



County of Monterey

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

Legislation Details (With Board Report)

File #: 18-258 **Name:** Update on Mazda Raceway Laguna Seca sponsorships - Mar 2018
Type: General Agenda Item **Status:** Consent Agenda
File created: 3/12/2018 **In control:** Board of Supervisors
On agenda: 3/20/2018 **Final action:**
Title: Receive an update on 2018 Mazda Raceway Laguna Seca sponsorships.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Board Report, 2. EXHIBIT A - List of Sponsorship Agreements, 3. sponsor Bubba Foods, 4. 2017-Cooper Tires Original, 5. sponsor Cooper Tire, 6. sponsor El Jefe Tequila, 7. sponsor Garage Unlimited, 8. sponsor Jaguar Land Rover, 9. sponsor Mazda, 10. sponsor Mothers Polishes, 11. sponsor Stand 21, 12. sponsor VP Racing Fuels, 13. sponsor Russ Brown, 14. sponsor Michelin, 15. sponsor Rolex, 16. sponsor Enthusiast Network, 17. sponsor Continental Tire, 18. sponsor Reinault Thomas Discount Tire, 19. Completed Board Order

Date	Ver.	Action By	Action	Result
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Receive an update on 2018 Mazda Raceway Laguna Seca sponsorships.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive an update on 2018 Mazda Raceway Laguna Seca sponsorships.

SUMMARY/DISCUSSION:

On January 31, 2017, the Board of Supervisors passed a General Agenda Item, File #17-0104, approving a three-year management agreement between Monterey County and Sports Car Racing Association of the Monterey Peninsula (SCRAMP) retroactive from January 1, 2017, for management services at the Laguna Seca Recreation Area and authorized the Chair of the Board to execute the Agreement, No. A-13425.

Paragraph 4.3 of the agreement allows SCRAMP the right to contract with third party vendors, suppliers, independent contractors, promoters and sanctioning bodies on behalf of the County.

Article 11 of the agreement, states that subject to Section 4.3, above, on behalf of the County SCRAMP may enter into advertising, sponsorship and event sanctioning agreements relating to the Management Premises. Paragraph 11.4 states that SCRAMP shall make available to the County all material advertising, sponsorship and event sanctioning agreements.

The County Administrative Office is managing the agreement and receives all contracts per the Agreement. The attached list of Sponsorship Agreements has been reviewed. Similar lists of Sponsorship Agreements will be provided as contracts are received and reviewed. All sponsorship agreements listed on the attachment will be on file with the Clerk of the Board.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office prepared this report. The Office of County Counsel has reviewed the agreements.

FINANCING:

The List of Sponsorship Agreements attached will provide \$1,222,500 in revenue for calendar year 2018; \$887,500 for calendar year 2019; and, \$390,225 for calendar year 2020; and \$273,182 for calendar year 2021.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The items included in this report relate to the Board of Supervisors Strategic Initiatives on Economic Development.

Mark a check to the related Board of Supervisors Strategic Initiatives

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

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Approved by: Dewayne Woods, Assistant County Administrative Officer

Attachments: Exhibit A - List of Sponsorship Agreements