

ECONOMIC DEVELOPMENT COMMITTEE

MUNICIPAL COMPLEX HALL

208 E. MAIN STREET

August 18, 2025

3:00 P.M.

AGENDA

1. CALL TO ORDER/ROLL CALL
2. PUBLIC COMMENT
3. DISCUSSION ON PLACER AI SOFTWARE SYSTEM
4. DISCUSSION ON PRIORITIES & IDEAS FOR DEVELOPMENT
5. GENERAL DISCUSSION
6. ADJORNMENT



Board of Trustees Memo

TO: Chris Vieaux, Mayor
Village Board of Trustees
From: Nick Palmer, Village Administrator
Date: August 14, 2025
Subject: Discussion of Placer AI Software System
For Agenda: Econ. Development Mtg – 8/18/25

Administrator sign off:

NMP

Agenda item:

Discussion of Placer AI Software System

Background:

To grow the economic development efforts for the Village of Peotone, it is necessary to have good data to pursue new business leads, measure current commercial trends, and generally step up the Village's outreach game.

Placer.ai is one tool in the market that offers an advanced location analytics platform describing physical locations, the people and businesses that interact with them, and the markets they inhabit. This is accomplished by using foot traffic from millions of mobile devices to develop a detailed and comprehensive overview of US commercial activity.

This tool will allow the Village to do the following:

- See customer trends around any location
- Assist with finding the perfect spot for a new store or business
- Understand better how competitor businesses are performing
- Make data-driven decisions about development strategies
- Gain a competitive advantage in discussions with landowners & prospective businesses
- Provide access to valuable insights from AI-powered software

Attached to the committee packet is an overview of what Placer.ai is and a negotiated pricing proposal. Additionally, there is a sample property overview using the Will County fair as an example of how this information works. Finally, attached is a "visitors by origin" report which analyzes where visitors to the County fair came from or went to in conjunction with their visit to Peotone. We will review these documents, and the other tools that Placer.ai offers at the committee meeting.

Fiscal impact:

The negotiated cost of an annual subscription to this software package is \$12,000. There are funds budgeted in the FY 26 budget to pay for these expenses.

Committee action:

The Village Administrator and a representative from Placer AI will make a presentation at the Committee meeting to demonstrate the software system. The request is to have a positive recommendation to the full Board of Trustees for approval of a one-year agreement with Placer AI.

Supporting documents:

Discover the story behind any place – Placer.ai overview

Pricing Proposal – Placer.ai for the Village of Peotone

Sample Property Overview – Will County Fairgrounds – Aug 21-25, 2024

Sample Visitors by Origin report – Will County Fairgrounds – Aug 21-25, 2024



Discover The Story Behind Any Place

Placer.ai Overview

2024

Market Blind Spots Can Spoil Your Narrative

Too often, businesses lack a 360-degree view of the broader market and the real-time data needed to make informed decisions, tailor strategy, and gain a competitive edge. This includes data describing:



PHYSICAL LOCATIONS

Stores, properties, shopping centers, districts, cities, etc.



CONSUMER INSIGHTS

Aggregated real-world movement, behaviors, and attributes



BUSINESS ECOSYSTEM

From local SMBs to national chains



MARKET DYNAMICS

From zip codes and neighborhoods to DMAs, states, and regions

92%

of US spending occurs offline



Placer.ai is the Leader in Location Intelligence

Placer.ai is the most advanced location analytics platform describing physical locations, the people and businesses that interact with them, and the markets they inhabit.

Placer is loved and trusted by:



4500+
CUSTOMERS



30+
INDUSTRIES



25+
PUBLIC REAL ESTATE



RETAIL



Confidential

01 How & Why Placer.ai Works

How Placer.ai Works
Our Data Differentiators

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-safe¹ 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.



¹Placer.ai Placemeter API

²Placer.ai requires all data partners to agree to Placer.ai's privacy policy and terms of service. Placer.ai does not collect or store any personally identifiable information (PII) or other sensitive information. All data partners are required to provide data in a format that is compatible with Placer.ai's data processing and analysis tools.

Explore 360° Data Describing Businesses, Consumers, and Markets



Understand physical locations, the people and businesses that interact with them, and the markets they inhabit.



Location Analysis

Unparalleled foot traffic analytics

Consumer Insights

Consumer demographic, psychographic, attitudinal, and lifestyle insights

Business Insights

Business and employee insights, including planned development, workforce and labor statistics, and more

Neighborhood Insights

Data describing the factors that impact lifestyles and livability within an area, like crime, climate characteristics, cultural events, and more

Spending & Sales

Forecasting

Accurate sales estimates to augment your understanding of retail performance

Digital Consumer Insights

Actionable insights based upon aggregated social & web interactions, so you can better understand consumers

Travel & Tourism Insights

Insight into the unique characteristics of tourist destinations and the behavior of US travelers

Human Movement

In-depth data describing short and long term migration patterns

Placer's Data Differentiators

Placer's location-based data delivers actionable insights for any location.



22 McDonald's Restaurants, 2015-2016



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.

PLACER'S DATA DIFFERENTIATORS

Unparalleled Accuracy

Highest-Quality Data

Placer.ai derives its insights from the largest, high-quality mobile device panel available, and benchmarks against authoritative data sources.

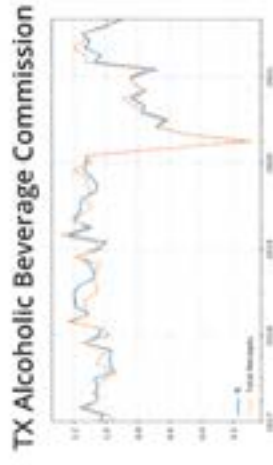
Verified Truth Set

Placer.ai data is constantly validated by top retailers against credit card transactions, store revenue, vehicle and people counters, and other objective measurements.

97.5%
correlation to
counter data from
884 Best Buy stores



96%
correlation to
sales of alcoholic
beverages

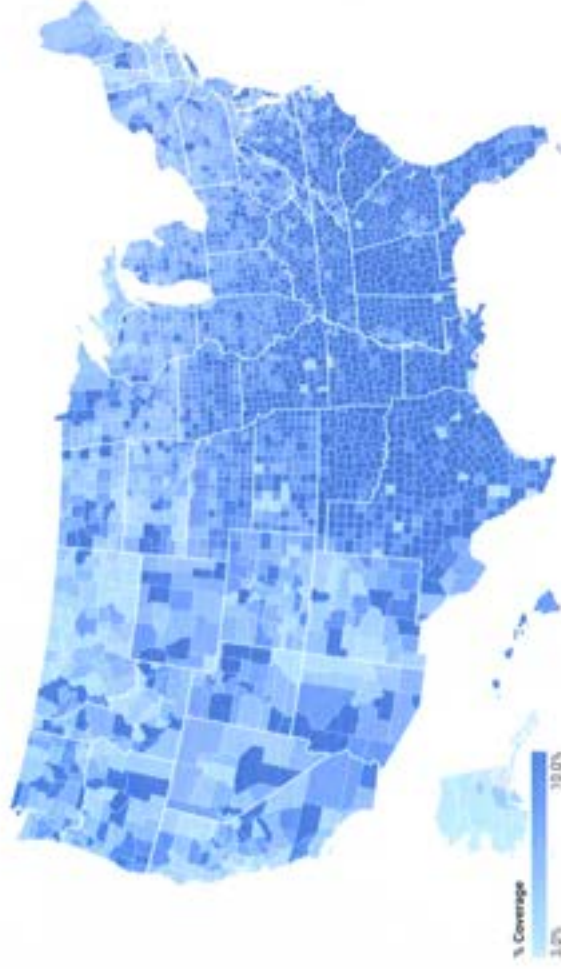
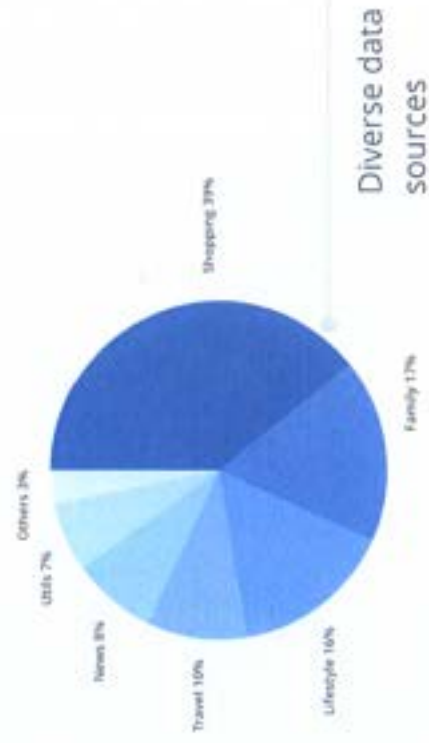


99.6%
correlation to
Ruth's Chris sales
numbers



Broad, High-Quality Coverage

Placer's broad, diverse, and high-quality data partnerships provide visibility into tens of millions of mobile devices, forming a **statistically significant panel** which accurately reflects the real-world movement of the entire U.S. population.



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.



PLACER'S DATA DIFFERENTIATORS

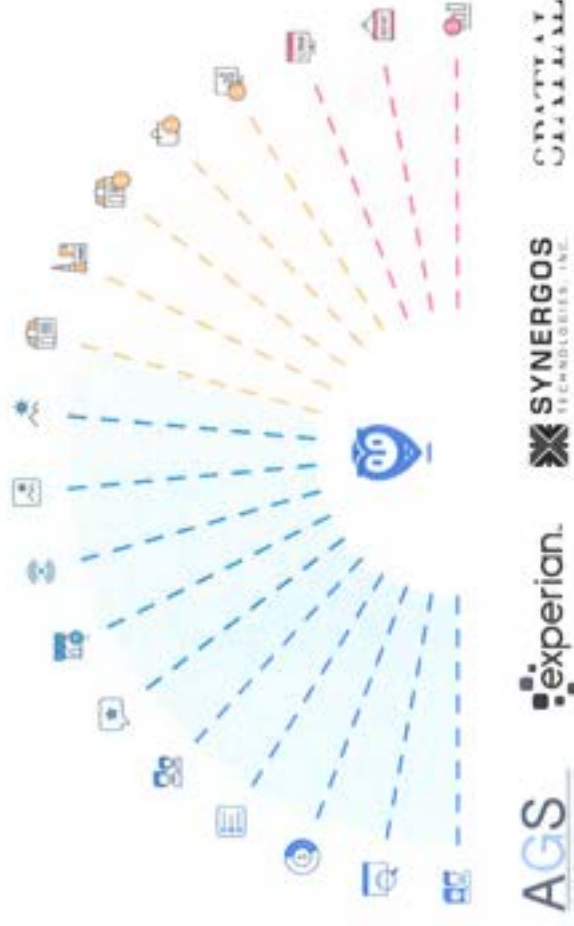
The Placer Marketplace

Dozens of Third Party Data Sets

The Placer Marketplace provides streamlined access to 20+ third party demographic, psychographic, and behavioral data from industry leaders like Experian, Mosaic, and STI.

360° Consumer Understanding

The powerful combination of Placer's True Trade Area and industry-leading external data sets allows for robust and nuanced analysis of consumers and markets.





Flexible Access & Robust Support

Placer offers multiple data exploration and delivery options to best fit your existing workflow – and best-in-class service to support you every step of the way.

Intuitive Platform

For On-Demand Exploration

- Enjoy 24/7 access to the world's leading location analytics platform



Data Feeds & APIs

For Automated Data Delivery

- Seamlessly plug Placer data into your internal models, and integrate with 1st, 2nd, and 3rd party data
- Enrich, filter, or combine with proprietary data to support custom dashboards, internal, reporting, and more
- Easy access via marketplace partnerships, including Snowflake and AWS

White-Glove Service

For Answers & Bespoke Insights

- Enjoy expert strategic guidance from your team of dedicated support professionals
- Access 24/7 support within the Placer UI
- Engage our best-in-class research team for bespoke analysis and insights

02 Example Business Solutions

Strategy & Analytics
Real Estate
Marketing



Placer.ai Helps Optimize Critical Business Decisions

For Strategy & Analytics Analysts



Analyze Store Performance

Quantify, analyze, explain, and showcase performance of business locations, new & existing stores, retail centers, and more.



Uncover Customer Insights

Create robust consumer profiles with demographic, psychographic, migration, social, and behavioral shopping data



Track Market Trends

Keep up with market shifts to influence strategic business planning



Gain Competitive Intelligence

Identify competitors and track their performance, market share, rankings, and key customers segments.

For Real Estate & Finance Professionals



Improve Site Selection & Expansion

Identify markets and sites for expansion, analyze new store impact, cannibalization, and potential reach of a new site



Boost Leasing & Asset Management

Identify & attract ideal retailers, inform rent negotiations, optimize operations, and more



Optimize Store Closures

Identify underperforming store locations and forecast the impact of planned store closures



Evaluate Investment Opportunities

Analyze M&A, assess competition and trade areas, benchmark tenant health & performance, and more

For Marketing & Merchandising Pros



Upgrade Merchandising

Optimize demand forecasting, and streamline store clustering to deliver the right products to specific stores



Strengthen Your Media Strategy

Supercharge your out-of-home, direct mail, and digital campaigns with robust audience insights and campaign measurement



Improve Brand Messaging

Leverage audience, competitive, and market intel to tailor your brand story and creatives



Enhance Events & Experiential

Improve your event planning, forecasting, and measurement with detailed attendance data

Placer Solutions for Strategy & BI Analysts



Location Performance

Quantify, analyze, explain, and showcase performance of business locations, new & existing stores, retail centers, and more.

Audience Analysis

Understand target audiences with demographic, psychographic, migration, social, and behavioral shopping data

Market Trends

Keep up with market shifts to influence strategic business planning

Competitive Intelligence

Identify competitors and track their performance, market share, rankings, and key customers segments.

Placer Helps Analysts Quantify a Location's Impact

PLACER SOLUTIONS: STRATEGY & BUSINESS INTELLIGENCE



The Problem

Retailers are often challenged with demonstrating the impact of expansion initiatives. What is the market capture of a new store? Is a new store cannibalizing traffic from an existing store?

Placer's Solution

Placer helps you understand trade area impact and competitive share in a whole new way: measure cannibalization, pre/post opening traffic, shared customer audiences, and churn.

Example

How Does A New Store Impact An Existing Location?

A retailer introduced a new store and needed to assess customer transfer with the existing store.

What is the market capture of the New Store?

Placer.ai found that 17% of existing store customers churned to the new store six months after it opened.¹

¹ Based on a mobile panel dataset of users who visited the Existing Store between 6/25/17 - 3/25/18, and also visited the Existing Store within the New Store's trade area.



A Department Store asks:

Q: "Is our expansion strategy working?"

A Big Box Retailer asks:

Q: "Are we taking enough competitive market share to justify cannibalization?"

A Regional Diner asks:

Q: "What does our optimal expansion strategy look like?"

Case Study: Using Competitive Intel to Validate Site for New Location

The Challenge

A regional express car wash chain wanted to enter a rapidly growing market before the area became saturated with competition. They had a potential site in mind, but wanted to understand the cross-visitation and audience overlap with existing competitive locations. How could they decide whether there was truly white space there for them to open a new location?

Placer's Outcome

Using Placer, the express car wash analyzed the trade areas of existing competitor locations and compared it to the trade area of a proxy near to the potential site. Seeing minimal trade area overlap, the car wash felt confident there was opportunity for them to enter the market. In addition, visitor insights indicated a match with their existing customer base.



Placer Solutions for Real Estate & Finance Professionals



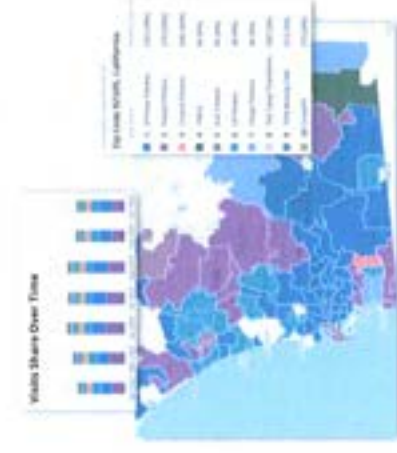
Site Selection & Expansion

Identify markets and sites for expansion, analyze new store impact, cannibalization, and potential reach of a new site



Leasing & Asset Management

Identify & attract ideal retailers, inform rent negotiations, optimize operations, and more



Optimize Store Closures

Identify underperforming store locations and forecast the impact of planned store closures



Evaluate Investment Opportunities

Analyze M&A, assess competition and trade areas, benchmark tenant health & performance, and more

Placer Helps Real Estate Professionals Identify Ideal Tenants



PLACER SOLUTIONS COMMERCIAL REAL ESTATE

The Problem

Brokers are always on the lookout for tenants that will add long-term value to their shopping centers. But, there is no way to know if a shopping center will be a match without first knowing who the tenants shoppers are.

Placer's Solution

Compare the customer demographic compositions of your center and specific tenants to measure customer fit and potential for new business.

Placer's *Void Analysis* tool quickly generates top tenant matches based on factors like Demographic Fit, Average Monthly Visits, Frequent Co Tenants, Cannibalization, & more.



Customer Success Story: Waterstone Uses Placer To Prove Tenant Fit

A leasing team in New Hampshire was looking to repurpose some of its vacancies for entertainment & attraction usage to draw new clientele and increase traffic to existing tenants. Using the Void Analysis report, they were able to identify a relevant theater chain to reach out to.

Placer Helps Real Estate Professionals Attract Tenants



PLACER: A REAL ESTATE PROFESSIONAL'S FAVORITE RETAIL REAL ESTATE

The Problem

Historically Retailers have seemingly endless data at their disposal and heavily scrutinize every opportunity. Telling a compelling story is key to an effective pitch; but a set of property facts, maps, and photos is not enough. Data is required to win the right tenant.

Placer's Solution

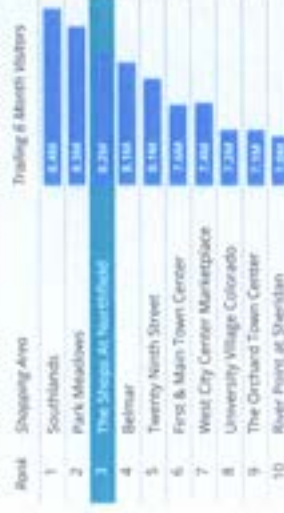
Placer levels the playing field with visitation, trade area, rankings and before-and-after shopping activity into pitch material to show the advantages of your property.

Placer features such as Rankings, Favorite Chains, Visitor Journey, & Trade Area Demographics provide the granular detail needed to present and attract top performing tenants.

Example

Present Rankings To Tenants

Show how your center ranks and why your visitors are the ideal customer.



70%

Visitors to
The Shops At
Northfield
Make

+\$50K
Per Year



Customer Success Story: Strong & Hayden Team Uses Placer to Win Retail Business Against A Competing Shopping Center

A leasing team was looking to attract a well known retailer to their shopping center. Using Placer data they were able to show that the center shared 70% of the same customers with the brand, the center's visitors income matched the typical target audience for the chain, and that the center was ranked among the top in the state.

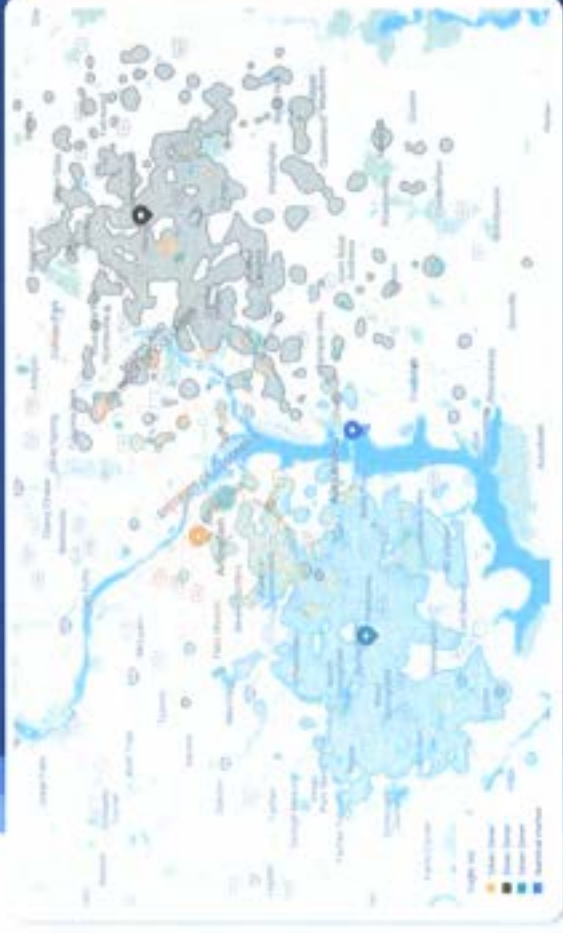
Case Study: Peterson Companies Lands the Ideal Tenant

The Challenge

Peterson Companies, one of the largest privately-owned real estate development companies in the DC region, wanted to attract Silver Lake Diner, a regionally acclaimed restaurant to their Waterfront District.

Placer's Outcome

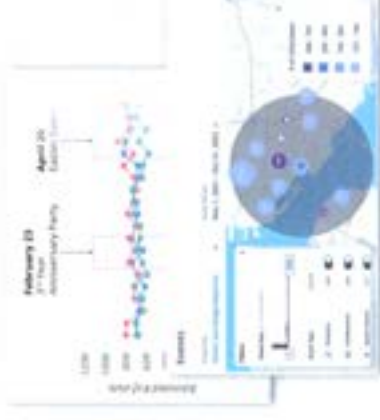
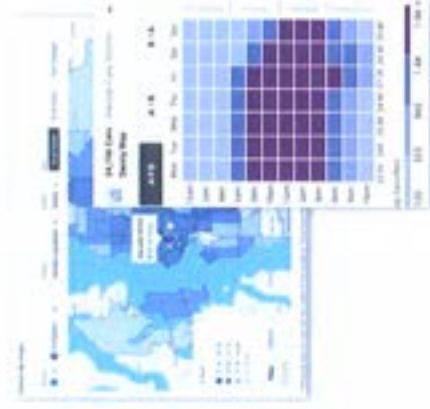
Using Placer's *True Trade Area*, *Audience Analysis*, *Cross-visitation*, and *Hourly Visits* insights, Peterson Companies was able to show a strong fit, minimal overlap or cannibalization of existing Silver Diner locations, and natural alignment with existing Silver Diner customers, helping to close the deal.

[View case study summary](#)[Read the in-depth case study](#)

“Silver Diner had such specific concerns for us to address that we could not have been successful without Placer's insights. Placer helped us demonstrate that a new location would fill a trade area void and be a win win for both of us, making them confident to open up at National Harbor.

— Mark A Kufka, Assistant VP, Market Research & Leasing Technology

Placer Solutions for Marketing & Merchandising Pros



Merchandising

Optimize demand forecasting, and streamline store clustering to deliver the right products to specific stores

Advertising & Media

Supercharge your out-of-home, direct mail, and digital campaigns with robust audience insights and campaign measurement

Brand Messaging

Leverage audience, competitive, and market intel to tailor your brand story and creatives

Events & Experiential

Improve your event planning, forecasting, and measurement with detailed attendance data

Placer Helps Marketers Optimize Events & Experiential Marketing



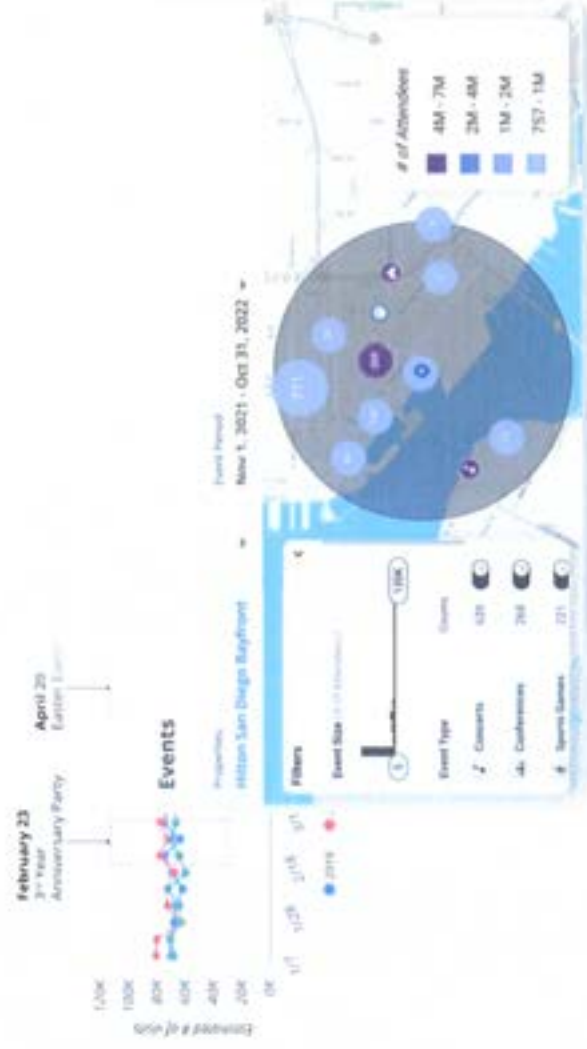
PLACER SOLUTIONS: MARKETING & ADVERTISING

The Problem

Too often, event marketing professionals lack benchmarks and accurate historical data about event attendance, and they have little visibility into the characteristics of event attendees.

Placer's Solution

Placer provides robust historical event attendance data, and comprehensive insights describing attendees' demographics, interests, real-world behaviors, shopping patterns, social media activity, and more.



Tourism Team Uses Placer to Quantify Event Impact

An events team uses Placer to validate the effectiveness of their event marketing campaigns. Attendance growth data helped them secure \$200k in new grants from the AZ Dept. of Tourism.

Agency Uses Placer to Budget, Plan, and Measure Events

An experiential marketing agency leverages Placer data to help set event budgets, align events with the interests of local consumers, and compare year-over-year event performance.

Placer Helps Marketers Optimize Their Media Investments

PLACER SOLUTIONS: MARKETING & ADVERTISING



The Problem

Direct mail is fraught with data latency issues and stale data, resulting in poorly targeted mailers and wasted spend. Out-of-home media planners must rely on stale sources, flawed impression counts, and limited audience data to plan OOH campaigns.

Placer's Solution

Placer provides near real-time visitation insights as well as OOH ad exposure data — including customer journey, dwell time, and more — to optimize direct mail spend and enable data-driven OOH planning and granular targeting insights all in near real-time.



ANSWER QUESTIONS LIKE...

Q: Where should we place billboards to engage and acquire customers?

Q: What shopping interests do our top visitors? What media do they follow?

Q: How do we use advertising dollars to maximize visitor draw for an event?

Case Study: Food Truck Park

Cuts Ad Costs by 90%

The Challenge

A popular food truck park with 50+ on-site food trucks wanted to expand its reach to customers in new areas – and increase revenue by raising rents. They needed trustworthy, objective data to prove to tenants that the incremental traffic gains justified a rent increase.

Placer's Outcome

Using Placer, the food truck park analyzed visitor origin by zip code and used this data to optimize their ad campaigns – lowering CPC by an average of 90%. Placer also allowed them to prove a 82.74% growth in foot traffic over the last two years, easily justifying the 5% rent increase.

[See the full case study](#)



03 Example Civic Solutions

Partnerships & Growth
Population Insights
Marketing



Placer.ai Helps Civic Leaders Drive Economic Growth



Retail Recruitment

- Discover retail demand potential
- Reveal leakage
- Target best fit retailers
- Drive revenue



Event Analysis

- Optimize Marketing
- Increase Sponsors and Vendors
- Measure Performance
- Reveal economic impact



Travel and Tourism

- Discover visitation to any destination, attraction, convention center, etc
- Discover demographic profile of visitors
- Discover origin market and visitor journey
- Gain insights into economic impacts
- Look at Competitor Locations



Sales Tax Estimation

- Correlate Visitation with Sales
- Reveal sales data for key sectors
- Estimate based on visitation history since 2017.



Transportation, Parks, and Infrastructure

- Reveal usage for any day and time
- Identify investment opportunities
- Learn economic impacts
- Measure ROI and efficacy



Marketing & Reports

- Optimize marketing to reach target audiences
- Expand marketing based on new insights
- Receive monthly reports on visitation trends
- Share reports with stakeholders, and the public



Workforce Attraction

- Reveal workforce potential
- Discover changes to workforce trends
- Share data with desired employers



COVID Recovery | ARPA

- Identify Economic Impacts
- Measure Performance of Efforts
- Report progress of ARPA investments



Support Local Business

- Customer journey and dwell time insights
- Optimize marketing to reach desired customers
- Gain insights into customer demographics, HHI and brand preferences.
- Get the Right Retail Mix

Placer Helps Civic Leaders 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 the best fit retailers to a location and perform well in the location. Lacking key market and location insights can lead conversations to stall with prospective tenants.

Placer's Solution

Placer.ai's True Trade Area shows businesses critical demographic information including the average household income (HHI) of customers relative to nearby residents in the surrounding area, revealing a more compelling story for developers and retailers.

Match The Best Retail Sites For Customers

The City of Bloomington, IL, leveraged Placer.ai to assist a broker with the leasing of a vacant site. Placer.ai showed that the incomes¹ of a majority of customers to the major retail "anchors" surrounding the vacant site live in neighborhoods² with higher incomes than citywide visitors, residents, and employees, and have high percentages of people earning \$75K to \$150K.



Citywide
Incomes¹



Visitors



Residents



Employees

\$51,430 \$51,000 \$50,240



Median household income: \$51,430
Dec 11, 2017 - Aug 11, 2018 by home values at 75% higher income: 2



"The City of Bloomington successfully leverages Placer.ai's real-time data to support retail leasing and drive conversations with prospective tenants."

Austin Grammer, Economic Development Coordinator

ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

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

Placer Helps Civic Leaders Track Population Changes



The Problem

Civic leaders need to keep an ear to the ground on how the city's proportion of residents, visitors, and employees are changing over time in order to align economic development efforts.

Placer's Solution

Using Placer data, understand the migration of residents, visitors, and employees as well as hone in on key demographics and psychographic information including HHI, brand preferences, favorite places, work locations, home locations, age, ethnicity, race, and more.

Migration Trends by State, January 2021



ANSWER QUESTIONS LIKE...

Q: How are zip code 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?

Placer Helps Civic Leaders Develop Municipal Strategy



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. Knowing visitation metrics and where high congregation areas exist helps inform municipal strategy and public realm planning.

Placer's Solution

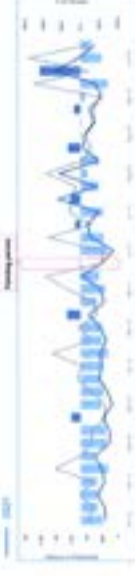
Placer helps track lift and measure visitation before and after intervention, as well as total visits, peak visit times, dwell time, prior and post locations, distance traveled to destination, and more. See your visitors' favorite places to reveal locally visited businesses. Compare with different time slices, see changes MoM, YoY.



Bloomberg
Philanthropies



	Vis # of visitors	Vis # of businesses
Before:	53.4K	77.5K
After:	68K	97.2K



ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

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

Case Study: City Proves Impact of Annual Event and Wins \$200k Grant

The Challenge

The City of Prescott, AZ holds a 6 week Christmas celebration but lacked a clear understanding of the size of the various events and how best to market them. How can the Office of Tourism prove the value of the event and optimize marketing strategies?

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.

[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



Loved and trusted by
thousands of industry leaders

Retail



Grocery



Restaurants



CRE



Advertising and Media



Finance



Manufactured Goods



Civic



Entertainment & Leisure



Aviation





Ready to Learn More?



Case Studies

Read more customer success stories and insights.

[Read Case Studies](#)



Thought Leadership

Browse whitepapers, guides, and webinars to see location analytics in action.

[Explore The Library](#)



Schedule a Demo

Meet our advisors to learn more about Placer

[Book a Meeting](#)





Thank You

Learn more at www.placer.ai

Pricing Proposal

August 2025



Placer.ai *for*



VILLAGE OF
PEOTONE

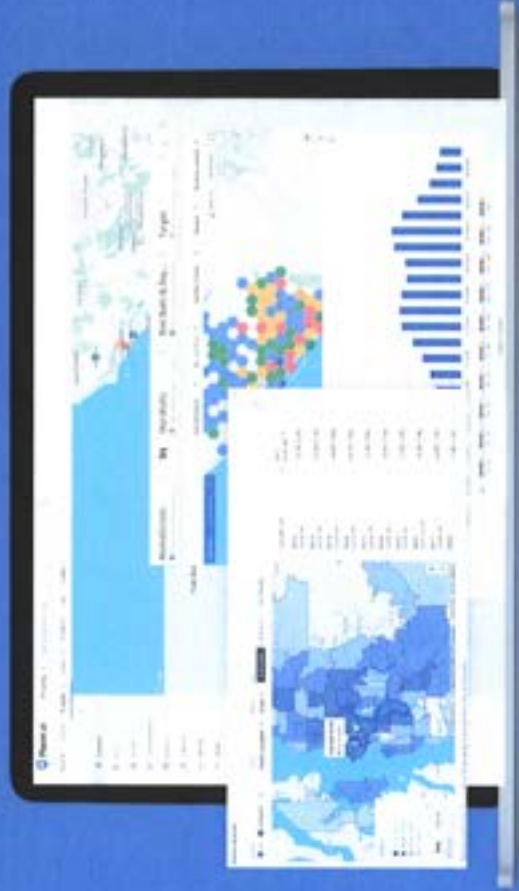
Over 1,600 Civic Clients

Cities, Counties, States, Districts, Downtowns, Business Improvement Districts, Economic Development Organizations, Destination Marketing Organizations, Chambers of Commerce, Parks and Recreation, Convention and Visitors Bureaus, Universities, etc.

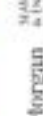
4,500+ CUSTOMERS



30+ INDUSTRIES



CIVIC



Confidential



Loved and trusted by **1,600+**
Civic Organizations

Cities



Economic Development Organizations



Tourism Authorities



States & Counties



Parks Districts



Tribes



Universities



Consulting & Other



Placer is a Privacy First Company

- ❖ We only collect location data.
- ❖ Data comes from devices where app users opt-in to sharing location data.
- ❖ We remove sensitive locations from our panel.
- ❖ Visit Placer's [Trust Center](#) for more information.



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 are Fully Compliant

Compliant with General Data Protection Regulations Legislation (GDPR), and California Privacy Rights Act of 2020 (CCPA)



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.



How Civic Leaders use Placer Data



Retail Analysis & Recruitment

- Discover retail demand and visitation
- Reveal retail leakage
- Identify best fit retailers for specific sites



Event Analysis

- Reveal attendance numbers for any event
- Increase Sponsors and Vendors
- Optimize marketing
- Reveal economic impact



Travel & Tourism

- Overnight Visitor metrics for every city
- Data for any event, attraction, convention
- Visitor home origin and journey
- Visitor spend data*



Forecast Revenue & Optimize Incentives

- Reveal sales data for retail businesses
- Inform incentives with visitation and sales data
- Forecast revenue from sales tax



Parks & Recreation / Transportation

- Visit metrics for any park or open space
- Demographics of parks users
- Economic impact of parks users
- Inform Transit Network Planning, Street Planning and Equity Strategy with data for every road



Reports for Marketing, Communications, and Grant Writing

- Reports for Council, Boards, Stakeholders
- Support Grant Applications and Reporting
- Automated monthly reports



Workforce Analysis & Business Attraction

- Analyze workforce demographics and potential for any site or region
- Bolster recruitment efforts



Economic Recovery and Growth

- Measure Economic Impacts of COVID
- See how Remote Work affects local economy
- Measure efficacy of ARPA investments.



Support Local Business

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

World Class Support



FAST ONBOARDING & ONGOING SUPPORT

- ✓ Dedicated customer success manager for entire subscription
- ✓ Regular bi-weekly meetings to assess needs and new use cases
- ✓ Informative sessions regarding new product launches



CONSULTATION & TRAINING

- ✓ Leverage your CSM to guide you to the custom reports and presentations you need
- ✓ Live, online training sessions to learn the platform and data
- ✓ Stay up-to-date on product release to unlock new use cases



KNOWLEDGE SHARING & INSIDER INSIGHTS

- ✓ Learn methods & best practices your CSM has helped others with
- ✓ Tap the entire Placer community for ideas based on your needs
- ✓ Access a library of case studies/guides tailored to your industry

Your Placer.ai subscription also includes events and resources like...

Monthly Industry Webinars

Scheduled training, online resources, and recorded content to further aid in customer enablement.

Product Release Webinars

Monthly group webinars to overview and learn how to apply Placer's monthly product updates.

Knowledge & Training

Comprehensive training resources available directly in the platform (e.g. Academy, Help Center)

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.



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



"The City of Bloomington successfully leverages Placer.ai's real-time data to support retail leasing and drive conversations with prospective tenants."

Austin Grammer, Economic Development Coordinator

ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

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

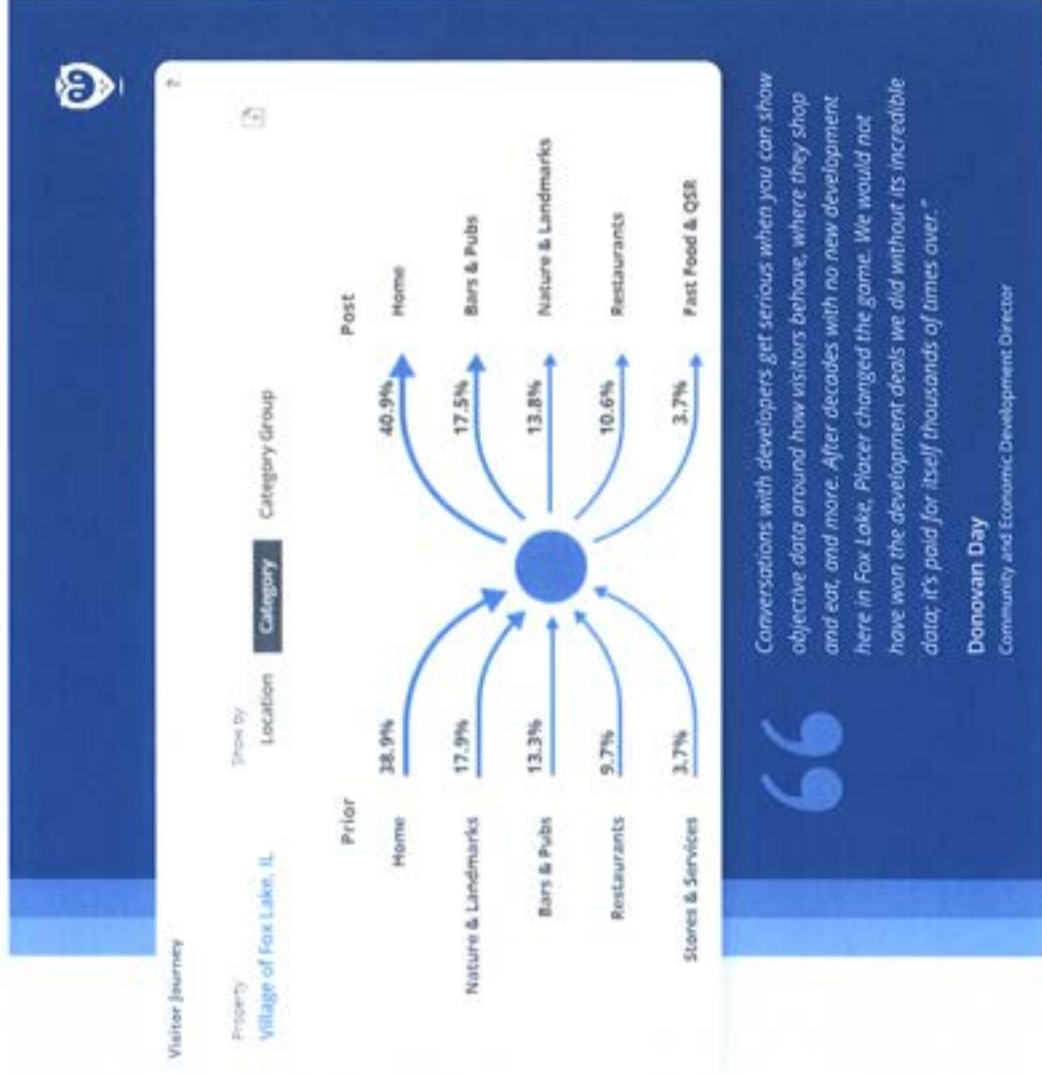
The Challenge

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.

[See the full case study](#)



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.

DOWN TOWN AUSTIN ALLIANCE Friday Nights on Red River - June 2021 v. 2019
Miles From District to Home



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.

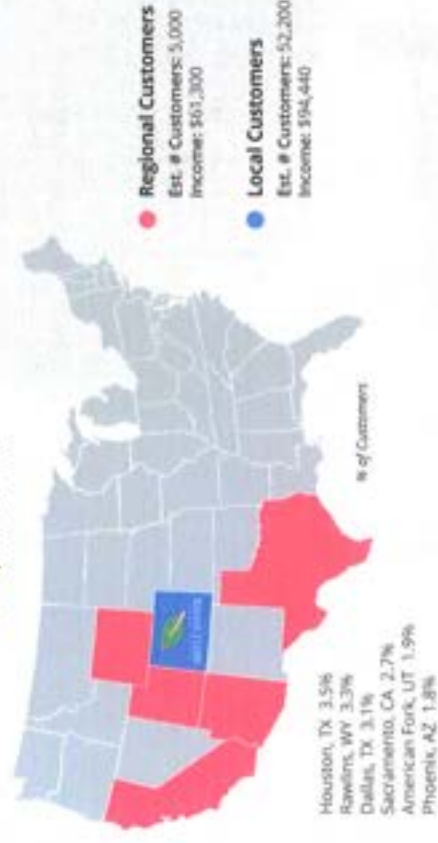
Placer's Solution

- 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.

Highest Regional Visitation By Home Location



Lone Tree Arts Center showed itself to be a Regional Destination drawing more than 10% of visitors from 'home locations' in 5 different States

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, HHl, 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.



Conduct Post-Event Analysis

Show how your event performed relative to average days of the week, and measure visitation performance - down to the hour!



Length of Stay
80 Minutes



Peak Time
2:00 PM - 3:00 PM



Income¹
\$65,000

1. Average Household Income

ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

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

05 Leakage Analysis (Favorite Places Outside a City or District)



The Problem

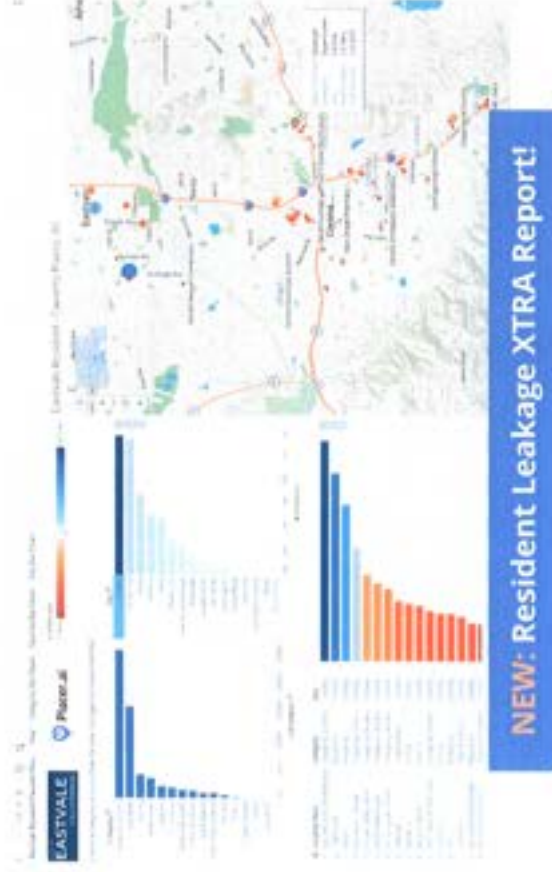
Civic leaders need to understand to what degree and where do residents, visitors, and employees shop outside the City or District Boundary.

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.



CITY OF EASTVALE



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?

06 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.

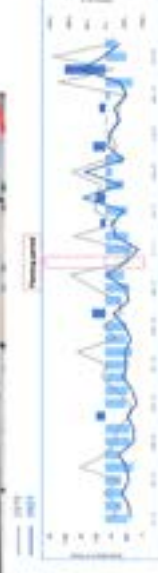
Placer's Solution

- **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

For # of Visitors		For # of visits	
Before:	53.4K	77.5K	
After:	68K	97.2K	



ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

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

07 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.



CENTRO
SAN ANTONIO

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?

PRICING



\$12,000

12 MONTH SUBSCRIPTION

WHAT'S INCLUDED:

- Access for unlimited users (Village Employees)
- Unlimited Points of Interest (POIs) across the US
- Unlimited venue or region lookups/queries, and no additional cost to index venues or regions or add traffic pins to the platform
- Access to the Placer.ai data team for custom reports
- Access to the listed demographic, psychographic, and segmentation data sets
- No implementation costs
- Annual financial opt out clause - 'non-appropriation clause'

INCLUDED:

- | | |
|------------------------|----------------------|
| Census 2023 | STI: Market Outlook |
| STI: Popstats 2024 | STI: Workplace |
| STI: Spending Patterns | STI: Experian Mosaic |



Thank You

Matt Verdun
708-653-2490
matt.verdun@placer.ai
www.placer.ai



Aug 21 - Aug 25, 2024

Property:



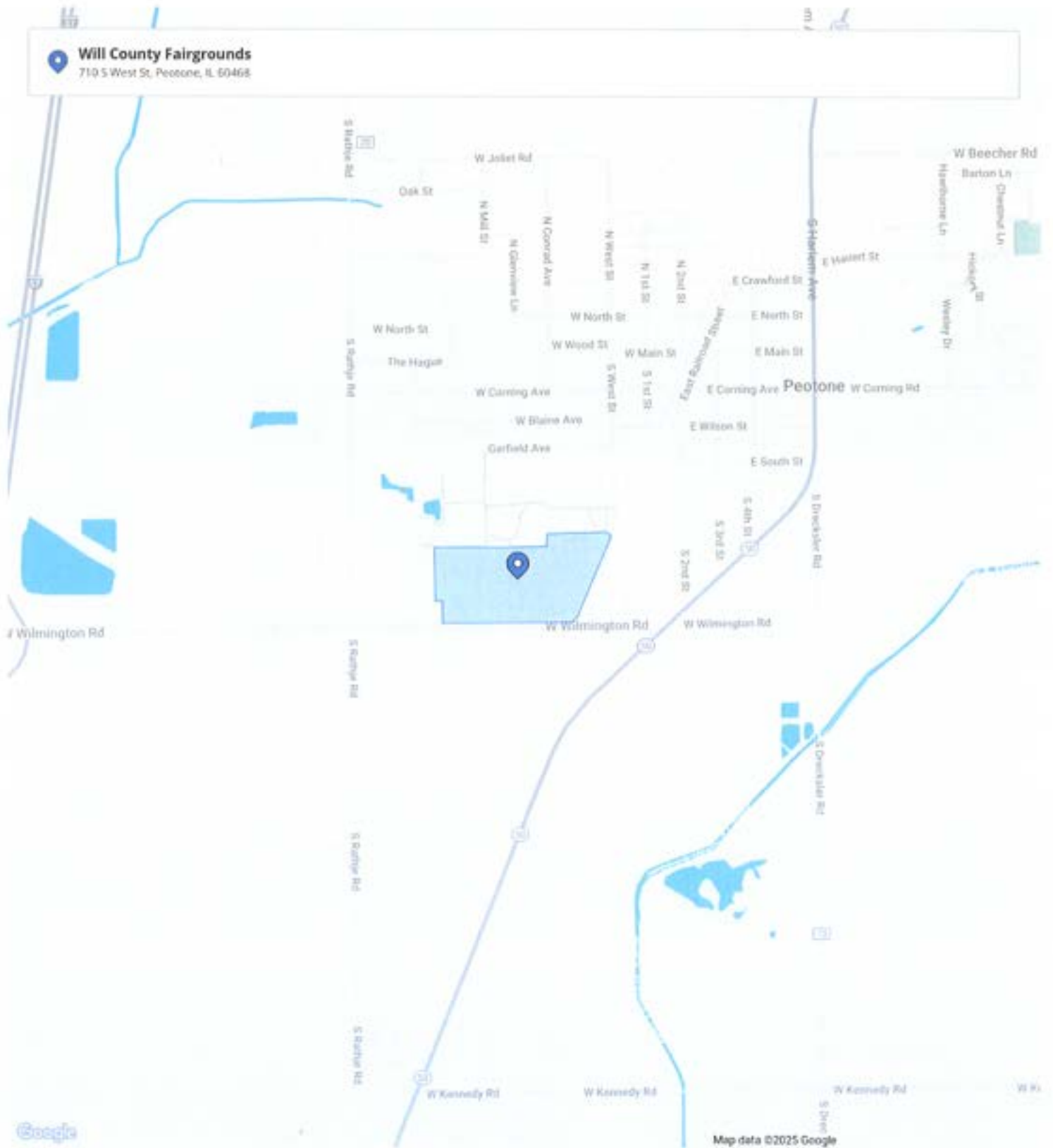
710 S West St, Peotone, IL 60468





Property Overview

Aug 21 - Aug 25, 2024





Property Overview

Aug 21 - Aug 25, 2024

Metrics

Will County Fairgrounds

710 S West St, Peotone, IL 60468

Visits	39.6K	Visits YoY	+162.7%
Visitors	30.3K	Visits Yo2Y	+200.3%
Visit Frequency	1.31	Visits Yo3Y	+863.4%
Panel Visits	3.2K		

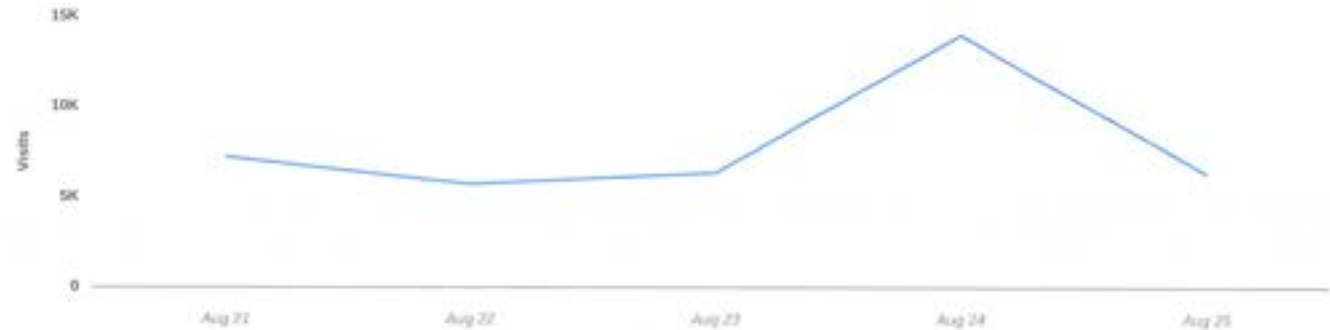
Aug 21st, 2024 - Aug 25th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Will County Fairgrounds

5 West St, Peotone, IL



Daily | Visits | Aug 21st, 2024 - Aug 25th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Aug 21 - Aug 25, 2024

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Will County Fairgro... 5 West St, Peotone, IL	\$76.5K	26.4%	38.3	White (50.2%)	2.70
Illinois	\$82.3K	37.2%	40.4	White (58.7%)	2.51

Aug 21st, 2024 - Aug 25th, 2024 | Data Source: ST: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

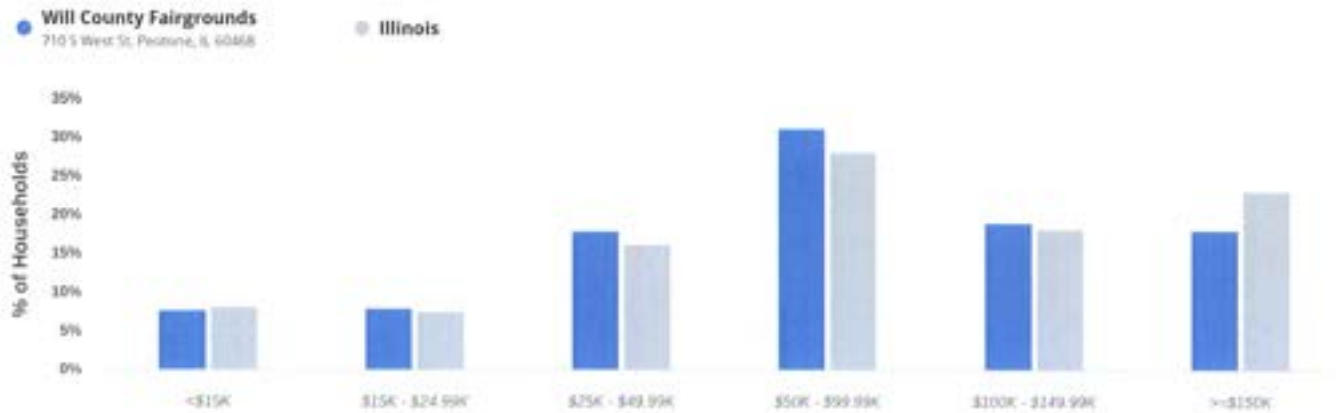




Property Overview

Aug 21 - Aug 25, 2024

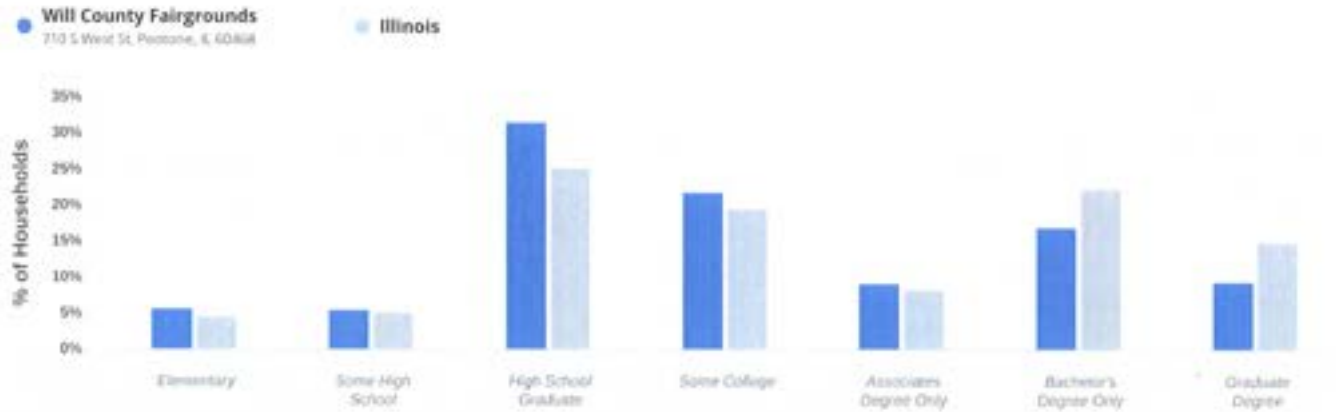
Household Income



Aug 21st, 2024 - Aug 25th, 2024 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Aug 21st, 2024 - Aug 25th, 2024 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

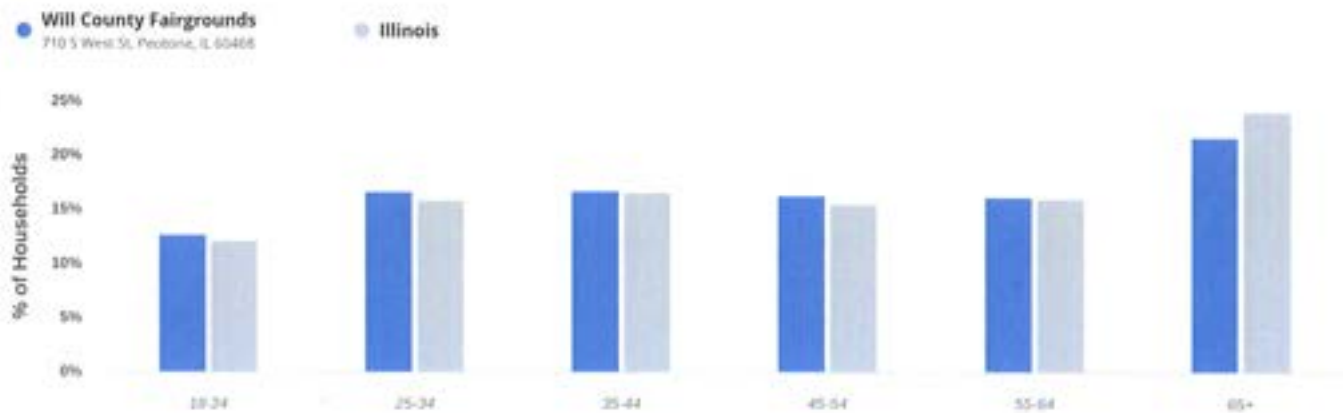




Property Overview

Aug 21 - Aug 25, 2024

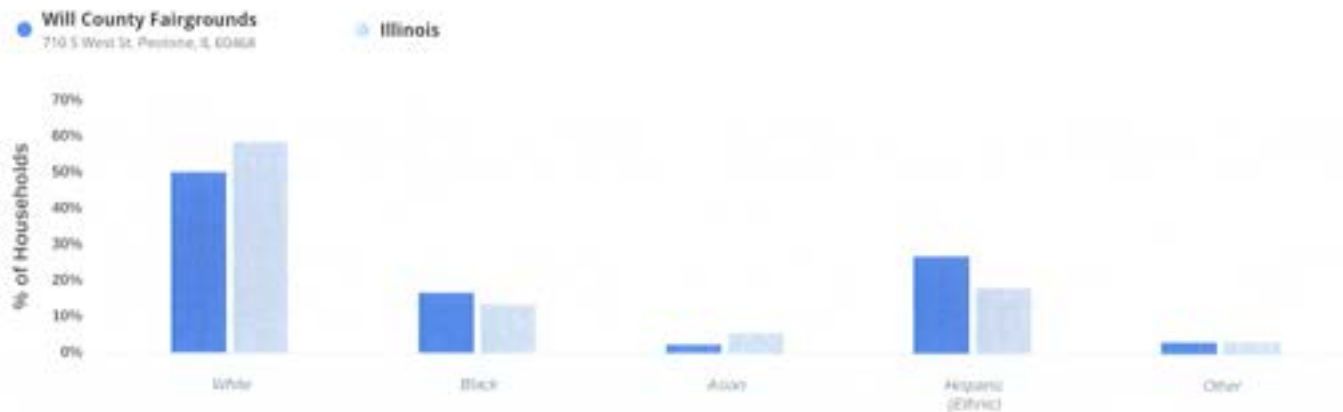
Age



Aug 21st, 2024 - Aug 25th, 2024 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Ethnicity



Aug 21st, 2024 - Aug 25th, 2024 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

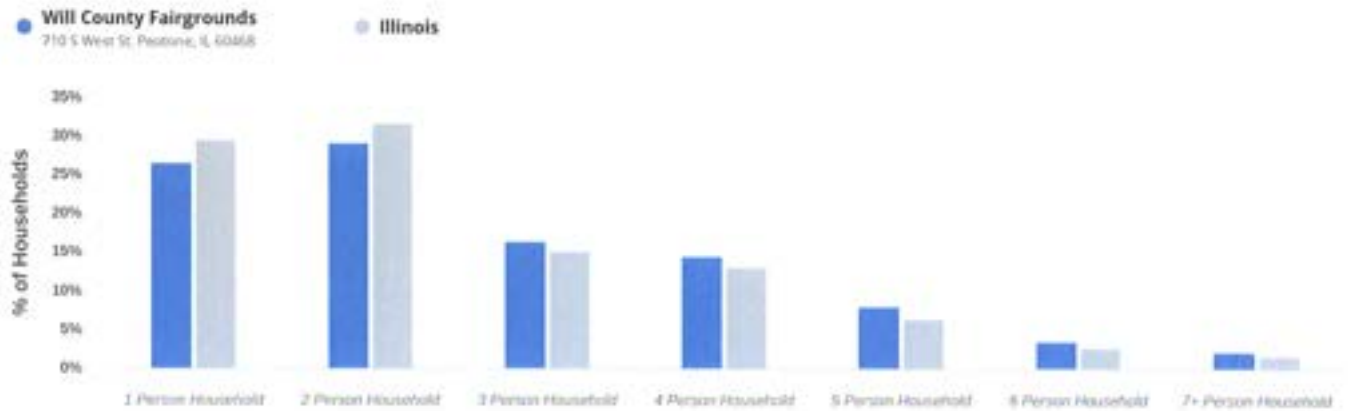
Placer.ai



Property Overview

Aug 21 - Aug 25, 2024

Household Size



Aug 21st, 2024 - Aug 25th, 2024 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Aug 21 - Aug 25, 2024

Ranking Overview

Will County Fairgrounds
710 S West St, Peotone, IL 60468

Nationwide

Illinois

15mi

537 / 15,298

96%

9 / 627

98%

1 / 21

100%

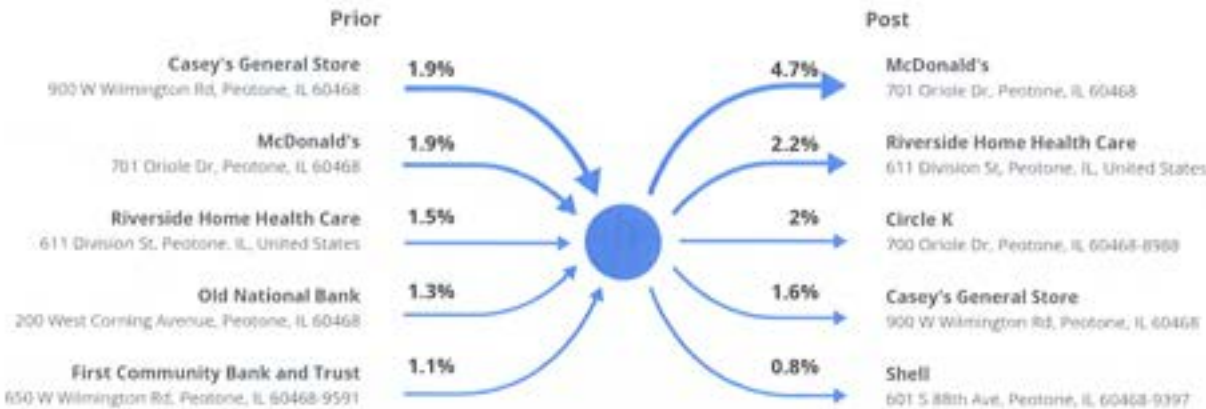
* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Aug 1st, 2024 - Aug 31st, 2024

Category: Attractions | Visits | Aug 1st, 2024 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Will County Fairgrounds
710 S West St, Peotone, IL 60468



Show by: | Aug 21st, 2024 - Aug 25th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



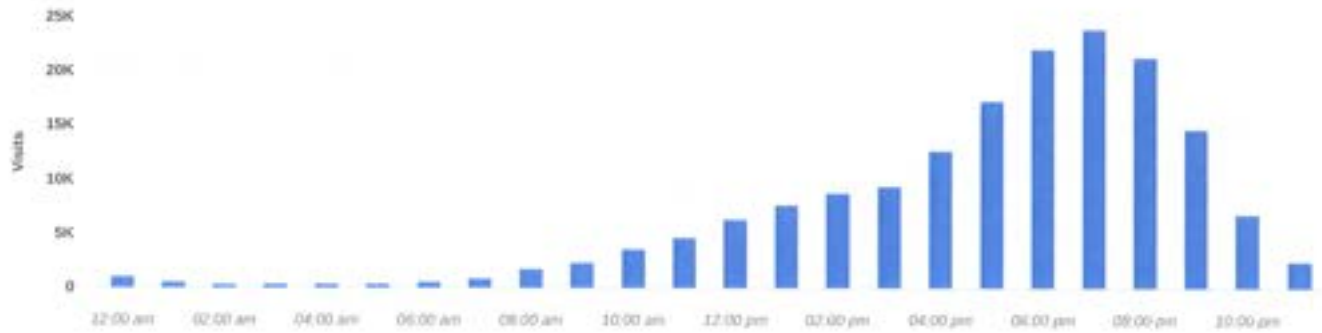


Property Overview

Aug 21 - Aug 25, 2024

Hourly Visits

Will County Fairgrounds
710 S West St, Pontiac, IL 60468



Visits | Aug 21st, 2024 - Aug 25th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

Aug 21 - Aug 25, 2024

Favorite Places

Will County Fairgrounds
710 S West St, Peotone, IL 60468

Will County Fairgrounds / S West St, Peotone, IL

Rank	Name	Distance	Visitors
1	Swap-O-Rama Will County Peotone / 710 S. West St., Peotone, IL 60468	0.1 mi	6.8K (22.6%)
2	710 S West St / 710 South West Street, Peotone, IL 60468	0.1 mi	6.3K (20.9%)
3	Bradley Commons / 2024 IL-50, Bourbonnais, IL 60914	9.9 mi	4.5K (15%)
4	Peotone Motorcycle SwapMeet / 710 S West St, Peotone, IL 60468	0.1 mi	3.9K (12.8%)
5	McDonald's / 701 Oriole Dr, Peotone, IL 60468	0.9 mi	2.9K (9.7%)
6	Water Tower Plaza / 1625 IL-50, Bourbonnais, IL 60914	11 mi	2.4K (7.9%)
7	Walmart / 2080 IL-50, Bourbonnais, IL 60914	9.7 mi	2K (6.7%)
8	New Lenox Town Center / Rte. 30 & Williams St, New Lenox, IL 60451	15.3 mi	1.9K (6.4%)
9	Casey's General Store / 900 W Wilmington Rd, Peotone, IL 60468	0.6 mi	1.7K (5.6%)
10	Circle K / 700 Oriole Dr, Peotone, IL 60468-8988	1 mi	1.6K (5.4%)
11	Mokena Marketplace / SWC Lincoln Hwy & Wolf Rd, Mokena, IL 60448	13 mi	1.6K (5.3%)
12	Meijer / 990 N. Bradley Blvd, Bradley, IL 60915	11.9 mi	1.6K (5.3%)
13	Riverside Home Health Care / 611 Division St, Peotone, IL 60468-9590	0.2 mi	1.4K (4.7%)
14	Target / 1615 IL-50, Bourbonnais, IL 60914	10.9 mi	1.2K (4%)
15	Berkot's Super Foods / 312 S Harlem Ave, Peotone, IL 60468	0.7 mi	1.2K (3.9%)
16	Gas N Wash / 5916 N Convent St, Bourbonnais, IL 60914	9.3 mi	1.1K (3.8%)
17	Bourbonnais Towne Centre Shopping Center / 700 Main St NW, Bourbonnais, IL 60914	12.4 mi	1.1K (3.6%)
18	Bradley Square / 1220 N Kinzie Ave, Bradley, IL 60915	11.7 mi	1K (3.4%)
19	Menards / 1260 Christine Dr, Bradley, IL 60915	11.6 mi	1K (3.4%)



Property Overview

Aug 21 - Aug 25, 2024

Will County Fairgrounds / 5 West St, Peotone, IL

Rank	Name	Distance	Visitors
20	Old National Bank / 200 West Corning Avenue, Peotone, IL 60468	0.5 mi	1K (3.3%)

Category: All Categories | Min. Visits: 1 | Aug 21st, 2024 - Aug 25th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



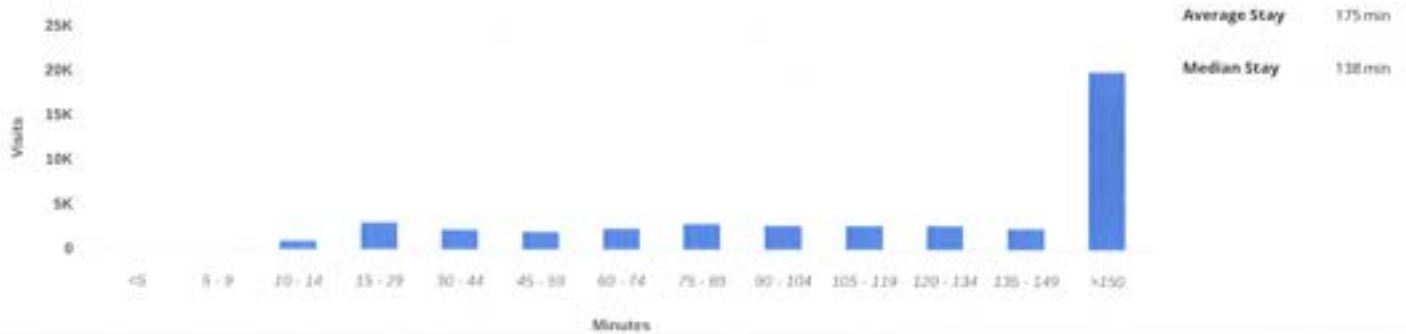


Property Overview

Aug 21 - Aug 25, 2024

Visit Duration

Will County Fairgrounds
710 S West St, Peotone, IL 60468



Visits | Aug 21st, 2024 - Aug 25th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

Will County Fairgrounds
710 S West St, Peotone, IL 60468



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Aug 21st, 2024 - Aug 25th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





Visitors By Origin

Aug 21 - Aug 25, 2024

Property:



Will County Fairgrounds

710 S West St, Peotone, IL 60468



Scan to view on placer.ai platform

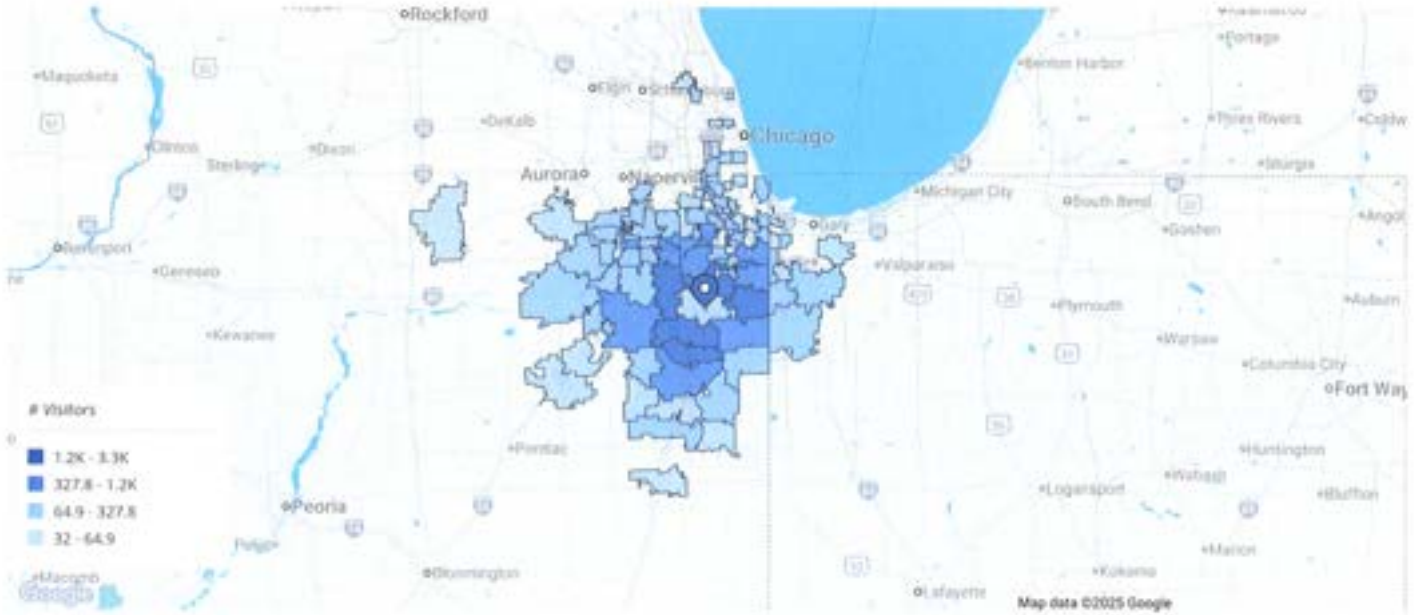


Visitors By Origin

Aug 21 - Aug 25, 2024

Visitors By Origin

Will County Fairgrounds
710 S West St, Peotone, IL 60468



Will County Fairgrounds
710 S West St, Peotone, IL 60468

Zipcode / City

Visitors
(% of Total)

60468 Peotone, IL	3.3K (11%)
60950 Marion, IL	2.4K (7.9%)
60449 Monee, IL	1.4K (4.7%)
60401 Beecher, IL	1.3K (4.4%)
60442 Manhattan, IL	1.3K (4.4%)
60914 Bourbonnais, IL	1.2K (4.1%)
60451 New Leno, IL	1.1K (3.8%)
60423 Frankfort, IL	977 (3.2%)
60901 Kankakee, IL	885 (2.9%)
60481 Wilmington, IL	776 (2.6%)



Visitors By Origin

Aug 21 - Aug 25, 2024

Will County Fairgrounds

710 S West St, Pontone, IL 60468

Zipcode / City	Visitors (% of Total)
60448 Mokena, IL	682 (2.3%)
60940 Grant Park, IL	661 (2.2%)
60417 Cress, IL	647 (2.1%)
60915 Bradley, IL	555 (1.8%)
60475 Steger, IL	540 (1.8%)
60435 Joliet, IL	508 (1.7%)
60411 Chicago Heights, IL	458 (1.5%)
60477 Tinley Park, IL	356 (1.2%)
60466 Park Forest, IL	303 (1%)
60586 Plainfield, IL	281 (0.9%)
60452 Oak Forest, IL	268 (0.9%)
60446 Romeoville, IL	262 (0.9%)
60433 Joliet, IL	246 (0.8%)
60954 Mokena, IL	221 (0.7%)
60440 Bolingbrook, IL	209 (0.7%)
46356 Lowell, IN	209 (0.7%)
60491 Homer Glen, IL	208 (0.7%)
60429 Hazel Crest, IL	200 (0.7%)
60410 Channahon, IL	198 (0.7%)
60445 Middletown, IL	197 (0.7%)

Aug 21st, 2024 - Aug 25th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)

