



County of Monterey

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

Board Report

File #: A 23-309, **Version:** 1

Approve and authorize the Monterey County Laguna Seca Representative to Execute an Assignment & Assumption Agreement between All Fields Sports, LLC and the County of Monterey, effective July 1, 2023, approving the assignment of Agreement A-14218 from County of Monterey to A&D Narigi Consulting, LLC;
RECOMMENDATION:

Approve and authorize the Monterey County Laguna Seca Representative to Execute an Assignment & Assumption Agreement between All Field Sports, LLC and the County of Monterey, effective July 1, 2023, approving the assignment of Agreement A-14218 from County of Monterey to A&D Narigi Consulting, LLC;

SUMMARY/DISCUSSION:

On January 15, 2019, the Board of Supervisors (Board) approved an Agreement for Specialized Marketing and Management Services (Attachment A) with All Fields Sports, LLC (AFS) for the provision of specialized corporate sponsorship and hospitality marketing and management services for the Laguna Seca Recreation Area (LSRA), including WeatherTech® Raceway at Laguna Seca (WRLS) the campgrounds and the shooting range. On December 7, 2021, The Board approved Amendment No. 1 for the continued use of AFS services through December 31, 2022 (Attachment B). On October 18, 2022, the Board approved Amendment No. 2 to the Agreement for continued use of AFS services through December 31, 2023 (Attachment C).

The County and A&D Narigi Consulting LLC (A&D) recognize the need for the services provided by AFS and with this action intends to streamline the oversight and cooperative management goals in order to maximize the overall revenue from Sponsorship sales and improve on the efficiency of the delivery of the promised services to LSRA valued guests and its facilities. The proposed Assignment will allow for this oversight and cooperative management goals as the channels of delivery for the clients of LSRA will be united into one cohesive path, ensuring the delivery of the quality of service and experience that LSRA is known for.

County Staff requests the Board approve the proposed Assignment & Assumption Agreement (Attachment D) and authorize the Monterey County Laguna Seca Representative to execute the Assignment & Assumption Agreement.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel reviewed and approved the proposed Assignment & Assumption Agreement as to form.

FINANCING:

The Assignment & Assumption Agreement provides additional revenue which will help support continued operations at LSRA. There is no direct cost to the County.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiatives for Economic Development and Infrastructure. Use of the services will generate revenue to sustain the park facility and promote economic development by attracting domestic and international visitor dollars that will stimulate the local economy.

X Economic Development

Administration

Health & Human Services

X Infrastructure

Public Safety

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

Reviewed by: Bryan Flores, Chief of Parks

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

The following attachments are on file with the Clerk of the Board:

Attachment A - Agreement Specialized Marketing and Management Services

Attachment B - A1 to Agreement for Specialized Marketing and Management Services

Attachment C - A2 to Agreement for Specialized Marketing and Management Services

Attachment D - Proposed Assignment and Assumption Agreement