

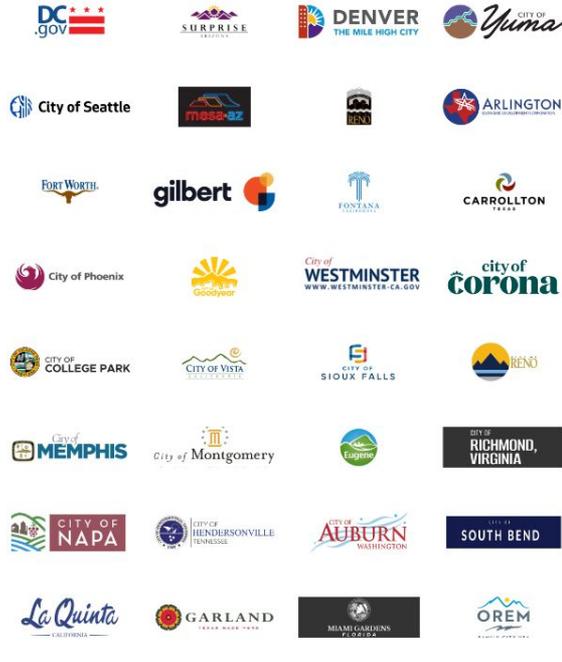


# Civic Solutions

Best-in-class location analytics to help **civic leaders** boost performance, increase visibility, and drive economic success.

Loved and trusted by 1,600+ Civic organizations

Cities



Economic Development Organizations



Tourism Authorities



States & Counties



Parks Districts



Tribes



Universities



Consulting & Other



# How Placer.ai Works



Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

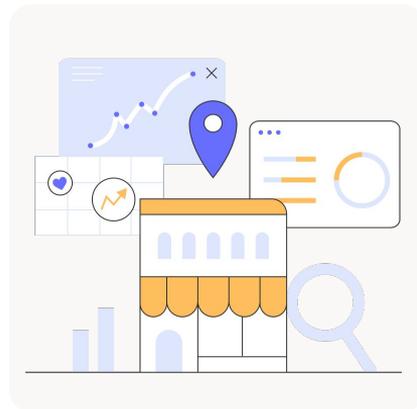
## 01 Observe Foot Traffic Data

Privacy-safe<sup>1</sup> foot traffic data from tens of millions of mobile devices to develop a detailed and comprehensive overview of US commercial activity.



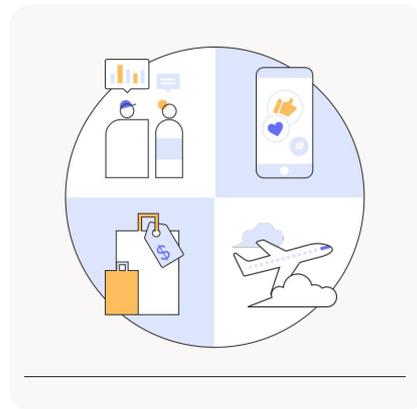
## 02 Analyze Every Location

Using machine learning, Placer accurately predicts foot traffic data throughout the U.S., from specific POIs to chains, markets, and regions.



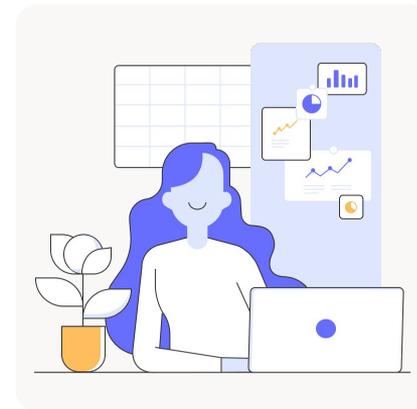
## 03 Enhance with 360° Data

Visitation data is enhanced with Placer Marketplace 3rd party datasets that further describe businesses, consumers, and markets.



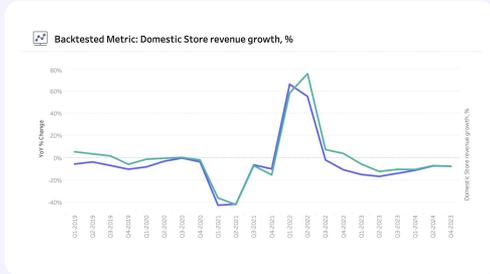
## 04 Generate Actionable Insights

Robust, statistically significant insights into how people and places interact are presented via an intuitive UI, data feeds, or the Placer API.



# Placer's Data Differentiators

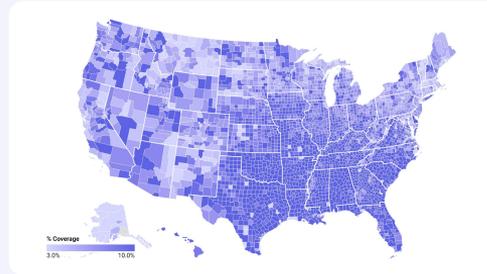
Placer's best-in-class data delivers actionable insights for any location.



01

## Unparalleled Accuracy

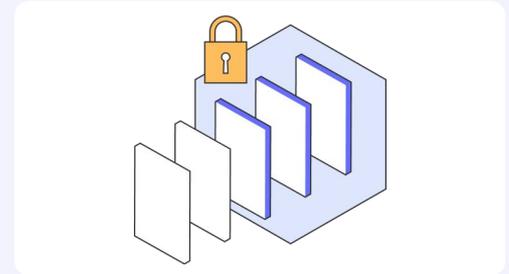
Placer's data accuracy is continually validated against 1st party and authoritative data sources including credit card transactions, store revenue, vehicle and people counters, and other objective measurements — with correlations consistently exceeding 90%.



02

## Breadth of Coverage

Placer's panel covers every county in the U.S. and contains seven years of data history. We leverage a panel of tens of millions of devices and utilize machine learning to make accurate estimations for foot traffic across the country.



03

## Privacy By Design

Placer requires its data partners to obtain opt-in/opt-out consent in accordance with applicable law. Our partners strip data identifiers, such as mobile advertising identifiers ("MAIDs"), names, other persistent device IDs, and contact information before we receive it.

# Privacy By Design

Placer's unique and unwavering commitment enables **exclusive partnerships** and **future-proofs our business**.



## We Don't Collect User Identifiers

All data we receive is stripped of identifiers, including MAIDs, email addresses and phone numbers through our proprietary *differential privacy service* (DPS) — keeping all PII out of our data.



## We Invest Heavily in Data Security

We use end-to-end encryption to protect data in transit and at rest, using a centralized key management system and rotating keys. We also employ the ISMS from ISO 27001, including a risk management program based on the ISO 31000. All data is collected, stored, and processed only on US servers.



## We Never Share User Level Data

We only provide aggregated statistical information about physical locations, such that every bit of information preserves K-anonymity of 50.





## Retail Analysis and Recruitment

Leverage critical demographic information such as average HHI and household size



## Event Analysis

Measure turnout, increase sponsors and vendors, and analyze economic impact



## Travel & Tourism

Discover visitation to any destination, attraction, convention center. Understand origin market and visitor journey



## Sales Tax Estimation

Correlate Visitation with Sales and reveal sales data for key sectors based on visitation history going back seven years



## Transportation / Parks & Open Space / Infrastructure

Reveal usage for any day and time and identify investment opportunities



## Marketing & Reports

Prove the effectiveness of marketing efforts on financial return, driving increased sales tax revenue



## Business Attraction & Workforce Analysis

Reveal workforce potential and discover changes to workforce trends



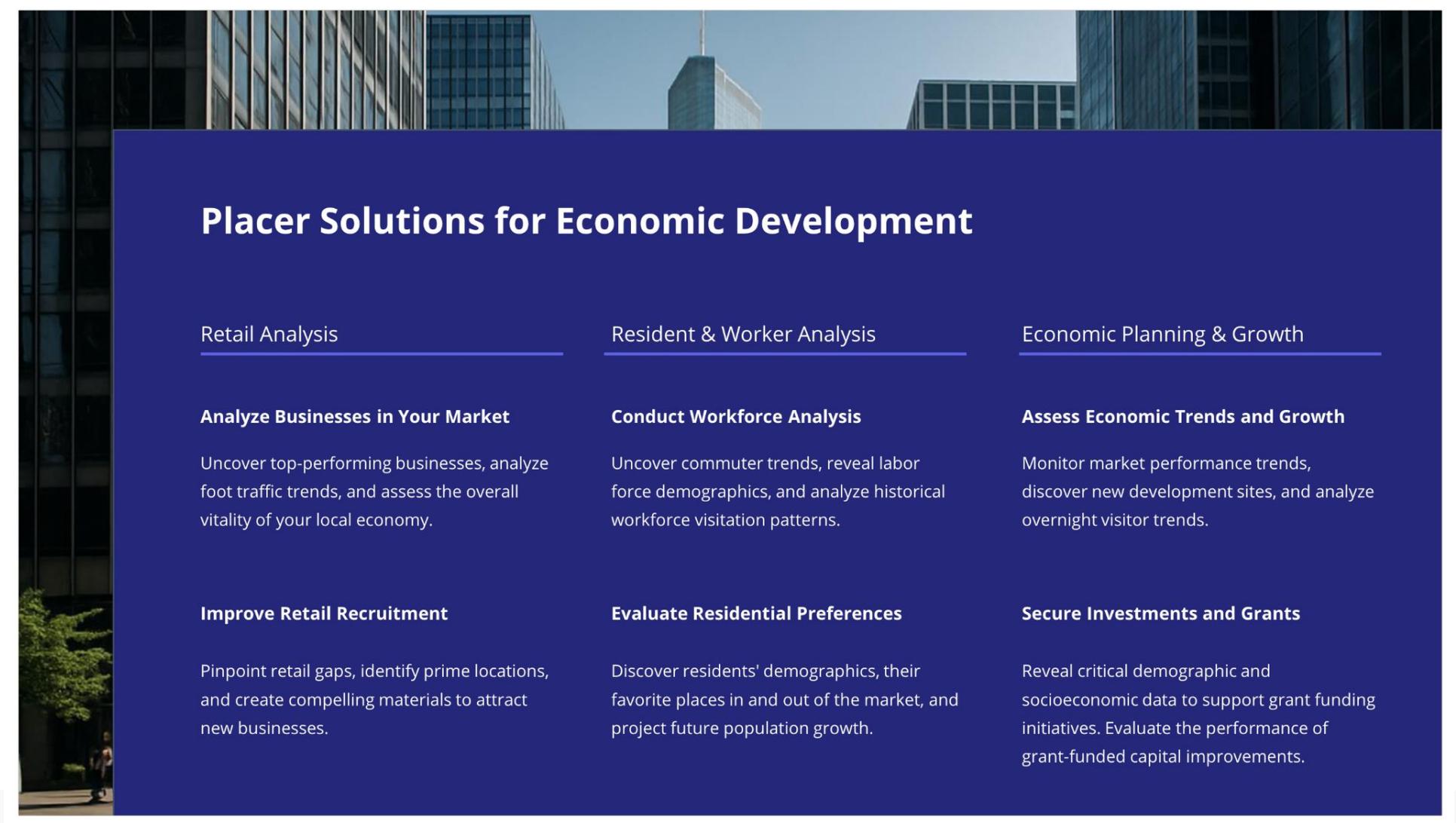
## COVID Recovery | ARPA

Understand the impact of economic events like COVID and recovery since 2019



## Support Local Business

Identify gaps in retail offerings. Provide insights about customer journey, dwell time, and marketing effectiveness.



# Placer Solutions for Economic Development

## Retail Analysis

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### **Analyze Businesses in Your Market**

Uncover top-performing businesses, analyze foot traffic trends, and assess the overall vitality of your local economy.

### **Improve Retail Recruitment**

Pinpoint retail gaps, identify prime locations, and create compelling materials to attract new businesses.

## Resident & Worker Analysis

---

### **Conduct Workforce Analysis**

Uncover commuter trends, reveal labor force demographics, and analyze historical workforce visitation patterns.

### **Evaluate Residential Preferences**

Discover residents' demographics, their favorite places in and out of the market, and project future population growth.

## Economic Planning & Growth

---

### **Assess Economic Trends and Growth**

Monitor market performance trends, discover new development sites, and analyze overnight visitor trends.

### **Secure Investments and Grants**

Reveal critical demographic and socioeconomic data to support grant funding initiatives. Evaluate the performance of grant-funded capital improvements.



# Placer Solutions for Parks & Recreation

## Park Analysis

### 01 Analyze Park Foot Traffic Trends

Discover the number of visits and visitors to any park, and learn how long they stay.

### 02 Understand Your Park Visitor

Understand park visitor demographics, interests, visitor origins, and more.

## Park Operations & Impact

### 03 Improve Park Operations and Maintenance

Track visitor routes to and from your parks, identify peak times, and monitor amenity usage to optimize park management.

### 04 Measure Community Impact of Events

Understand how park events impact your community, drive local business, and shape smarter planning decisions.

## Park Planning

### 05 Identify Gaps in Park Service Areas

Identify underserved areas by analyzing park trade areas and determine the best parks for amenity improvements.

### 06 Secure Grants & Funding

Gather visitation and demographic data to support grant applications and measure their impact.

# 01 Attract the Best Fit Retailers

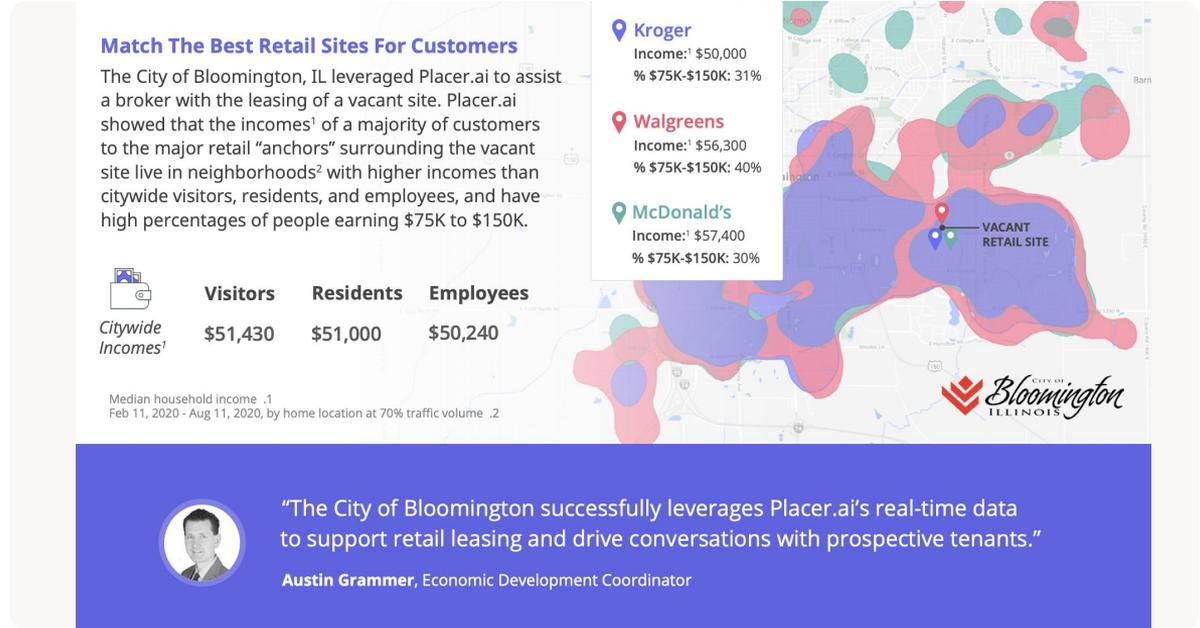


## The Problem

Civic leaders need to understand the true audience and trade area of any site in order to attract retailers most likely to perform well in a particular location. Lacking key market and location insights can lead conversations to stall with prospective tenants.

## Placer's Solution

- **Demand Gap Analysis** (STI Gap analysis)
- **Leakage Study** (XTRA and Favorite Places)
- **Void Analysis**
- **Site Selection**
- **Trade Area Demographics & Psychographics**
- **Market Analysis** expands market profile



## ANSWER QUESTIONS LIKE...

Q: What are the attributes of our target audience?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

# Attract New Development Case Study



## Village of Fox Lake Attracts \$335M in New Tourist Developments

### The Challenge

The Village of Fox Lake, Illinois, is situated near a chain of highly trafficked lakes. There had not been commercial development in 40 years and lake visitors had little to do in town. How could the city quantify visit traffic, then use that to attract new business?

### Placer's Outcome

Using Placer, Fox Lake was able to quantify their strong traffic - 240k unique visitors, visiting 3+ times each year, with high HHI - then used that data to attract more than \$335M in new development, including multiple hotels, a new marina, amphitheater, and more.

[Explore the deck](#)

[See the full case study](#)



*Conversations with developers get serious when you can show objective data around how visitors behave, where they shop and eat, and more. After decades with no new development here in Fox Lake, Placer changed the game. We would not have won the development deals we did without its incredible data; it's paid for itself thousands of times over."*

**Donovan Day**

Community and Economic Development Director

# 02 Reveal Effectiveness of Marketing Efforts

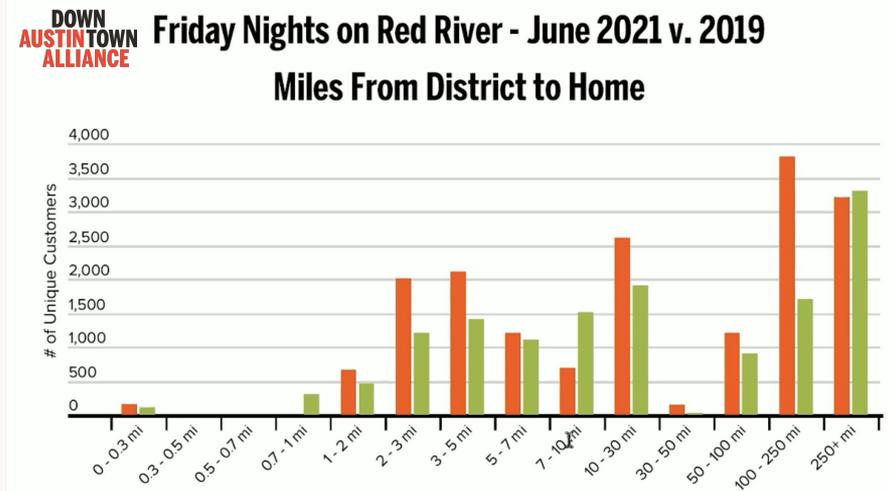


## The Problem

Civic leaders need to optimize marketing strategy and prove ROI of marketing efforts, whether marketing to tourists in general or to drive attendance at a specific event.

## Placer's Solution

- **True Trade Area** reveals visitor origin for any location on any day.
- **Visitation by Origin** shows top zip codes and Census blocks for visitors to any location.
- **Visitor metrics** for day of week, dwell time, and peak visit hours.
- **Variance** shows week over week, month over month, year over year trends.



Downtown Austin Alliance uses Placer to prove the effectiveness of their marketing efforts in attracting visitors from further distances, driving sales tax in downtown.

## ANSWER QUESTIONS LIKE...

Q: Has weekday park visitation increased post-marketing campaign?

Q: What zip codes include the target audience for this upcoming event?

Q: What trending social media interests and topics do visitors have?

# 03 Reveal True Value Of Local Attractions



## The Problem

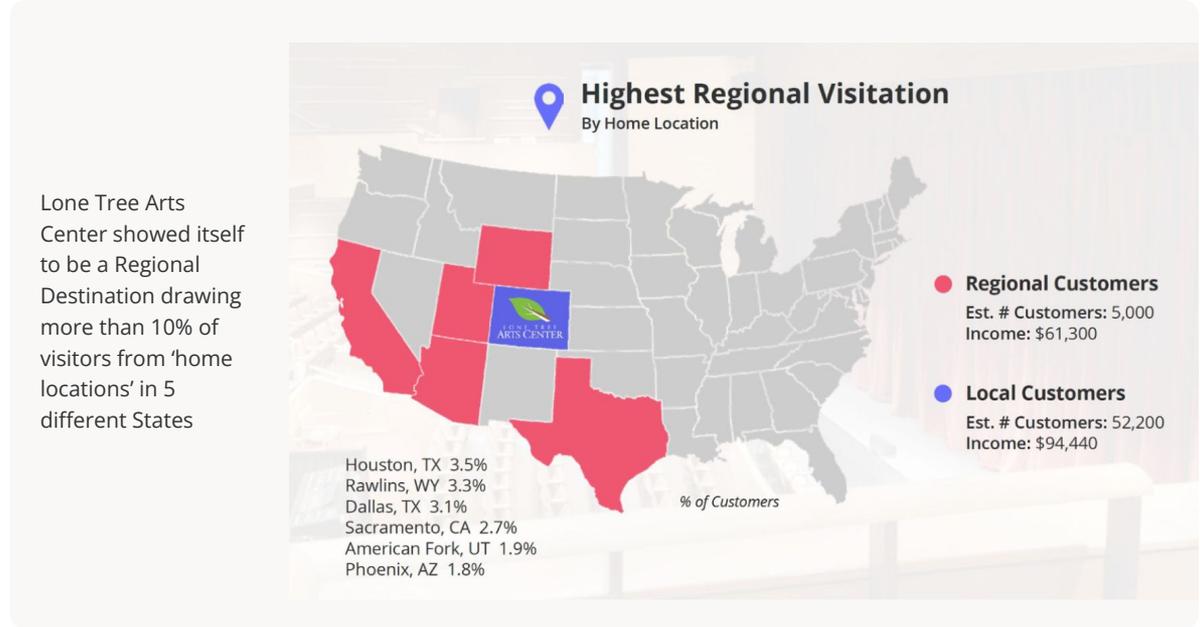
Civic leaders need to understand the performance and potential of attractions, parks, venues and places of interest to make the best decision for their community.

## Placer's Solution

- Visitation metrics
- True Trade Area
- Visitor Journey
- Visitor Demographics and Psychographics
- Competitors and Collaborators

### EXAMPLE: Lone Tree Arts Center

Placer showed 10% of visitors come from cities in Texas, Utah, Wyoming, Arizona, and California and illustrated the value of Arts Center to local businesses and hotels. As a result, they could optimize the ROI of marketing efforts with insights into local and regional visitors.



## ANSWER QUESTIONS LIKE...

Q: What are the peak visitation times for this property during the weekday?

Q: How far away and from where do visitors come? How often do they visit?

Q: What does the visit trend say about venue usage year over year?

# 04 Optimize and Measure Local Events

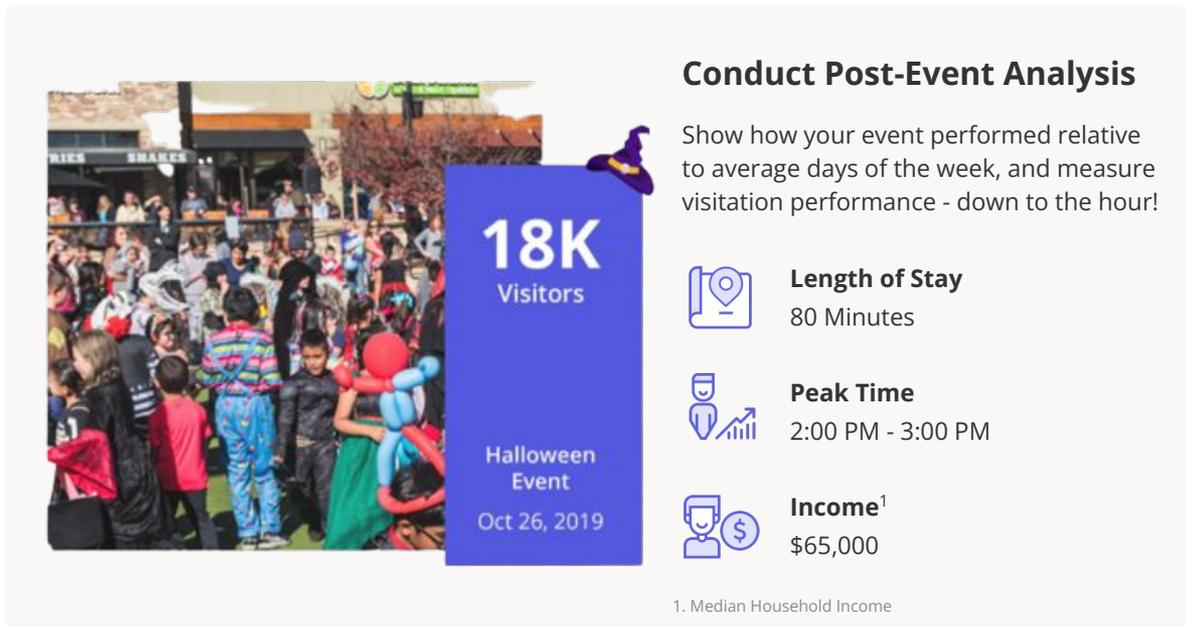


## The Problem

Civic leaders need granular insights to drive and measure attendance of local events (ticketed and non-ticketed) and to quantify their impact to local businesses. Typical ways to track attendance and engagement can be time consuming and costly.

## Placer's Solution

- **Visitation metrics:** number of visitors, peak times, home locations, MoM, dwell time.
- **Visitor demographics:** home locations, HHI, brand affinities, consumer preferences.
- **Visitor Journey** routes, parking areas.
- **Favorite Places** other locations visited.
- **Economic Impact:** event visitors contribution to other businesses in the area.



## ANSWER QUESTIONS LIKE...

Q: Did our target audiences attend the event?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?



# Prove Event Impact & Win Grants

## Case Study

### Placer Helps Event Marketing Team Quantify Event Impact

#### The Challenge

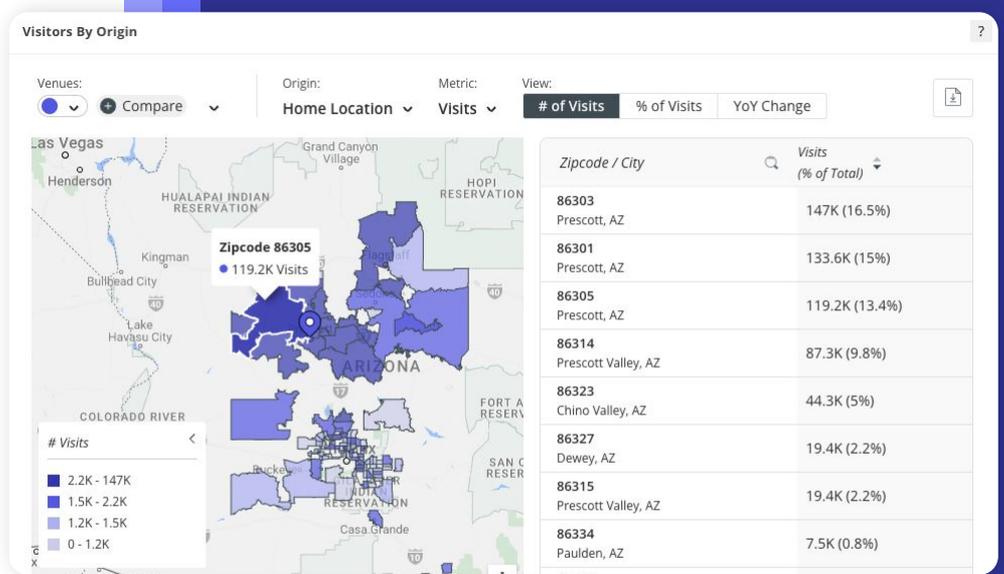
The City of Prescott, AZ hosts a 6 week Christmas celebration but couldn't accurately measure the attendance or impact of each event, or how best to market them. How can the Office of Tourism drive attendance and prove event value to the local economy?

#### Placer's Outcome

The city's Office of Tourism used Placer to track foot traffic and visit patterns over the 6 weeks, validating earlier targeted marketing efforts and showing an economic impact of \$52M. This data helped the Christmas City organizers secure \$200k in new grants.

[Explore the deck](#)

[See the full case study](#)



*With Placer, we market events more efficiently than ever before... and have helped our partners land multiple grants to help put on the Christmas City event. Placer has been a wonderful asset to the Office of Tourism and our partners.*

**Cristina Binkley**  
Tourism & Economic Initiatives Coordinator

# Increase Event Funding

## Case Study



### Dunwoody, Ga Secures \$88k Budget For Annual Holiday Lights Park Event

#### The Challenge

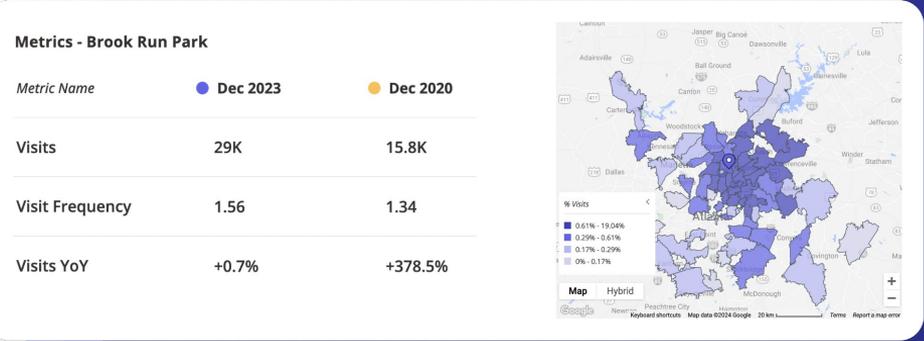
The City of Dunwoody sought to secure increased funding for its annual Holiday Lights event. Anecdotal attendance estimates lacked precision and made it difficult to justify budget requests to city leaders. How could parks and rec show the event's popularity and secure the needed funding?

#### Placer's Outcome

Using Placer.ai data, the City of Dunwoody demonstrated the event attracted 4x the original attendance estimates and has continued to grow since launching in 2020. With the data proving the event's popularity, the parks and rec team successfully secured a 10% greater budget for the Holiday Lights event.

Explore the deck

See the case study



When city leaders questioned the success of the event, we were happy to show that attendance was more than 4x what was unexpected. That gave them the confidence to increase our budget, helping us to deliver an event that our residents and guests have come to know and love."

**Rachel Waldron**

Parks and Recreation Director  
The City of Dunwoody, GA

# 05 Discover Changes To City Or District Over Time

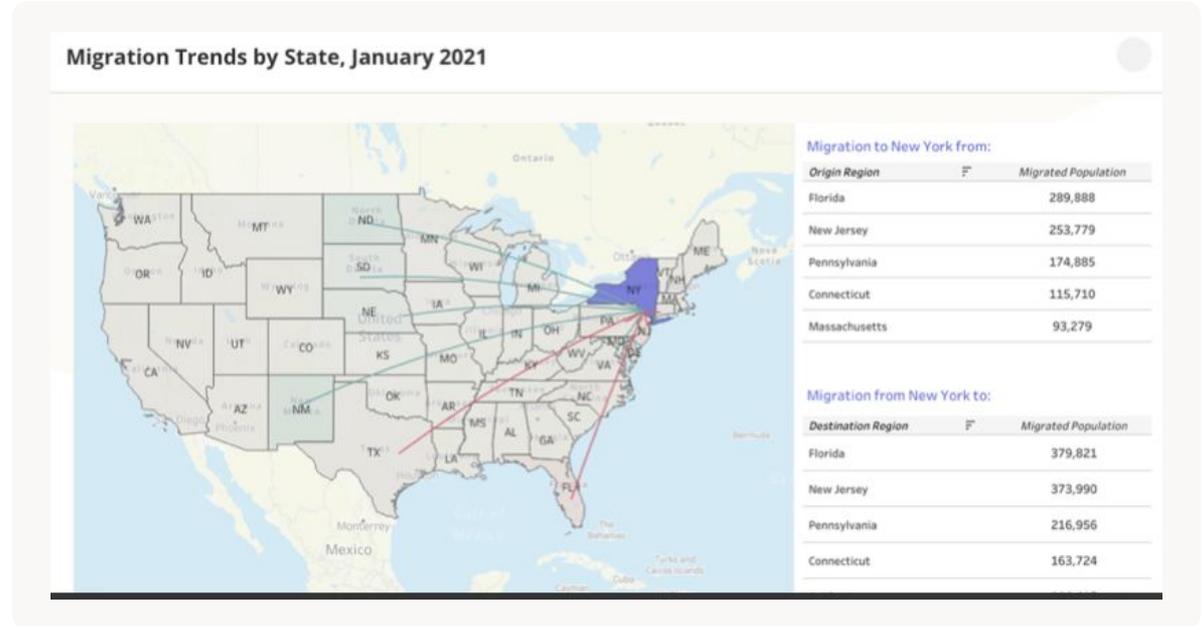


## The Problem

Civic leaders need to understand changes to resident, visitor, and employee populations in their communities.

## Placer's Solution

- **Movement of Residents, Visitors, and Employees:** origin location to destination based on time frame.
- **Demographics and Psychographics,** HHI, brand preferences, favorite places, work locations, home locations, age, ethnicity, race, psychographics.



## ANSWER QUESTIONS LIKE...

Q: How are zipcode populations changing year over year?

Q: Where are old residents moving? New residents coming from?

Q: How many SNAP households do we have within the trade area?

# 06 Leakage Analysis (Favorite Places Outside a City or District)

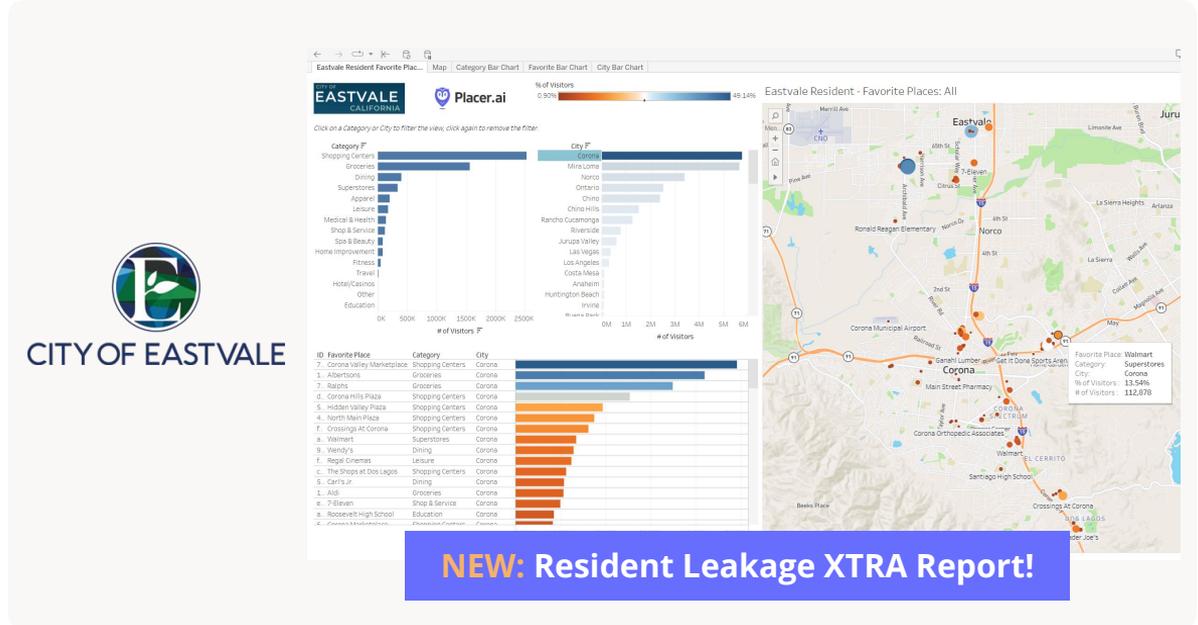


## The Problem

Civic leaders need to understand to what degree and where do residents, visitors, and employees shop outside the City or District Boundary.

## Placer's Solution

- **Leakage Report** for any city or district.
- **Gap Analysis** total leakage amount for every retail category.
- **Favorite Places:** Top locations outside the district/city visited by residents, employees, and visitors.
- **Visitation metrics** for retail category plus travel and hotel.
- **Average ticket size** for chain locations.



## ANSWER QUESTIONS LIKE...

Q: Which retail categories contribute to leakage?

Q: What top venues in other cities are your residents visiting? How often?

Q: What sales revenue and tax was lost as a result of leakage?

# 07 Public Realm

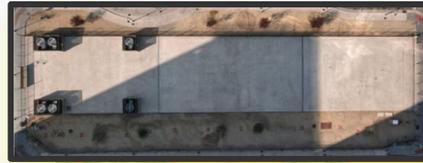


## The Problem

Civic leaders need to understand how changes to streets, parks and open spaces benefit the community in order to assess ROI and equity.

## Placer's Solution

- **Visitation Metrics** before and after intervention: total visits, peak visit times, dwell time, prior and post locations, distance traveled to destination.
- **True Trade Area** reveals home and work location for visitors.
- **Favorite Places** reveals locally visited businesses.
- **Variance** compares month over month and year over year



Bloomberg  
Philanthropies

	<i>Est. # of Visitors</i>	<i>Est. # of Visits</i>
<b>Before:</b>	<b>53.4K</b>	<b>77.5K</b>
<b>After:</b>	<b>68K</b>	<b>97.2K</b>



## ANSWER QUESTIONS LIKE...

Q: What can we learn about our target audience?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

# Urban Regeneration Funding Case Study



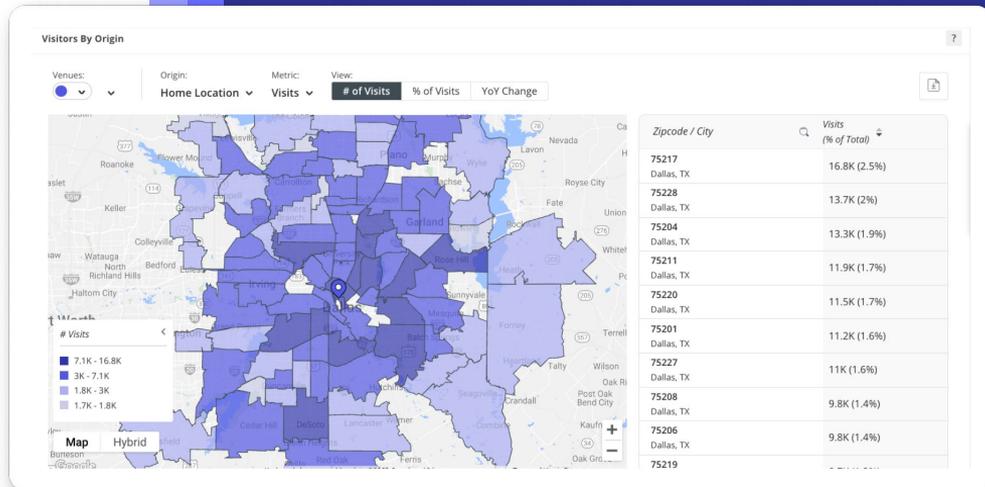
Downtown Kansas City Secures \$85M To Cover Interstate & Create Urban Community Park

## The Challenge

After decades of growth, Kansas City, MO wants to revitalize its urban core with the South Loop Project, a project to reconnect divided neighborhoods by building a vibrant downtown park space over I-670. How could Downtown KC prove the widespread impact of the park, rally public support, and secure necessary funding?

## Placer's Outcome

Using Placer to analyze the similar Klyde Warren Park in Dallas, TX, Downtown KC used insights around regional draw, year-round activation, visitation by zip code, and more to show the park's positive city impact, helping attract \$85M in investments to date.



“

*With Placer, data goes beyond opinions. That data helped our state representatives, state senators, city council, private and philanthropic donors see how their constituents would benefit. I don't know how we could have done it without Placer.”*

**Tommy Wilson**

Director of Business Recruitment & Research,  
Downtown Council of Kansas City

[Explore the deck](#)

[See the full case study](#)

# 08 Analyzing Public Investments (Equity and ROI)



## The Problem

Civic leaders need to understand usage of public parks and facilities to show how investments improve the space and support surrounding businesses, and to understand who benefits from public improvements.

## Placer's Solution

- **True Trade Area:** home and work locations of visitors
- **Visitor Journey:** Popular routes. Post and Prior locations.
- **Visitor Metrics:** Day of week, time of day, peak time, and overall dwell time for venue.



The city of San Antonio was considering a bond measure to raise a few million dollars to upgrade a downtown Park. Debate centered on *who* would benefit from additional investment in downtown.

## ANSWER QUESTIONS LIKE...

Q: Where do visitors to the park come from? How often do they come?

Q: How does weekday and weekend usage compare?

Q: What are the top customer segments for this public asset?

# 09 Optimize Resources, Define District, Justify Assessments

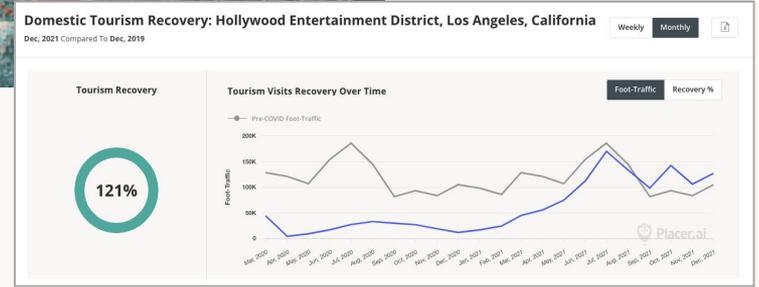


## The Problem

Civic leaders need to optimize resources for marketing, cleaning, safety, and district promotion. For example, during the peak of COVID in 2020, stakeholders voted to 'end' the assessment for the Tourism Overlay Zone. How could they get the data to justify timing for reauthorization of the assessment?

## Placer's Solution

- **Visitor metrics** - when is it used? by whom? for how long?
- **TTA home and work locations** for visitors
- **Distance** traveled by visitors
- **Origination by Market XTRA report** reveals home locations of visitors staying overnight



“Bottom line, we had the analytics to demonstrate the compelling case that Board members needed in order to make the difficult decision to re-start the assessment.”



## ANSWER QUESTIONS LIKE...

Q: How long do visitors typically stay in the area? Where do they go?

Q: How far do visitors travel? What are their home and work zip codes?

Q: What percentage of visitors stay overnight in the district?

# Develop Revitalization Plan Case Study



Redevelopment Resources Partners with Studio GWA to Develop Downtown Revitalization Plan

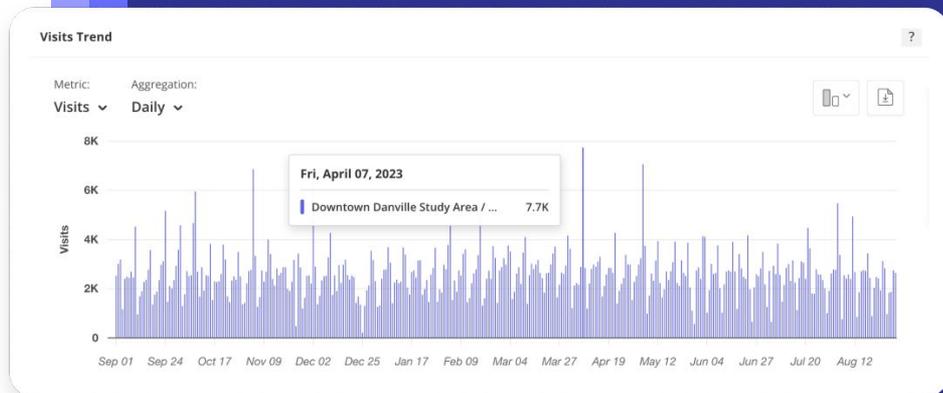
## The Challenge

The City of Danville (Danville, IL), issued an RFP as a result of a COVID-19 recovery grant received from the Illinois Department of Commerce (DCEO). Intrigued by visitation insights available from Placer, the city chose the Studio GWA/RR consultant team. What specific insights could RR glean for the city to leverage existing momentum?

## Placer's Outcome

Using Placer data on visit trends, demographics, and void analysis, Redevelopment Resources showed strong post-COVID recovery in the downtown area and identified potential tenants for nine sites key to revitalizing the area. The City of Danville approved the plan and is scoping implementation.

[See the full case study](#)



*Placer helps decision makers who are risk-averse acquire the data they need to confidently make their decisions. Its concrete, objective, and granular data gives insights that eyeball estimates and surveys simply cannot offer."*

**Kristen Fish-Peterson**  
CEO, Redevelopment Resources



# Monthly Reports



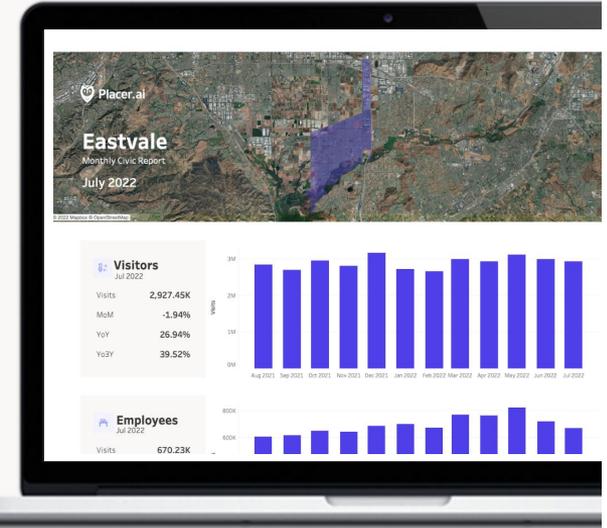
## Data at your fingertips

Get a snapshot of your City, County, District plus Points of Interest. See the visitation trends and overall metrics for a primary point of interest, whether it be an entire city, a district, or a venue(s). Evaluate category trends for retail, office, restaurants, hotels.

- **Overall Metrics** for primary point of interest (could be entire city, district, or venue(s)).
- **Category Trends** for retail, office, restaurants, hotels.
- **POI Widget** for any venue, open space, district, group

### HOW IT WORKS:

Get reports delivered direct to your inbox. Share data with local leaders, business and property owners, stakeholders, real estate professionals, granting agencies, etc. Promote content via email, social media, and websites.





# Thank You

[www.placer.ai](http://www.placer.ai)



# Related Resources



CASE STUDY

Placer Helps Prescott, AZ Office of Tourism Quantify Annual Event Impact, Secures \$200K in Grants

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

BusinessFlare helps Tequesta, FL develop response plan to pending bridge closure

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

Garden City, KS Uses Placer To Inform Sales and Tax Projections, Lands National Coffee Retailer

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

Village of Fox Lake Attracts \$335M in New Tourist Developments

[View the Deck](#)

[Explore Case Study](#)





# Related Resources



CASE STUDY

Grand Forks Wins National \$100k Grant to Revitalize Town Square

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

Tourism Dependent City Uses Placer To Improve Sales Tax Revenue Forecasting By 37%

[Explore Case Study](#)



CASE STUDY

Downtown Kansas City Secures \$85M To Cover Interstate & Create Urban Community Park

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

Dunwoody, GA secures \$88k budget for annual holiday lights event

[View the Deck](#)

[Explore Case Study](#)

