



County of Monterey

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

Board Report

File #: A 24-142, Version: 1

a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Facility Use Agreement between GRIDLIFE, LLC and the County of Monterey for a spectator racing and concert event to be held at WeatherTech® Raceway at Laguna Seca with a term beginning September 26, 2024, through September 29, 2024, for a total event fee of \$172,800;

RECOMMENDATION:

It is recommended that the Board of Supervisors:

a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Facility Use Agreement between GRIDLIFE, LLC and the County of Monterey for a spectator racing and concert event to be held at WeatherTech® Raceway at Laguna Seca with a term beginning September 26, 2024, through September 29, 2024, for a total event fee of \$172,800;

SUMMARY/DISCUSSION:

GRIDLIFE, LLC (GRIDLIFE) is a motorsports sanctioning body that hosts a series of music and motorsports festivals at racetracks across the United States. This event mirrors the inaugural 2023 event and is structured as a revenue producing facility rental with minimal expenditures and limited liability to the County. All camping will be sold at special event rates and managed by Laguna Seca Recreation Area (LSRA) management with County retaining all revenue, with the exception of up to 40 sites designated for volunteers. The promoting and operational responsibilities of the event, including ticket sales, will be managed by GRIDLIFE at the expense of GRIDLIFE. All life, safety and security requirements per established regulations will be required at the expense of GRIDLIFE. LSRA management will be onsite to monitor the event.

Staff requests the Board of Supervisors approve the proposed Facility Use Agreement (Attachment A) with GRIDLIFE for the term beginning September 26, 2024 through September 29, 2024, for the total facility use fee of \$172,800, with additional camping revenue estimated at a minimum of \$25,000 retained by the County.

OTHER AGENCY INVOLVEMENT:

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

FINANCING:

This Agreement is revenue generating for Fund 453 Laguna Seca Budget. County is not expected to incur any direct cost or expenses in performing its role in this Agreement.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

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 and Parks

The following attachment is on file with the Clerk of the Board:
Attachment A - Proposed 2024 Facility Use Agreement