



Monterey County

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Board Report

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Receive a presentation from the County Administrative Office regarding 2018 Attendee Survey results for the events at WeatherTech Raceway Laguna Seca and a preview of the 2019 season.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive a presentation from the County Administrative Office regarding 2018 Attendee Survey results for the events at WeatherTech Raceway Laguna Seca and a preview of the 2019 season.

SUMMARY/DISCUSSION:

In January 2017, the County assumed ownership of all events at Laguna Seca Recreation Area, and entered into a management agreement with the Sports Car Racing Association of the Monterey Peninsula (SCRAMP). Since that time, the County has been working on both capital and operational improvements.

At each of the premier race events in 2018, attendees were randomly administered surveys by teams from California State University, Monterey Bay (CSUMB) and Fairleigh Dickinson University (FDU) researchers. 2,062 surveys were collected for a Direct Economic Spending Study. This survey confirms that WeatherTech Raceway Laguna Seca is a major economic driver in our regional economy. The report shows that for the 2018 season WeatherTech Raceway Laguna Seca had a positive economic impact of over \$84 million. The report covers only premier race event days and does not include the economic impact throughout the year from track rentals, hospitality building and group area rentals, camping, day use visitors, small events, Sea Otter Classic or the Range.

The 2018 study compared to the 2015 study shows that attendance increased by more than 28,000 people. Direct spending increased by more than \$22.3 million, most notably affecting the hospitality industry, Transient Occupancy Tax (TOT) and Sales Taxes. The 2019 season is set to continue this favorable economic impact with the continuance of many events and the addition of a Trans Am Speed event and the return of IndyCar.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office prepared this report.

FINANCING:

There is a positive impact to the County General Fund as a result of events held at WeatherTech Raceway Laguna Seca in increased TOT and Sales Taxes. Laguna Seca Recreational Area is financially self sufficient and does not receive any County Contributions.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

Mark a check to the related Board of Supervisors Strategic Initiatives

- X Economic Development
- X Administration
- * Health & Human Services
- * Infrastructure
- * Public Safety

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Attachments: Major Race Season Attendee Survey Results