



# County of Monterey

Item No.

## Board Report

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

Legistar File Number: A 23-397

August 29, 2023

Introduced: 8/8/2023

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a retroactive Standard Agreement between Greenlight USA LLC and the County of Monterey for Event Television and Live Streaming Production for WeatherTech® Raceway at Laguna Seca with a term beginning June 15, 2023, through August 31, 2023, for an amount not to exceed of \$140,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to 3 future amendments to the Standard Agreement where each amendment does not exceed 10%, or \$14,000, of the original agreement amount and does not significantly change the scope of work, subject to County Counsel approval. Total contract amount with all 3 potential amendments should not exceed \$182,000.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a retroactive Standard Agreement between Greenlight USA LLC and the County of Monterey for Event Television and Live Streaming Production for WeatherTech® Raceway at Laguna Seca with a term beginning June 15, 2023, through August 31, 2023, for an amount not to exceed of \$140,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to three (3) future amendments to the Standard Agreement where each amendment does not exceed ten percent (10%), or \$14,000, of the original agreement amount and does not significantly change the scope of work, subject to County Counsel approval. Total contract amount with all three potential amendments should not exceed \$182,000.

### SUMMARY/DISCUSSION:

This request supports the use of Greenlight USA LLC (Greenlight) for Event Television and Live Streaming Production during the 2023 Rolex Monterey Motorsports Reunion at WeatherTech® Raceway at Laguna Seca (WRLS). Greenlight provided the most cost-efficient proposal and has demonstrated success at WRLS as the production team during the 2021 Rolex Monterey Motorsports Reunion. The County is contractually obligated to provide live stream coverage into the Rolex Drivers Club and hospitality suites. Greenlight also has access to extensive international broadcast outlets to provide a superior level of exposure than what has been achieved in the past.

The term of this Agreement is June 15, 2023, through August 31, 2023, and with a not to exceed value of \$140,000, excluding future amendments Staff requests the Board of Supervisors approve the proposed retroactive Standard Agreement (Attachment A) and authorize the Monterey County Laguna Seca Representative to execute the proposed Standard Agreement and up to three (3) future amendments where each amendment does not exceed ten percent (10%), or \$14,000, of the original

Agreement amount and do not significantly change the scope of the work.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller's Office reviewed and approved the proposed retroactive Agreement as to form and fiscal provisions, respectively.

FINANCING:

The cost of the contracted services provided by Greenlight USA LLC is not to exceed \$140,000 for the duration of the Agreement. These fees are part of the Fiscal Year 2023-2024 adopted budget in Fund 453, Unit 8579, Appropriation Unit PFP067 for Laguna Seca Recreation Area.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiative for Economic Development. The live streaming of the Rolex Monterey Motorsports Reunion engages our race fans attending the event as well as the many fans around the world who watch, which promotes the destination of Monterey County and helps stimulate revenue for Laguna Seca Recreation Area.

The recommended action supports the Board of Supervisors Strategic Initiatives for Economic Development as this allows for a broader broadcast of the event to showcase the event as well as what the surrounding area has to offer its visitors.

- ☒ Economic Development
- ☐ Administration
- ☐ Health & Human Services
- ☐ Infrastructure
- ☐ Public Safety

Prepared by: Ryan Bell, Administrative Operations Manager, (831) 755-8912

Reviewed by: Bryan Flores, Chief of Parks

Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities and Parks

Attachment:

Attachment A - Standard Agreement