

Historical timeline 2011-2015

- **2011** – Gill Campbell, CEO/General Manager of Mazda Raceway Laguna Seca, met with Lew Bauman (Monterey County administrative officer), Charles McKee (county counsel), and County Supervisor Dave Potter to outline SCRAMP's proposal to assume a greater role in the Laguna Seca Recreational Area. The proposal was written specifically to create additional revenue streams for both the Parks Department and SCRAMP. The draft proposal was submitted to the County but no action was taken.
- **2011** – Consultancy group The Hunden Company was hired by Monterey County to assess the viability of Laguna Seca Recreation Area. To SCRAMP's knowledge, the findings of the report have never been published.
- **2012** – Monterey County Parks Department Director John Pinio retired and SCRAMP was informed the concession agreement would be negotiated with the incoming Parks Director, and the proposal would be considered accordingly.
 - SCRAMP installed a new scoring tower and jumbotron for race scoring and advertising opportunities -- 5% of all track-generated revenue goes to Monterey County.
- **2012 – 2013** – Dewayne Woods (assistant county administrative officer) Lavonne Chin (county special events coordinator) and Stella Sandavol (county finance manager) met with SCRAMP over several months to negotiate the new concession agreement. At one meeting SCRAMP was directed to edit the original concession agreement and Chin was charged with drafting a new agreement. No action was ever taken by the Monterey County Parks Department.
- **2013** – SCRAMP was informed new Parks Director Mike Ferry had been hired and all previous documentation would be passed on to him. SCRAMP's concession agreement was set to expire in March 2013 and a decision was made by the county to extend the agreement for one year while Ferry familiarized himself with the history and details of the situation.
 - In the last year of the Red Bull U.S. Grand Prix MotoGP agreement, and with the event losing money due to added Moto GP events in Indianapolis and Austin, Texas, SCRAMP made a business decision not to renew the contract.
 - Consultancy group The Barrett Company was hired by Monterey County to assess the viability of the Laguna Seca Recreation Area. Like the report produced by the Hunden Company in 2011, Barrett's report was, to SCRAMP's knowledge, never published.
- **2014** – Monterey County Parks Director Ferry resigned and SCRAMP was asked to meet with another consultant, Carlos Uretia, to negotiate the concession agreement. Uretia provided an outline of the proposal format and content he expected SCRAMP to provide and which SCRAMP followed. For the second time since 2011, the completed proposal was never formally presented to Monterey County and no action was taken by the Monterey County Parks Department.

- In March 2014, the existing concession agreement expired and Monterey County determined SCRAMP would operate Mazda Raceway on a month-to-month agreement due to monies owed to the County.
- Assistant county administrative officer Nick Chiulos took over Monterey County Parks Department management as interim parks director and was presented with the draft concession agreement proposal.
- SCRAMP was requested by the county to provide an audited financial report to the County, something it did annually already, in order to continue negotiations. SCRAMP was asked to meet with Chiulos and county auditors in June 2014 to present the audit but only Chiulos attended the meeting and no decisions were made. No reason was provided for why the Monterey County auditors did not attend.
- Monterey County hired a third consultant, Fred Cohen, and SCRAMP was advised Cohen would review the concession agreement proposal. Despite SCRAMP's requests for a meeting with Cohen, no meeting ever took place.
- A new consultant company, Management Partners, was hired by Monterey County to write an overarching strategic plan for all Monterey County parks. SCRAMP was informed this report would be completed by the end of 2014 and negotiations for a new concession agreement would begin anew after the report was published.
- Monterey County hired three consulting companies and three consulting specialists, all at a cost to County taxpayers.
- SCRAMP met with county representatives to discuss year-end financials and was told by Supervisor Dave Potter that it would get a new agreement in October 2014 if the 2014 audit was expedited.
- SCRAMP met with County representatives to discuss the organization's contractual commitment with Mazda North American Operations to spend or commit, by April 2015, monies equal to 70% of its annual sponsorship agreement on capital improvements.
- A letter of commitment from SCRAMP was sent and engineering drawings/concept designs which included a new start/finish bridge and paddock showers and bathrooms were submitted. Permits for the project, totaling \$3 million, are scheduled to be pulled in October 2015 for a 2017 completion date.
- SCRAMP replaced the turn 4 grandstands, which had reached an "end of life" condition. Track safety measures were implemented at Turn 3 to provide additional run-off for the race track. The safety measures included upgrading and replacing an aging communications building and equipment. The communications building and equipment are used for both Monterey County and SCRAMP events.

- **2015** – SCRAMP was informed in June that the County Board of Supervisors was negotiating with International Speedway Corporation on a concession agreement to assume management of Mazda Raceway Laguna Seca. It was later revealed that those negotiations had begun in January 2014. None of the discussions were shared with Monterey County taxpayers nor with SCRAMP representatives.