



FOR: Mayor and Board of Commissioners  
VIA: Chief Clint Belk, Acting City Manager  
FROM: Jay Hatch, Recreation Director  
MEETING: October 22, 2025  
SUBJECT: **Placer.AI Software Proposal**

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### **Background**

The City of Madeira Beach Recreation Department is proposing to enter into a three-year agreement with Placer Labs, Inc. (Placer.AI) for location analytics and market insight software services.

Placer.AI provides aggregated and privacy-compliant location data, combining artificial intelligence and machine learning to deliver statistically significant insights into physical visitation, demographic patterns, and economic activity across any defined area.

The platform will serve as a data intelligence tool for recreation planning, tourism analysis, and community event evaluation. It will enable staff to better understand visitation trends, event impacts, and migration changes to support strategic decisions and city initiatives.

Placer.AI currently partners with over 4,860 commercial clients and more than 1,650 civic organizations nationwide, including cities, counties, universities, airports, and economic development agencies.

The proposed system provides an intuitive, web-based interface that allows non-technical users to generate detailed reports, heat maps, and analytics across any point of interest, property, or corridor within the United States.

Key Placer.AI platform features include:

- **Visitor and Resident Analytics:** Unique visitors, dwell time, home and work origins, and cross-visitation trends.
- **Event Analysis:** Attendance estimates, event impact on nearby businesses, and comparison to prior periods.
- **Demographics & Psychographics:** Insights into visitor behaviors, spending, and brand preferences.
- **Migration and Mobility Data:** Population and income trend analysis by ZIP code, city, and state.

- **Void and Site Selection Tools:** Retail leakage and ideal tenant mix reporting.
- **Heat Maps and Custom Reporting:** Pedestrian activity visualization and automated monthly reports.

Placer.AI operates as a cloud-based Software-as-a-Service (SaaS) platform requiring no local installation, providing unlimited data exports and regular updates. Customer success support and virtual training sessions are included.

A sole-source letter was provided by Placer Labs, Inc. confirming that its proprietary data collection network, machine learning normalization processes, and comprehensive U.S. visitation dataset are unique to its platform. Pending the outcome of the required sole source advertisement, final approval of the agreement will be presented to the City Commission.

### **Fiscal Impact**

| <b>Description</b>  | <b>Year 1 (FY26)</b> | <b>Year 2 (FY27)</b> | <b>Year 3 (FY28)</b> | <b>Total (3 Years)</b> |
|---------------------|----------------------|----------------------|----------------------|------------------------|
| Annual Subscription | \$12,000             | \$13,500             | \$15,000             | \$40,500               |

Funding for the subscription is currently budgeted within the FY26 non-departmental budget at \$20,000.

### **Recommendation**

Staff recommend approval of a three-year agreement with Placer Labs, Inc. (Placer.AI) for location analytics software services under the proposed terms, pending the results of the sole source advertisement.

Placer.AI will allow the City to analyze tourism trends, event attendance, and economic impact for major festivals and community programs. The platform will strengthen strategic planning, marketing, and reporting by providing actionable, data-driven insights into visitor behavior and mobility patterns.

This investment supports the City's goals of data-based decision making, economic transparency, and enhanced community engagement, aligning with Madeira Beach's strategic commitment to innovation and digital modernization.

### **Attachments**

Placer.AI Proposal  
Placer.AI Civic Letter