



Monterey County

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Board Report

Legistar File Number: A 17-135

May 16, 2017

Introduced: 5/2/2017

Version: 1

Current Status: Consent Agenda

Matter Type: BoS Agreement

- a. Find that a one-time event to hold the Monterey Spartan Super/Sprint Race event at the Toro County Park is Categorically Exempt from CEQA pursuant to Section 15304 (e) of the CEQA Guidelines;
- b. Approve a one-time Concession Agreement for Special Events between Spartan Race, Inc., and the County of Monterey to hold the Monterey Spartan Super/Sprint Race event at the Toro County Park on June 3rd, 2017; and
- c. Authorize the County Administrative Officer or the RMA Director to sign the agreement.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Find that a one-time event to hold the Monterey Spartan Super/Sprint Race event at the Toro County Park is Categorically Exempt from CEQA pursuant to Section 15304 (e) of the CEQA Guidelines;
- b. Approve a one-time Concession Agreement for Special Events between Spartan Race, Inc., and the County of Monterey to hold the Monterey Spartan Super/Sprint Race event at the Toro County Park on June 3rd, 2017; and
- c. Authorize the County Administrative Officer or the RMA Director to sign the agreement.

SUMMARY:

The Spartan Race, Inc., has submitted a Special Use Event Application and is requesting a Concession Agreement for Special Events to hold the Monterey Spartan Super/Sprint Race event at Toro County Park on June 3, 2017. This event and promoter were new to the County in 2013. They have held four successful events and wish to return to Toro Park in June 2017.

DISCUSSION:

Spartan Race is the world's leading obstacle race company and the first of its kind to feature timing and global rankings. With more than 200 events in 30+ countries planned for 2017, Spartan Race has more than 1 million global participants, and offers open heats for all fitness levels as well as competitive and elite heats. With over 5 million passionate social media followers, health and wellness products, as well as the popular NBC television series, Spartan Race has made obstacle racing one of the fastest growing sports-and lifestyles- in the world.

The event features a challenging racecourse, healthy lifestyle and a fun, family-friendly festival atmosphere. Each Spartan Race features a Kids Spartan Race for youth ages 5-13. These races feature cargo nets, a balance beam, and mud. The "Jr. Varsity" mini obstacle course is a half mile and the "Varsity" youth completing two laps to make a one-mile course. Youth who complete the course receive medals and bragging rights.

Section 15304 of the CEQA Guidelines exempts minor alterations to land, including temporary use of land having negligible or not permanent effects on the environment such as carnivals. Agreement conditions require the vendor to restore the facility to its pre-event condition. As such, staff finds that this agreement can be found categorically exempt from CEQA review.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this Agreement and approved it as to form. Risk Management, Sheriff's Office, Emergency Services Agency, Health Department, California Highway Patrol and Monterey County Regional Fire District will be involved with approvals of the specific permits and plans for the event.

FINANCING:

The contract will provide \$50,000 in special event revenue for FY 2016-2017.

Cost to the Parks Department is estimated at \$7,000 for staff planning, preparation time and event management, and is included in the FY2016-17 adopted budget, Fund 001, Department 7500, Unit 8151, Appropriation Unit PAR001. Costs to restore the facility to its pre-event condition are the responsibility of the promoter.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Spartan Races have a positive economic impact on the venues where they hold races and the surrounding communities. They hire local people to assist with event setup and execution and draw a large crowd of non-local participants who benefit the local hospitality industry. This event helps to strengthen economic development through spending generated by the thousands of participants and their families, who will come to Monterey County. In addition, the event promoters work with many local businesses for their event infrastructure needs. Since its founding in 2010, Spartan Race has been a partner in supporting a wide range of charitable causes, from multiple local military charities to organizations that fight childhood obesity and assist disabled athletes. These organizations include Homes for Our Troops, Green Beret Foundation, and Rod Dixon's Kids Marathon Foundation, among many others.

Mark a check to the related Board of Supervisors Strategic Initiatives:

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

Prepared by: Lavonne Chin, Special Events Manager

Approved by: Carl P. Holm, AICP, RMA Director

The following attachments are on file with the Clerk of the Board:

Attachment A - Concession Agreement for Special Events