

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY
AND RECORD OF ACTION**

August 5, 2025

FROM

LUTHER SNOKE, Chief Executive Officer, County Administrative Office

SUBJECT

Agreement with Hammerking Productions Inc. for sponsorship of the King of the Hammers 2026 Event

RECOMMENDATION(S)

1. Approve **Agreement No. 25-599** with the Hammerking Productions Inc., to provide services in support of the King of the Hammers 2026 event, in the amount of \$250,000, from August 5, 2025 to March 31, 2026.
2. Authorize the Auditor-Controller/Treasurer/Tax Collector to post the necessary adjustments to the County Administrative Office's 2025-26 budget, as detailed in the Financial Impact section (Four votes required).

(Presenter: Luther Snoke, Chief Executive Officer, 387-4811)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

**Create, Maintain and Grow Jobs and Economic value in the County.
Provide for the safety, Health and Social Services Needs of County Residents.**

FINANCIAL IMPACT

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). On June 10, 2025 (Item No. 136), the Board of Supervisors approved the one-time allocation of \$250,000 to establish the County Sponsorship Opportunities Reserve to pursue sponsorship opportunities for the large-scale annual King of the Hammers 2026 event.

The County Administrative Office (Department) requests the Auditor-Controller/Treasurer/Tax Collector to post the following adjustments to the Department's 2025-26 budget.

Fund Center	Commitment Item	Description	Action	Amount
1100001000	52002135	Special Department Expense	Increase	\$250,000
1000	37008783	Fund Balance-Assigned - County Sponsorship Opportunities Reserve	Decrease	\$250,000

BACKGROUND INFORMATION

The King of the Hammers 2026 event, celebrating its 20th anniversary, will take place from January 22, 2026 through February 7, 2026, in Johnson Valley. This internationally recognized motor-sport event combines high-speed desert racing with technical rock crawling drawing top

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competitors and fans from around the world. The event is a major economic catalyst for the region, generating substantial direct and indirect economic activity supporting local businesses, hospitality services, and households across the surrounding communities.

Approval of this item will fund services that align with and fulfill clear governmental purpose including the provision of public safety, community recreation, and economic development for County residents. Specifically, this sponsorship will:

- Promote tourism and support community access to recreation events;
- Support law enforcement presence, emergency medical staffing, and coordinated on-site medical and fire response; and
- Promote equitable community participation through initiatives such as discounted tickets for residents, free access for local youth organizations, and outreach to schools and community centers.

In addition, targeted advertising and promotional efforts will highlight San Bernardino County as a premier tourism destination, fostering regional branding and attracting future economic investment.

This sponsorship serves a legitimate governmental purpose by enhancing public safety, promoting inclusive access to community recreation, and advancing economic and tourism development strategies that provide direct, measurable benefits to County residents and businesses.

PROCUREMENT

Not applicable.

REVIEW BY OTHERS

This item has been reviewed by County Counsel (Julie Surber, Principal Assistant County Counsel, 387-5455) on July 18, 2025; Auditor-Controller/Treasurer/Tax Collector (Vanessa Doyle, Assistant Auditor-Controller/treasurer/Tax Collector, 387-7022) July 21, 2025; County Finance and Administration (Erika Rodarte, Administrative Analyst, 387-4919) on July 22, 2025.

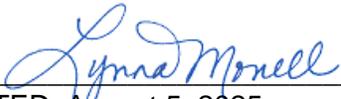
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Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Curt Hagman
Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: August 5, 2025



cc: CAO - Saldana w/agree
Contractor - c/o CAO w/agree
File - w/agree
CCM 08/14/2025