

MAYOR AND COUNCIL COMMUNICATION

DATE: February 6, 2024

TO: Mayor and Council

FROM: Roque Salinas, Director of Economic Development

THROUGH: Dr. Crystal Caldera, City Manager

SUBJECT: Presentation, Discussion, and Possible Action to Purchase a 1 Year Subscription to Placer.AI Software for the Economic Development Department.

PURPOSE

The Economic Development Department is looking to purchase a 1-year subscription to Placer.ai software. The software provides cellphone tracking data for staff to conduct research on economic activity in the City of Leon Valley. The software will allow staff to see leakage of economic activity as well as what businesses are drawing people in from outside the city limits.

Further, the staff will also use the software during recruitment efforts of new businesses to Leon Valley. The software will allow the department to show that there is in fact a market for the targeted business.

Lastly, the subscription does not have limits on how many searches can be conducted; therefore, the department would open the system to Leon Valley businesses to generate a report for their business use. This report will allow Leon Valley businesses to see where their customers are coming from. This will also allow them to conduct more efficient and targeted advertising efforts to draw customers into their business. This type of research information is very expensive for a business to buy on their own. This effort is in line with the strategic goal of the department to help local businesses with data. This report should provide a competitive advantage for Leon Valley businesses.

FISCAL IMPACT

Funding will come out of two different accounts due to budget savings.

1000-5701-530-.02 Contractual Services

The department canceled a contract with size up. The contract had an end year of 2024 but no exact date. To not have a budget shortfall the director budgeted the amount for FY 2024 and was approved by the council. However, after further conversations with Sizeup it was discovered that the City had met their contractual obligations when payment was

submitted in May of 2023 for 2023-2024 year. Therefore, the savings of \$5000 will be used for this purchase.

1000-5701-530.14 ED Project Funding

The Department had budgeted \$7500 for scholarships for seniors at John Marhsall High School for the 2024 school year. The amount was approved and budgeted by the council. However, the City Attorney provided a legal opinion, which stated scholarships did not meet the criteria for use of Economic Development funds. The last \$7,000 will come from here.

RECOMMENDATION

Council discretion.

APPROVED : _____ DISAPPROVED : _____

APPROVED WITH THE FOLLOWING AMENDMENTS:

ATTEST :

SAUNDRA PASSAILAIGUE, TRMC
City Secretary