



County of Monterey

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

Legislation Details (With Board Report)

File #:	19-0263	Name:	Receive Update on 2019 WeatherTech Raceway Laguna Seca sponsorships
Type:	General Agenda Item	Status:	General Government - Consent
File created:	4/11/2019	In control:	Board of Supervisors
On agenda:	4/23/2019	Final action:	
Title:	Receive an update on 2019 WeatherTech Raceway Laguna Seca sponsorships.		
Sponsors:	County Administrative Office		
Indexes:			
Code sections:			
Attachments:	1. Board Report, 2. Exhibit A - List of Sponsorship Agreements, 3. Completed Board Order		

Date	Ver.	Action By	Action	Result
4/23/2019	1	Board of Supervisors	received on consent agenda	Pass

Receive an update on 2019 WeatherTech Raceway Laguna Seca sponsorships.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive an update on 2019 WeatherTech Raceway Laguna Seca sponsorships.

SUMMARY/DISCUSSION:

On January 15, 2019, the Board of Supervisors approved a three-year Specialized Marketing and Management Services Agreement with All Fields Sports, LLC retroactive to January 1, 2019, for the purpose of performing specialized corporate sponsorship and hospitality marketing and management services for the Laguna Seca Recreation Area, including WeatherTech Raceway Laguna Seca, the camping grounds and shooting range and authorized the Chair of the Board to execute the Agreement, No. A-14218.

Paragraph 2.01 of the agreement authorizes All Fields Sports, LLC to perform specialized corporate sponsorship and hospitality marketing and management services as described in Exhibit A of the Agreement, Scope of Services.

The County Administrative Office is managing the agreement and receives all contracts per the Agreement. The attached list of Sponsorship Agreements has been reviewed and attached as Exhibit A. Lists of Sponsorship Agreements will continue to be provided as contracts are received and reviewed.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office prepared this report.

FINANCING:

There is no financial impact to receive this report

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

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

Prepared by: Lavonne Chin, Special Events Manager, ext. 7214

Approved by: Dewayne Woods, Assistant County Administrative Officer, ext. 5309

Attachments: Exhibit A - List of Sponsorship Agreements (Attachments on file with the Clerk of the Board)