

# Special Events

BACA Committee

June 6, 2024



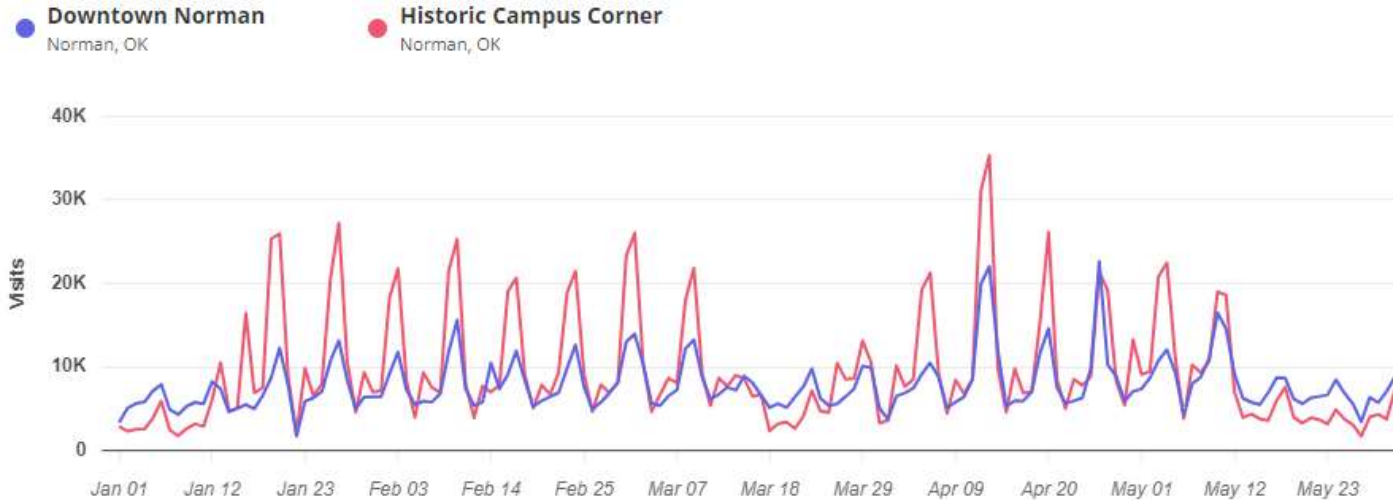
# PLACER.AI Visitor Data

- **Location** – WiFi, GPS, Beacons, and user motion all play a key part in determining accuracy.
- **POIs** – The need to match Point of Interest to location requires a highly accurate and current list of places.
- **Volume** – Panel sizes are required to be large enough to accurately reflect visitors.
- **Panel Biases** – Panel biases are modeled and accounted for in extrapolations.
- **Panel Variations** – Changes in technology and application sources are normalized over time.
- **Privacy** - Placer data is aggregated, extrapolated, and stripped of identifiers.



# Downtown & Campus Corner

## Visits Trend

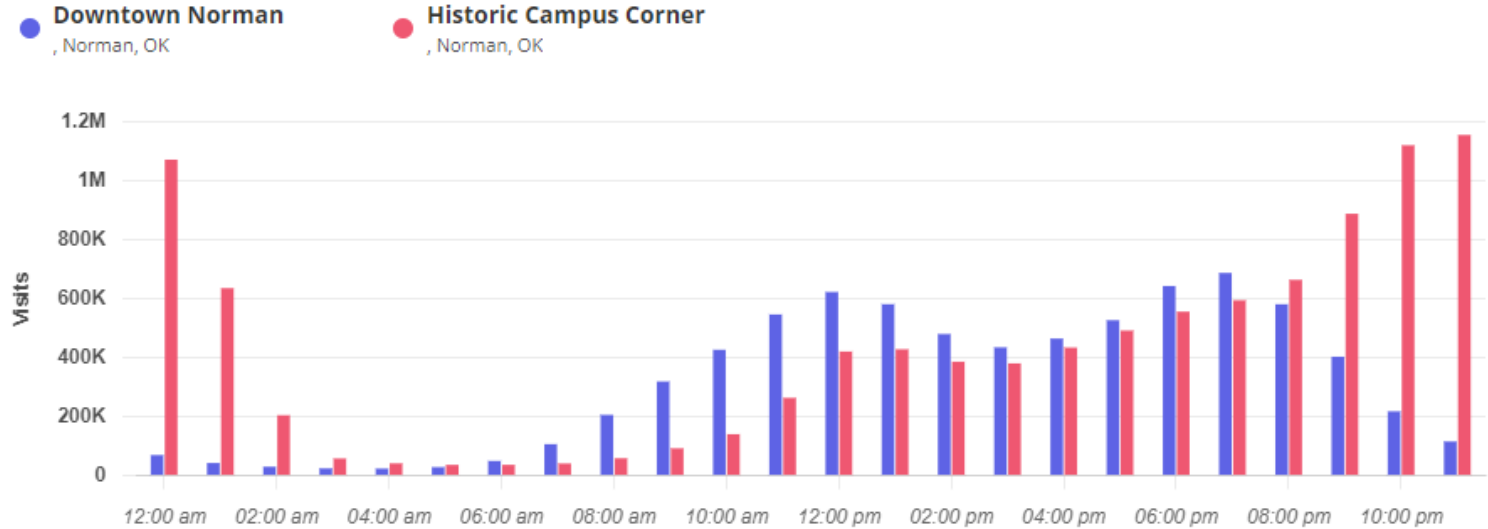


Daily | Visits | Jan 1st, 2024 - May 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Downtown & Campus Corner

## Hourly Visits

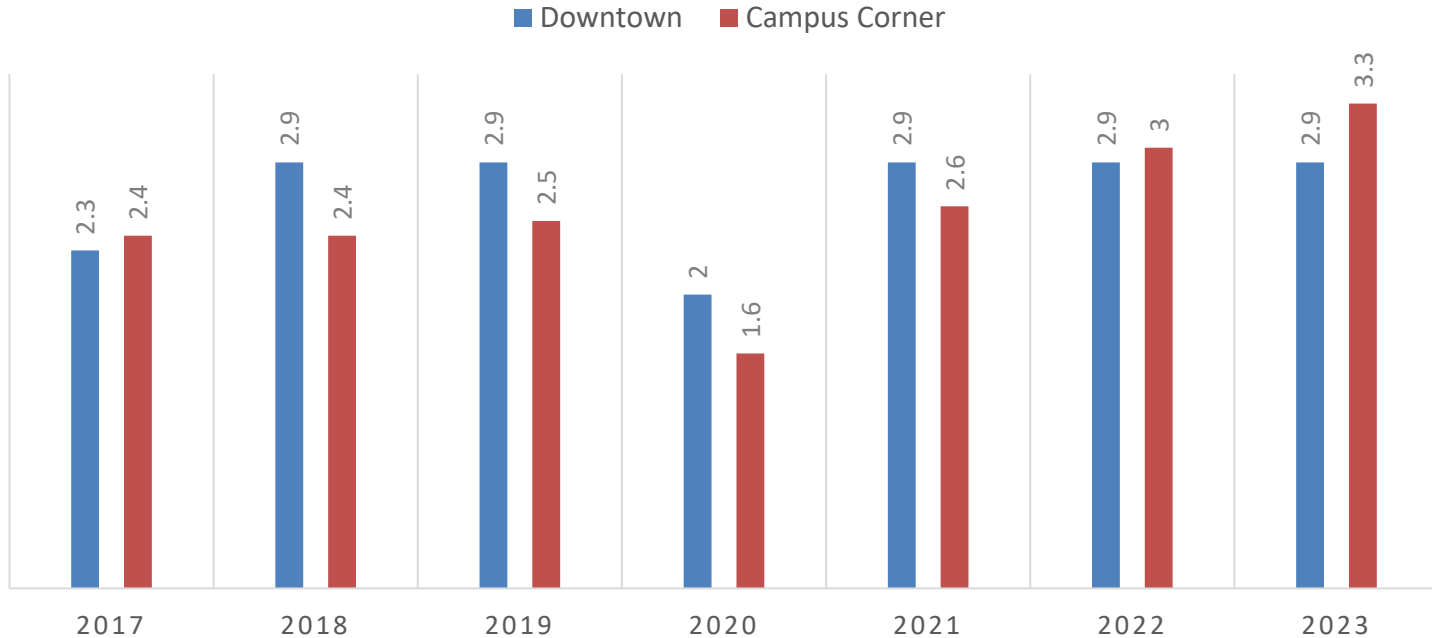


Visits | May 1st, 2023 - Apr 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Downtown & Campus Corner

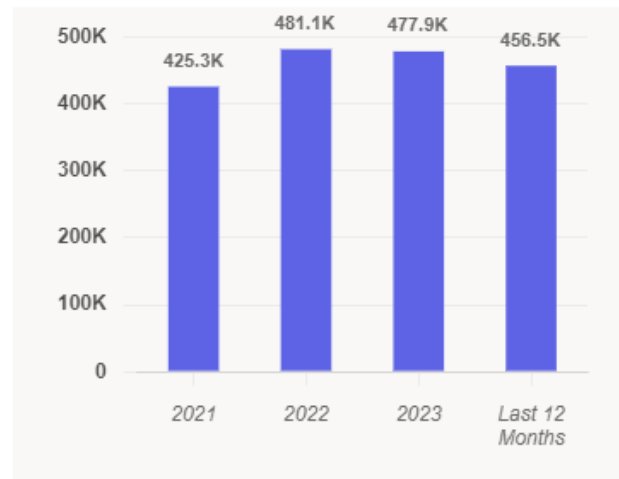
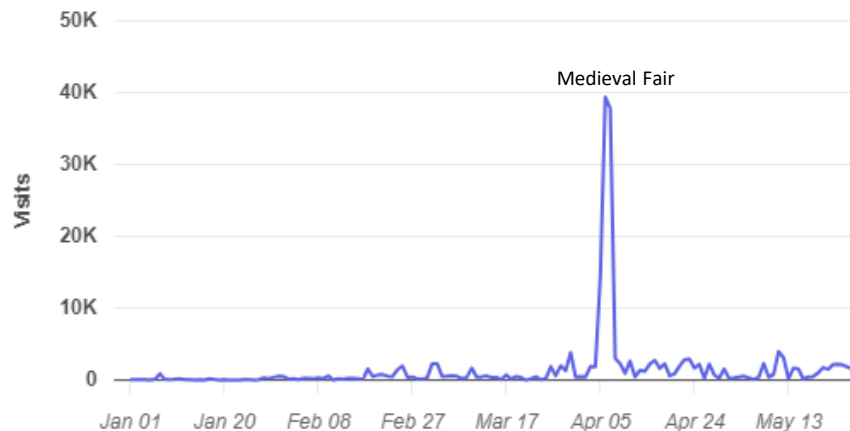
## VISITS BY YEAR (M)



# Reaves Park

## Visits Trend

● **Reaves Park**  
Jenkins Ave, Norman, OK

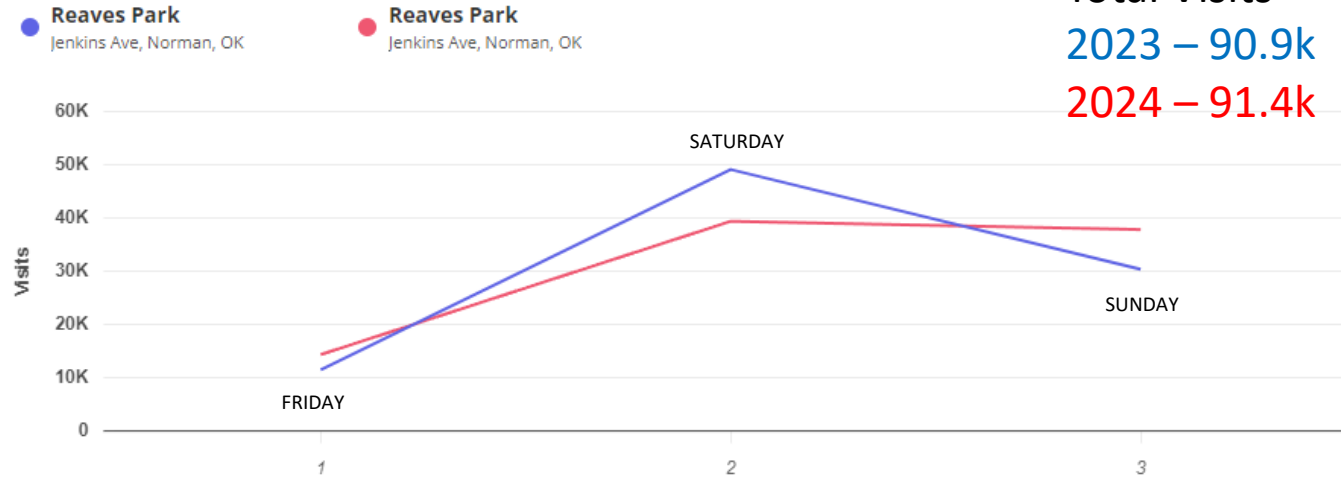


Daily | Visits | Jan 1st, 2024 - May 26th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Medieval Fair 2023 & 2024

## Visits Trend



Daily | Visits

Reaves Park - Mar 31st, 2023 - Apr 2nd, 2023

Reaves Park - Apr 5th, 2024 - Apr 7th, 2024

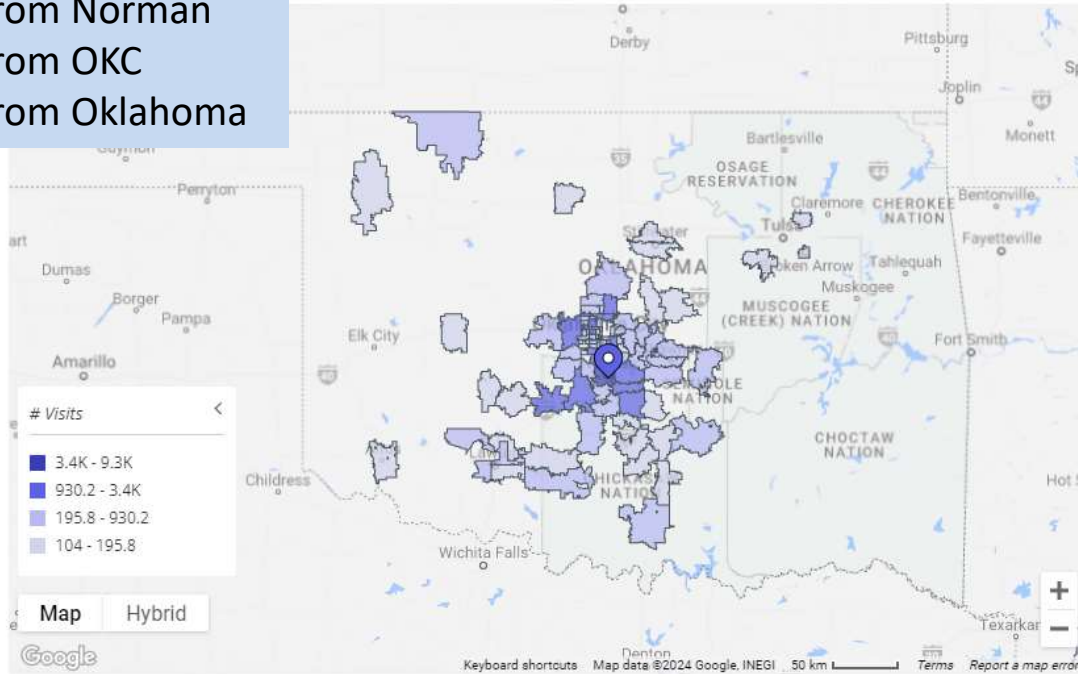
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Medieval Fair – Visitor Origin

## Visitor Origin by Zip Code

- 26.8% from Norman
- 33.9% from OKC
- 94.8% from Oklahoma



Zipcode / City	Visits (% of Total)
73071 Norman, OK	9.3K (10.2%)
73072 Norman, OK	8K (8.7%)
73160 Oklahoma City, OK	6.2K (6.7%)
73069 Norman, OK	5.1K (5.5%)
73110 Oklahoma City, OK	2.2K (2.4%)
73170 Oklahoma City, OK	2.2K (2.4%)
73026 Norman, OK	2.1K (2.2%)
73068 Noble, OK	2K (2.1%)
73159 Oklahoma City, OK	1.9K (2.1%)
73099	1.8K (1.9%)

\*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.



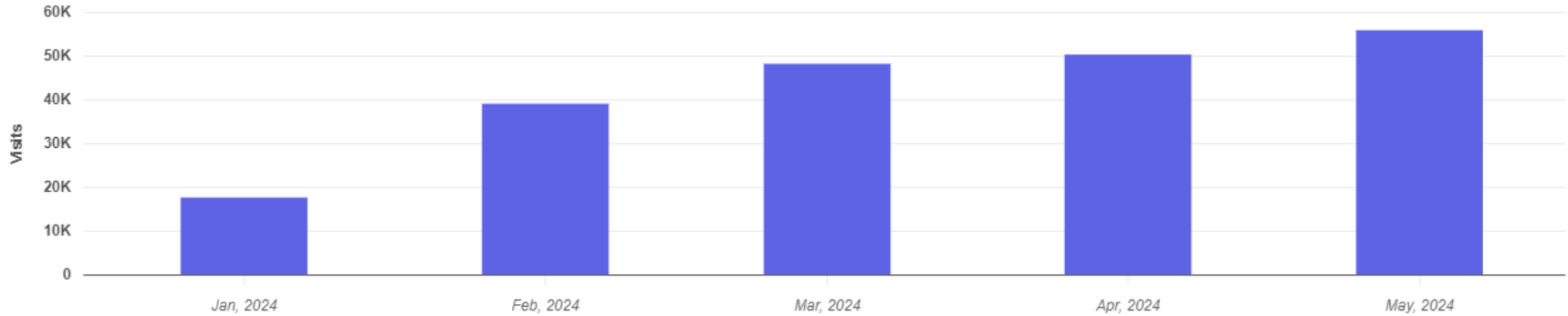


# Young Family Athletic Center

Visits Trend

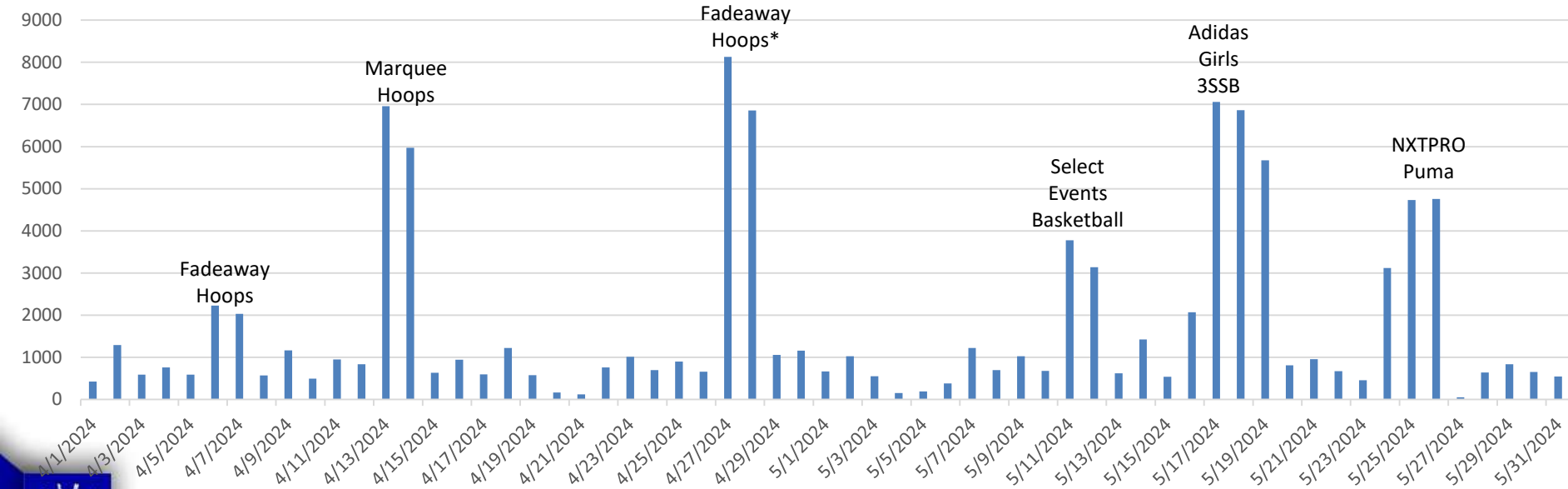


Property: ☒   
 Metric: **Visits**   
 Aggregation: **Monthly**   
 Annual Summary: ☐



# Young Family Athletic Center

Young Family Athletic Center / 24th Ave Nw, Norman, OK 73069 | 01.04.24 - 31.05.24

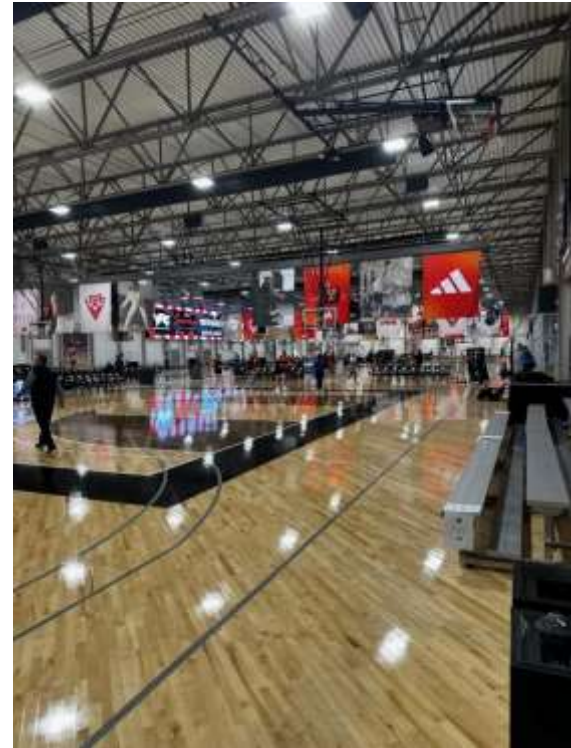


# Young Family Athletic Center



Fadeaway Hoops\*

<https://www.instagram.com/p/C6VGqB7L-NS/?igsh=YzM0NzAzanV1MGUx>



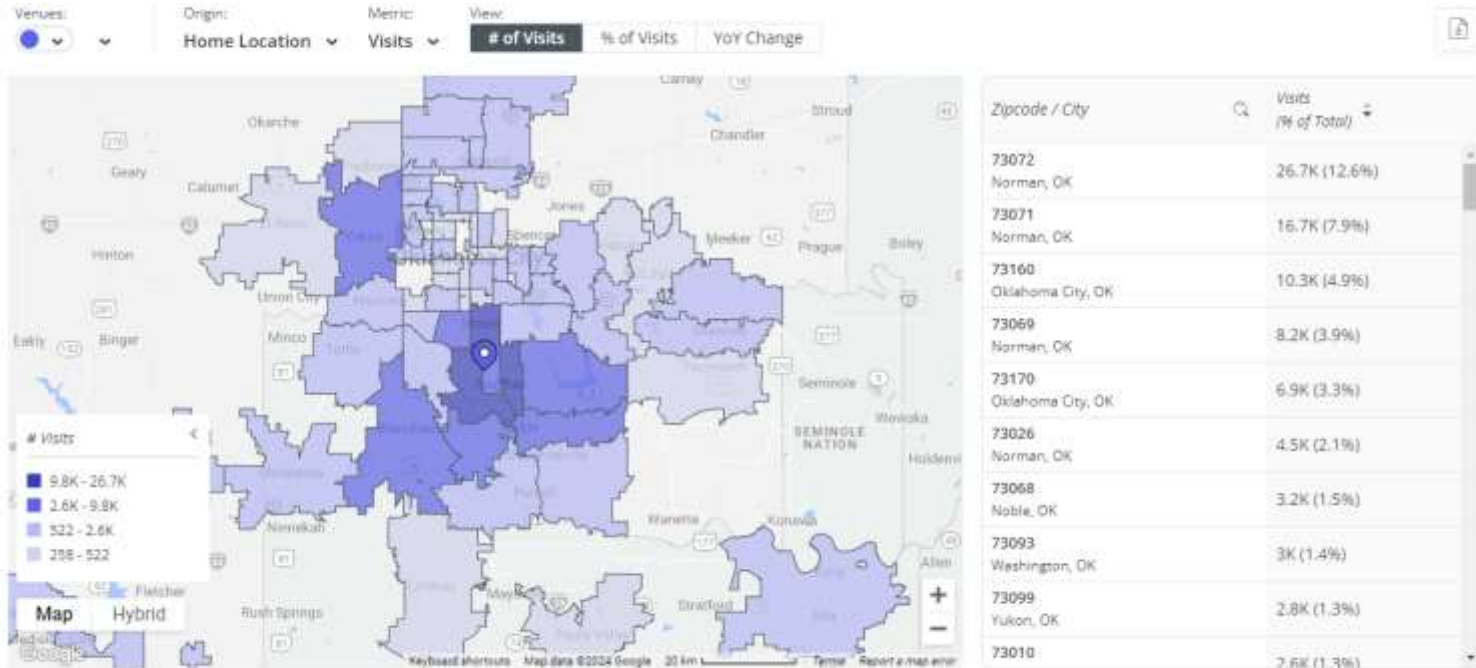
Adidas Girls 3SSB





# Young Family Athletic Center

Visitors By Origin

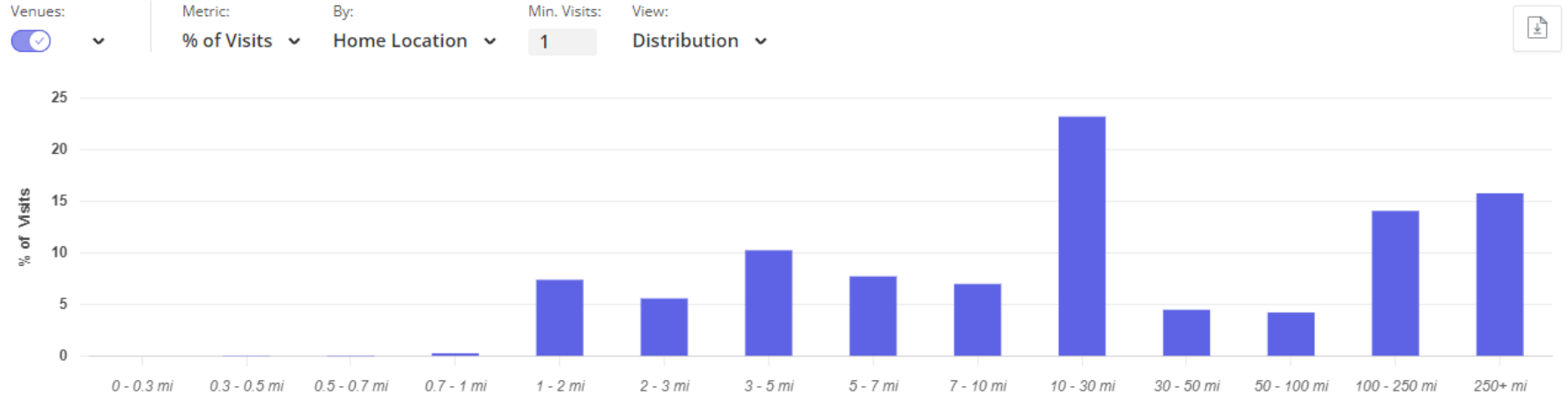


\*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.



# Young Family Athletic Center

Trade Area Coverage by Distance

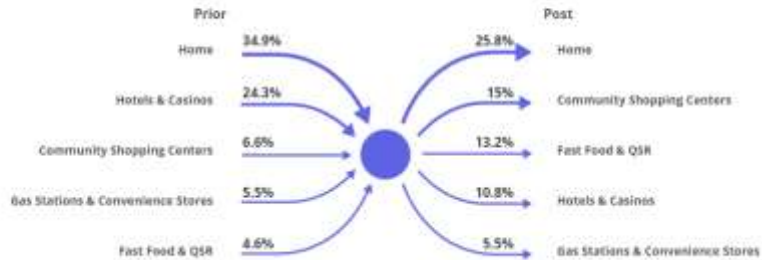


# Young Family Athletic Center

## Visitor journey

Property:  
Young Family Athletic Center ...

Show by:  
Location **Category** Category Group



## Prior / Post Compare

Young Family Athletic Center / 24th Ave NW, Norman, OK

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Embassy Suites By Hilton Norman ...	10.4%	1	University Town Center / 24th Ave N...	12.2%
2	University Town Center / 24th Ave N...	5.1%	2	Embassy Suites By Hilton Norman ...	2.8%
3	Stone Hill Norman, Trademark Coll...	1.6%	3	Braum's Ice Cream & Dairy Stores / ...	1.1%
4	Holiday Inn Express & Suites Norm...	1.4%	4	Raising Cane's Chicken Fingers / W ...	1.1%
5	Courtyard Norman / Copperfield Dr...	1.2%	5	Holiday Inn Express & Suites Norm...	1.1%
6	Hampton Inn / Conference Dr., Norm...	1.2%	6	Chipotle Mexican Grill / 24th Ave N...	1%
7	Academy Sports + Outdoors / 24th ...	1%	7	Hampton Inn / Conference Dr., Norm...	0.9%
8	Fairfield Inn & Suites Marriott / Nor...	0.7%	8	McDonald's / W Tecumseh Rd, Norm...	0.8%
9	Tropical Smoothie Cafe / 24th Ave N...	0.6%	9	Chick-fil-A / W Main St, Norman, OK	0.8%
10	La Quinta Inn & Suites by Wyndha...	0.5%	10	Tropical Smoothie Cafe / 24th Ave N...	0.7%

Jan 1st, 2024 - May 31st, 2024  
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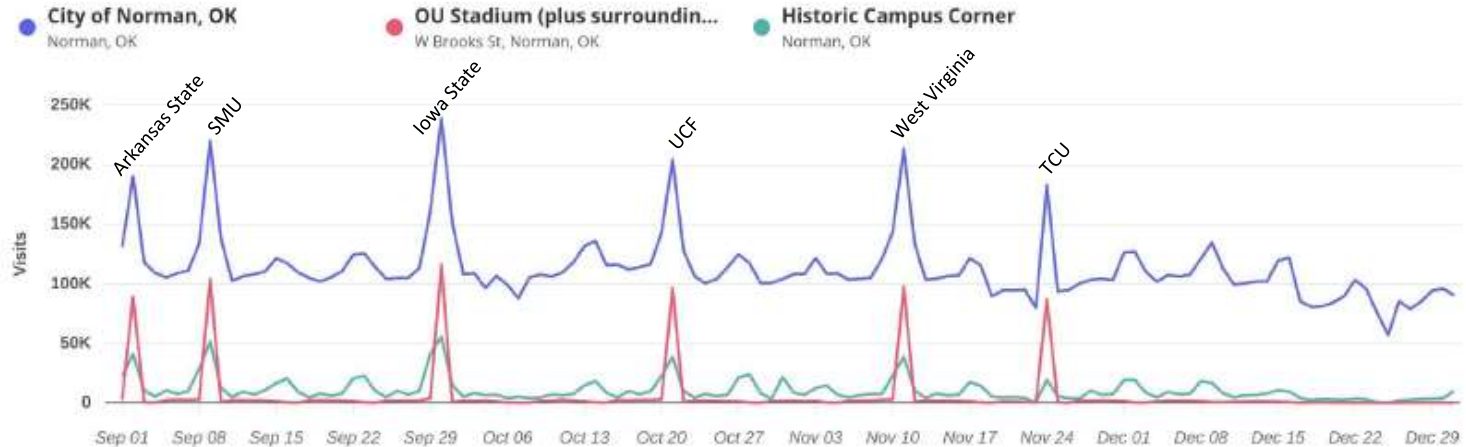


# Football Season 2023

## Visits Trend

Sep 1 - Dec 31, 2023

### Visits Trend



Daily | Visits | Sep 1st, 2023 - Dec 31st, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

Placer.ai



# QUESTIONS?

[NormanOK.gov](http://NormanOK.gov)

