



Monterey County

Item No.

Board Report

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

Legistar File Number: A 21-099

March 23, 2021

Introduced: 3/18/2021

Current Status: Agenda Ready

Version: 1

Matter Type: BoS Agreement

- a. Approve a retroactive agreement and authorize the Assistant County Administrative Officer, or designee, to execute an Agreement with the American Historic Racing Motorcycle Association for the production and execution of an annual major race event at WeatherTech Raceway Laguna Seca retroactive from January 1, 2021 through July 31, 2023, with a total revenue value of \$480,000; and
- b. Approve and authorize the Assistant County Administrative Officer, or designee, to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$48,000) and do not significantly change the scope of work.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve a retroactive agreement and authorize the Assistant County Administrative Officer, or designee, to execute an Agreement with the American Historic Racing Motorcycle Association for the production and execution of an annual major race event at WeatherTech Raceway Laguna Seca retroactive from January 1, 2021 through July 31, 2023, with a total revenue value of \$480,000; and
- b. Approve and authorize the Assistant County Administrative Officer, or designee, to execute up to three (3) future amendments to this Agreement where the total amendments do not exceed 10% (\$48,000) and do not significantly change the scope of work.

SUMMARY/DISCUSSION:

A&D Narigi Consulting, LLC, (A&D) requests approval to enter into an agreement with American Historic Racing Motorcycle Association (AHRMA) to produce and execute three (3) major events in accordance with requirements provided by the County at WeatherTech Raceway Laguna Seca (WRLS). The events will be scheduled for July 2021, 2022 and 2023. AHRMA shall provide all major event production and execution elements as outlined in the agreement for these annual events.

A&D states that AHRMA is the preeminent vintage motorcycle organization in the United States with several other events across the country, including the world-renowned vintage motorcycle fest at Barber Motorsports Park in Alabama, and AHRMA will ensure it satisfies the requirements set forth by the County in this agreement.

A&D believes AHRMA will ensure a professionally run event that reflects the world-renowned facility and racetrack and that AHRMA will ensure national coverage of this event that welcomes fans from across the country to visit and stay in Monterey County for this premier vintage motorcycle event. A&D further states AHRMA will continue to be a positive strategic partner to continue increasing the visibility of this world-renowned facility and racetrack through major events of this caliber.

OTHER AGENCY INVOLVEMENT:

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

FINANCING:

AHRMA will pay the County \$150,000 in 2021; \$160,000 in 2022; and, \$170,000 in 2023. This is a revenue-generating agreement which will be included in the annual Laguna Seca Recreation Area budgets for each appropriate fiscal year under Appropriation Unit CAO046, Budget Unit 8536.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The items included in this report relate to the Board of Supervisors Strategic Initiatives on Economic Development, Administration and Infrastructure.

- 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: American Historic Racing Motorcycle Association Agreement