



Monterey County

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Board Report

Legistar File Number: A 18-169

May 22, 2018

Introduced: 5/9/2018

Current Status: Agenda Ready

Version: 1

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 9th and 10th, 2018; and
- c. Authorize the Resource Management Agency 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 9th and 10th, 2018; and
- c. Authorize the Resource Management Agency Director to sign the Agreement.

SUMMARY:

The Spartan Race, Inc. ("Spartan"), 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 ("Event") at Toro County Park on June 9 and 10, 2018. This event and promoter were new to the County in 2013. They have held five successful events and wish to return to Toro Park in June 2018. Spartan will begin building their race structures, and obstacles on May 31, 2018. The Park will remain open to the public until the Event and will close to the public on June 9 and June 10. Although the Park will remain open, not all areas of the park will be accessible due to construction and associated safety precautions. The public will be excluded from areas where construction is taking place, with the majority of activity taking place on the 5.3 acre grass field upon entering the Park. Breakdown of the Event structures and obstacles will continue to limit public access at the Park until all items are removed from the Park on June 13. Trail setup will occur Friday, June 8, and will be removed Sunday, June 10. Trail access will be limited on Friday June 8, through the conclusion of the event on June 10. County staff and Spartan Race staff will conduct video inspections of the facility condition both prep-Event and post-Event to ensure the Park is returned to its pre-Event condition or better. Utilities will be noted by County staff before and after the Event, and billed back to the Concessionaire. Portable restrooms sufficient for the size of the Event will be brought in, and removed by the Concessionaire. Permanent restroom cleaning will also be the responsibility of the Concessionaire to maintain throughout the Event. Spartan will pay a fee of \$75,000 for its use of Toro

Park.

DISCUSSION:

Spartan 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 2018, Spartan 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 complete two laps to make a one-mile course. Youth who complete the course receive medals and bragging rights.

Section 15304(e) of the CEQA Guidelines exempts minor alterations to land, including temporary use of land having negligible or not permanent effects on the environment such uses 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, California Department of Transportation, 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 \$75,000 in special event revenue for FY 2017-2018.

Cost to the Resource Management Agency is estimated at \$7,000 for staff planning, preparation time and event management, and is included in the FY2017-18 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.

Economic Development

Administration

Health & Human Services

Infrastructure

Public Safety

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Approved by: Shawne Ellerbee, RMA Deputy Director of Administrative Services

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

Attachment:

Attachment A - Concession Agreement

(Attachment on file with the Clerk of the Board)