



**Type A Agenda
July 8, 2024**

Minutes Resolution

Action Item

Agenda Description:

Discuss, consider, and possible action on the approval of contract services with Placer.ai.

Background Information:

Placer.ai is a platform that leverages location data and analytics to provide insights into consumer behavior. It tracks and analyzes foot traffic patterns, helping businesses and real estate professionals make data-driven decisions. By examining trends in visitation, dwell times, and demographic profiles of visitors to various locations, Placer.ai offers valuable market intelligence for optimizing business strategies, understanding market dynamics, and predicting future trends.

Financial Information:

\$14,000 Annual Payment

City Contact and Recommendations:

Molly Martin – Director, Economic Development

Attachments:

Contract