



Driving Economic Success in La Vernia, TX

Objective: Get Location analytics for La Vernia to boost economic performance and increase visibility!

How Can Placer.ai Help La Vernia

- **Improve Budgeting & Planning:** Leverage visitation data to better estimate sales tax & revenue potential, optimize budgetary plans, and public resource planning.
- **Retail Recruitment:** Leverage critical demographic information such as average Household income and size.
- **Event Analysis:** Measure event turnout increase sponsors and vendors and analyze the economic impact one event can have on La Vernia, TX.
- **Transportation / Parks & Open Spaces / Infrastructure:** Reveal usage for any day and time identify investment opportunities.
- **Marketing & Reports:** Prove the effectiveness of marketing efforts on financial return driving increased sales tax revenue.
- **Support Local Business:** We can identify gaps in retail offerings. Provide insights about customer journey, dwell time, and marketing effectiveness.

How Placer. ai Works

1. Observe- anonymized location data from devices.
2. Analyze- Accurate and reliable estimations on visitation activity across the U.S
3. Present - Placer .ai provides detailed reports containing critical insights into what is truly happening.

Cities Similar in Texas Using Placer .ai

- City of Todd Mission (pop 125)
- City of Mineola (pop 5000)
- City of Castroville (pop 3000)
- City of Denver (pop 4300)
- Elsa EDC (pop 5600)
- City of Justin (pop 5500)

Finding

With Placer .ai, I plan for the Municipal Development District to provide an annual report to our local businesses by showing them the analytics they have found for their business. Placer .ai also can replace the traffic studies we do once a year. Placer .ai will be able to provide traffic data year-round, allowing us to have accurate data. While using Placer .ai, we will remove our Bludot subscription, where we pay \$145 monthly. I plan to increase the subscription amount by 7,800 this upcoming budget year. The Placer .ai subscription has an annual cost of \$12,000

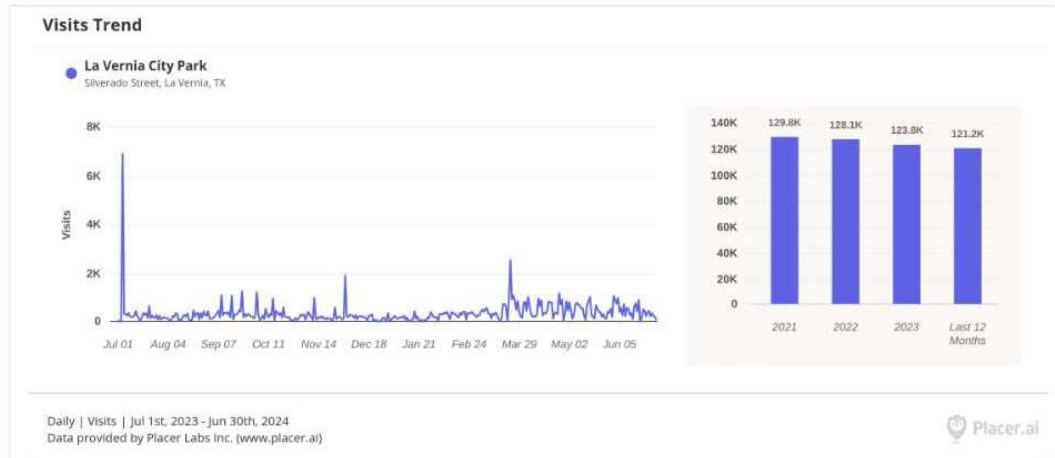
Demo: La Vernia City Park

Property Overview July 1, 2023 - June 30

How many visitors do we get in a year?

Property Overview

Jul 1, 2023 - Jun 30, 2024



Pictured here is the amount of visitors at the park had and their frequency

Who's going to the park?

Property Overview

Jul 1, 2023 - Jun 30, 2024

Audience Overview					
Summary					
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
La Vernia City Park Silverado Street, La Vernia, TX 78121	\$72.3K	25.1%	36.1	Hispanic (Ethnic) (49.1%)	2.73
Texas	\$75.9K	32.5%	36.4	White (40.6%)	2.73

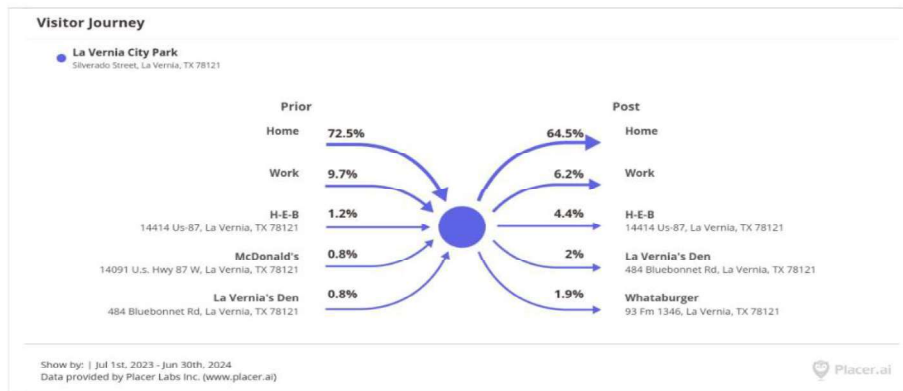
Jul 1st, 2023 - Jun 30th, 2024 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

This is the demographics of the parks visitors

Where are our visitors coming from and where are we going next?

Property Overview

Jul 1, 2023 - Jun 30, 2024

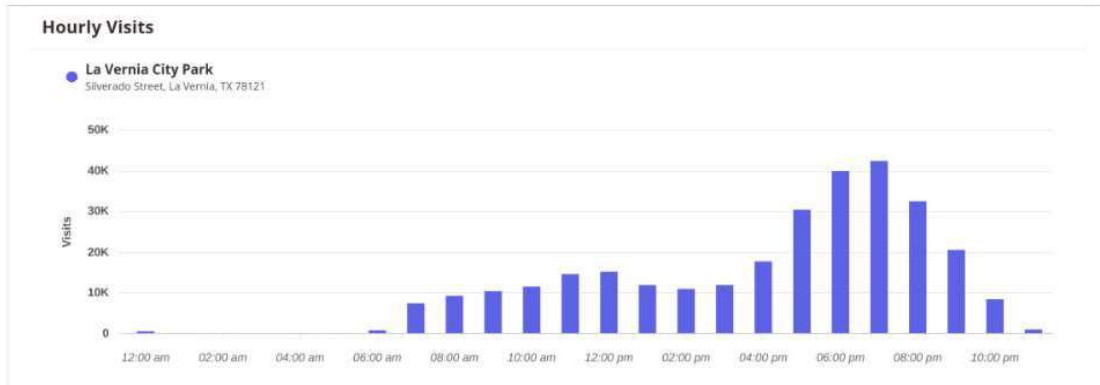


Pictured here is the journey the visitors take before and after and the days they are most likely to visit

Wondering what time is the busiest at the park?

Property Overview

Jul 1, 2023 - Jun 30, 2024



6:00 - 8:00 PM are the peak hours at the City Park

How are we getting there and how long are we staying?

Property Overview

Jul 1, 2023 - Jun 30, 2024

