



COUNTY OF MONTEREY TEAM ACHIEVEMENTS

2017 - 2019

Teams:

- Monterey County Administrative Office
- Resource Management Agency
- Monterey County Information Technology Department
- All Fields Sports

COUNTY OF MONTEREY



In January of 2017, the County assumed all Intellectual Property, Agreements and Assets at Laguna Seca Raceway and began to transform the 60-year old facility through an orchestrated partnership approach.

Laguna Seca Raceway is a key economic driver for the County in both events, TOT & Sales taxes and regional economic impact to hundreds of businesses who benefit from the events and track rentals held within the facility.

The following is a brief look at some of the key partnerships and improvements made on behalf of the County TEAM to continue to increase and improve both revenue streams and the spectators experience at the Raceway facility.



THE COUNTY'S COMMITMENT

Since 2017 when the County of Monterey began its insertion into the restoration of both the physical state and financial business at hand at LSRA, the County has funded **\$5.5M** in much needed capital improvements and another **\$1.3M** in new Facility Equipment.

In that same window of time, All Fields Sports has generated over **\$12.0M** in revenue within the Sponsorships, Vendors and Hospitality business sectors on behalf of the County.

NAMING RIGHTS

The County and All Fields Sports successfully negotiated and secured a 10-year multi-million dollar Naming Rights agreement with WeatherTech.

The TEAM was able to parlay the assets of the former naming rights deal into a deal that did not limit other sponsor opportunities.

The Naming Rights deal marked the ability for the County to capture a naming rights deal when most major motorsports facilities were unable too. Gill Campbell was instrumental in building a professional relationship which allowed for this conversation and ultimate deal to materialize.





WEATHERTECH COMMITMENT

WeatherTech's commitment to improving the aging facility has been apparent from the beginning going above and beyond the annual naming rights sponsorship fee.

WeatherTech committed \$200,000 to the necessary safety fencing required to bring IndyCar back in 2019 and committed an additional \$150,000 towards the equipment and software upgrades needed for the Scoring Trylon.



MONTEREY COUNTY SECURES RETURN OF PORSCHE RENNSPORT REUNION VI

Arguably the most significant North American event in Porsche's illustrious history, Porsche's 70th Anniversary Celebration at WeatherTech Raceway in 2018 saw an astounding 81,000+ enthusiasts into Monterey.

Porsche Rennsport's 3rd consecutive return to Monterey was negotiated by the County directly with Porsche. Porsche indicated that the County as lead was key in them choosing WeatherTech Raceway.

COUNTY OF MONTEREY NEGOTIATES RETURN OF INDYCAR

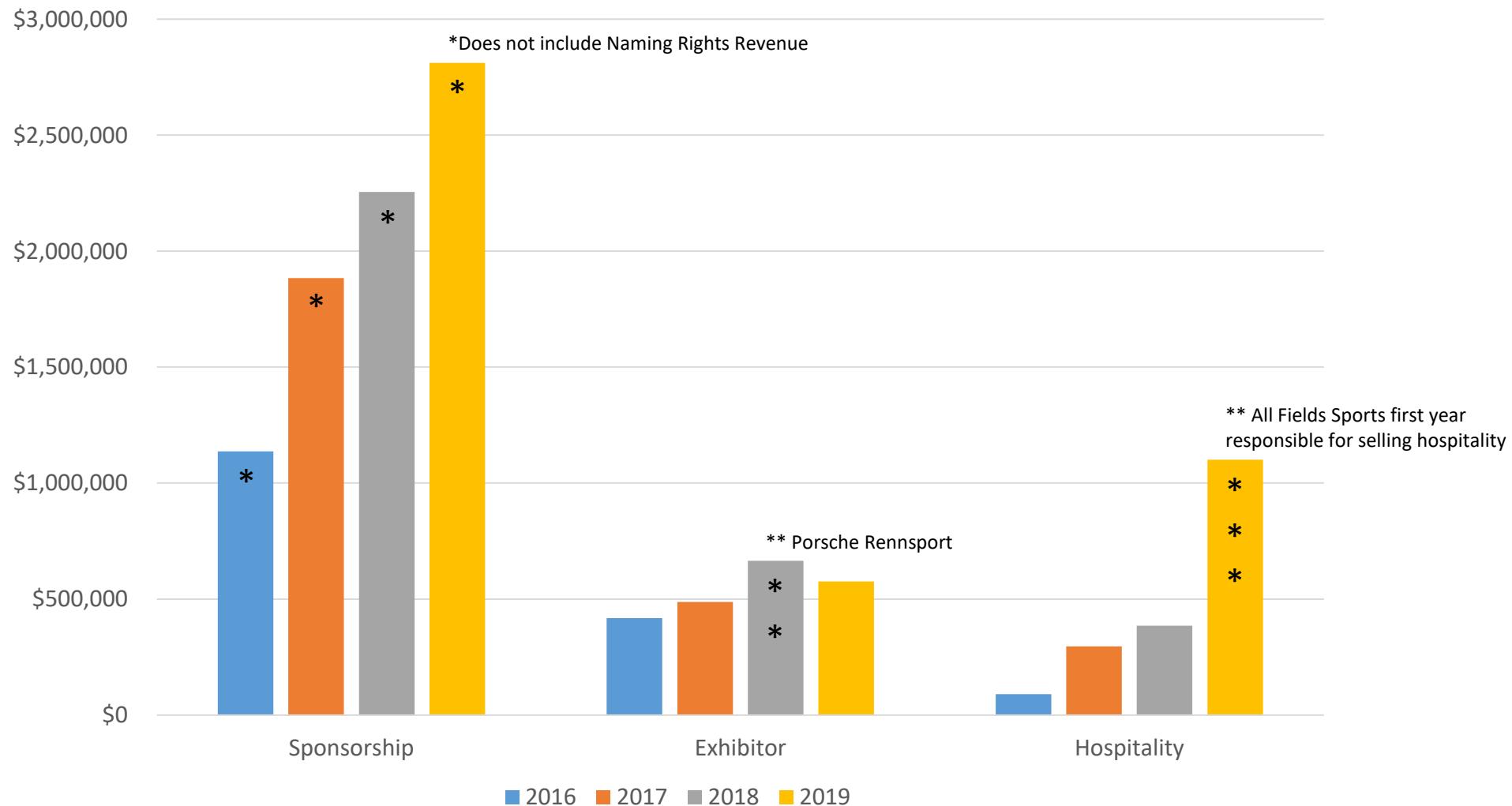
After a 15-year absence, the County TEAM successfully negotiated the long-awaited return of IndyCar racing to the Monterey Peninsula. IndyCar indicated that having a contract directly with the County was a determining factor for return.

The LIVE NBC broadcasted Firestone Grand Prix of Monterey culminates an incredible IndyCar season finale in front of 67,000+ fans.

The event marks the first time in the last 20 years that the facility has been able to sell out of corporate hospitality options.



ANNUAL SPONSORSHIP SALES REVENUE NUMBERS



COUNTY TEAM SIGNS ROLEX AS MONTEREY MOTORSPORT REUNION TITLE FOR 8-YEAR DEAL

2018 marked a renewed enthusiasm for the luxury brand as Rolex looked for a long-term alignment with the Country's most significant historical auto racing event.

For Rolex USA, the 8-year deal focuses on the growth of the event and continued development of upgraded facilities and amenities, including the future home of the Rolex Driver's Club.



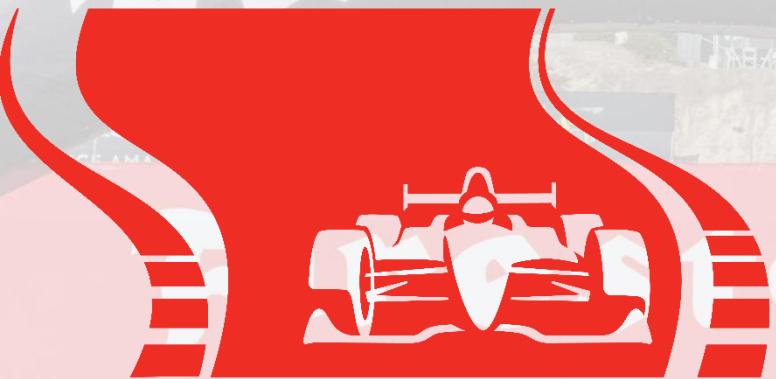
COUNTY TEAM DRIVES HOME LEXUS AS A NEW LONG-TERM LUXURY VEHICLE PARTNER

Ready for the association with the world-renowned Raceway, the County TEAM secures Lexus as the new Official Luxury Vehicle in 2018 to launch the new 5-year partnership.

Lexus utilizes this opportunity to expose the brand association throughout the region.

In addition, County TEAM was able to retain Mazda at a 6-figure sponsorship for specific race event entitlements for 2018-2019.





Firestone GRAND PRIX OF MONTEREY

COUNTY TEAM LOCKS DOWN FIRESTONE AS THE INDYCAR WEEKEND TITLE SPONSOR

Firestone Tire focuses their entire motorsport marketing and activations at all three events annually – the IndyCar season kick-off in St. Petersburg, the Indy500, and now the Firestone Grand Prix of Monterey.

Firestone hosted over 350 guests to the 2019 finale and spent an estimated \$1M in Monterey County during the IndyCar weekend, which included hotel accommodations, restaurant dining and events in the community.

COUNTY TEAM DELIVERS A NEWCOMER FOR IMSA WEEKEND PRESENTING SPONSOR

In 2019, the County TEAM secured McLaren as the IMSA Weekend Presenting Sponsor, marking the 1st time the European manufacturer has stepped up to a race entitlement level.

The event provided one of the largest gatherings privately held by McLaren's in the country as over 50 cars filled their VIP Parking chalet during the event.



SUNBELT RENTALS – BUILDING BETTER BUSINESS

In 2018, we took a hard look at the outgoing expenses at Laguna and found that of the top 5 - NONE were spending back with the Raceway.

In 2019 AFS launched a "**Strategic Alliance Partnerships**" for vendors looking to capture the raceway's business.

- In 2018 the raceway spent over \$200,000 on Rental Equipment for the 3rd straight year, with \$0 spend back at the Raceway.
- In 2019 AFS was able to align the raceway with Sunbelt Rentals, who helped cut expenses by 25% - but also spent back with the Raceway in excess of \$85,000 in 2019





FACILITY & INFRASTRUCTURE IMPROVEMENTS



MONTEREY COUNTY'S INVESTMENT IN THE FUTURE - TURN 3 PADDOCK PAVILION

Shortly following the finalization of the new Rolex USA agreement, the County began work on development of a new structure to house the Rolex Driver's Club. The County secured the procurement of the Turn 3 Paddock Pavilion as a temporary structure for 2019.

The success was overwhelming as Rolex USA rolled out the red carpet for an unprecedented experience for the near 800 VIP Guests and Event Participants.

Rahal Letterman Racing rented the entire structure to entertain over 450 top executives, sponsors and celebrities to celebrate the season finale, which generated over \$250,000 in direct event revenue. Rahal Letterman Racing has already requested the space for the next two years.

Guests of the Rahal hospitality, BMW executives, have already reached out to secure the building for a similar set up at the 2020 IMSA Weekend.



MAJOR FACILITY IMPROVEMENTS

- Demolished Tower & Modular Buildings
- Structural Demolition & Repairs
- Newman Building Restrooms
- Preliminary Design/Engineering (Bridge, Ops Center & Hospitality Center)
- Grandstand Repairs
- Sink Hole Repairs
- CA Tiger Salamander, LSRA Pond Maintenance Management





REFURBISHED CRUISIN CAFE

County TEAM worked on the refurbishing of the existing facility which has become known as the Cruisin Café.

The refurbishing project took almost two months to complete, which included the hiring and implementation of a new facility operator for both this facility and the Bubba Burger Trailer Unit.



COUNTY TEAM TACKLES THE MUCH- NEEDED TRACK IMPROVEMENTS

\$1.3M in Direct Raceway Improvements

- Safety Fence Upgrades
- Drainage Improvements – Turns 5, 6 & 9
- Turn 9 Basin Silt Cleanout
- Turn 5/6 Re-Rout Run-Off away from BLM land
- Turn 9/10 Repair & Revert Run-Off
- Turn 6 Embankment Monitoring

2018 Track Rental Revenue: \$3.2M

2019 Track Rental Revenue: \$4.5M (to date)

PAVING PROJECTS - \$2.0M+

Led by the Monterey County RMA - Public Works Department, the County TEAM led the charge to oversee a number of major paving renovation projects to elevate the facility.

- Vendor Lakebed Areas
- Red 9 Parking
- Expanded Marketplace
- Helicopter Pad
- Section of the On-Track Curbing
- Future Karting area and Storage
- Paddock Repairs
- A-Road Repairs
- B-Road Repairs
- Flagroom Shelf Grading and Drainage
- Turn 5 Grading and Drainage Repairs



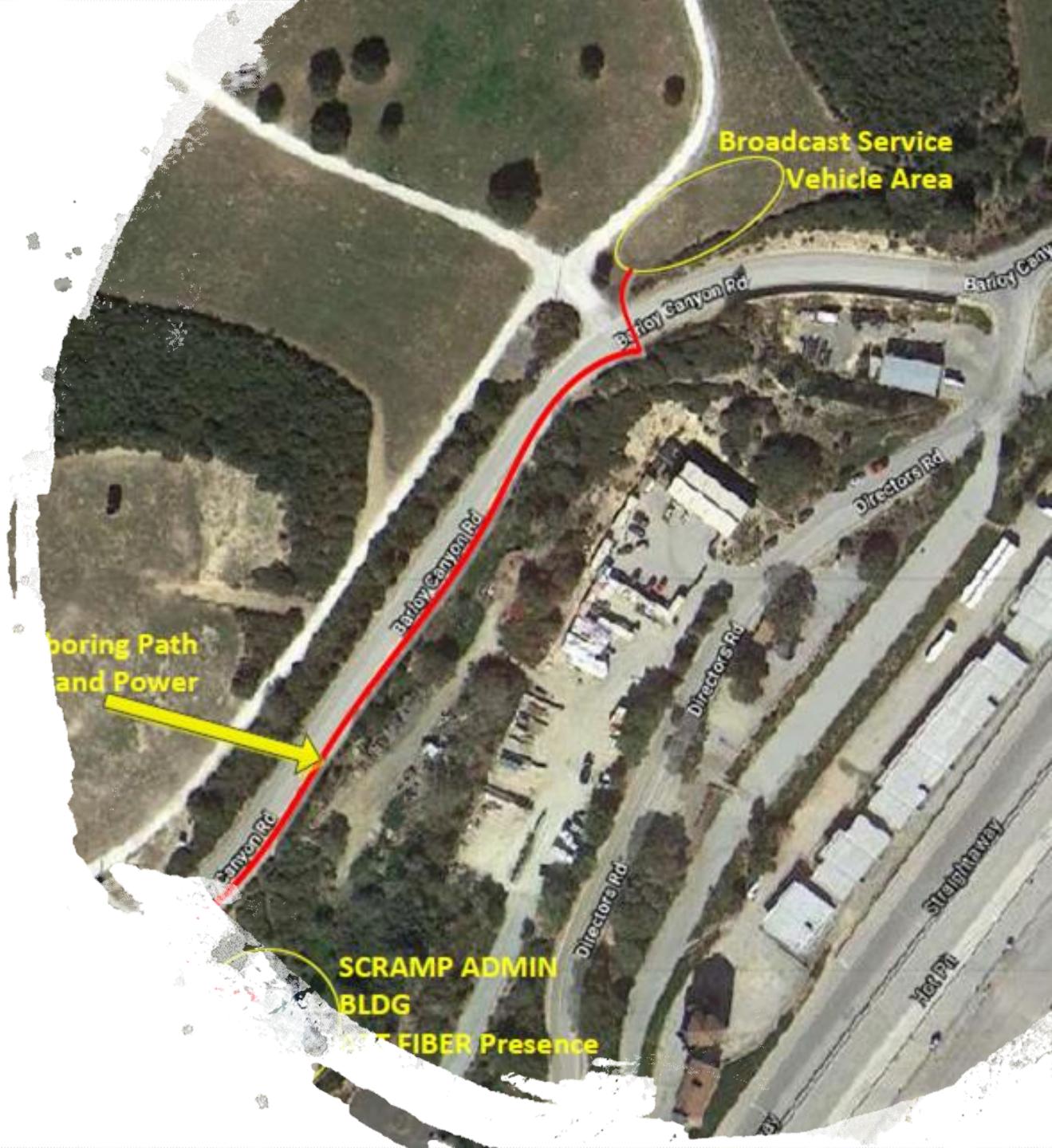
NEW TV COMPOUND

Fiber & Copper Installation

ATT Work - (negotiated no cost to county)

Grading and compacting

County TEAM worked with ATT to design and install a new 10Gig fiber backbone for TV broadcasting by IndyCar. This was a requirement for the event. In addition, County IT worked with stakeholders to install a fiber & copper backbone for local TV distribution.



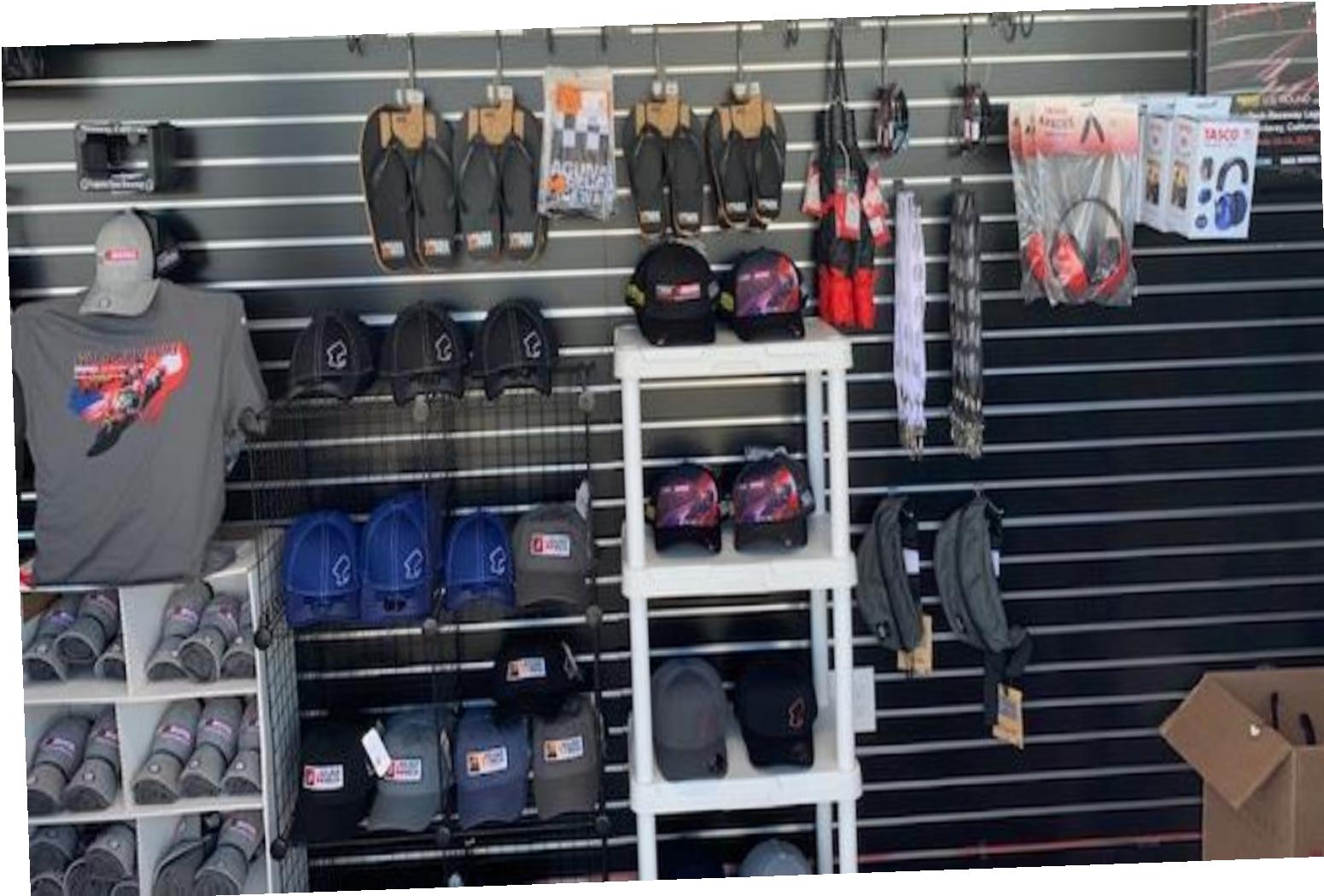
BRIDGE REPAIRS

- Vehicle Bridge
- Pedestrian Bridge
- Start/Finish Bridge
- Tire Bridge



Start/Finish Bridge





Purchased
and installed
a new Pop-Up
Merchandise
Store for the
lakebed area

RETROFITTING BUILDINGS

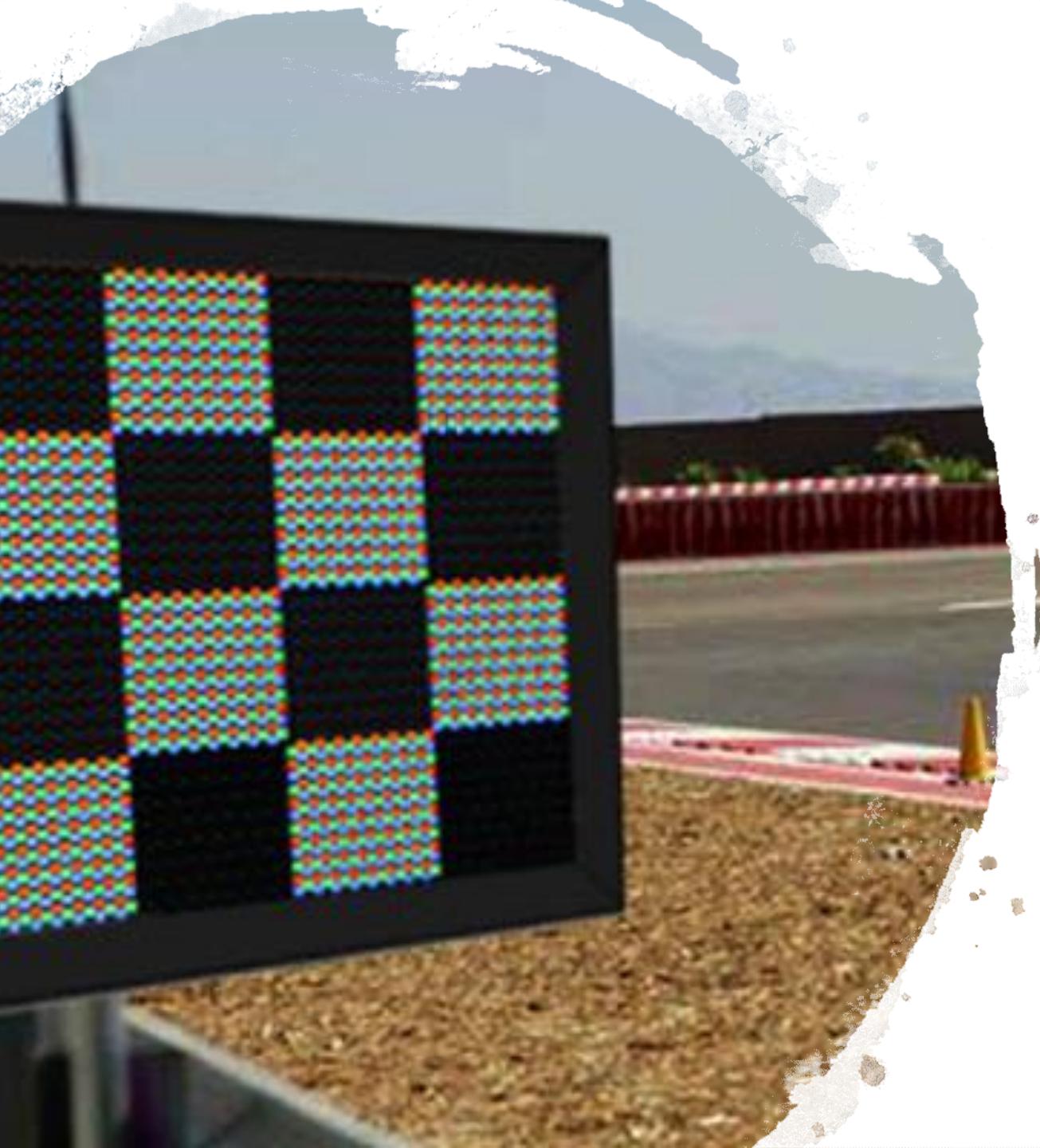
County TEAM designed a permanent voice and data infrastructure for existing & temporary buildings. Creating demarcation points that can be re-used and removed as needed throughout the facility. The following buildings were completed under this phase: Newman, Media, Flag Room, Medical & Guest Services and Cruisin Café.





BUBBA BURGER TRAILER

County TEAM purchased and installed a 40' Semi-Trailer Kitchen Unit, now stationed in the lakebed area and operated by the same contractor operating the Cruisin Café.



COUNTY TEAM BEGINS AN LED ELECTRONIC FLAGGING SIGN PROJECT FOR GREATER SAFETY LEVELS

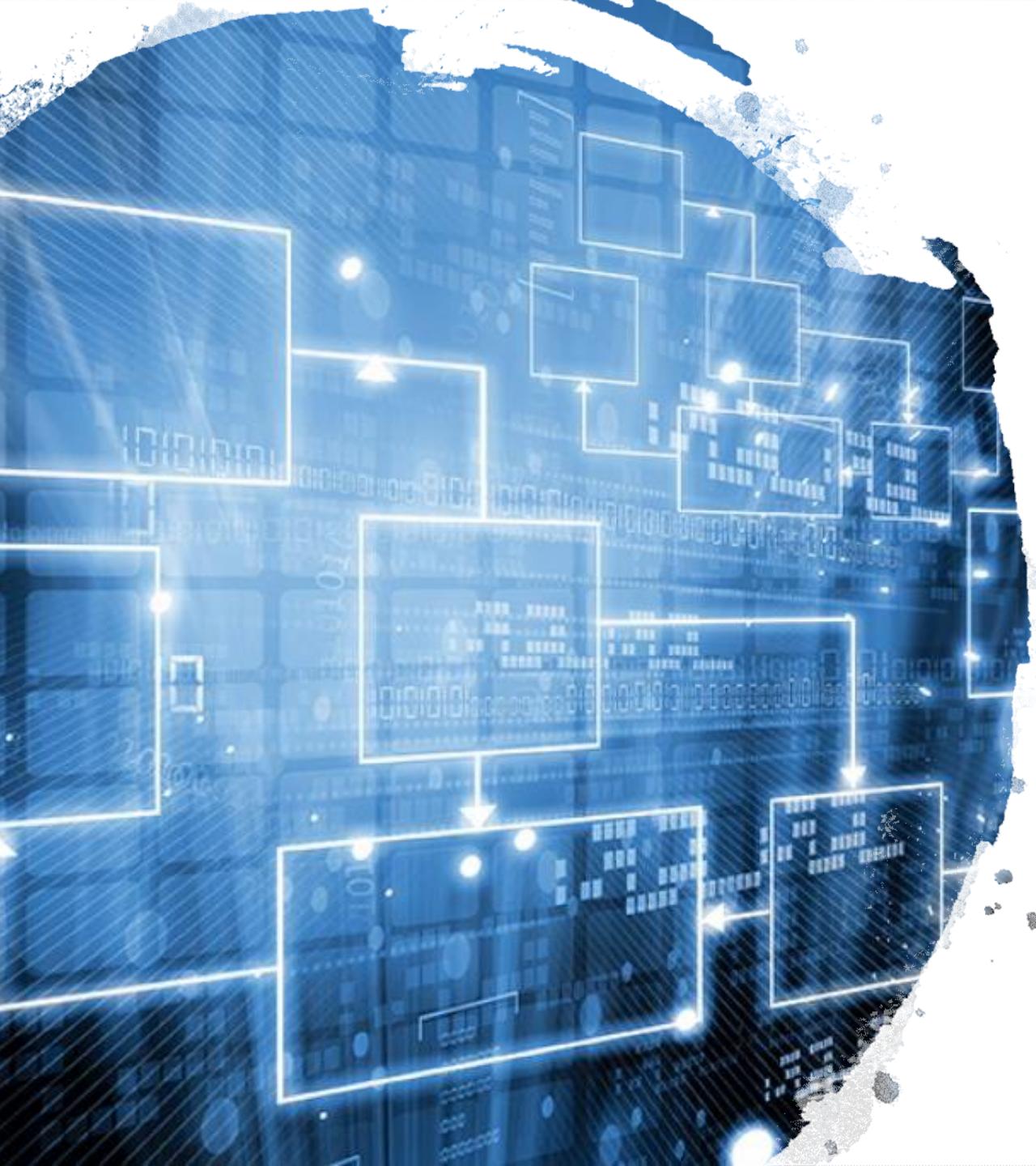
In 2019 the County initiated a \$445,000 JOC project to facilitate the installation of state of art LED electronic flagging signs. In an effort to continually strive for a greater level of safety for the thousands of drivers on the circuit each year, with the County taking no short cuts.

The LED system communicates over wireless technology. Eleven (11) signs will be installed around the track for the purpose of track warning and safety.

WIRELESS INFRASTRUCTURE

In anticipation for Track rentals, such as Mercedes AMG, County TEAM designed and implemented a wireless retrofit in all Garage Suites. Wireless coverage was poor, cabling and installation was compromised, and wireless devices were obsolete. By adding additional devices and new cabling, connectivity was improved across the entire area, allowing for future expansion into the Paddock. The following Garages were completed: Garages 1-20, Four-Bay, Suite 1 & 2.





NETWORK CONNECTIVITY & DISTRIBUTION

Laguna Seca internet connection was insufficient and did not provide redundancy. County IT has established two new circuits with increased bandwidth and redundancy to support demands from the racing venues. New hardware has been installed to provide reliable and secure connection to the internet for staff and events.



TRYLON FIBER & TECHNOLOGY IMPROVEMENTS

During the evaluation of the Trylon, it was determined that existing fiber infrastructure was damaged and near catastrophic failure. County TEAM worked with the vendor and outside contractors to repair the existing fiber. New hardware and proprietary technology upgrades were installed to ensure integrity of Trylon during major events.

GUEST WIFI PORTAL

County TEAM was able to provide guest with free WiFi in exchange for the ability to collect user data for business & marketing processing. IT has developed a custom portal to sign into the free wifi.

Users will have the option to opt In/Out in accordance with privacy laws, California consumer Privacy Act (CCPA) and General Data Protection Regulation (GDPR).



User Information

First Name

Last Name

Email *

Opt In I want to receive news, discounts, and offers from Laguna Seca Raceway.

Terms of Use I accept the [Terms of Use](#)

Powered by County of Monterey

or type

Conversation Files

Race Registration

2020 2019

2019 Rolex Reunion Entry

Paddock & Registration Info

Transporter Type:	Flat Bed	Awning Width:	10	Payment
Transporter Length:	16	Awning Length:	8	TOP Req.
Transporter Width:	16	Sharing Pit With:	Jack Doe	
Trailer Length:	50	Adjacent Participants:	Jane Doe	
Trailer Width:	8			

1980 Renault Fuego	i	Pending	No Image Uploaded
2017 McLaren 570s	i	Accepted	
1961 DB4 Aston M...	i	Declined	No Image Uploaded

EVENT REGISTRATION & ENTRANT CHECK-IN APPS

Event registration and entrant check-in are an essential part of track events and even more crucial during major events. Laguna Seca has been manually registering, tracking and checking in approx. 800+ entrants for track events a season.

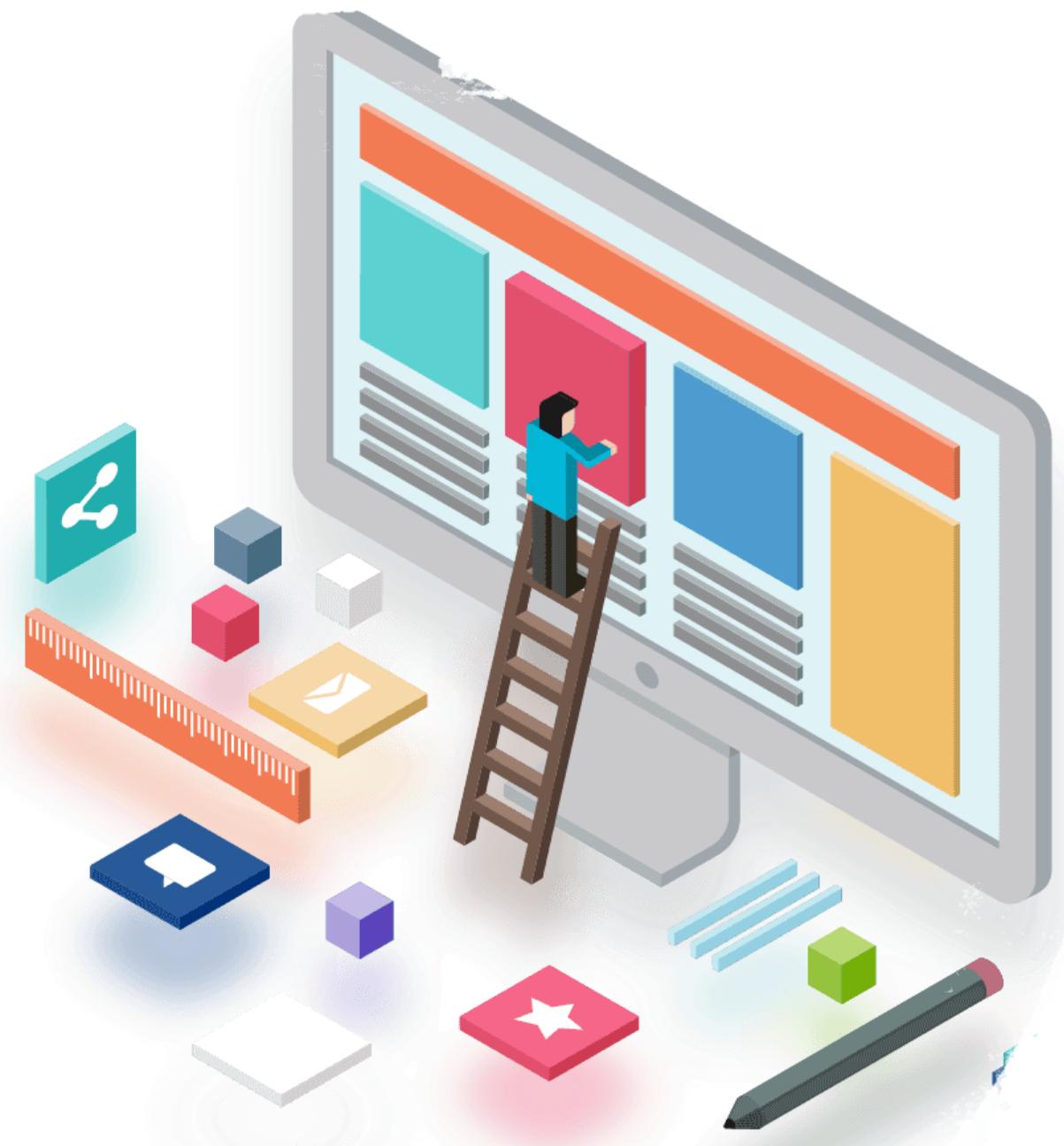
In August 2019, ITD implemented a custom solution that would allow the Registrars to search for entrants and check them in for both Pre Reunion & Rolex Reunion events. The application featured a bar code scan functionality, to scan ticket information, rather than manually typing in the data. This saved both staff and entrants time, as the manual check-in from prior years was extremely time consuming.

In November 2019, ITD will implement an Event Registration solution. This application will allow entrants to submit their registration for an event online. The data will be collected and stored in a secure database and follow an automated workflow process. There will also be an Administrative dashboard that will highlight where each entrant is in the process.

SECURITY & RISK ASSESSMENT

County TEAM has completed an infrastructure, security and risk assessment at Laguna Seca. The critical systems, infrastructure and processes have been put in place to protect the County's interest and provide significantly improved technology services for the administration and racing venues.





WEBSITE MIGRATION

Laguna Seca's website is currently hosted with a 3rd party vendor. County TEAM is in the process of migrating the site to be hosted internally and provide users the ability to update the content through the County's enterprise CMS.

CLOVER POS SYSTEM

Laguna Seca's legacy POS process and system is outdated and unreliable. County TEAM will be modernizing the system and streamlining the process by implementing Clover POS system. This system is an all-in-one POS system. It provides the ability to run an entire shop on a single smart POS system. Laguna Seca will be able to manage inventory, keep track of stock, accept payments at the touch of a button, handle returns and exchanges, oversee staff and run sales reports all within a single dashboard that is accessible from any location.





**LAGUNA SECA
RECREATION AREA – WEATHERTECH RACEWAY
QUESTIONS**

2017-2019

ACHIEVEMENTS