

Memorandum



Date: September 4, 2025

To: City of Buchanan Downtown Development Authority

From: Tony McGhee

Subject: Placer.ai visitor information from Southwest Michigan Chamber

Background

The City has received data on visitors to the Front Street area of downtown Buchanan through a service utilized by the Southwest Michigan Regional Chamber of Commerce. This information provides insights into visitor activity patterns, including the number of visitors, their points of origin, and trends over time.

Purpose

This data is being transmitted to the DDA Marketing Committee to support its work in crafting strategies to drive additional traffic to the downtown district. Access to reliable visitor information is an important tool for understanding how people are currently engaging with the district and where there may be opportunities to increase visibility, draw new visitors, and support local businesses.

Importance of Data Driven Decisions

As the Marketing Committee considers future strategies and potential marketing buys to recommend to the DDA Board, having accurate data is critical. It allows us to:

- Target investments effectively, ensuring marketing dollars are spent where they will generate the greatest return.
- Identify strengths and gaps, such as which areas are drawing consistent visitors and which may need additional promotion.
- Measure outcomes, helping evaluate whether specific campaigns are successfully increasing traffic to downtown.

Next Steps

The enclosed data will be reviewed by the Marketing Committee as part of its upcoming discussions on strategy. Staff recommends the DDA continue to incorporate data-driven insights into decision-making to maximize the impact of its marketing efforts and strengthen the long-term vitality of the Front Street area.

Attachment A: Placer.ai information from Southwest Michigan Regional Chamber

Attachment A



Property Overview

Aug 1, 2024 - Jul 31, 2025

Property:

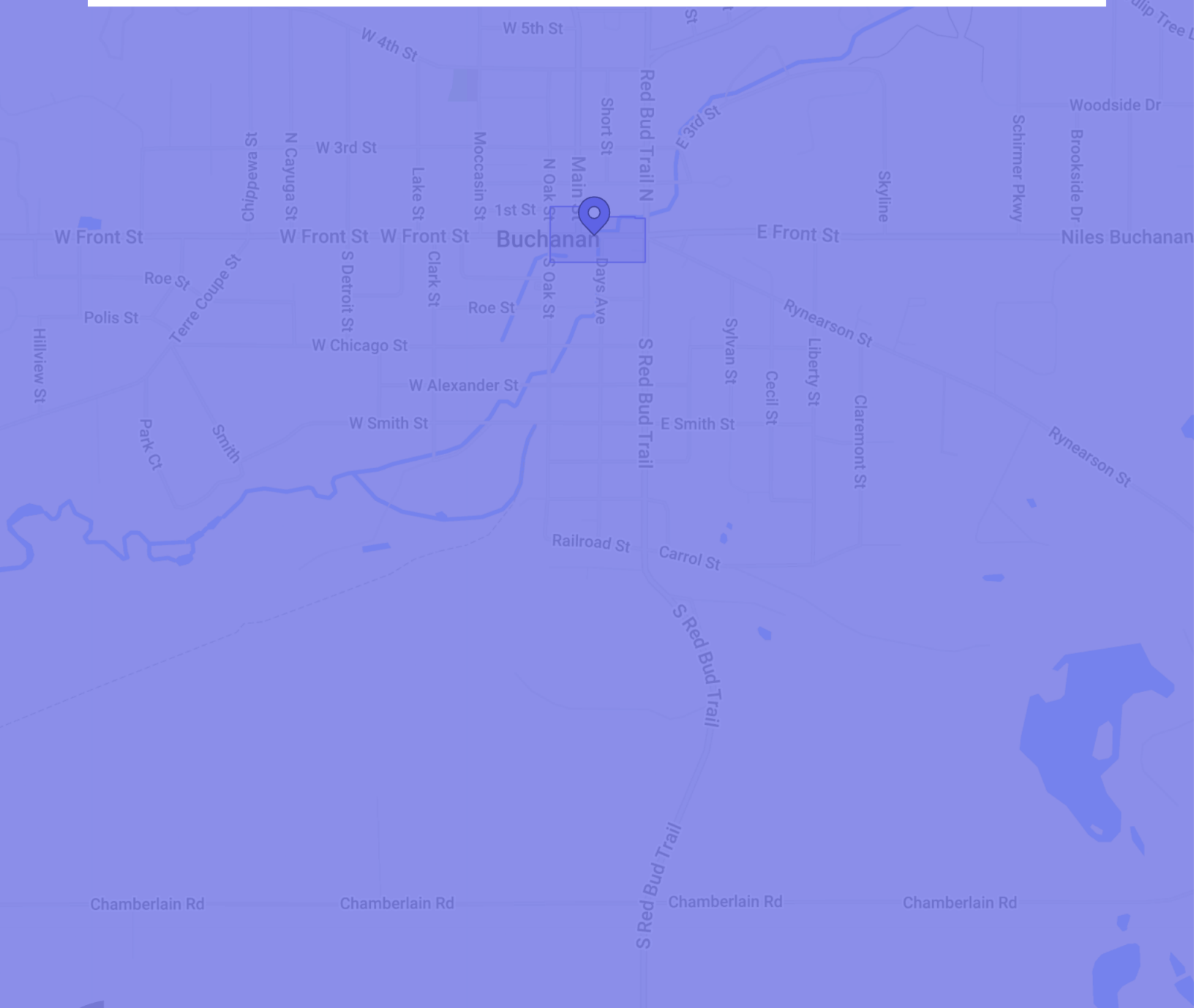
FS

Front St Buchanan Businesses

FRONT ST, BUCHANAN, MI 49107



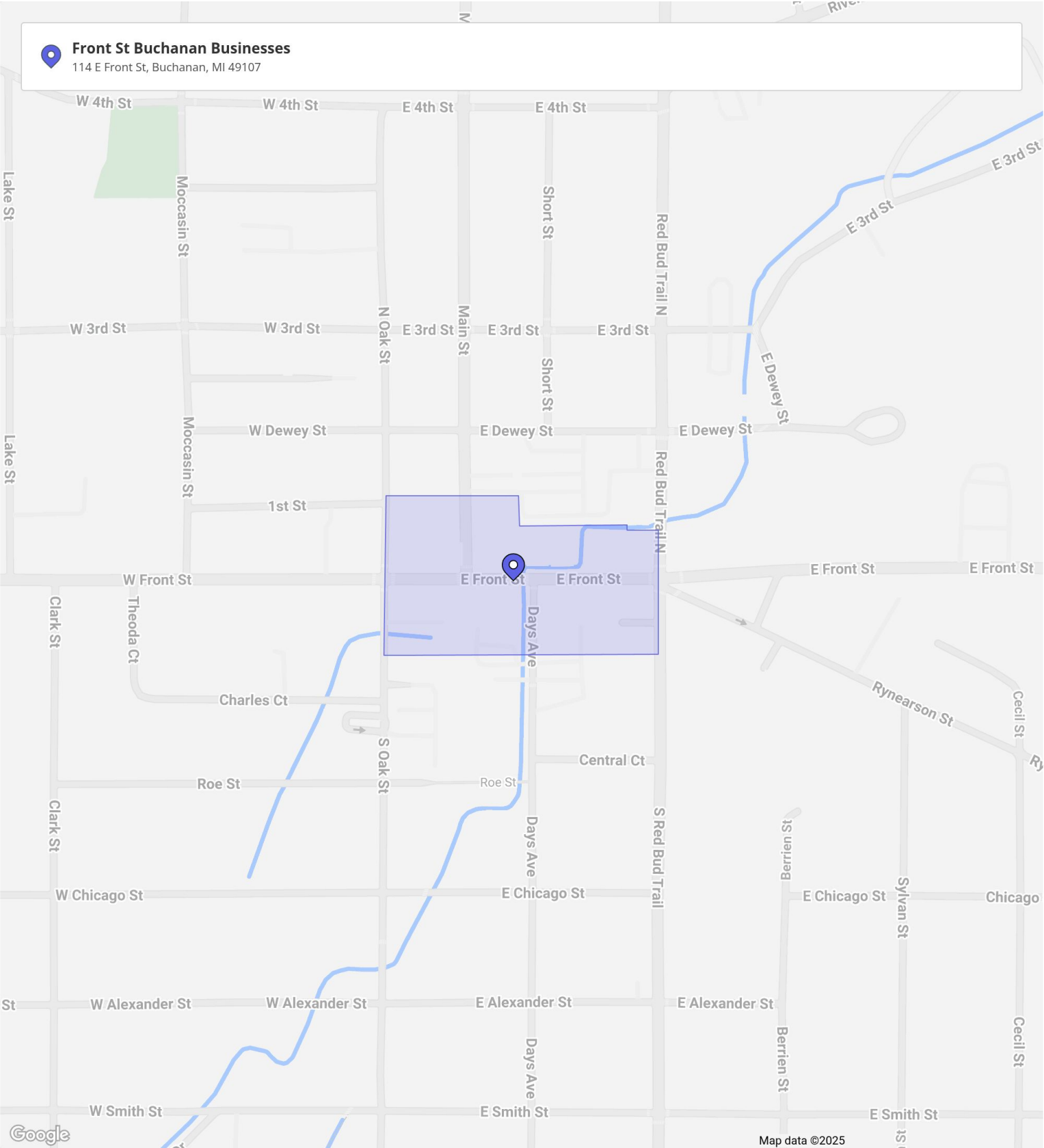
Scan to view on placer.ai platform





Property Overview

Aug 1, 2024 - Jul 31, 2025





Property Overview

Aug 1, 2024 - Jul 31, 2025



Metrics

● **Front St Buchanan Businesses**
FRONT ST, BUCHANAN, MI 49107

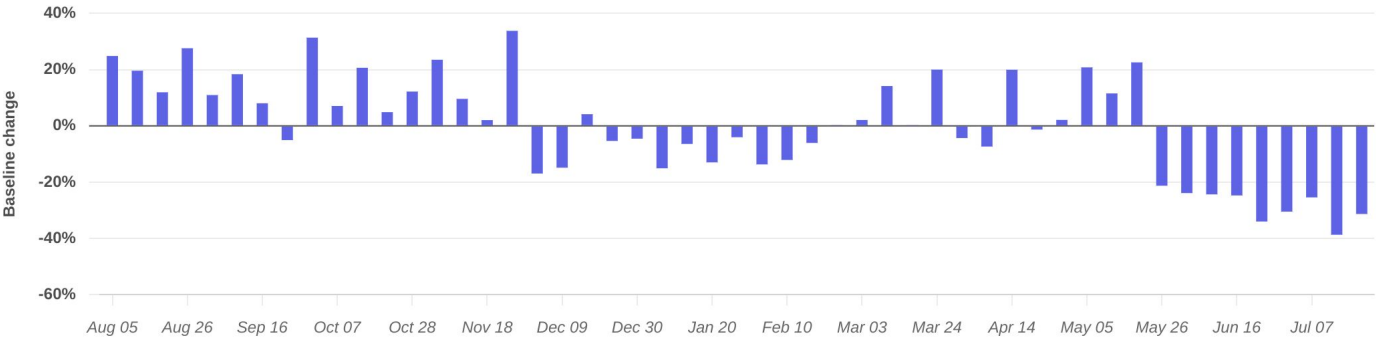
Visits	345.9K	Panel Visits	21.7K
Visitors	97.2K	Visits YoY	-21.4%
Visit Frequency	3.56	Visits Yo2Y	-30.4%
Avg. Dwell Time	56 min	Visits Yo3Y	-21.7%

Aug 1st, 2024 - Jul 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

● **Front St Buchanan Businesses**
FRONT ST, BUCHANAN, MI



Weekly | Baseline change | Aug 1st, 2024 - Jul 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)







Property Overview

Aug 1, 2024 - Jul 31, 2025



Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
 Front St Buchanan ... FRONT ST, BUCHANAN, MI	\$55.2K	26.3%	36.3	White (64.7%)	2.38
 Michigan	\$71.3K	31.8%	40.1	White (73%)	2.49

Aug 1st, 2024 - Jul 31st, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



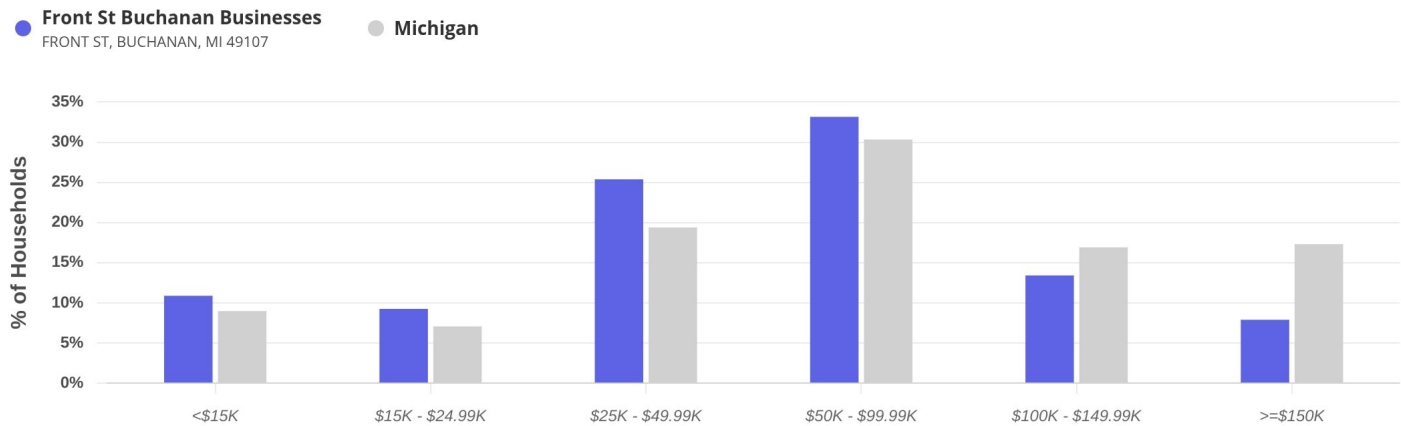


Property Overview

Aug 1, 2024 - Jul 31, 2025



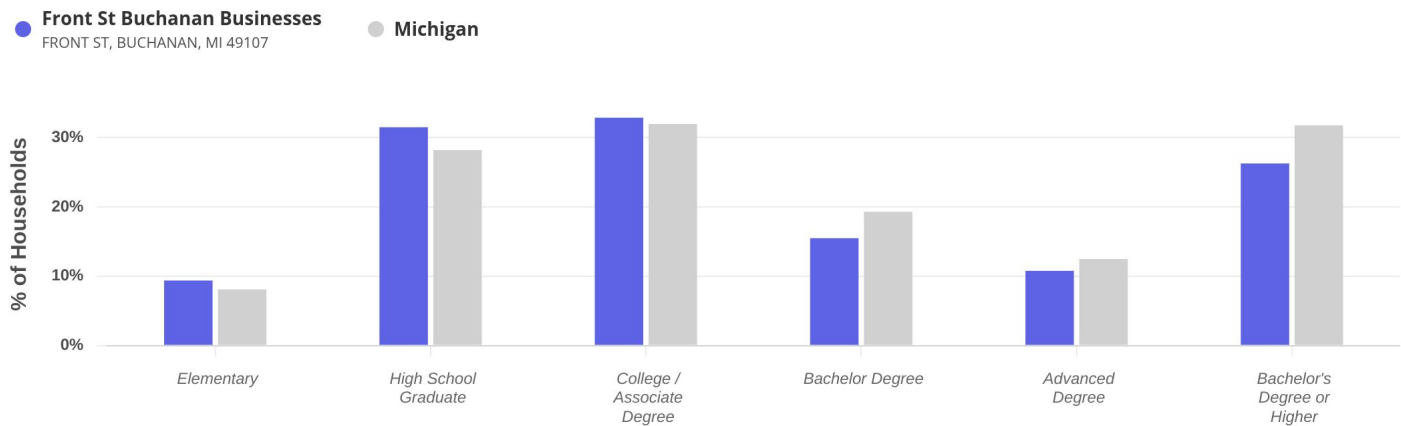
Household Income



Aug 1st, 2024 - Jul 31st, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Aug 1st, 2024 - Jul 31st, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



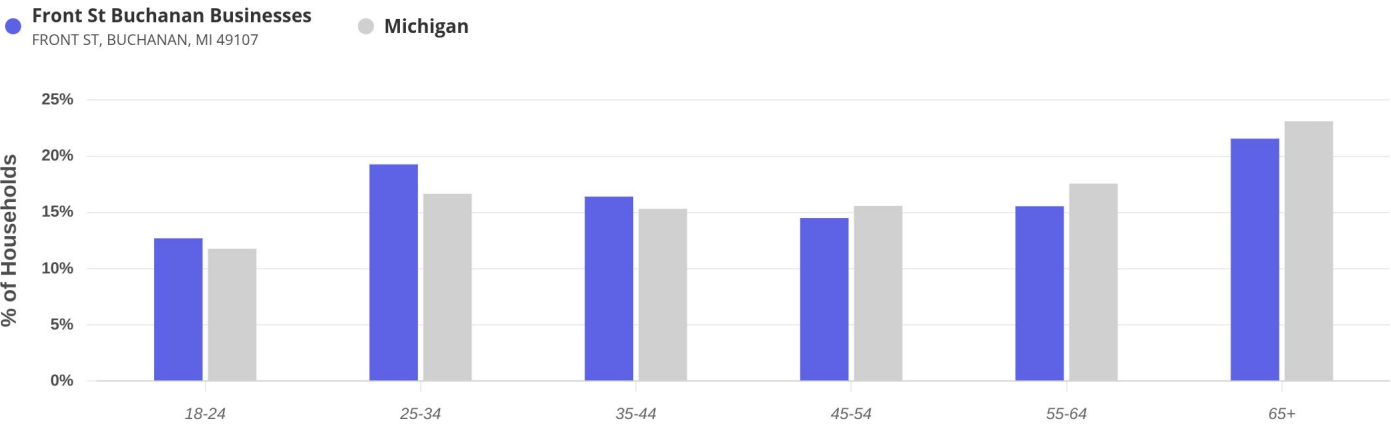


Property Overview

Aug 1, 2024 - Jul 31, 2025



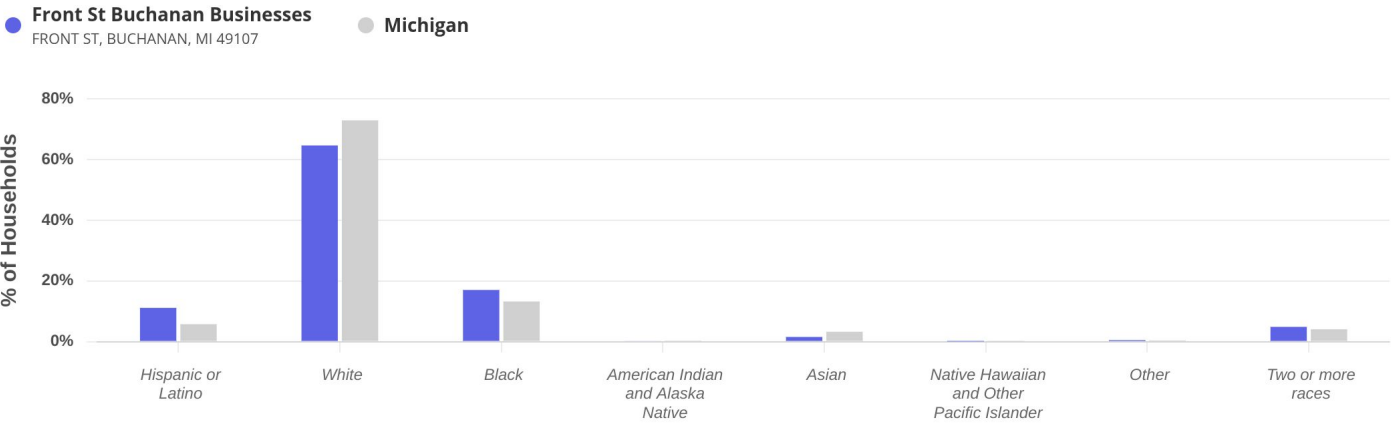
Age



Aug 1st, 2024 - Jul 31st, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

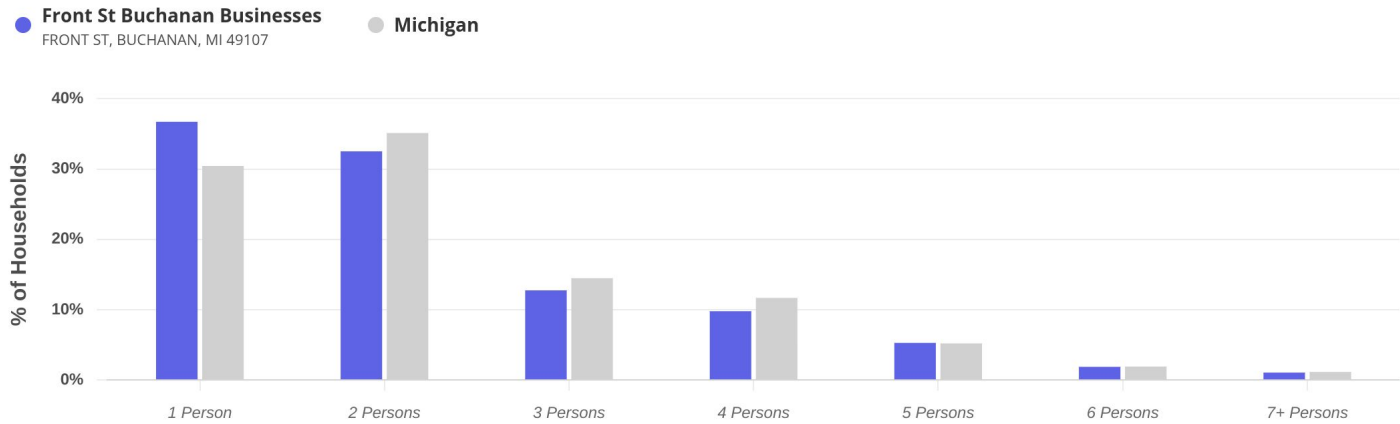


Aug 1st, 2024 - Jul 31st, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)





Household Size



Aug 1st, 2024 - Jul 31st, 2025 | Data Source: Census 2023
Data provided by Placer Labs Inc. (www.placer.ai)



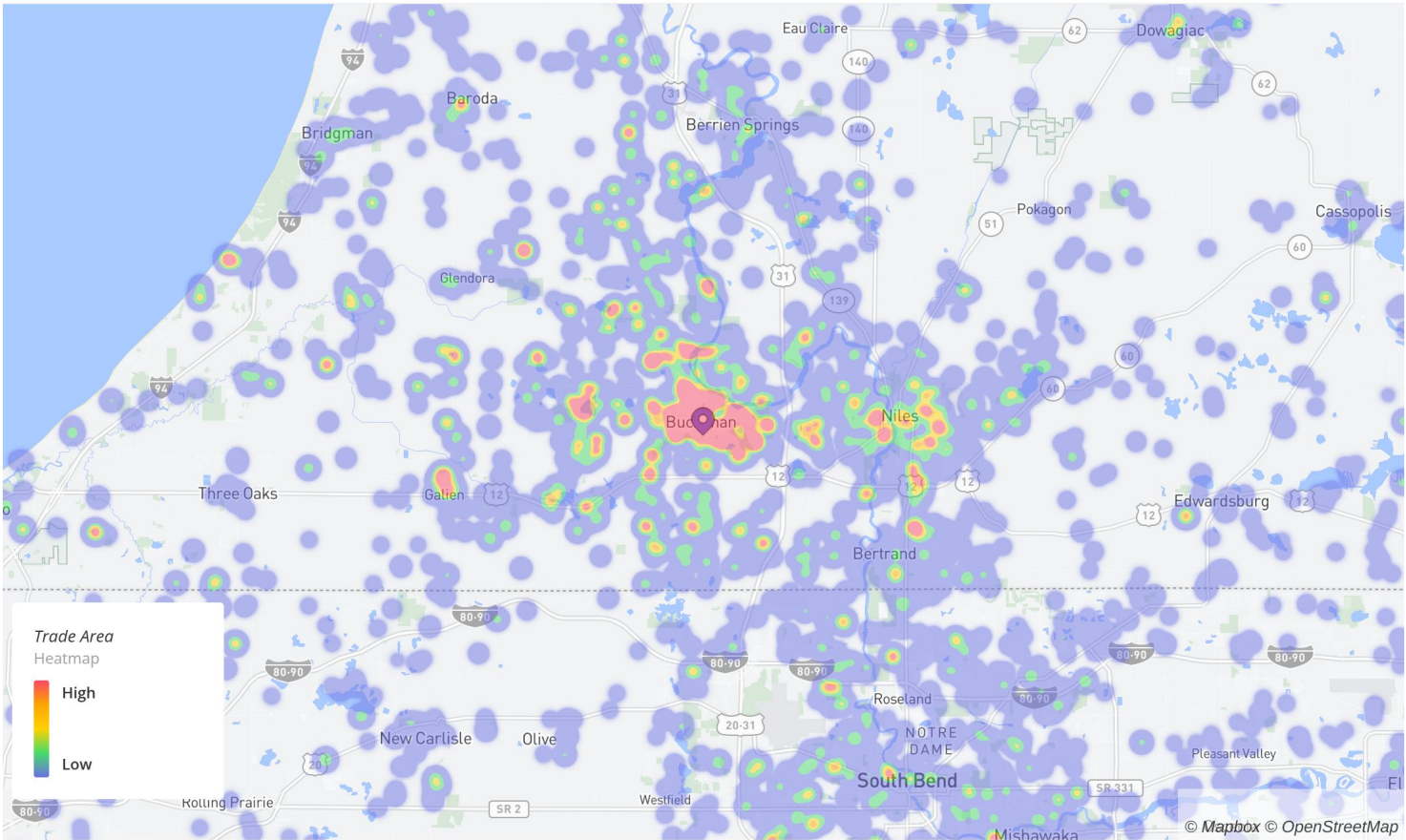


Property Overview

Aug 1, 2024 - Jul 31, 2025



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

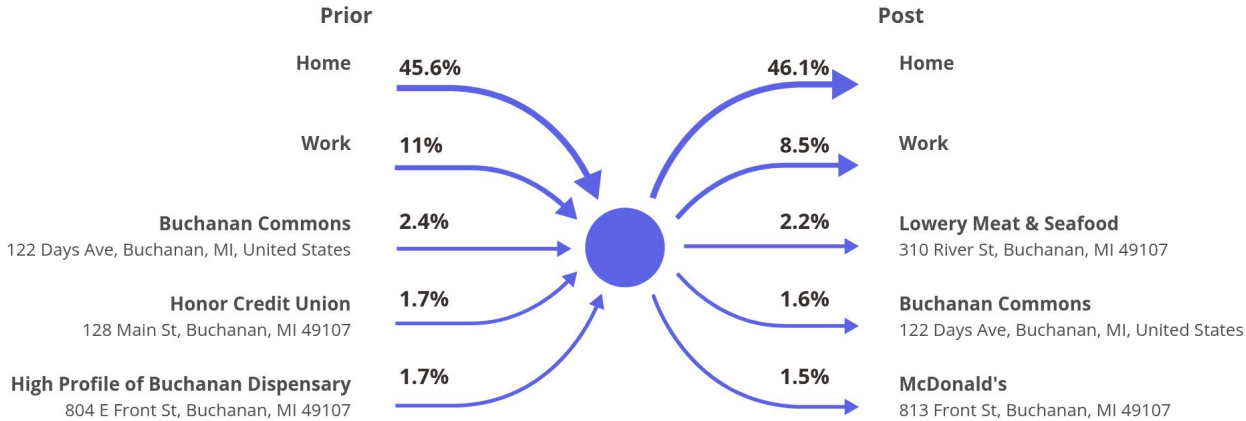
Aug 1st, 2024 - Jul 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

● **Front St Buchanan Businesses**
FRONT ST, BUCHANAN, MI 49107

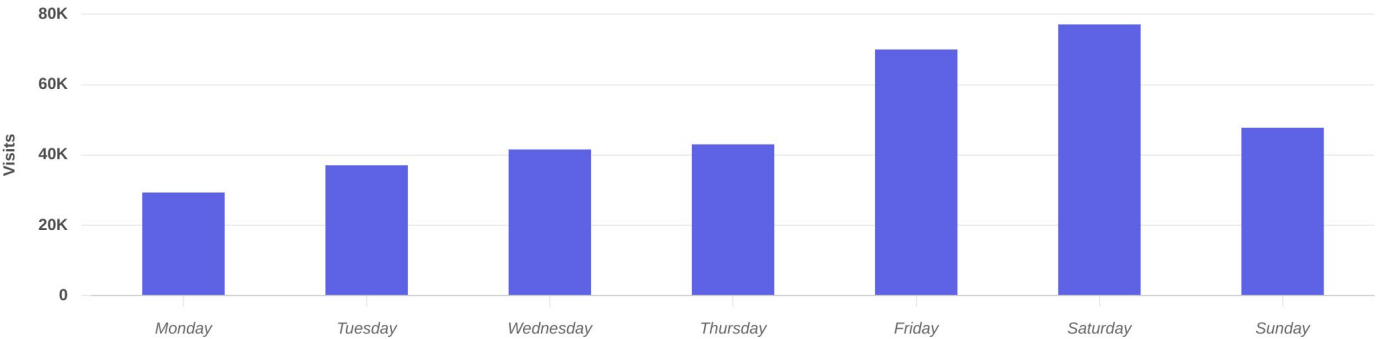


Show by: | Aug 1st, 2024 - Jul 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

● **Front St Buchanan Businesses**
FRONT ST, BUCHANAN, MI 49107



Visits | Aug 1st, 2024 - Jul 31st, 2025
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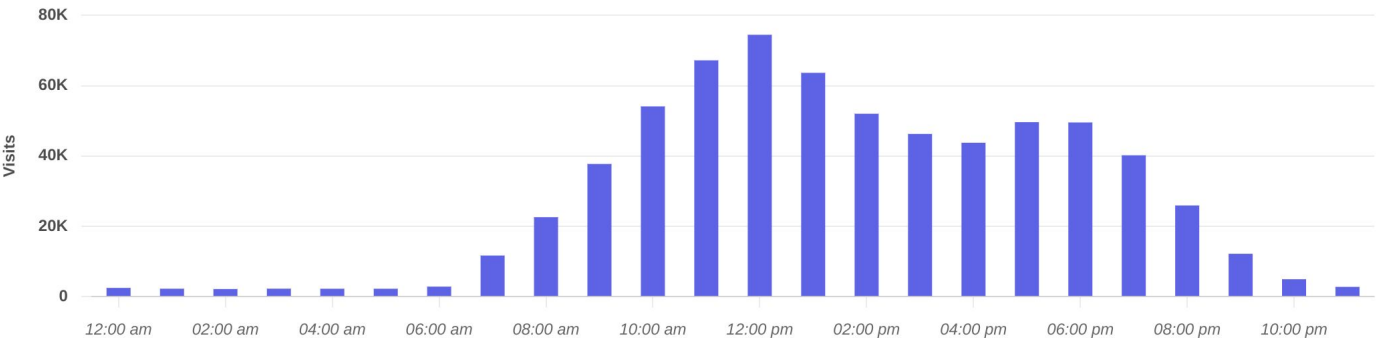
Property Overview

Aug 1, 2024 - Jul 31, 2025



Hourly Visits

● **Front St Buchanan Businesses**
FRONT ST, BUCHANAN, MI 49107



Visits | Aug 1st, 2024 - Jul 31st, 2025
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Favorite Places

● **Front St Buchanan Businesses**
FRONT ST, BUCHANAN, MI 49107

Front St Buchanan Businesses / FRONT ST, BUCHANAN, MI

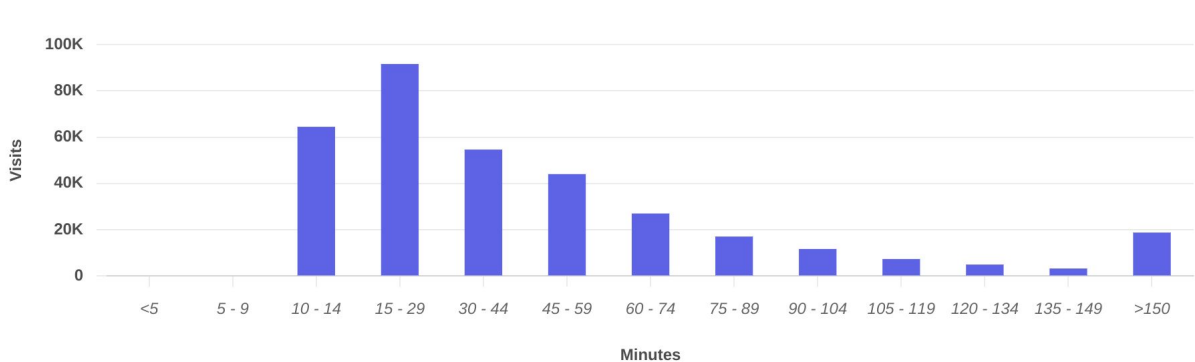
Rank	Name	Distance	Visitors
1	University Park Mall / 6501 Grape Rd, Mishawaka, IN 46545	11.4 mi	38K (39.1%)
2	Wilshire Plaza of Mishawaka / 5520 Grape Rd, Mishawaka, IN 46545	12.1 mi	35.6K (36.6%)
3	University Crossings Shopping Center / 400 E University Dr, Mishawaka, IN 46545	12.1 mi	35.1K (36.2%)
4	University Center / 6502 Grape Rd, Mishawaka, IN 46545	11.7 mi	31.8K (32.7%)
5	Walmart / 2107 S 11th St, Niles, MI 49120	6.4 mi	31K (31.9%)
6	Indian Ridge Plaza of Mishawaka / 5948 Grape Rd, Mishawaka, IN 46545	11.9 mi	29.8K (30.7%)
7	McDonald's / 813 Front St, Buchanan, MI 49107	0.5 mi	29.6K (30.5%)
8	Princess City Plaza / 4410 Grape Rd, Mishawaka, IN 46545	12.6 mi	29K (29.8%)
9	Shopping Center at 120 Indian Ridge Blvd / 120 Indian Ridge Blvd, Mishawaka, IN 46545	12.1 mi	27K (27.8%)
10	Martin's Super Markets / 720 S 11th St, Niles, MI 49120	5.7 mi	24.7K (25.4%)

Category: All Categories | Min. Visits: 1 | Aug 1st, 2024 - Jul 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visit Duration

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Average Stay	56 min
Median Stay	34 min

Visits | Aug 1st, 2024 - Jul 31st, 2025
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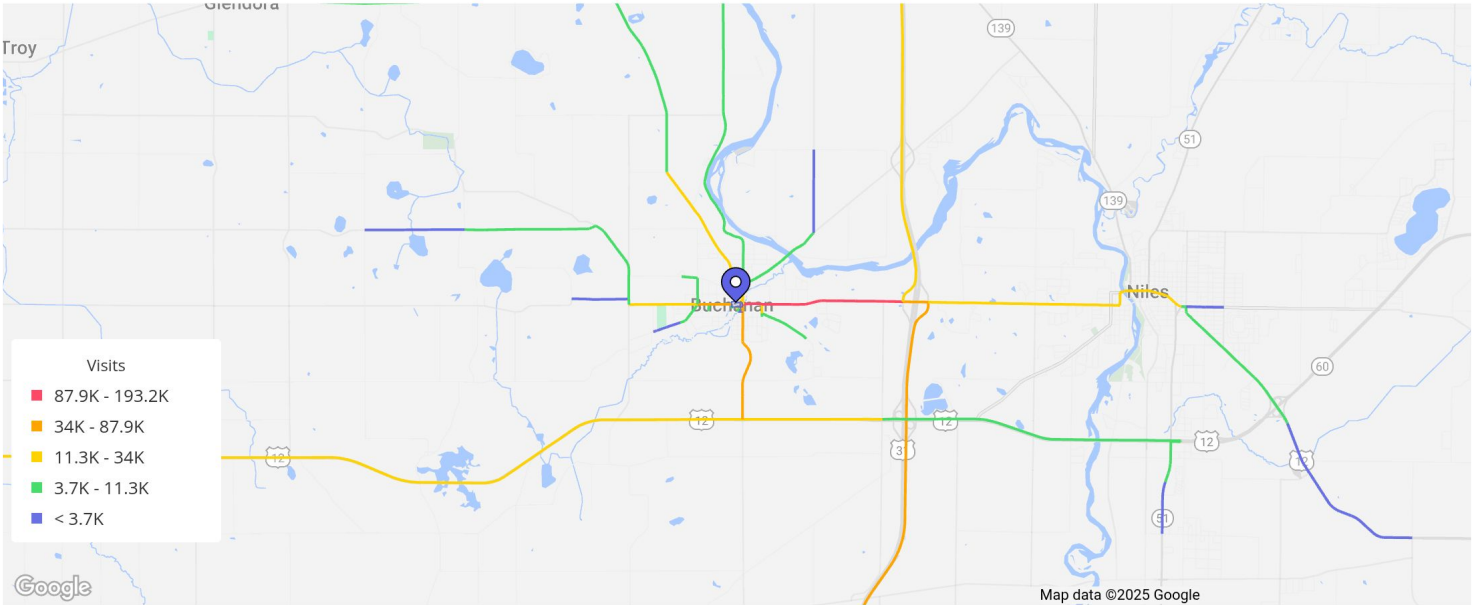
Property Overview

Aug 1, 2024 - Jul 31, 2025



Visitor Journey - Routes

Front St Buchanan Businesses
FRONT ST, BUCHANAN, MI 49107



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 1st, 2024 - Jul 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

