



# County of Monterey

**Item No.**

## Board Report

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

**Legistar File Number: A 24-036**

**February 27, 2024**

**Introduced:** 2/2/2024

**Current Status:** Public Works, Facilities & Parks - Consent

**Version:** 1

**Matter Type:** BoS Agreement

- a. Approve and authorize the Monterey County Laguna Seca Representative to execute a Standard Agreement between Array, LLC dba Array Sports & Entertainment and the County of Monterey for specialized revenue development services and to serve as the Agency of Record in the negotiation of branded partnerships and sponsorships for Laguna Seca Recreation Area and WeatherTech® Raceway at Laguna Seca with a term beginning March 1, 2024 through December 31, 2025, for an amount not to exceed \$900,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to 3 future amendments to the Standard Agreement where each amendment does not exceed 10%, or \$90,000 of the agreement amount and do not significantly change the scope of work, subject to County Counsel approval for a total aggregate not to exceed amount of \$1,170,000.

### 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 Array, LLC dba Array Sports & Entertainment and the County of Monterey for specialized revenue development services and to serve as the Agency of Record in the negotiation of branded partnerships and sponsorships for Laguna Seca Recreation Area and WeatherTech® Raceway at Laguna Seca with a term beginning March 1, 2024 through December 31, 2025, for an amount not to exceed \$900,000;
- b. Approve and authorize the Monterey County Laguna Seca Representative to execute up to 3 future amendments to the Standard Agreement where each amendment does not exceed 10%, or \$90,000 of the agreement amount and do not significantly change the scope of work, subject to County Counsel approval for a total aggregate not to exceed amount of \$1,170,000.

### SUMMARY/DISCUSSION:

Array LLC dba Array Sports & Entertainment (Array) is a premium sports marketing agency specializing in partnerships and brand activation, providing top expertise in the field with a creative approach unique to the industry since 2007. With experienced event and execution teams across sports and entertainment spaces, including motorsports, Array provides full-service sports marketing from conception to completion, and is backed by a team with broad experience and influence. Array has successfully developed partnerships with sports properties such as INDYCAR, NASCAR, Rahal Letterman Lanigan Racing, athletes, leagues, and entertainment entities. Array's national sponsor connections and affiliations, as well as their experience working with major venues, including road racing, will be a great benefit in bringing new sponsorships to Laguna Seca Recreation Area and

WeatherTech® Raceway.

Staff requests the Board of Supervisors to approve and authorize the Monterey County Laguna Seca Representative to execute the proposed Agreement for specialized revenue development services and to serve as the Agency of Record in the negotiation of branded partnerships and sponsorships for Laguna Seca Recreation Area and WeatherTech® Raceway at Laguna Seca with a term beginning March 1, 2024 through December 31, 2025, for an amount not to exceed \$900,000 and up to 3 future amendments where each amendment does not exceed 10%, or \$90,000 of the agreement amount for a total aggregate not to exceed amount of \$1,170,000. This agreement is to replace the services that were previously provided by All Fields Sports, who terminated their agreement with the County December 10, 2023. Because of the immediate need to begin marketing for the 2024 event season, Array was chosen after receiving recommendations from other track operators across the nation. Array’s monthly retainer represents 44% monthly savings over the previous firm and the commission rates are commensurate within the industry. Sole Source Justification was received from Contracts & Purchasing.

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and Auditor-Controller’s Office reviewed and approved the proposed Agreement as to form and fiscal provisions, respectively.

FINANCING:

The cost of the contracted services provided by Array LLC dba Array Sports & Entertainment shall not exceed \$900,000 for the duration of the Agreement. These fees will be supported by the available funds in Fiscal Year 2023-2024 budget in Fund 453, Unit 8579, Appropriation Unit PFP067. The remaining fees to be incurred for the remaining of the term will be appropriated for in the upcoming budgets for Fiscal Years 2024-2025 and 2025-2026 for Laguna Seca Recreation Area.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

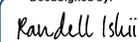
The recommended action supports the Board of Supervisors Strategic Initiatives for Economic Development as it brings additional revenues and recognition to the facility which will generate public attendance at events that benefit the economic impact to the County as a whole.

- Economic Development
- Administration
- Health & 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

DocuSigned by:  
  
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Attachment:

Attachment A - Proposed Standard Agreement, Array LLC

(Attachment is on file with the Clerk of the Board)