



Board Report

File #: A 22-044, **Version:** 1

- a. Approve and authorize the Monterey County Laguna Seca Representative (MCLSR) to execute a two-year, nonstandard, retroactive Master Services Agreement and Order Form, beginning February 1, 2022, and expiring January 31, 2024, between Cision US, Inc. and the County of Monterey (County) for a marketing analytics subscription to be used by Laguna Seca Recreation Area and WeatherTech Raceway at Laguna Seca in the amount of \$19,000 plus applicable taxes, for a total not-to-exceed amount of \$20,520;
- b. Approve nonstandard risk provisions regarding limitation of liability and indemnification as recommended by MCLSR;
- c. Approve and authorize MCLSR to execute a two-year, nonstandard, retroactive Order Form and Service Appendix, beginning February 1, 2022, and expiring January 31, 2024, between Falcon.io and the County for a marketing analytics subscription to be used by Laguna Seca Recreation Area and WeatherTech Raceway at Laguna Seca in the amount of \$15,000 plus applicable taxes, for a total not-to-exceed amount of \$16,200;
- d. Approve nonstandard risk provisions regarding limitation of liability and indemnification as recommended by MCLSR; and
- e. Approve and authorize MCLSR to execute one (1) future combined amendment with Cision US, Inc. and Falcon.io that does not exceed the total fees set forth in the original Master Services Agreement, Order Form, and Service Appendix and does not significantly alter the scope of services, subject to County Counsel approval.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Monterey County Laguna Seca Representative (MCLSR) to execute a two-year, nonstandard, retroactive Master Services Agreement and Order Form, beginning February 1, 2022, and expiring January 31, 2024, between Cision US, Inc. and the County of Monterey (County) for a marketing analytics subscription to be used by Laguna Seca Recreation Area and WeatherTech Raceway at Laguna Seca in the amount of \$19,000 plus applicable taxes, for a total not-to-exceed amount of \$20,520;
- b. Approve nonstandard risk provisions regarding limitation of liability and indemnification as recommended by MCLSR;
- c. Approve and authorize MCLSR to execute a two-year, nonstandard, retroactive Order Form and Service Appendix, beginning February 1, 2022, and expiring January 31, 2024, between Falcon.io and the County for a marketing analytics subscription to be used by Laguna Seca Recreation Area and WeatherTech Raceway at Laguna Seca in the amount of \$15,000 plus applicable taxes, for a total not-to-exceed amount of \$16,200;
- d. Approve nonstandard risk provisions regarding limitation of liability and indemnification as recommended by MCLSR; and
- e. Approve and authorize MCLSR to execute one (1) future combined amendment with Cision US, Inc. and Falcon.io that does not exceed the total fees set forth in the original Master Services Agreement, Order Form, and Service Appendix and does not significantly alter the scope of services, subject to County Counsel approval.

SUMMARY/DISCUSSION:

Cision US, Inc. (Cision) is the industry leader for monitoring keywords, such as Laguna Seca, on all digital platforms and social networks and providing real-time analytics. This service is critical to: 1) capture and

assess news coverage of our brand and events; 2) use the information to adjust marketing and social media messaging and campaigns to better target audiences to increase ticket and sponsorship sales; and 3) provide results and monetary values to series and sponsors to show the return on investment of their partnership and sponsorship. Other services utilized previously fell short on collecting all the data that sponsors require and did not provide critical information needed to evaluate past marketing campaigns.

Falcon.io (Falcon) works in tandem with Cision by providing competitor monitoring, measuring performance in real time, scheduling, and publishing story capacities across all social platforms for increased staff time efficiency and consistent brand messaging. Falcon also provides the capability to engage with customers across all social platforms in one dashboard for ease of viewing and monitoring. Falcon incorporates the identical IT platform as Cision.

Cision acquired Falcon in January 2019 and integrated the Falcon social media marketing platform into Cision's Communications Cloud allowing marketing and communications professionals to fully integrate their campaigns across social media. Cision and Falcon remain standalone companies and will provide analytics reporting on digital marketing efforts at Laguna Seca Recreation Area and WeatherTech Raceway at Laguna Seca.

The nonstandard Agreement required by Cision consists of an Order Form (Attachment A) and Master Services Agreement (Attachment B). The nonstandard Agreement required by Falcon consists of an Order Form (Attachment C) and Service Appendix (Attachment D). Due to the off-site nature of the provided services, the County is not included as an Additional Insured on the vendors' policies.

OTHER AGENCY INVOLVEMENT:

The Offices of the County Counsel, and Auditor-Controller reviewed the Order Forms and Agreements and approved all agreements as to form and fiscal provisions, respectively. The Information Technology Department also approved the agreements.

FINANCING:

Cision will invoice the County in a total not-to-exceed amount of \$10,250 upon execution of the Master Services Agreement and Order Form, with the balance to be invoiced on February 1, 2023. Falcon will invoice a total not-to-exceed amount of \$8,100 upon execution of the Order Form and Services Appendix, with the balance to be invoiced on February 1, 2023. These fees are included in the Fiscal Year 2021-22 Adopted Budget in Fund 453, Unit 8536, Appropriation Unit CAO046. The balance of fees to be paid in Fiscal Year 2022-23 will be included in the proposed FY 2022-23 Budget for Laguna Seca.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The recommended action supports the Board of Supervisors Strategic Initiatives for Economic Development and Administration. Use of the services will assist in attracting quality events to Laguna Seca facilities and improve the effectiveness of County services. This, in turn, will generate revenue to sustain the park facility and promote economic development by attracting domestic and international visitor dollars that will stimulate the local economy.

X Economic Development
X Administration
Health and Human Services
Infrastructure
Public Safety

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Reviewed by: Bryan Flores, Chief of Parks

Approved by: Randell Ishii, MS, PE, TE, PTOE, Director of Public Works, Facilities, & Parks

Attachments:

Attachment A-Cision Order Form

Attachment B-Cision Master Services Agreement

Attachment C-Falcon Order Form

Attachment D-Falcon Service Appendix

(Attachments are on file with the Clerk of the Board)