



County of Monterey

Item No.59

Board Report

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

Legistar File Number: A 23-180

June 13, 2023

Introduced: 5/9/2023

Current Status: Public Works, Facilities &
Parks - Consent

Version: 1

Matter Type: BoS Agreement

Approve and authorize the Monterey County Laguna Seca Representative to execute Amendment No. 1 to the Event Agreement with the American Historic Racing Motorcycle Association and the County of Monterey for a road and off-road racing event at WeatherTech® Raceway at Laguna Seca, to reclassify the event as a small event which reduces the anticipated revenues of the County from \$170,000 to \$135,360, and relieves the County of the responsibilities of providing ambulance and promotion services.

RECOMMENDATION:

It is recommended that the Board of Supervisors approve and authorize the Monterey County Laguna Seca Representative to execute Amendment No. 1 to the Event Agreement with the American Historic Racing Motorcycle Association and the County of Monterey for a road and off-road racing event at WeatherTech® Raceway at Laguna Seca, to reclassify the event as a small event which reduces the anticipated revenues of the County from \$170,000 to \$135,360, and relieves the County of the responsibilities of providing ambulance and promotion services.

SUMMARY/DISCUSSION:

American Historic Racing Motorcycle Association (AHRMA) is the preeminent vintage motorcycle organization in the United States with several events across the country. The AHRMA Classic MotoFest of Monterey (the Event), held at WeatherTech® Raceway at Laguna Seca (WRLS) is their only west coast offering and promotes Monterey County and our world-renowned facility to race fans across the country.

Amendment No. 1 (Attachment A) revises the classification of the event from a major event to a small event per the Use Permit for Laguna Seca Recreation Area (LSRA). A major event is defined as an event with attendance of more than 12,000 people; a medium event is defined as an event with attendance between 5,000 to 12,000 people, and a small event is defined as an event with attendance of 5,000 or less people. The Event attendance has never reached 12,000 people.

By reclassifying to a small event, the Event fees due to the County for 2023 are reduced from \$170,000 to \$135,360. In addition to the fee of \$135,360, the County will continue to receive the first \$25,000 in ticket revenue. County will no longer be responsible for providing ambulance service of any kind for the Event, as all ambulance service will become the responsibility of AHRMA.

County will continue to include the Event on the County/WRLS website as an Official Event, including the selling of tickets, and will include the Event in social media posts. All other marketing and

promoting of the Event shall be the responsibility of AHRMA.

Staff requests the Board of Supervisors approve and authorize the Monterey County Laguna Seca Representative to execute Amendment No. 1 to the Event Agreement.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller’s Office reviewed and approved the proposed Amendment No. 1 as to form and fiscal provisions, respectively.

FINANCING:

This is a revenue generating Agreement and this board report seeks to authorize to amend the agreement’s event classification from major event to small event, which reduces the anticipated revenues of the County from \$170,000 to \$135,360. The reclassification, however, also reduces the costs to the County, such as the ambulance service and marketing expenses. Overall, the financial impact on LSRA Fund 453, Appropriation PFP067 for Fiscal Year 2022-23 is zero to minimal.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiative for Economic Development by allowing this Event to be properly classified and relieving County staff of additional work time without a return in Event earnings.

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Ryan Bell, Administrative Operations Manager, LSRA (755-8912)

Reviewed by: Bryan Flores, Chief of Parks

Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities, & Parks

DocuSigned by:

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The following attachments are on file with Clerk of the Board:

Attachment A - AHRMA Agreement 2021-2023

Attachment B - Amendment No. 1 AHRMA