



County of Monterey

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

Board Report

File #: A 19-508, **Version:** 1

Approve and authorize the Assistant County Administrative Officer, to execute a sole source one-year Event Agreement with Ferrari North America, Inc. for the right to conduct a sports car type road racing event at WeatherTech Raceway Laguna Seca in 2019.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Assistant County Administrative Officer, to execute a sole source one-year Event Agreement with Ferrari North America, Inc. for the right to conduct a sports car type road racing event at WeatherTech Raceway Laguna Seca in 2019.

SUMMARY/DISCUSSION:

Ferrari North America, Inc. ("Ferrari North America") wishes to enter into a one-year Event Agreement to conduct Ferrari Racing Days, a sports car type road racing event, at WeatherTech Raceway Laguna Seca on May 9-12, 2019.

The single-marque series sparks the enthusiasm of "Prancing Horse" fans and owners alike. Since 1993 the most famous single automaker championship has placed dream cars and very special customers on the most beautiful racetracks in the world. Each series is divided into four main categories: Trofeo Pirelli, Trofeo Pirelli Am, Coppa Shell, and Coppa Shell Am. The driver's level determines which category in which they will participate. Each race yields four winners, thus providing even more thrills for the fans at the circuit or at home.

The only Ferrari Challenge round west of the Rockies gives Ferrari enthusiasts on the West Coast their first opportunity to see the latest offerings from the Italian manufacturer along with world-class racing. Ferrari Racing Days can be enjoyed by all and features exciting race action; a Paddock full of beautiful cars; and, fan activities over the course of the weekend.

Ferrari Racing Days is a return event to the WeatherTech Raceway Laguna Seca schedule. Ferrari North America, Inc. has provided County the same insurance terms as were provided for the 2018 event.

OTHER AGENCY INVOLVEMENT:

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

FINANCING:

The County will receive an Event Fee of \$130,000.00 to be paid in advance of the event. Ferrari North America will also pay for the use of garages and the Hospitality Pavilion, and associated track costs for safety workers, equipment, and ambulance services. The County will receive all ticket and concession revenue.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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

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: Event Agreement