



County of Monterey

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

Board Report

File #: A 23-051, **Version:** 1

a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between MotorSport Magazine Ltd. and the County of Monterey for the publishing of commemorative programs for three major racing events for WeatherTech® Raceway at Laguna Seca with a term of March 1, 2023, through October 1, 2023, for a total amount not to exceed of \$150,000;

b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to three (3) future amendments to the Standard Agreement where the total amendments do not exceed ten percent (10%), or \$15,000, of the agreement amount and do not significantly change the scope of work, subject to County Counsel approval.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between MotorSport Magazine Ltd. and the County of Monterey for the publishing of commemorative programs for three major racing events for WeatherTech® Raceway at Laguna Seca with a term of March 1, 2023, through October 1, 2023, for a total amount not to exceed of \$150,000;

b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to three (3) future amendments to the Standard Agreement where the total amendments do not exceed ten percent (10%), or \$15,000, of the agreement amount and do not significantly change the scope of work, subject to County Counsel approval.

SUMMARY/DISCUSSION:

MotorSport Magazine Ltd. (MotorSport Magazine) publishes an internationally-circulated monthly magazine and has the expertise to design and produce the three souvenir programs for Laguna Seca. MotorSport Magazine has successfully produced the 2018 Porsche Rennsport and 2017, 2018, 2021 and 2022 Rolex Monterey Motorsports Reunion programs in the most efficient and economic manner. Its pricing continues to be the most economical and reliable publisher when compared to others. The programs aid in the publicity of the event, as well as the sponsors and attendees who are featured in the program and brings a focus to Monterey County destinations in addition to the event itself.

By bundling the three programs together, a greater savings is gained and helps to bring each event in with less expense.

The term of this Agreement is from March 1, 2023, through October 1, 2023, with a not to exceed value of \$150,000.

Staff requests the Board of Supervisors approve the proposed Agreement (Attachment A) and authorize the Monterey County Laguna Seca Representative to execute the Agreement and up to three (3) future amendments where the total amendments do not exceed ten percent (10%) or \$15,000 of the Agreement amount and do not significantly change the scope of work.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller's Office reviewed and approved the proposed retroactive Agreement as to form and fiscal provisions, respectively. The office of Risk Management reviewed and approved the insurance coverage and limits.

FINANCING:

The cost of the contracted services provided by MotorSport Magazine is not to exceed \$150,000 for the term of the Agreement. Sufficient funding is available to cover potential fees in the Fiscal Year 2022-23 Approved Budget, Laguna Seca Recreation Area Fund 453, Budget Unit 8579, Appropriation Unit PFP067. Fiscal Year 2023-24 budget requests will include sufficient appropriations for the remaining term of the Agreement.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiative for Economic Development. The printing of event publications and materials distributed to the event attendees helps stimulate revenue for Laguna Seca Recreation Area as well as bring a focus to the numerous other destinations in Monterey County.

The recommended action supports the Board of Supervisors Strategic Initiatives for.

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

Prepared by: Ryan Bell, Administrative Operations Manager, LSRA, (831) 755-8912

Reviewed by: Bryan Flores, Chief of Parks

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

Attachment:

Attachment A-Standard Agreement, Motorsports Magazine
(Attachment is on file with the Clerk of the Board)