



Project Data

Key Scope Items:

- Facility Agreement & Operating Structure Review
- Business Plan Proposal
- Motorsports Industry & Naming Rights Valuation Analysis

HSP Professionals Involved in Project: Rob Hunden, Evan Holmes, Rob Smitherman

Time of Service: 2011

Laguna Seca Raceway Comprehensive Business Analysis

Salinas, California

The Laguna Seca Raceway is one of the most storied road courses in the world. Opened in 1957, it has hosted numerous major automotive and motorbike races and events, including Le Mans Series and MotoGP. The track is 2.238 miles in length, with eleven turns and a 300-foot change in elevation. Hunden Strategic Partners is leading a team that includes Frost Motorsports to review the existing operating structure and agreements in place as well as analyze the current business plan and make recommendations to improve the track's governance structure. The ultimate goal is to put the asset on a strong pathway to financial success while funding ongoing capital improvements.

The track is owned by the County of Monterey and managed by the Sports Car Racing Association of the Monterey Peninsula (SCRAMP). In its analysis the team has set out to complete the following objectives for the County:

- Review of past facility performance
- Review of the various current operating agreements for the facility
- Analyze the current motorsports industry and naming rights trends
- Benchmark how comparable facilities are managed and operated
- Propose an operating structure that maximizes the performance of the facility and minimizes the risks to the public sector.

At completion, the County will have a plan to prepare the track for the next 20 years.