



County of Monterey

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

Board Report

File #: 18-258, Version: 1

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

Prepared by: Lavonne Chin, Special Events Manager, CAO-Budget & Analysis Division

Approved by: Dewayne Woods, Assistant County Administrative Officer

Attachments: Exhibit A - List of Sponsorship Agreements