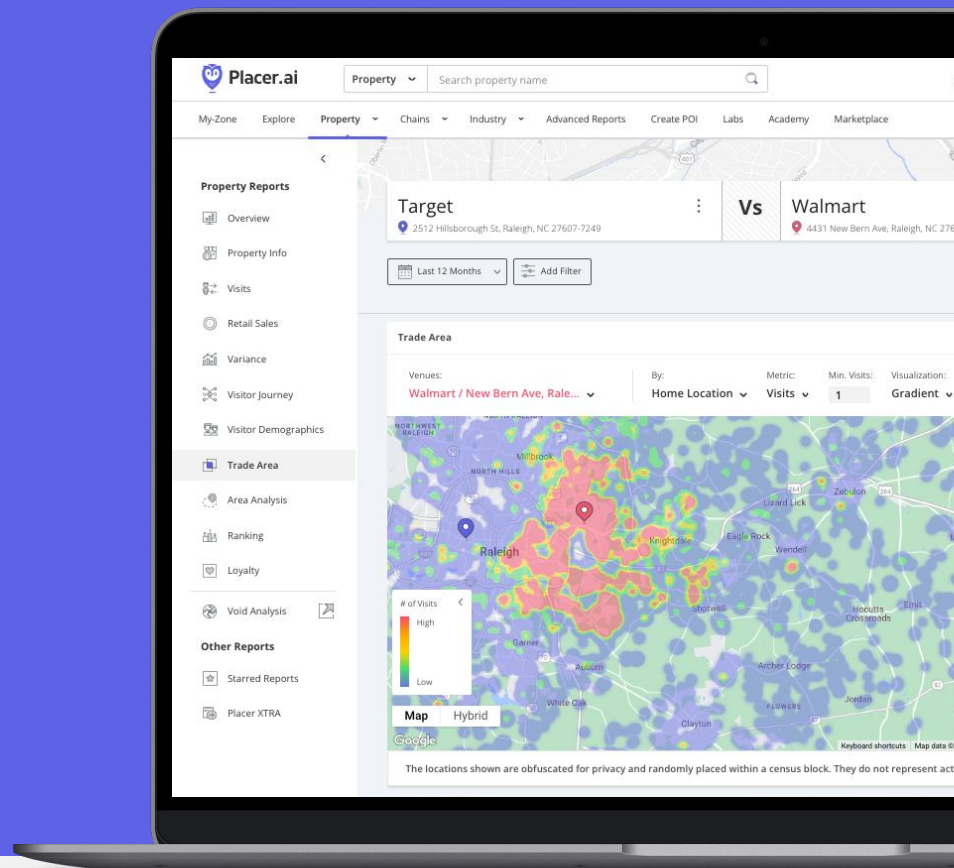# Placer.ai

Civic

Drive Economic Success in Your Community

Get location analytics for any city, district, or region to boost economic performance and increase visibility.
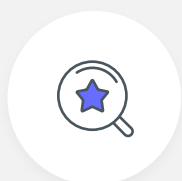

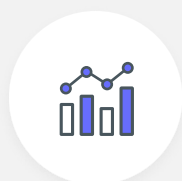## Inform key strategic decisions with foot-traffic data

Retailer Attraction

Examine your trade areas & explore the demographic and psychographic traits of your community to identify local business opportunities and attract the right retailers.

Regional Analysis

Demonstrate the performance of public assets & initiatives. Identify your region's strengths and benchmark against similar areas.

Tax Estimation

Correlate visitation with sales tax and revenue potential using near real time data. Measure leakage & identify the businesses that fuel the local economy.

Municipal Planning

Examine the unique needs of residents, visitors, and employees to strategically plan public initiatives, events, and resources.

Loved & Trusted by

CENTRO SAN ANTONIO   Downtown Denver Partnership   DOWN TOWN ALLIANCE   CITY OF URBANA   SPARTANBURG AREA CHAMBER of COMMERCE

Make smarter & faster decisions with Placer.ai

Try Free

Actionable Insights for Your Civic Strategy

Use Placer.ai to:

Attract the right businesses

Analyze local consumer demand to identify best-fit retailers and illustrate business opportunities with data-driven pitches.

Amplify the reach of public events

Discover the preferences & visitation patterns of residents and visitors to host events that drive growth in your region.

Boost travel & tourism

Identify where visitors come from, where they stay, and the sites they visit to increase tourism & support local businesses.
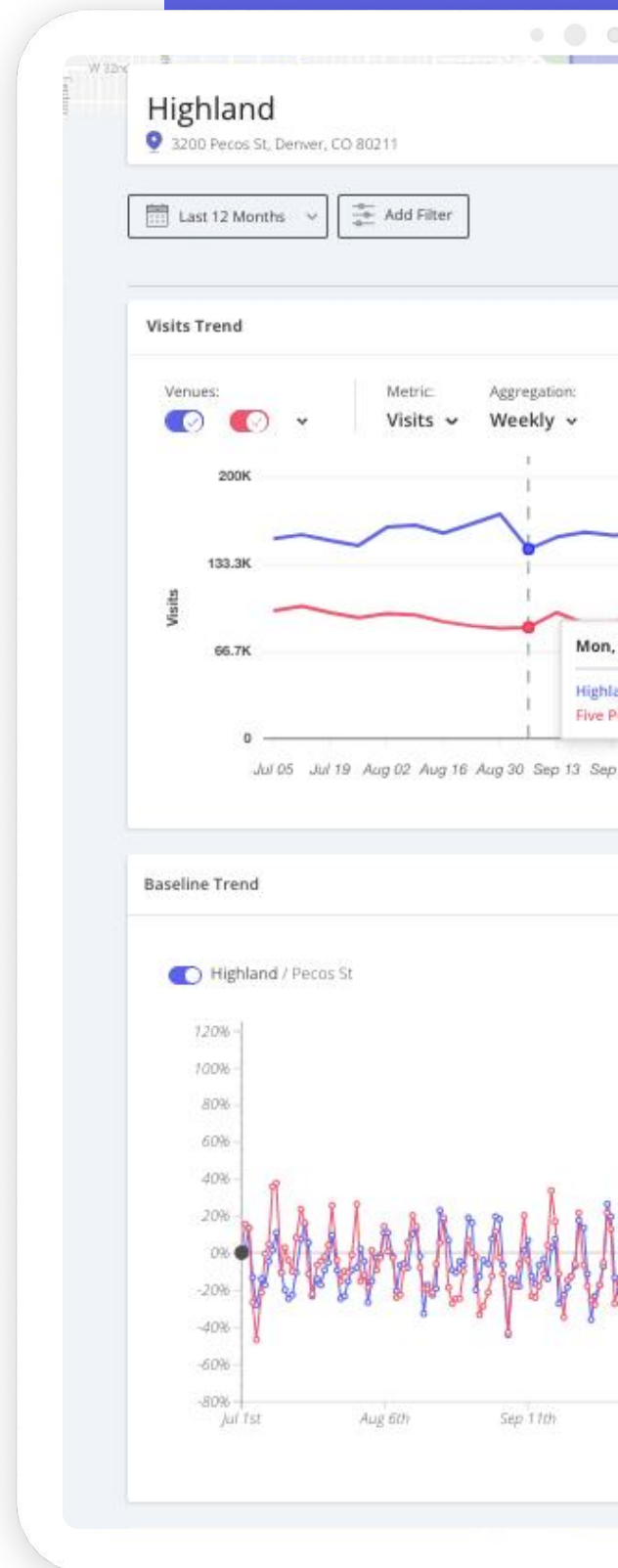
Demonstrate the success of economic initiatives

Measure the impact of capital improvement projects and new public programs with near real-time foot traffic data.

Improve budgeting & planning

Leverage visitation data to better estimate sales tax & revenue potential, optimize budgetary plans and public resource planning.

"Conversations with developers get serious when you can show objective data around how visitors behave, where they shop, eat and more. Placer changed the game. We would not have won the development deals we did without its incredible data; it's paid for itself thousands of times over."

Donovan Day, Community & Economic Development Director
Village of Fox Lake

"With Placer, we make more informed decisions and realize economic impact faster, turning what would be a six-month commitment into a project with results in a week - or less!"

Shannon Dick, City Commissioner
Garden City, KS