



County of Monterey

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

Board Report

File #: A 19-501, Version: 1

Approve and authorize the Chair of the Board, to execute a sole source 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 Laguna Seca Recreation Area (LSRA), including WeatherTech Raceway Laguna Seca, the camping grounds and shooting range and “The Lake Resort.”

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Chair of the Board, to execute a sole source 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 Laguna Seca Recreation Area (LSRA), including WeatherTech Raceway Laguna Seca, the camping grounds and shooting range and “The Lake Resort.”

SUMMARY/DISCUSSION:

All Fields Sports, LLC (AFS) wishes to enter into a three-year agreement to perform specialized corporate sponsorship and hospitality marketing and management services for for Laguna Seca Recreation Area (LSRA), including WeatherTech Raceway Laguna Seca, the camping grounds and shooting range and “The Lake Resort.” AFS shall coordinate, consult and receive direction from County in providing services under this Agreement. The County Administrative Office, will managing the agreement and continue to receive and review all contracts per the Agreement.

AFS shall have the right to market and procure Corporate Sponsorship, Hospitality, and Vendor agreements on behalf of the County at LSRA, and shall be authorized to negotiate the terms, provisions and conditions of all agreements pursued or obtained by it pursuant to this Agreement. All agreements shall be in the name of the County of Monterey, shall be approved as to form by county Counsel, and shall be approved and executed by the County Representative or such other officer, employee or Board of Supervisors as appropriate.

As consideration for AFS’s performance of services under this Agreement, County shall pay to AFS a Base Fee of \$30,000 monthly and a sliding Commission Fees on the terms and conditions as set forth in the Agreement. AFS will have the equivalent of three staff dedicated towards these sales activities and are expected to generate in excess of \$4.5 million in sales annually.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office prepared this report which was reviewed and by County Counsel and Auditor/Controller.

FINANCING:

County will receive all sponsorship, hospitality and vendor fees. In calendar year 2018, corporate sponsorships reached approximately \$3,000,000 and other hospitality and sponsorship agreements reached over \$1,500,000.

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

Approved by: Dewayne Woods, Assistant County Administrative Officer

Attachments: Agreement for Specialized Marketing and Management Service