



AGENDA ITEM COMMENTARY

MEETING NAME: Economic Development Corporation
MEETING DATE: July 2, 2024
ITEM TITLE: Consider and take appropriate action on director update with data from Placer AI.
STAFF INITIATOR: Danielle Sweat

BACKGROUND:

Wolfforth EDC purchased Placer AI about 6 months ago. Placer.ai is a traffic analytics platform that allows us to generate insights into any property. Placer.ai's foot-traffic data lets us measure visitation, view trends, benchmark the competition, and discover new audiences. These attachments are a small example of what this platform can do.

EXHIBITS:

Property overviews

COUNCIL ACTION/STAFF RECOMMENDATION: