



Monterey County

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

Board Report

Legistar File Number: A 19-108

April 30, 2019

Introduced: 4/23/2019

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve Amendment No. 1 to Agreement No. A-13877 with Lexus, a division of Toyota Motor Sales, U.S.A, Inc., to add additional signage rights and related additional fees to the Agreement; and
- b. Authorize the Assistant County Administrative Officer to execute Amendment No. 1 to Agreement No. A-13877.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve Amendment No. 1 to Agreement No. A-13877 with Lexus, a division of Toyota Motor Sales, U.S.A, Inc., to add additional signage rights and related additional fees to the Agreement; and
- b. Authorize the Assistant County Administrative Officer to execute Amendment No. 1 to Agreement No. A-13877.

SUMMARY/DISCUSSION:

On May 1, 2018, the Board of Supervisors approved Agreement No. A-13877, approving a Sponsorship Agreement between Lexus and the County of Monterey for a two (2) year term retroactive to March 31, 2018 and ending April 1, 2020, for official luxury auto sponsorship of the WeatherTech Raceway at Laguna Seca. During the term of the agreement, Lexus shall be the "Official Luxury Auto" of the raceway.

Amendment No. 1 will add additional signage rights and related additional fees to the Agreement. This modification will replace Section 2 and Section B of Exhibit "A" with Amendment No. 1. Lexus will sponsor a Turn 11 Billboard as well as an Art Car Billboard.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel has reviewed and approved the Amendment.

FINANCING:

This amendment will have a positive financial impact for WeatherTech Raceway Laguna Seca.

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

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

Attachments: Amendment No. 1; Lexus Agreement; Exhibit "A" (Attachments on file with the Clerk of the Board)