



# County of Monterey

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

## Board Report

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**File #: A 23-134, Version: 1**

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- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between the County of Monterey and Choura Events to provide on-call event equipment, furniture, and event design services based on the criteria outlined in RFP #10894 On-Call Event Equipment, Furniture and Event Design for Various Events at WeatherTech® Raceway at Laguna Seca on an as-needed basis. The initial term is 3 years beginning May 1, 2023, through and including April 30, 2026, for an amount not to exceed \$3,685,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to 2 future amendments to the Standard Agreement where the total amendments do not exceed 10%, or \$368,500 of the agreement amount, and do not significantly change the scope of work, subject to County Counsel approval.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between the County of Monterey and Choura Events to provide on-call event equipment, furniture, and event design services based on the criteria outlined in RFP #10894 On-Call Event Equipment, Furniture and Event Design for Various Events at WeatherTech® Raceway at Laguna Seca on an as-needed basis. The initial term is 3 years beginning May 1, 2023, through and including April 30, 2026, for an amount not to exceed \$3,685,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to 2 future amendments to the Standard Agreement where the total amendments do not exceed 10%, or \$368,500 of the agreement amount, and do not significantly change the scope of work, subject to County Counsel approval.

### SUMMARY/DISCUSSION:

The County of Monterey released Request for Proposal (RFP) #10894, On-Call Event Equipment, Furniture and Event Design for Various Events at WeatherTech® Raceway at Laguna Seca on January 19, 2023, for the provision of on-call rental equipment, furniture, and event area design services. Choura Events (Choura) submitted a proposal on February 16, 2023 and was subsequently became eligible to be awarded a contract for their on-call event equipment, furniture and event design services.

Choura is a major event builder in the Western United States offering tradeshow and event equipment and furnishings. Choura has been providing services to Laguna Seca Recreational Area (LSRA) for over 7 years. Choura's services allow LSRA to showcase the facility and its value to local, national, and international guests that open a wide range of opportunities for frequent patronage and/or sponsorships of major and minor events at LSRA.

Staff requests the Board of Supervisors to approve and authorize the Monterey County Laguna Seca Representative to execute the proposed Agreement with Choura Events (Attachment A); and to execute up to 2 future amendments to the Agreement where the total amendments do not exceed 10%, or \$368,500 of the agreement amount.

### OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved the Agreements as to form, as has the Auditor-Controller's Office as to financial provisions.

### FINANCING:

The cost of the contracted services provided by the Choura shall not exceed \$3,685,000 for the term of the

Agreement. There is sufficient funding in the Fiscal Year 2022-2023 Adopted Budget, LSRA Fund 453, Appropriation Unit PFP067. Future recommended budgets will include appropriations for this Agreement.

**BOARD OF SUPERVISORS STRATEGIC INITIATIVES:**

The recommended action supports the Board of Supervisors Strategic Initiatives for Economic Development and Infrastructure. The use of the services will assist in providing quality events at Laguna Seca Recreational Area facilities. This will generate revenue intended to help finance LSRA operations and maintenance and promote economic development by attracting domestic and international visitor dollars that will stimulate the local economy.

- ☒ Economic Development
  - Administration
  - Health and Human Services
- ☒ Infrastructure
  - Public Safety

Prepared by: Ryan Bell, Administrative Operations Manager, LSRA, (831) 755-8912  
Reviewed by: Bryan Flores, Chief of Parks  
Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities, & Parks

Attachment:  
Attachment A - Proposed Standard Agreement with Choura Events  
(Attachment is on file with the Clerk of the Board)