



# Monterey County

Item No.

## Board Report

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

Legistar File Number: A 21-391

July 20, 2021

**Introduced:** 7/1/2021

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

- a. Approve and authorize the County Administrative Officer, or designee, to sign an Agreement with Greenlight USA, LLC. to provide event television and live streaming production during the Rolex Monterey Motorsports Reunion at WeatherTech Raceway Laguna Seca effective July 26, 2021 through September 1, 2021, for an amount not to exceed \$160,000; and
- b. Approve and authorize the County Administrative Officer, or designee, to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$16,000) of the agreement amount and do not significantly change the scope of work.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the County Administrative Officer, or designee, to sign an Agreement with Greenlight USA, LLC. to provide event television and live streaming production during the Rolex Monterey Motorsports Reunion at WeatherTech Raceway Laguna Seca effective July 26, 2021 through September 1, 2021, for an amount not to exceed \$160,000; and
- b. Approve and authorize the County Administrative Officer, or designee, to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$16,000) of the agreement amount and do not significantly change the scope of work.

### SUMMARY/DISCUSSION:

A&D Narigi Consulting, LLC requests approval of an agreement with Greenlight USA, LLC. This request supports the use of Greenlight USA, LLC. to provide event television and live streaming production during the Rolex Monterey Motorsports Reunion at WeatherTech Raceway Laguna Seca.

Greenlight provided the most cost-efficient proposal and has demonstrated success at Laguna Seca Recreation Area/WeatherTech Raceway Laguna Seca as the production team during the recent Trans-Am SpeedFest. Providing compelling event coverage into the Rolex Drivers Club and hospitality suites is contractually required. Greenlight has access to extensive international broadcast outlets to provide a superior level of exposure compared to what has been achieved in the past.

### OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved the Agreement as to form.

### FINANCING:

The agreement with Greenlight USA, LLC. will be funded through Fund 453 Laguna Seca Budget Unit 8536. Funding for the Agreement is included in the FY 2021-2022 Recommended Budget.

Approval of the recommended action will have no additional impact on the County General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

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

Prepared by: Lavonne Chin, Administrative Operations Manager, ext. 7214 *LC*

Approved by: Dewayne Woods, Assistant County Administrative Officer, ext. 5309 *Dw*

Attachments: Greenlight USA, LLC Agreement