

Placer.Ai

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Director of Economic Development

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Summary

- Feedback on the subscription of Placer.ai software.
- Funding will come out of the Economic Development projects and contractual savings.
- Options
 - Approve
 - Deny

Background

- The department will use the software to conduct economic research using cellphone data.
- The department will allow Leon Valley businesses to run a report to get more information about their customers.
- This effort is in line with the strategic goal of the department to help local businesses with data.
- <https://www.youtube.com/watch?v=oQSdBAuQipk>

Fiscal impact

- Subscription cost \$12,000 per year. 1 year contract.
- Funding will come out to two different accounts due to budget savings.
- 1000-5701-530-.02 Contractual Services
 - \$5,000
- 1000-5701-530.14 ED Project Funding.
 - \$7,000

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