



County of Monterey

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

Board Report

File #: A 24-240, Version: 1

- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between Greenlight USA LLC and the County of Monterey for Event Television and Live Streaming Production for WeatherTech® Raceway at Laguna Seca with a term beginning June 15, 2024, through August 31, 2024, for an amount not to exceed of \$140,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to 3 future amendments to the Standard Agreement where the total amendments do not exceed 10%, or \$14,000, of the agreement amount and do not significantly change the scope of work, subject to County Counsel approval for an aggregate total not to exceed amount of \$154,000.

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 Greenlight USA LLC and the County of Monterey for Event Television and Live Streaming Production for WeatherTech® Raceway at Laguna Seca with a term beginning June 15, 2024, through August 31, 2024, for an amount not to exceed of \$140,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to 3 future amendments to the Standard Agreement where the total amendments do not exceed 10%, or \$14,000, of the agreement amount and do not significantly change the scope of work, subject to County Counsel approval for an aggregate total not to exceed amount of \$154,000.

SUMMARY/DISCUSSION:

Greenlight USA LLC (Greenlight) is an international company that provides event television and live streaming production services. Greenlight has access to extensive international broadcast outlets to provide a superior level of exposure globally. Greenlight provided successful services during the 2021 and 2023 Rolex Monterey Motorsports Reunion (Rolex) at WeatherTech® Raceway at Laguna Seca (WRLS). Greenlight provides Rolex event coverage into the Rolex Drivers Club and hospitality suites that is contractually required. Staff requests the Board of Supervisors approve the proposed Standard Agreement (Attachment A) with a term beginning June 15, 2024, through August 31, 2024, with a not to exceed amount of \$140,000, and authorize the Monterey County Laguna Seca Representative to execute the proposed Standard Agreement and up to 3 future amendments where the total amendments do not exceed 10% or \$14,000 of the Agreement amount and do not significantly change the scope of the work, subject to County Counsel approval for an aggregate total not to exceed amount of \$154,000.

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.

FINANCING:

The cost of the contracted services provided by Greenlight USA LLC is not to exceed \$140,000 for the duration of the Agreement with additional 10% or \$14,000 cost of future amendments. Budget for this cost is available in both Fiscal Year 2023-24 and Fiscal Year 2024-2025 in Fund 453, Unit 8579, Appropriation Unit PFP067 for Laguna Seca Recreation Area.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiative for Economic Development. The live streaming of the Rolex Monterey Motorsports Reunion engages our race fans attending the event as well as the many fans around the world who watch, which promotes the destination of Monterey County and helps stimulate revenue for Laguna Seca Recreation Area.

X Economic Development
Administration
Health & Human Services
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 and Parks

Attachment:

Attachment A - proposed 2024 Standard Agreement
(Attachments on file with the Clerk of the Board)