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Economic Development Package
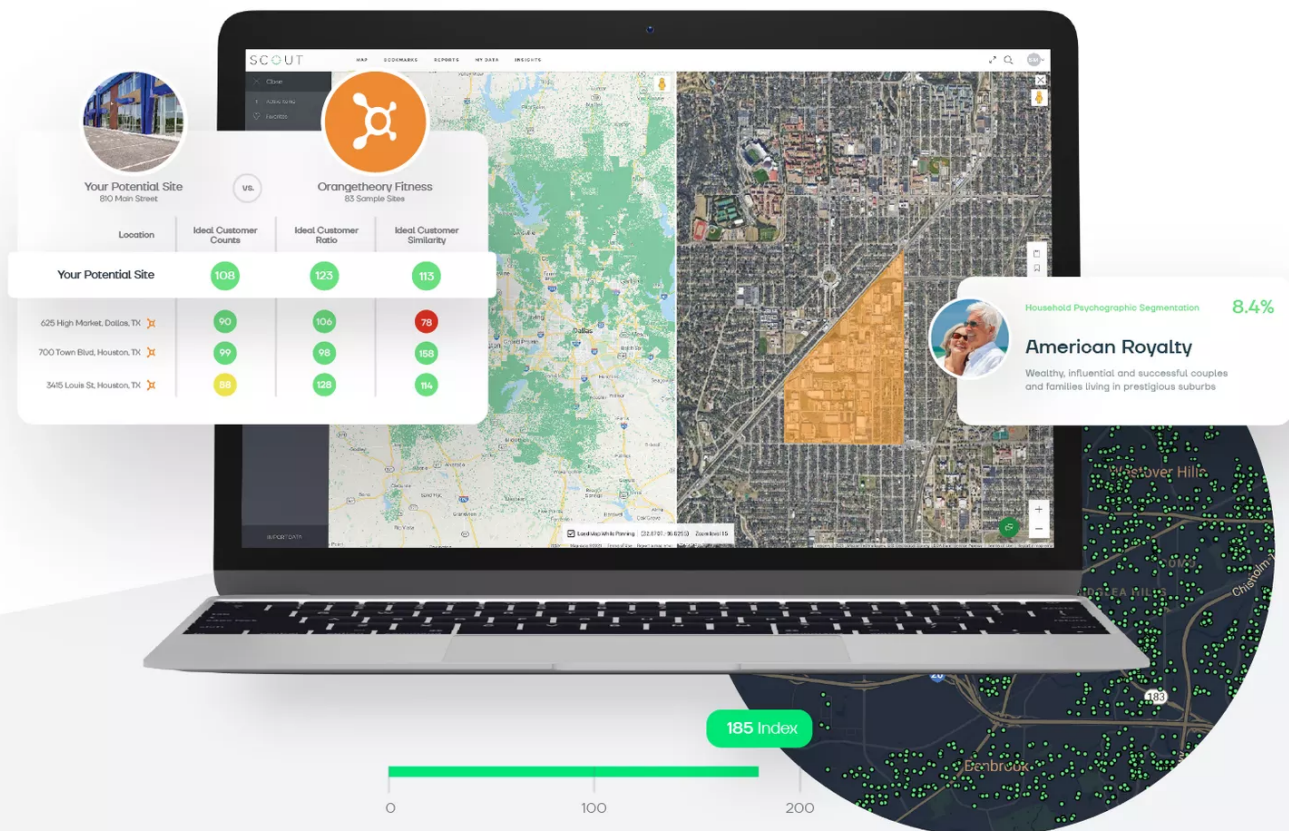
PREPARED FOR

City of Lansing

The Buxton Difference

Decades of Experience.
One Powerful Platform.

With more than two decades of experience developing analytics solutions for clients in both the private and public sector, Buxton is on a mission to revolutionize the way businesses and communities understand their consumers and make decisions.

Today, we've distilled our data, insights, and experience into powerful technology designed to give you the tools you need to answer your most important planning and development questions. Empower your community leaders with data visualization, reporting, and tools to guide your strategic decision-making processes.

Listen to What Our Clients Have to Say...

"If you are with Buxton, you are in very good hands. They have the same passion for my city that I have for my city. The folks there have a responsiveness that I have never seen." - McAllen, TX

"We've had a whole series of successes, and I attribute that to data from Buxton." - Celina, TX

"SCOUT is amazing because you can do custom reports for any retailer, and it will tell you consumer propensity information, daytime population numbers, traffic counts... Buxton has the best people, the best information, and the best service." - Rochester, NH

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Benefits of the Economic Development Package

With three great applications housed in one web-based platform, Buxton's Economic Development Package gives you on-demand information to make smarter, faster economic development decisions.

Put Consumers at the Center of Your Growth Strategy

Understand the residents in your community not just in terms of demographics, but also in terms of psychographics.

Empower Community Leaders

Give decision-makers in your community access to best-in-class data that will assist them in making better planning and development decisions.

Use Data to Tell Your Community's Story

Get to know your community through data visualization and reporting. Use data to support economic development and communicate with decision makers.

Identify Brands That Fit Your Community

Discover the retail, restaurant, and consumer services brands that are a strong fit for the consumers in your community to guide business attraction efforts.

Get Information Faster

On-demand reporting speeds up the decision-making process by providing data when you need it to answer questions when they arise.
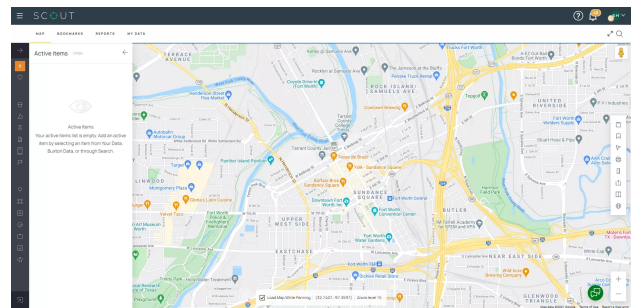
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Recommended Package

Buxton offers a variety of different applications and packages within the Buxton Platform. Based onCity of Lansing's unique business needs, Buxton recommends the Economic Development Package. We are constantly making improvements to our products; therefore, features may be added or changes may be made to the products listed below.

Economic Development Package

This public sector technology package comes standard with SCOUT, Match, and Mobilytics.
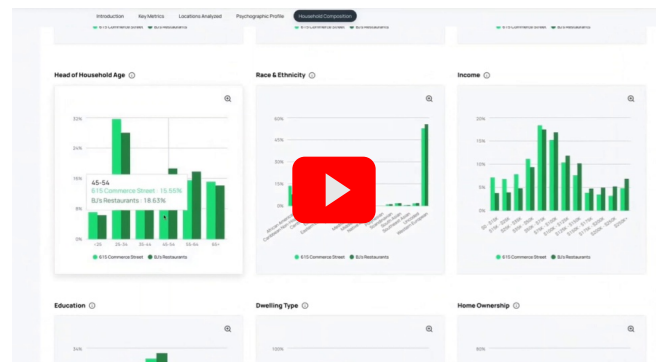
SCOUT with Public Sector Reporting

SCOUT is Buxton's proprietary analytics technology application in the Buxton Platform that comes with a host of standard data, mapping, and reporting capabilities. Visualize data, run reports, and empower your community with in-depth market insights. Click here to learn more.
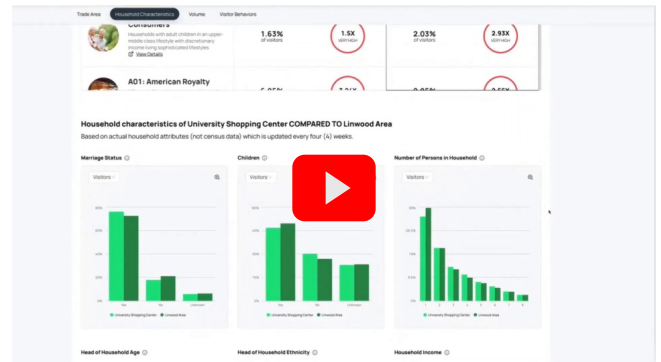

Match

The Match application helps users find retail or restaurant brands that are a good fit for a potential site. Actively pursue your targeted retailers and make a compelling case for their expansion to your community by providing data-driven metrics around the most important success variable – customers. Click here for more information.

Mobilytics

The Mobilytics application within the Buxton Platform allows users to define and analyze a study area by leveraging Buxton's proprietary consumer mobile device data. Mobilytics uses household level data to provide the most granular and detailed view of visitors possible. Click here to learn more.

User Access

Users have access to all the applications in your subscription. Three (3) users are included in the Economic Development Package at no cost. Additional users may be purchased for additional fees.

Standard Support Package

Your subscription includes support from Buxton's Support Team. This includes one live training session (up to 1 hour), which will be recorded and available throughout the duration of your Contract term; account set up; access to our Support Team during normal business hours (8 a.m. to 5 p.m. Central Time); access to live chat; and access to our knowledge base and training materials within the platform.

Technical Requirements

The Buxton Platform can be accessed at the following URL: www.buxtonco.com.

The Buxton Platform is a web-based application accessible on any desktop, laptop, or mobile tablet device that has an Internet connection. When operating the platform, Buxton's recommended hardware configuration is 4-core CPU and 8 GB RAM (or higher). Modern-day laptops or desktops purchased within the last 3 to 5 years will perform without issue. The recommended browser for accessing the Buxton Platform is the latest version of Chrome.

The American Rescue Plan Act (ARPA)

The Coronavirus State and Local Fiscal Recovery Funds (SLFRF), part of the American Rescue Plan Act (ARPA), delivers funds to state, local, and Tribal governments across the country. These funds must be used on or after March 3, 2021, obligated by December 31, 2024, and expended by December 31, 2026.

How Communities Can Use the Federal Funds

The federal government has stipulated that municipalities and counties, as well as their non-profit partners, can use the ARPA funds to support the following four categories impacted by COVID-19: small businesses, hospitality, travel, and tourism. Additionally, the funds can be used to implement economic relief programs by investing in data analysis, targeted outreach, technology infrastructure, and evaluation and evidence resources, as well as capacity building resources, such as consultants.

How Buxton's Technology Meets the Federal Guidelines

Buxton's public sector technology is a qualified tool that cities can purchase with funds from the ARPA to guide their economic recovery efforts. More specifically, the applications within the Buxton Platform, such as SCOUT, Mobilytics, and Match, provide the evaluation, evidence, and data analysis resources that you need to help small businesses, hospitality, travel, and tourism, as well as help with economic recovery.

Using the SCOUT Application
SCOUT includes a suite of standard reports on consumer demographics, lifestyles, and more. This tool enables users to gather, assess, share, and use data to help small businesses, representatives of key industries, and local government leaders to make informed economic development decisions.

Using the Mobilytics Application
Mobilytics can help communities evaluate the composition and volume of visitors in any area of your community over any time period, providing insights into pre- and post-pandemic consumer trends for your downtown, business districts, key tourist attractions, and more. Communities can also include or exclude visitors based on distance from home to understand non-resident consumers and improve tourism marketing strategies. Additionally, Mobilytics reports can be offered as a resource to small businesses to give them the local market knowledge necessary to revise their business strategies. Ultimately, it is a tool that empowers local governments to make data-driven decisions to guide economic recovery.

Using the Match Application
With Match, communities can evaluate the feasibility of a brand to fill a vacant location. These insights provide the evidence you need to recruit retail and restaurant businesses, which can help stimulate the economy, support tourism and visits from non-residents, and increase tax revenue. Also, Match may be used to identify feasible opportunities to address needs of underserved neighborhoods and communities, such as food, health, and banking deserts.

For more information regarding the government's final rules for the American Rescue Plan Act (ARPA), please visit https://home.treasury.gov/system/files/136/SLFRF-Final-Rule-Overview.pdf.

Price Estimate

The price outlined below reflects Buxton's standard pricing for the elements outlined in this proposal based on the recommended access level specified below. Pricing is subject to change once all elements are negotiated and finalized through a formal Order Form. Prior to any fee changes, the client will be notified. This estimate is valid through June 30, 2022.

Access Level: National

Length of Contract Term: 365 days

Total Fee: $35,000 per year

Fees shown above do not include any taxes that may apply. Any such taxes are the responsibility of Client. This is not an invoice.

Interested?

Thank you again for the opportunity to present this Proposal. If you are interested in partnering with Buxton, please select from the menu below and we will issue a formal Order Form for you to review and sign.

We look forward to working with you!

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