



County of Monterey

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

Board Report

File #: 18-553, **Version:** 1

Receive and approve a Consulting Agreement between the Sports Car Association of the Monterey Peninsula and All Fields Sports Marketing.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive and approve a Consulting Agreement between the Sports Car Association of the Monterey Peninsula and All Fields Sports Marketing.

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, with County approval.

On December 16, 2016, SCRAMP entered into a Consulting Agreement with All Fields Sports Marketing (FSM) to assist SCRAMP in raising revenues, increasing sponsorship appeal and sale of corporate sponsorship. The term of the agreement is two (2) years, terminating on December 15, 2018. Steve Fields is the owner of FSM and, most recently, was engaged in securing both the WeatherTech and Lexus sponsorships for Laguna Seca.

The County Administrative Office is managing the SCRAMP agreement and receives all contracts per the Agreement. The attached Consulting Agreement has been reviewed.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office prepared this report.

FINANCING:

The Consulting Agreement with FSM is a base of \$55,200 annually plus expenses and percentage of sales. Funding for the agreement is contained within the County Administrative Office Laguna Seca Budget Unit 8441.

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, County Administrative Office

Approved by: Dewayne Woods, Assistant County Administrative Officer

Attachments: Consulting Agreement

(A copy is on file with the Clerk of the Board Office.)