



County of Monterey

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

Board Report

File #: A 21-591, **Version:** 1

Approve and authorize the Public Works, Facilities, & Parks Director to execute Amendment No. 1 to Agreement No. A-14218 with All Fields Sports, LLC for Specialized Marketing and Management Services to extend the term of the Agreement through December 31, 2022.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Public Works, Facilities, & Parks Director to execute Amendment No. 1 to Agreement No. A-14218 with All Fields Sports, LLC for Specialized Marketing and Management Services to extend the term of the Agreement through December 31, 2022.

SUMMARY/DISCUSSION:

On January 15, 2019, the Board of Supervisors approved Agreement A-14218 (Agreement) between the County and All Sports Fields, LLC (AFS) for Specialized Marketing and Management Services for the Laguna Seca Recreation Area (LSRA), including the WeatherTech Raceway, Laguna Seca and the campgrounds and shooting range, and the Lake Nacimiento Resort.

For the last three years, AFS has provided specialized corporate sponsorship, hospitality marketing, exhibit vendors, and management services (collectively "Sales Activities") for LSRA. In 2021, with the assistance of AFS's services, LSRA's corporate sponsorships approximated \$3 million and other hospitality and sponsorship agreements reached over \$1.5 million. The current Agreement expires at the end of December 2021.

The County still needs such Specialized Services and Sales Activities to be performed. Accordingly, Public Works, Facilities, & Parks (County Parks) and AFS wish to amend the Agreement to extend the term for one additional year, through December 31, 2022. Under the proposed Amendment, the County would continue to pay AFS a monthly base fee of \$30,000 for its performance of services, plus Commission Fees as stipulated in the original Agreement. This would increase the base fee aggregate liability for the revised term of the Agreement from \$1,080,000 to \$1,440,000.

County Parks plans to issue a Request for Proposals for future Specialized Marketing and Management Services by the second quarter of Fiscal Year (FY) 2022-23.

OTHER AGENCY INVOLVEMENT:

The proposed Amendment No. 1 to Agreement A-14218 was reviewed and approved by the Offices of the County Counsel and Auditor-Controller as to form and fiscal provisions, respectively.

FINANCING:

The estimated 12-month base fee total for Amendment No. 1 is \$360,000. Commission fees, based on the value of existing and future service activity agreements, will follow the same commission fee table provided in Exhibit B of the original agreement. The FY 2021-22 Adopted Budget, Fund 453, Appropriation Unit CAO046, includes sufficient appropriations for Services provided by AFS. Agreement costs for FY 22-23 will be included in the requested budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiatives for Economic Development, Administration, and Infrastructure by proactively seeking to increase funding sources to enhance the County's ability to offer improved County Parks' facilities and provide popular recreational venues for the public.

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

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Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities, & Parks

Attachment:

Attachment A-Proposed Amendment No. 1 to Agreement A-14218

Attachment B-Agreement A-14218

(Attachments are on file with the Clerk of the Board)