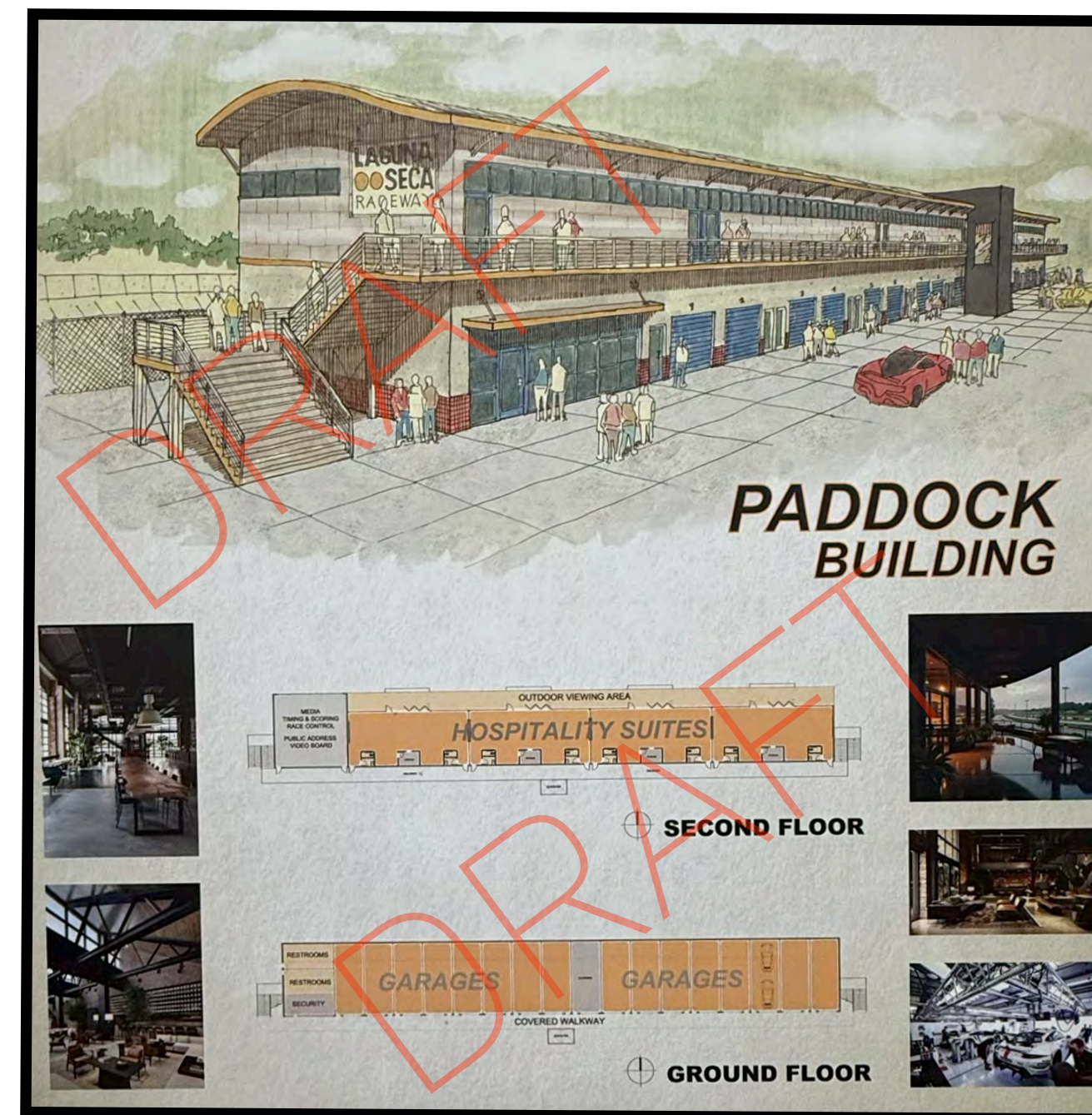


DEVELOPMENT OF OPTIMAL MASTERPLAN

- **Continuing along planned timeframes for strategic development**
 - Vision alignment, risk mitigation, and future-proofing
 - Discovery, evaluation, and restoration
 - Friends of Laguna Seca provides leadership and resources required to restore, revitalize, and reinvent Laguna Seca

- **Elaboration on vision and capital improvement projects**
 - “First Draft” initial renderings for consideration only
 - Integrating diverse perspectives
 - Setting up long term success

FACILITY MASTERPLAN



FACILITY MASTERPLAN

- Managing day to day activities with a focus on substantial and urgent facility repair, cleanup and maintenance issues at the park.
- Refined its forward business plan that has identified certain opportunities that are to be important components of the masterplan.
- Considering the significant long term infrastructure needs of the facility.
- Developing the branding and aesthetic to reflect as part of the forward business plan for future success.
- Request Masterplan Completion 2026 Q4.

THANK YOU

Your partnership today helps us build for tomorrow.

