



Jay Hatch  
Director of Recreation  
City of Madeira Beach  
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Madeira Beach, FL 33708

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Mr. Hatch,

This letter confirms that Placer Labs Inc. ("Placer") provides our customers with aggregated location data combined with market insights, a user-friendly interface, and customer support. To our knowledge, the following company and product features are available exclusively on the Placer platform, Placer API, and Placer data feeds.

## Distinguishing Company Features

1. **Proprietary panel, code insert, and mobile application providers** provide data generated from over 20 million monthly average users from which we collect our data to develop statistically significant insights into any physical place.
2. **Proprietary AI and machine learning** account for panel biases and normalize data changes to technology and application sources. Our location collection logic governs the location collection sampling patterns and frequency to optimize accuracy.
3. **Machine learning** provides estimations on physical market activity across the U.S.
4. **Historic and near real-time data** from January 1, 2017 through within four days of the present day.

Note: Placer data is proprietary, and our team of over one hundred engineers is constantly improving and validating the accuracy of the location data and the market insights we provide.

### Client Base and Partners

Placer's diverse client base includes over 4,860 leading commercial real estate, brokerage, retail, finance, and consumer packaged goods companies, and more than 1,650 civic clients including state and local governments, economic development organizations, universities, airports, and destination marketing organizations.

### Privacy by Design

Placer is a privacy-first company. The data we receive from mobile application data providers is stripped of identifiers such as names, device IDs, and contact information before it is shared with us. We intentionally built our business with underlying technology that doesn't rely on personally identifiable information. Visit our Trust Center <https://www.placer.ai/company/trust-center/> for details.

## Placer's Product Features

1. **Data for Visitors, Residents, Employees, and Passersby to any location in the United States.**
  - a. Visitor metrics including unique visitors, frequency of visits, dwell time.
  - b. "True Trade Area" reveals home and work location for visitors to any POI.
  - c. Daily visits, hourly visits, length of stay.
2. **Unlimited Points of Interest**
  - a. Location data for every city, county, district, neighborhood, park, open space, campus, corridor, building, shopping center, public or private property, parking area, vacant land etc.
  - b. Location data for streets, roads, highways, transit locations, trails etc.
  - c. 'POI on the fly': Users may access, create, and save *unlimited* Points of Interest (POIs).
  - d. Millions of points of interest currently accessible to all users.
3. **Visitor Journey**
  - a. Visitor origin markets by city, state, zip code and census block.
  - b. Prior and Post locations for visitors to any POI.
  - c. Top visited national chains for visitors to any location.
  - d. Top visited local points of interest for visitors to any location.
  - e. Home zipcodes for visitors to any location
  - f. Cross visitation among POIs.
4. **Visitor Demographics and Customer Segmentation.**
  - a. Demographics for visitors to any location.
  - b. Psychographic data for visitors to any location: behaviors, interests etc.
  - c. Spend habits: favorite brands, consumer expenditures, etc.
  - d. Social media habits: Web preferences, brand affinity, hashtags etc.
5. **Property Information**
  - a. Size, ownership, tax history.
6. **Sales Information**
  - a. Retail Sales currently available for grocery and select retail categories.
  - b. Sales forecasting performed with visitation and historic sales records.
7. **Area Analysis**
  - a. Traffic volume along every street, by direction and time of day.
  - b. Planned Development: pipeline of development projects in planning, construction and completed.
  - c. Event data: Visitation numbers for events including but not limited to expositions, festivals, concerts, community events, sports, conferences, performing arts etc.
  - d. Event attendee visits to nearby properties.
8. **Migration data** reveals change to population trends for any Zip Code, County, State, including change to population, change to income levels etc. Top migration origins and destinations.
9. **COVID Recovery:** Visitation trends for retail and tourism for every city, county, state for present day benchmarked against a similar period in 2019.
10. **Void Analysis:** reveal best fit retailer, hotel, or other development type for any location.
11. **Site Selection:** reveal best locations for desired retail chains.
12. **Heat Maps** reveal pedestrian activity movement and gathering.

## Placer's User Experience

### User-Friendly Web Based Application

Every user is able to access Placer data, generate insights, and export reports without the need for technical skills beyond what is used for a typical web browser or mapping application.

### Marketplace Applications, Integrations, and Services

Third party data, applications, and service providers enhance data with powerful insights about any location.

1. Applications to reveal demographics, psychographics, spend habits, and social/web preferences.
2. Integrations for data feed, storage, and analysis.
3. Partner Service Providers assist clients to operationalize data as part of business development efforts.

### Custom Reports

1. A collection of custom reports is available to all users, and generated on demand. Some of the more popular reports for Civic clients include Retail Leakage, Pedestrian Heat Maps, Trip Origination by Market, Store Opening and Closing Impact, and Event Impact on Property.
2. Automated Monthly Reports deliver metrics about any POI.
3. Unlimited exports. Unlimited exports to PDF, CSV, JPEG, SHP and KMZ in Excel, KML, Tableau, Slides, pdf and other formats for integrations, sharing, and use in business efforts.
4. API and Data Feed are available for an additional fee in addition to access to the Placer Platform.

### Customer Support

#### 1. Customer Support

Every client can be partnered with a Customer Success Manager (CSM) to receive training and strategic support for specific projects and business needs. CSMs help clients produce reports, advise on best practices, and make introductions to Solutions Engineers for more complex project needs.

#### 2. Solution Engineers

Clients can work with Solution Engineers to explore trends, reveal insights, and build custom solutions to solve complex business needs. Our engineers can work independently to produce slide presentations that clients can then use for their internal presentations with their team, council, board, and stakeholders.

For any additional questions please contact:

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Sincerely,



Vernell Wisdom

Head of Contract Management

Placer Labs, Inc.