



# WeatherTech Raceway Laguna Seca Business Analysis

*Salinas, California*

Hunden Strategic Partners led a team that included Frost Motorsports, LLC to review the existing operating structure and agreements in place, as well as analyze the business plan and make recommendations to improve the track's governance structure. The goal of the study was to put the asset on a strong pathway to financial success while funding ongoing capital improvements.

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. The track is owned by the County of Monterey and managed by the Sports Car Racing Association of the Monterey Peninsula (SCRAMP). Through the analysis, the team completed 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, and
- Propose an operating structure that maximizes the performance of the facility and minimizes the risks to the public sector.

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

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**Client:** Monterey County Parks Department

**Time Period:** 2011