

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

**May 20, 2025**

**FROM**

**DEREK ARMSTRONG, Director, Economic Development Department**

**SUBJECT**

Amendment to License Agreement with Placer Labs, Inc. for the Placer Venue Analytics Platform

**RECOMMENDATION(S)**

Approve **Amendment No. 1 to License Agreement No. 24-119**, which includes the Order Form, with Placer Labs, Inc., effective July 1, 2025, for the Placer Venue Analytics Platform, adding travel and tourism in-market visitor spend advanced report to the services, and increasing the amount by \$7,534 from \$100,000 to \$107,534, with no change to the contract period of February 6, 2024 through February 5, 2026.

(Presenter: Derek Armstrong, Director, 387-4386)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Create, Maintain and Grow Jobs and Economic Value in the County.**

**Improve County Government Operations.**

**Operate in a Fiscally-Responsible and Business-Like Manner.**

**Ensure Development of a Well-Planned, Balanced, and Sustainable County.**

**FINANCIAL IMPACT**

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). The cost of 24-month License Agreement No. 24-119 (Agreement), for use of the Placer Labs, Inc. (Placer) Placer Venue Analytics Platform (Platform) is \$107,534. Sufficient appropriation is included in the Economic Development Department (ED) 2024-25 budget and will be included in future recommended budgets.

**BACKGROUND INFORMATION**

ED receives requests from businesses and cities within the county for information that assists in the attraction and retention of industries in the region, a key function of economic development. The Placer Platform provides accurate data that tracks visitor traffic, dwell time, time spent at locations of interest, as well as where these visitors are traveling from. Additionally, the Platform can provide demographic and spending patterns of visitors and will provide ED with additional research capabilities to attract businesses and drive tourism to locations that match the interests of visitors in the county. ED is using the Placer software to customize its site selection services and provide data for business attraction efforts.

On February 6, 2024 (Item No. 24), as the result of an informal, competitive bid, the Board of Supervisors approved the Order Form and the Agreement with Placer for the use of the

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Venue Analytics Platform  
May 20, 2025**

Platform in the amount of \$100,000 for the contract period of February 6, 2024 through February 5, 2026.

ED recommends approval of the amendment to the Order Form with Placer to add travel and tourism in-market visitor spend advanced report to the licensing agreement. This addition will enable ED to optimize destination marketing by targeting high-spending visitor regions, support investment and development by using spending data to attract investors and businesses, and demonstrate economic performance by tracking overnight stays, trip lengths, and spending patterns. Adding information from the travel and tourism advanced report to the ED site selection services will help align business attraction efforts and position ideal businesses to high-traffic tourist areas.

**PROCUREMENT**

Not applicable.

**REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Dawn Martin, Deputy County Counsel 387-4322) on April 16, 2025; Risk Management (Stepanie Pacheco, Staff Analyst II 386-9039) on April 18, 2025; Purchasing Department (Ariel Gill, Supervising Buyer 387-2070) on April 18, 2025; Innovation and Technology Department (Robert Pittman, Chief Information Security Officer 388-5510) on April 23, 2025; Finance (Carl Lofton, Administrative Analyst, 387-5404) on May 2, 2025; and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on May 5, 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.), Dawn Rowe, Curt Hagman, Joe Baca, Jr.  
Absent: Jesse Armendarez

Lynna Monell, CLERK OF THE BOARD

BY   
DATED: May 20, 2025



cc: EDA - Armstrong w/agree  
Contractor - c/o EDA w/agree  
File - w/agree  
CCM 05/22/2025