



In High Gear

This Season, Gordon McCall is Steering
a Portfolio of High-profile Auto Projects

BY RENEE BRINCKS

Car and motorcycle collector, auto expert and events leader Gordon McCall of McCall Events, Inc., is part of the development team for the imminent Monterey Motorsport Park.

Photo: Kelli Uldall

Tucked in the trees between Highway 68 and the Monterey Regional Airport, four buildings set in neat rows present an upscale new amenity for car collectors. Monterey Motorsport Park, slated to open later this year, will house 90,000 square feet of vehicle storage divided into 86 individual, customizable garage condos.

founder Gordon McCall, a member of the park's development team. The project is one of several notable auto-focused endeavors on his 2019 roster, including four that will be ready for presentation in the next few months. Like the nearby Garage Unlimited facility that also counts McCall as a partner, Monterey Motorsport Park promises secure, climate-con-

owners can modify individual units to double as a personal retreat or remote office.

"Because the park has been approved for some mixed commercial use permits, owners at Monterey Motorsport Park may run satellite business operations there. That includes individuals who qualify by the DMV and can take advantage of various wholesale and retail

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"The Monterey Peninsula is so synonymous with cars, thanks to Laguna Seca and all the August events that take place here, and this gives people a proper, high-quality storage option that they can actually own. It really adds to the appeal of this place," says McCall Events

trolled spaces for cars, motorcycles, boats and related items. Garage condos at the new facility range from 700 to nearly 2,600 square feet in size, with elevated ceilings, large roll-up doors and 13-foot mezzanines. Spaces are wired for cable television and high-speed internet, and

opportunities," says McCall. "Serious vintage car and motorcycle folks are thrilled that they have a chance to buy a space that can be part of their family portfolio, and one that comes with some robust tax benefits."

The car- and motorcycle-world connections



A conceptual rendering of Monterey Motorsport Park, which includes 90,000 square feet of space to store vehicles of every kind. Eighty-six customizable garage-condos provide storage for boats, motorcycles, cars, and more.



Photo: Kelli Urdall



Photo: Tip Weiss

Gordon and Molly McCall run luxury events with cars, motorcycles and planes on the Monterey Peninsula which include The Quail Motorcycle Gathering, The Quail, A Motorsports Gathering and McCall's Motorworks Revival (below).

that made McCall a fit for the Monterey Motorsport Park project also landed him an on-camera role in "Road to Provenance". The new television series will profile the world's most significant cars and collections, plus the collectors themselves. Greene HD Productions in Arlington, Texas, is behind the Legacy Crossroads program that will air on a major

cable or satellite network later this year; crews filmed in nine different countries during 15 months of production.

Each 30-minute episode takes an insider's look at a central theme, whether that's a particular car, class of vehicle, noteworthy private collection or prestigious international automotive event. Accompanying lifestyle segments explore

everything from high-end wineries to luxury yachts to French tradespeople who craft custom sandals for clients, while additional spotlights might follow an important car across the auction block.

McCall opens the show's episodes, introduces featured topics and chats with collectors.

"Gordon is the perfect host for us, with a



Gordon McCall hosts a new television series, "Road to Provenance," that explores the "history, ownership, awards and other factors" that contribute to a vehicle's value.

den party at Quail Lodge & Golf Club is an all-inclusive, all-day affair that showcases more than 200 classic cars and motorcycles. Race drivers, car designers and restoration experts will participate in panel discussions, and a Bonhams auction sets up on the resort grounds.

The Quail's featured classes for 2019 celebrate the Bentley Motors centennial, 70 years of the Volkswagen bus, the 25th anniversary of the McLaren F1 and the evolution of electric cars. McCall is also excited about a special category of Vincent motorcycles, as well as a collaboration created with the Petersen Automotive Museum in Los Angeles. The whimsical exhibition features famous vehicles that appeared major movies and television shows, set against a red-carpet walkway that winds past storyboards

Photo: Molly McCall

delightful personality that translates very well on camera. He's also extraordinarily knowledgeable," says Brian Greene, "Road to Provenance" producer and director.

"They liked the fact that I don't need cue cards to talk about cars," jokes McCall, when asked about his involvement. He turns serious, however, while explaining the show's name and concept. As it refers to vehicles, "provenance" includes the history, ownership, awards and other factors that shape a car's value.

"These days, it seems like everything is geared around what something is worth," McCall says. "As an enthusiast, that's certainly an important element. But, it shouldn't be the most important element. Why is a car worth what it's worth? Why do people collect these things? We go a little deeper into those interesting stories in the car world, the motorcycle world, the airplanes, boats, watches, wine—the collecting world, in general."

With the show's premiere and the Monterey Motorsport Park opening just around the corner, McCall is also finalizing plans for two annual automotive gatherings. He and his wife, artist Molly McCall, will host the 28th McCall's Motorworks Revival on August 14, bringing classic cars and



cycles, private jets, food and wine, and exclusive retailers to the Monterey Jet Center.

"This year, we're focused on the boutique stars of the car world, and the luxury world as a whole," says McCall, describing displays that will range from timepieces by several small-scale Swiss watchmakers to customized Gulfstream aircraft.

Two days after welcoming 3,000 guests to the jet center party, McCall will turn his attention to The Quail, A Motorsports Gathering. The gar-

and film backdrops.

For McCall, putting this kind of creative spin on classic car events while also raising funds for charities such as Rancho Cielo youth campus and the California Highway Patrol 11-99 Foundation makes the hard work worthwhile.

"As locals, Molly and I are really proud to have a hand in some of the annual activities that take place during car week," he says. "This is our home, and we love being a part this community." ■