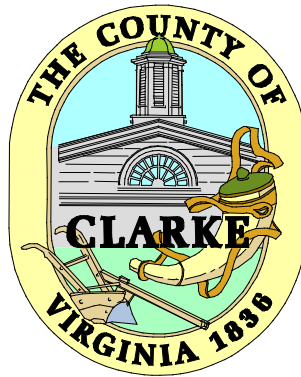# Clarke County Economic Development Advisory Committee

September 18, 2024
Regular Meeting Packet

County of Clarke
Economic Development Advisory Committee
Bev McKay, Christina Kraybill, Christy Dunkle, Elizabeth Pritchard, John Milleson, Mark Gribble, Christian Borel, Ashley Hardesty

Agenda
1:00 pm, Wednesday, September 18, 2024
Main Meeting Room Berryville-Clarke County Government Center
101 Chalmers Court, 2nd Floor, Berryville, Virginia

Call to Order

Adoption of Agenda

Approval of Minutes

May 15, 2024 Regular Meeting
July 17, 2024 Regular Meeting

<div align="center">Economic Development Advisory Committee</div>

May 15th, 2024   Regular Meeting   1:00 pm

At a regular meeting of the Economic Development Advisory Committee held on Wednesday, May 15, 2024, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

Members Present:	Christy Dunkle, John Milleson, Bev McKay, Mark Gribble, Bev McKay, Christian Borel, Ashley Hardesty
Members Absent:	Christina Kraybill
Staff Present:	Michelle Ridings Brown, Indea Ford
Others Present:	None
Press Present:	None

1. **Call to Order**

   At 1:00pm, Chairman Milleson called the meeting to order.

2. **Adoption of Agenda**

   Chairman Milleson requested to add New EDAC member, Ashley Hardesty introduction to the agenda as item 2a.

2a. New EDAC Member Welcome

New EDAC member, Ashley Hardesty was introduced to committee members.

Betsy Pritchard made a motion, seconded by Mark Gribble, to adopt the agenda as presented. The motion carried by the following vote:

Christian Borel	-	Aye
Christy Dunkle	-	Aye
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye
Ashley Hardesty	-	Aye

3. **Approval of Minutes**

   – March 20, 2024 – Regular Meeting

Betsy Pritchard made a motion, seconded by Mark Gribble, to approve the minutes of the March 20, 2024, Regular Meeting as presented. The motion carried by the following vote:

Christian Borel	-	Aye

Christy Dunkle	-	Aye
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye
Ashley Hardesty	-	Aye

4. Imagine Design & Marketing

Michelle Ridings gave the following branding and website update:

– Imagine Design are continuing to work on the branding logo design and tagline. Michelle Ridings met with Clarke County High School students to get a Gen Z perspective and feedback on logo designs. The majority of students resonated with the pocket watch design as a trending vintage style, with the mountains being the runner up.
  o EDAC members provided feedback on the logo designs and tagline, and agreed on the font style and tagline "It's Time".
– The main focus is the new tourism website, and we will proceed with the website development. The brand logo image will require more deliberation. The website is scheduled to launch by fall. There will be two draft homepage designs to review by the next meeting.

5. Economic Development and Tourism Update by Michelle Ridings

Michelle Ridings provided the following update:

– Awarded a $16,000 VTC marketing grant, this will help fund photography and videography for the new website.
– The Employer Expo was held on May 8 at Shenandoah University in collaboration with Shenandoah County, Warren County, Frederick County and Winchester. There were 75 business exhibitors and approximately 500 attendees; 85 participated in workshops, and 270 visited resources such as online applications and resume writing. 42 Spanish speakers benefited from translators.
– The Widget Cup was held on April 11 at Millwood High School. High school students had to design and build a chair for the Belle Grove Plantation walking trails. Clarke County won for the third consecutive year.
– ARPA money is being processed for reimbursement. Love Local and Restaurant Week campaigns and signage at the Ruritan Fairgrounds are complete. Visitor Center renovations are underway and must be complete by June 30.
– Michelle Ridings will be meeting with the Ruritan Club about the development of a commercial kitchen. The Industrial Development Authority is interested in this as a potential project.
– Restaurant Week ran March 18-23. Fourteen Clarke County food establishments participated. Paid social media ads reached approximately 250,000 people. $6000 of ARPA funds were used for the campaign. A summary of metrics and results were reviewed.

‒ Two Mother's Day videos were created and shared as a paid social media post, with a link directing people to the Spring Itinerary.
‒ Luckett's Spring Market is May 17-19. Postcards have been created to leave on car windshields at the event, encouraging people to come downtown afterwards. Michelle Ridings spoke with Casey McGrath about co-marketing and traffic control for their events; nothing can be changed for the spring market but plans to discuss the fall market are scheduled.

6. **Town of Berryville Update by Christy Dunkle**

Christy Dunkle provided the following update:

‒ Construction is scheduled to start in June on the second LVG Group warehouse at the business park on Jack Enders Boulevard.
‒ There has been some interest in the empty commercial spaces downtown; no leases confirmed at this time.
‒ The mixed-use commercial property at 37 E. Main sold.
‒ Battletown Inn opens on May 1.
‒ No update on the Coiner building store opening.

7. **Berryville Main Street Update by Christina Kraybill**

Christina Kraybill provided her update via email, as she was unable to attend the meeting. Update attached to the minutes.

‒ Michelle Ridings asked committee members if there is a time capsule in Berryville.
  o Chairman Milleson answered that the time capsule was buried in the 1980's and is located between the courthouse and Episcopal Church.

8. **Next Meeting**

‒ July 17, 2024 – Regular Meeting

9. **Adjourn**

‒ Chairman Milleson adjourned the meeting at 2:22pm

_____

Minutes Recorded and Transcribed by Indea G. Ford

Economic Development Advisory Committee
July 17th, 2024   Regular Meeting   1:00 pm

At a regular meeting of the Economic Development Advisory Committee held on Wednesday, July 17, 2024, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

Members Present: Johnny Milleson, Betsy Pritchard, Christian Borel, Mark Gribble

Members Absent: Christina Kraybill, Christy Dunkle, Bev McKay, Ashley Hardesty

Staff Present: Michelle Ridings

Others Present: None

Press Present: None

1. **Call to Order**

   At 1:00pm, Chairman Milleson called the meeting to order.

   A quorum was not present. Therefore, the following agenda items were discussed in an unofficial capacity.

4. **Imagine Design & Marketing**

   Michelle Ridings informed the committee members that Imagine Design & Marketing will be presenting at the next EDAC meeting, in September.

5. **Economic Development and Tourism Update by Michelle Ridings**

   Michelle Ridings provided the following update:

   − A draft tourism website homepage was reviewed and feedback was given. A second draft homepage will be created once the logo and tagline have been approved.
   − Logo designs were reviewed and feedback was given.
   − The Camp 7 resolution has been signed by the Board of Supervisors. The IDA will be signing a resolution next week to transfer the property over to them for development. A boundary line adjustment was completed today. The county is waiting on an easement from VDOT before closing on the property. The planning commission will be creating a new zoning district, which will help to determine what the property can be used for. Sewer should be completed by the end of 2025.
   − Visitor Center renovations have been completed; a soft relaunch event will be held on August 3 at the Barns of Rose Hill.
   − We will be putting a print ad in the 2025 Virginia Travel Guide, under the Northern Virginia section, next to Loudon County.
   − Prince William Magazine wrote a 3 page article on Clarke County for free; this was featured in their July issue.

– Indea Ford has moved into a new role as Digital Media Marketing Specialist; she will take on Restaurant Week next year.

– We have subscribed to Hootsuite, which is a platform that manages all social media accounts in one place; it also allows us to pull detailed metric reports and data.

– The IDA will be holding their next meeting at the Camp 7 property on July 25 at 1 p.m.; 2 EDAC members are invited to attend.

    o Chairman Milleson and Mark Gribble agreed to attend.

– The Waterloo Service Center is going out of business. Rat Pack Antiques is moving to downtown Berryville.

8. Next Meeting

– September 18, 2024 – Regular Meeting

9. Adjourn

– Chairman Milleson adjourned the meeting at 2:10 p.m.

_____

Minutes Recorded by Michelle Ridings and Transcribed by Indea G. Ford

Imagine Design & Marketing – Connie Hutchinson

– Website architecture plan
– Videography shoot

Placer.ai Zoom presentation Ryan Denisi 1:00 p.m.

- – Civic Solutions Presentation Deck; a platform using geolocation data from mobile devices
- – Presentation link

Economic Development and Tourism Update by Michelle Ridings Brown

– Camp 7 Update
– Fall Itinerary
– VTC Travel Guide ad
– SVTP update
– EDAC Fall Tour, October 16 – VA Inland Port
– Visitor Center - Ambassador Program
– Sip Shenandoah Passport Trail

Berryville Main Street Update by Christina Kraybill

Next Meeting

October 16, 2024 – Fall Tour
November 20, 2024 – Regular Meeting

Adjourn

Reports in Packet

- Experience Clarke County July & August 2024 Social Media Metrics
- Fall Itinerary Metrics
- Placer.ai Civic Solutions Presentation Deck

Facebook overview

Jul 01 - Aug 31, 2024

Page fans

1,143
fans

Page new fans

28
new fans

Page reach

24,394
users

Page impressions

33,131
impressions

Page fans > Country

Country	
United States	1,140
Grenada	1
Indonesia	1
Nigeria	1

1   10   109   1.1K

Page fans online > Hour

	00:00	01:00	02:00	03:00	04:00	05:00	06:00	07:00	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
Mon																								
Tue																								
Wed																								
Thu																								
Fri																								
Sat																								
Sun																								

84.6 - 163.1   163.1 - 241.5   241.5 - 320   320 - 398.4   398.4 - 476.9   476.9 - 555.3   555.3 - 633.8

Posts

81
posts

Post engagement rate

3.56%
engagement rate

Post impressions

37,734
impressions

Post reach

26,482
users

Top posts

Experience Clarke County, Virg...
Aug 15, 19:56

Let our 2024 Fall Itinerary inspire your Clarke County fall getaway
https://www.flipsnack.com/CFA8BE88B7A/cla

132 likes and reactions

Experience Clarke County, Virg...
Aug 24, 21:09

The 9th Annual Berryville Main Street Summer's End Cruise-In is in full swing in Downtown Berryville! Stop by until 7 p.m.

37 likes and reactions

Experience Clarke County, Virg...
Aug 04, 01:11

What a FABULOUS event this evening at the Barns of Rose Hill to celebrate the relaunch of the recently renovated Berryville-Clarke
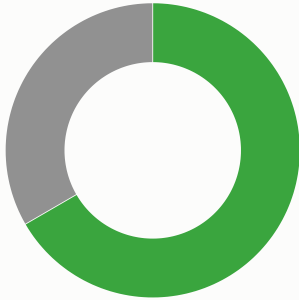
12 likes and reactions

Post comments > Media type

%	Type	Count
50 %	Photo	5
40 %	Link	4
10 %	Album	1
0 %	Status	0
0 %	Video	0

Post likes and reactions > Page

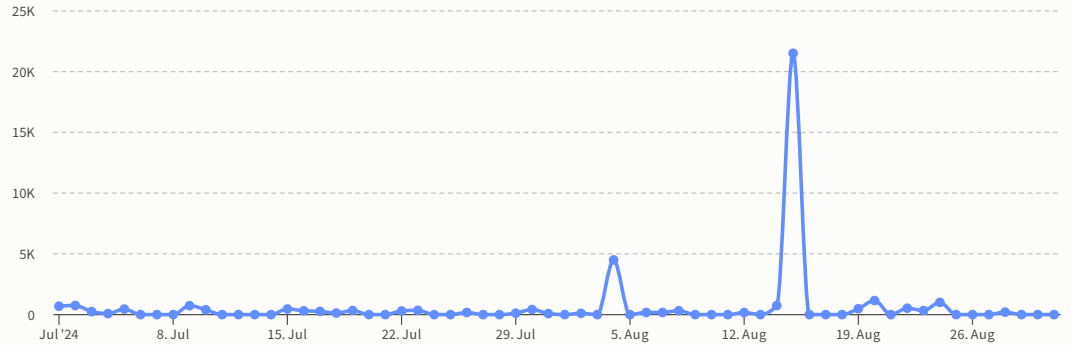| PAGE	# COUNT ▼
Experience Clarke County, Virginia	333

Page inbound messages ...

● Positive ● Neutral

Post impressions

Post clicks

3,290
clicks

Post link clicks

1,109
clicks

Post engaged users
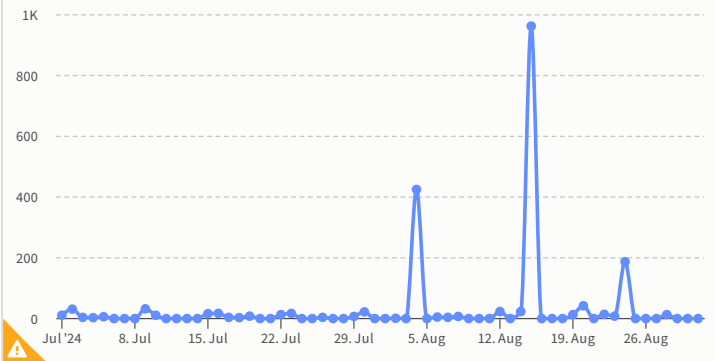
Post Ow.ly traffic

0
clicks

Post photo views

601
clicks

Posts table

DATE ▲	MESSAGE		REACTIONS	COMMENTS	SHARES
Experience Clarke Count... Aug 28, 14:28		Locke's Mill was featured in Middleburg Life Magazine's August issue! Check out the full article at http s://www.middleburglife.com/lockes-mill-through-the-ages/	8	0	2
Experience Clarke Count... Aug 24, 21:09		The 9th Annual Berryville Main Street Summer's End Cruise-In is in full swing in Downtown Berryville! Stop by until 7 p.m. today and see some incredible classic cars and enjoy the sunshine 🚗	37	0	3
Experience Clarke Count... Aug 23, 19:35		(Post with no description)	3	1	0

	MESSAGE				
Experience Clarke Count... Aug 23, 19:16	🚗 Next up on our 2024 Virtual Road Trip: Experience Clarke County, Virginia! Explore the tranquil beauty and rich history of this timeless destination. From picturesque farms 🐄 to charming wineries 🍷, it's the perfect place for a peaceful escape. Read what makes Clarke County a unique place to vis…	2	0	0
Experience Clarke Count... Aug 23, 18:47	This Saturday, August 24, we'll be playing an acoustic show at Twisted Oak Brewery in White Post, Virginia. No drums, so John will be playing his ukulele. Music will be from 2-5. Come hang out with us, enjoy and support this new venue.	1	0	0
Experience Clarke Count... Aug 22, 20:43	Join us at Clermont Farm on September 8th from 1-5pm to learn about the Civil War Battle fought in Berryville. We will have an encampment with reenactors and Ranger Rick Ashbacker of the National Park Service at Cedar Creek & Belle Grove National Historical Park will give a presentation at 2pm. Ric…	4	0	1
Experience Clarke Count... Aug 22, 19:17	(Post with no description)	5	0	1
Experience		Visit Twin Oaks Tavern Winery located in the Blue Ridge Mountains, and enjoy sipping award-winning			

Audience > Age

35-44	80
45-54	69
55-64	66
25-34	48
65+	31
18-24	8

Average post engageme...

6.91%
engagement rate

Reached audience > Age

35-44	48
25-34	46
55-64	43
45-54	36
65+	21
18-24	8
13-17	1

Post comments & replies

12
comments

Post video views

71
views

Post reach

27,596
users

New followers

62
new followers

Post impressions

38,865
impressions

Page & profile reach

25,245
users

Post shares

63
shares

f **All ad campaigns** Post: "Let our 2024 Fall Itinerary inspire your Clarke..."

Overview   Ad Sets   Ads

Campaign details

AD ACCOUNT

Visit Clarke County, Virginia

✔ **ACTIVE** · ID: 288090490689514

OBJECTIVE

Main objective: Traffic

Optimization goal: Traffic

DURATION

Running - days 21 of 27
77% of campaign duration

DATES

Start date: Mon, August 19 2024 at 12:07 PM PDT

End date: Sun, September 15 2024 at 12:07 PM PDT

BUDGET

$ 100.00
Lifetime
(Campaign Budget Optimization is enabled)

AMOUNT SPENT

$ 77.03
77% of total budget

CAMPAIGN CREATED IN

Outside Hootsuite
on Aug 19 2024 at 12:06 PM PDT

Performance

MAIN RESULT

1,070
Link clicks

COST PER MAIN RESULT

$ 0.07
per link click

11.59%
CTR

20,531
Impressions

9,936
Reach

Placements

This campaign is using manual placements.

Publisher platforms: Facebook Instagram Messenger

Audience

Age: 21-65

Gender: All

Cities: Baltimore Cumberland Hagerstown Laurel Westminster Harrisburg Alexandria Ashburn Dumfries Falls Church Fredericksburg Front Royal Gainesville Harrisonburg Herndon Leesburg Luray Manassas Norfolk Purcellville Reston Richmond Stephens City Sterling Winchester Charles Town Martinsburg Ranson

Regions: Washington, District of Columbia
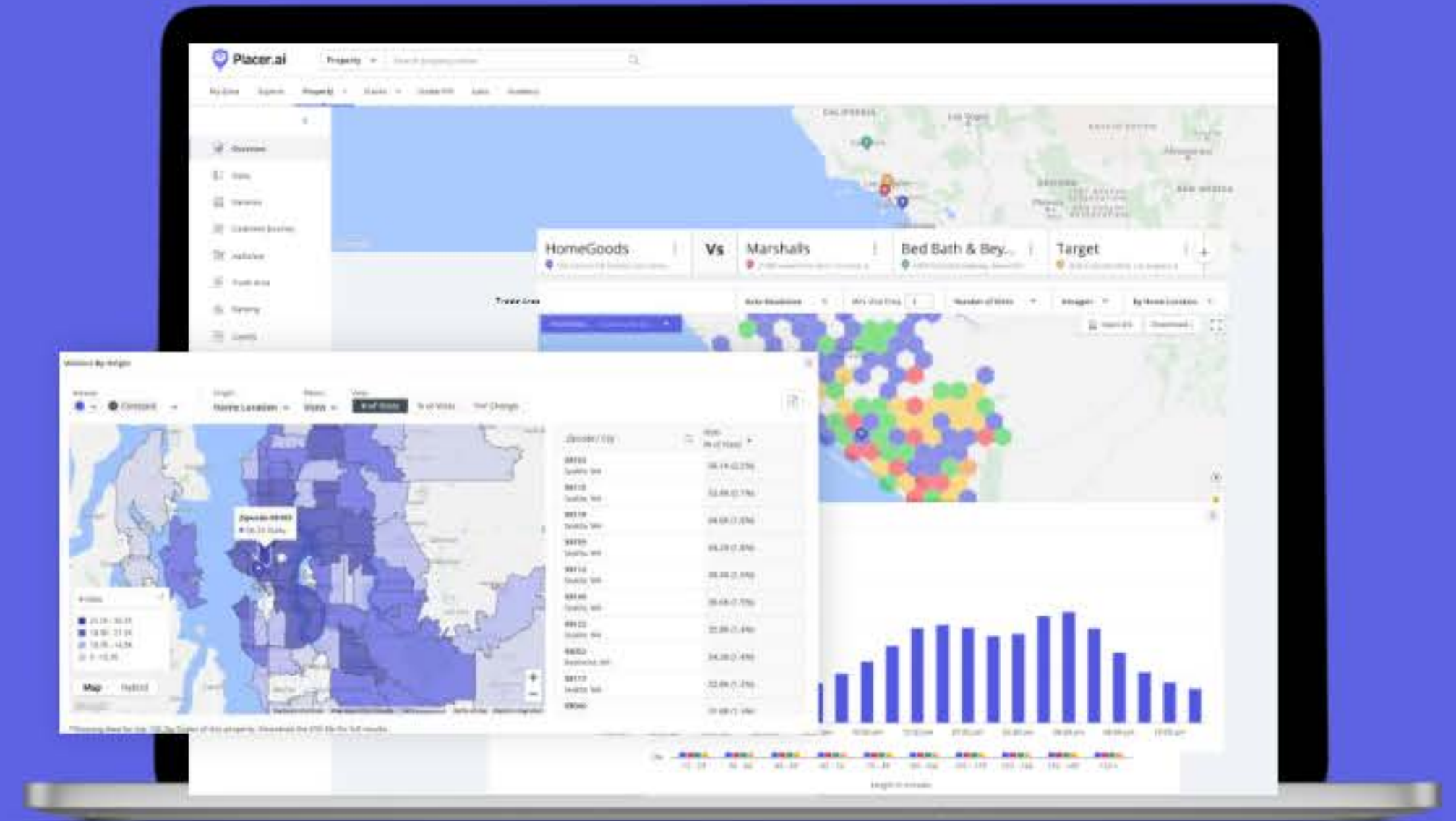
Placer.ai

Civic Solutions

Best-in-class location analytics and insights for **civic leaders** to drive success.

Over 1,300+ Civic Clients

Cities, Counties, States, Districts, Downtowns, Business Improvement Districts, Economic Development Organizations, Destination Marketing Organizations, Chambers of Commerce, Parks and Recreation, Convention and Visitors Bureaus, Universities, etc.

4000+ CUSTOMERS

30+ INDUSTRIES

CIVIC
City of Seattle · DOWNTOWN LONG BEACH ALLIANCE · CENTRO SAN ANTONIO · Downtown Denver Partnership · DENVER THE MILE HIGH CITY · City of Phoenix · DOWN TOWN ALLIANCE · GRand PRairie TEXAS · JACKSON HOLE Travel & Tourism Board · ATLANTA DOWNTOWN · DCBID DOWNTOWN CENTER BID · Downtown WASHINGTON

RETAIL
wayfair · ASHLEY · STEVE MADDEN · STATER BROS. markets · GNC LIVE WELL · BJ's · cotopaxi · Neiman Marcus · FLOOR & DECOR · WHOLE FOODS MARKET · LUXOTTICA · GROCERY OUTLET

COMMERCIAL REAL ESTATE
TISHMAN SPEYER · Federal Realty · Regency Centers. · AEW · MACERICH · Hines

FINANCE
J.P.Morgan · KeyBanc Capital Markets · STIFEL

LEISURE
SEAWORLD PARKS & ENTERTAINMENT · amc THEATRES · planet fitness

MEDIA
Audacy · OUTFRONT · odh.

Placer.ai

Loved and trusted by 1,300+ Civic organizations

Cities

Economic Development Organizations

Tourism Authorities

States & Counties

Parks Districts

Tribes

Universities

Consulting & Other

Placer is a Privacy First Company

❖ We only collect location data.

❖ Data comes from devices where app users opt-in to sharing location data.

❖ We remove sensitive locations from our panel.

❖ Visit Placer's Trust Center for more information.

We Don't Collect User Identifiers

All data we receive is stripped of identifiers, including MAIDs, email addresses and phone numbers through our proprietary *differential privacy service* (DPS) — keeping all PII out of our data.

We are Fully Compliant

Compliant with General Data Protection Regulations Legislation (GDPR), and California Privacy Rights Act of 2020 (CCPA)

We Never Share User Level Data

We only provide aggregated statistical information about physical locations, such that every bit of information preserves K-anonymity of 50.

How **Civic Leaders** use Placer Data

Retail Analysis & Recruitment

- Discover retail demand and visitation
- Reveal retail leakage
- Identify best fit retailers for specific sites

Event Analysis

- Reveal attendance numbers for any event
- Increase Sponsors and Vendors
- Optimize marketing
- Reveal economic impact

Travel & Tourism

- Overnight Visitor metrics for every city
- Data for any event, attraction, convention
- Visitor home origin and journey
- Visitor spend data*

Forecast Revenue & Optimize Incentives

- Reveal sales data for retail businesses
- Inform incentives with visitation and sales data
- Forecast revenue from sales tax

Parks & Recreation / Transportation

- Visit metrics for any park or open space
- Demographics of parks users
- Economic impact of parks users
- Inform Transit Network Planning, Street Planning and Equity Strategy with data for every road

Reports for Marketing, Communications, and Grant Writing

- Reports for Council, Boards, Stakeholders
- Support Grant Applications and Reporting
- Automated monthly reports

Workforce Analysis & Business Attraction

- Analyze workforce demographics and potential for any site or region
- Bolster recruitment efforts

Economic Recovery and Growth

- Measure Economic Impacts of COVID
- See how Remote Work affects local economy
- Measure efficacy of ARPA investments.

Support Local Business

Identify gaps in retail offerings. Provide insights about customer journey, dwell time, and marketing effectiveness.

01 **Attract the Best Fit Retailers**

The Problem

Civic leaders need to understand the true audience and trade area of any site in order to attract retailers most likely to perform well in a particular location. Lacking key market and location insights can lead conversations to stall with prospective tenants.

Placer's Solution

- **Demand Gap Analysis** (STI Gap analysis)
- **Leakage Study (XTRA and Favorite Places)**
- **Void Analysis**
- **Site Selection**
- **Trade Area Demographics & Psychographics**
- **Market Analysis** expands market profile

Match The Best Retail Sites For Customers

The City of Bloomington, IL leveraged Placer.ai to assist a broker with the leasing of a vacant site. Placer.ai showed that the incomes[1] of a majority of customers to the major retail "anchors" surrounding the vacant site live in neighborhoods[2] with higher incomes than citywide visitors, residents, and employees, and have high percentages of people earning $75K to $150K.

Kroger
Income:[1] $50,000
% $75K-$150K: 31%

Walgreens
Income:[1] $56,300
% $75K-$150K: 40%

McDonald's
Income:[1] $57,400
% $75K-$150K: 30%

	Visitors	Residents	Employees
Citywide Incomes[1]	$51,430	$51,000	$50,240

Median household income. [1]
Feb 11, 2020 - Aug 11, 2020, by home location at 70% traffic volume. [2]

"The City of Bloomington successfully leverages Placer.ai's real-time data to support retail leasing and drive conversations with prospective tenants."

Austin Grammer, Economic Development Coordinator

ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

Attract New Development
Case Study

Village of Fox Lake Attracts $335M in New Tourist Developments

The Challenge

The Village of Fox Lake, Illinois, is situated near a chain of highly trafficked lakes. There had not been commercial development in 40 years and lake visitors had little to do in town. How could the city quantify visit traffic, then use that to attract new business?

Placer's Outcome

Using Placer, Fox Lake was able to quantify their strong traffic - 240k unique visitors, visiting 3+ times each year, with high HHI - then used that data to attract more than $335M in new development, including multiple hotels, a new marina, amphitheater, and more.

See the full case study

Visitor Journey

Property: Village of Fox Lake, IL

Show by: Location | **Category** | Category Group

Prior
- Home — 38.9%
- Nature & Landmarks — 17.9%
- Bars & Pubs — 13.3%
- Restaurants — 9.7%
- Stores & Services — 3.7%

Post
- Home — 40.9%
- Bars & Pubs — 17.5%
- Nature & Landmarks — 13.8%
- Restaurants — 10.6%
- Fast Food & QSR — 3.7%

> " Conversations with developers get serious when you can show objective data around how visitors behave, where they shop and eat, and more. After decades with no new development here in Fox Lake, 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 and Economic Development Director

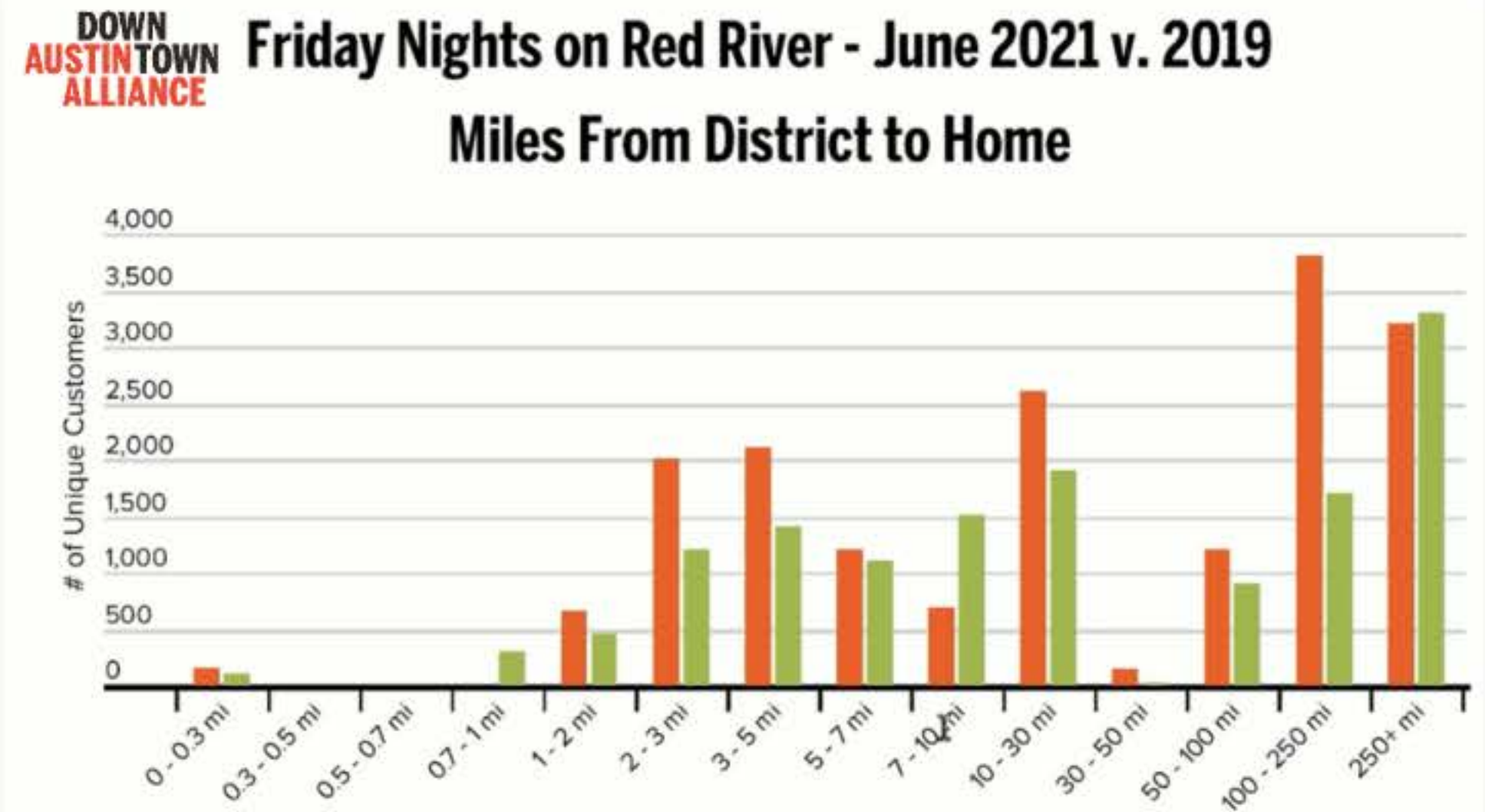# 02 **Reveal Effectiveness of Marketing Efforts**

The Problem

Civic leaders need to optimize marketing strategy and prove ROI of marketing efforts, whether marketing to tourists in general or to drive attendance at a specific event.

Placer's Solution

- **True Trade Area** reveals visitor origin for any location on any day.
- **Visitation by Origin** shows top zip codes and Census blocks for visitors to any location.
- **Visitor metrics** for day of week, dwell time, and peak visit hours.
- **Variance** shows week over week, month over month, year over year trends.

DOWN AUSTIN TOWN ALLIANCE Friday Nights on Red River - June 2021 v. 2019
Miles From District to Home

Downtown Austin Alliance uses Placer to prove the effectiveness of their marketing efforts in attracting visitors from further distances, driving sales tax in downtown.

ANSWER QUESTIONS LIKE...

Q: Has weekday park visitation increased post-marketing campaign?

Q: What zip codes include the target audience for this upcoming event?

Q: What trending social media interests and topics do visitors have?

03 Reveal True Value Of Local Attractions
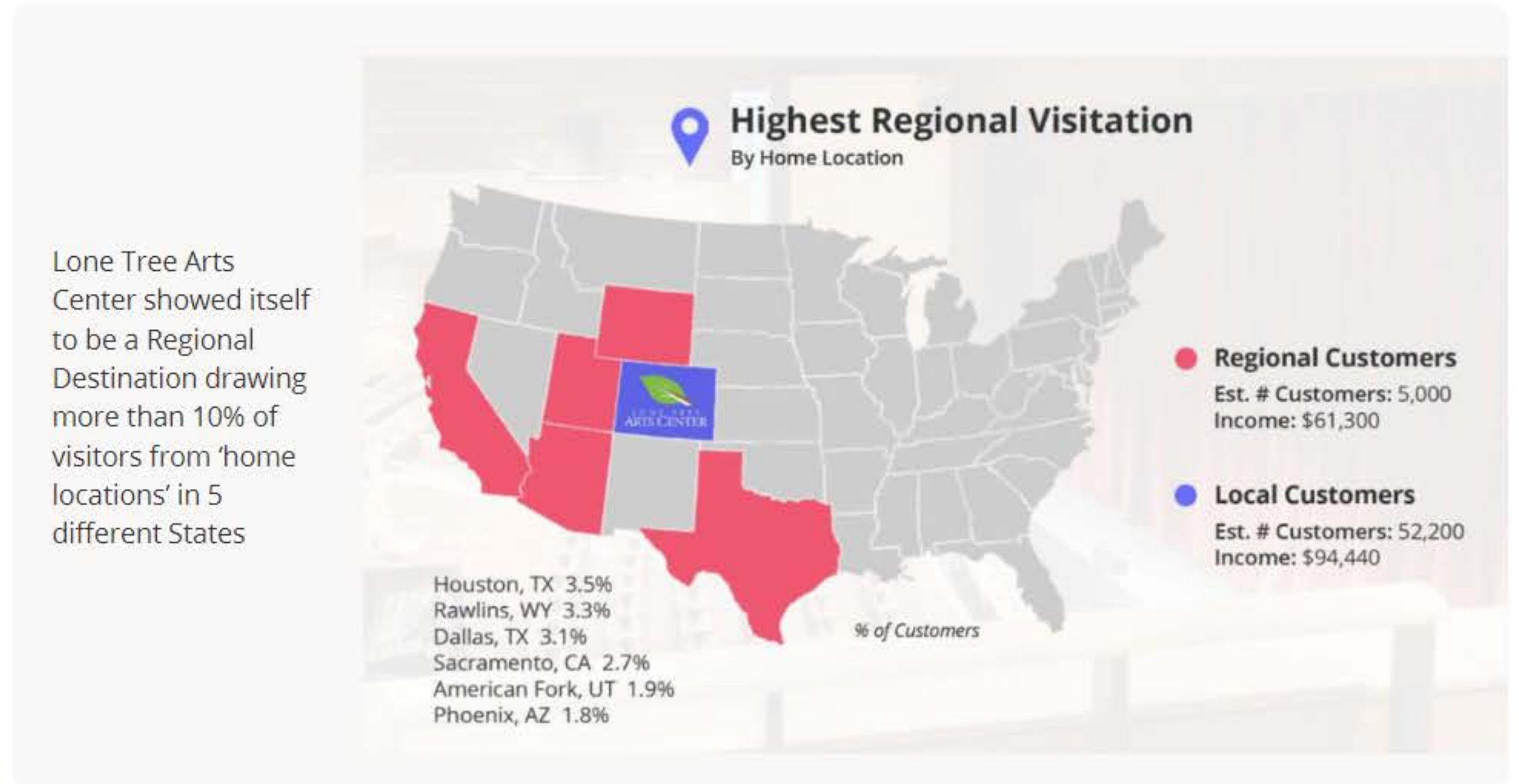
The Problem

Civic leaders need to understand the performance and potential of attractions, parks, venues and places of interest to make the best decision for their community.

Placer's Solution

- **Visitation metrics**
- **True Trade Area**
- **Visitor Journey**
- **Visitor Demographics and Psychographics**
- **Competitors and Collaborators**

EXAMPLE: Lone Tree Arts Center

Placer showed 10% of visitors come from cities in Texas, Utah, Wyoming, Arizona, and California and illustrated the value of Arts Center to local businesses and hotels. As a result, they could optimize the ROI of marketing efforts with insights into local and regional visitors.

Lone Tree Arts Center showed itself to be a Regional Destination drawing more than 10% of visitors from 'home locations' in 5 different States

Highest Regional Visitation
By Home Location

Houston, TX 3.5%
Rawlins, WY 3.3%
Dallas, TX 3.1%
Sacramento, CA 2.7%
American Fork, UT 1.9%
Phoenix, AZ 1.8%

% of Customers

Regional Customers
Est. # Customers: 5,000
Income: $61,300

Local Customers
Est. # Customers: 52,200
Income: $94,440

ANSWER QUESTIONS LIKE...

Q: What are the peak visitation times for this property during the weekday?

Q: How far away and from where do visitors come? How often do they visit?

Q: What does the visit trend say about venue usage year over year?
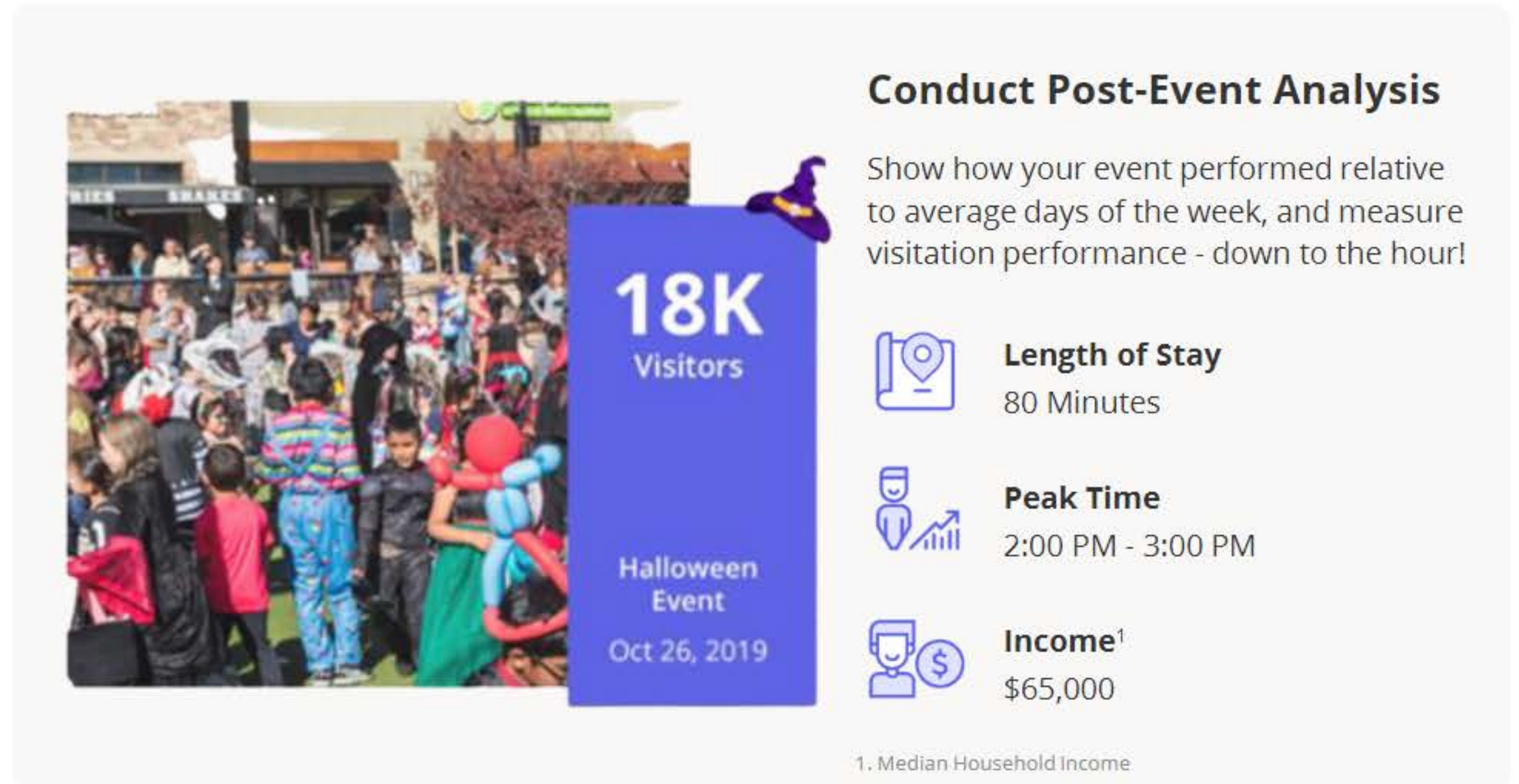
04 **Optimize and Measure Local Events**

The Problem

Civic leaders need granular insights to drive and measure attendance of local events (ticketed and non-ticketed) and to quantify their impact to local businesses. Typical ways to track attendance and engagement can be time consuming and costly.

Placer's Solution

- **Visitation metrics:** number of visitors, peak times, home locations, MoM, dwell time.
- **Visitor demographics:** home locations, HHI, brand affinities, consumer preferences.
- **Visitor Journey** routes, parking areas.
- **Favorite Places** other locations visited.
- **Economic Impact:** event visitors contribution to other businesses in the area.

18K Visitors

Halloween Event
Oct 26, 2019

Conduct Post-Event Analysis

Show how your event performed relative to average days of the week, and measure visitation performance - down to the hour!

Length of Stay
80 Minutes

Peak Time
2:00 PM - 3:00 PM

Income[1]
$65,000

1. Median Household Income

ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

# Prove Event Impact & Win Grants
Case Study

Placer Helps Event Marketing Team Quantify Event Impact

The Challenge

The City of Prescott, AZ hosts a 6 week Christmas celebration but couldn't accurately measure the attendance or impact of each event, or how best to market them. How can the Office of Tourism drive attendance and prove event value to the local economy?

Placer's Outcome

The city's Office of Tourism used Placer to track foot traffic and visit patterns over the 6 weeks, validating earlier targeted marketing efforts and showing an economic impact of $52M. This data helped the Christmas City organizers secure $200k in new grants.

Explore the deck

See the full case study
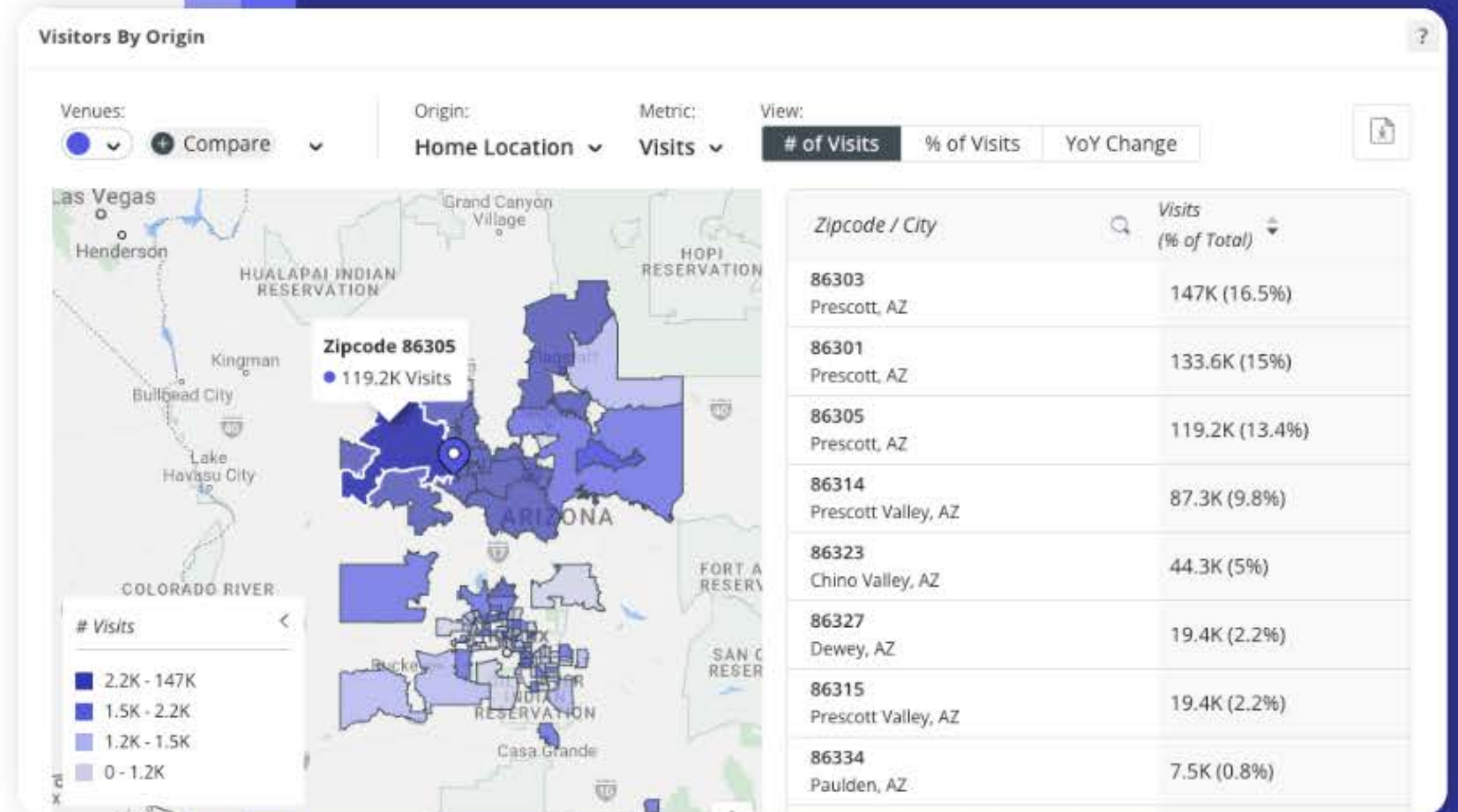
> "With Placer, we market events more efficiently than ever before... and have helped our partners land multiple grants to help put on the Christmas City event. Placer has been a wonderful asset to the Office of Tourism and our partners.

Cristina Binkley
Tourism & Economic Initiatives Coordinator

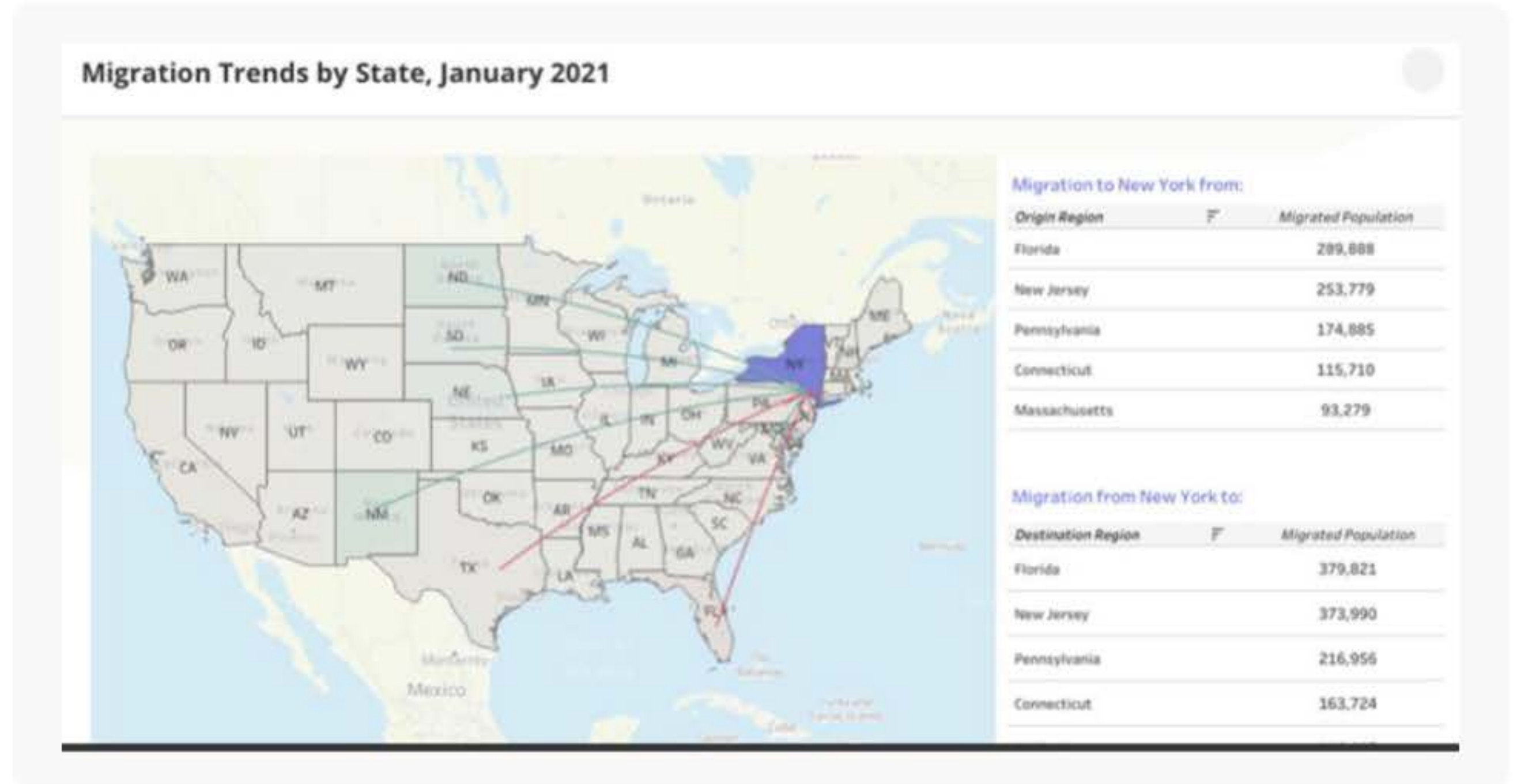# 05 Discover Changes To City Or District Over Time

The Problem

Civic leaders need to understand changes to resident, visitor, and employee populations in their communities.

Placer's Solution

- **Movement of Residents, Visitors, and Employees**: origin location to destination based on time frame.
- **Demographics and Psychographics**, HHI, brand preferences, favorite places, work locations, home locations, age, ethnicity, race, psychographics.

Migration Trends by State, January 2021

Migration to New York from:

Origin Region	F	Migrated Population
Florida		289,888
New Jersey		253,779
Pennsylvania		174,885
Connecticut		115,710
Massachusetts		93,279

Migration from New York to:

Destination Region	F	Migrated Population
Florida		379,821
New Jersey		373,990
Pennsylvania		216,956
Connecticut		163,724

ANSWER QUESTIONS LIKE...

Q: How are zipcode populations changing year over year?

Q: Where are old residents moving? New residents coming from?

Q: How many SNAP households do we have within the trade area?

# 06 **Leakage Analysis** (Favorite Places Outside a City or District)

The Problem

Civic leaders need to understand to what degree and where do residents, visitors, and employees shop outside the City or District Boundary.

Placer's Solution

- **Leakage Report** for any city or district.
- **Gap Analysis** total leakage amount for every retail category.
- **Favorite Places:** Top locations outside the district/city visited by residents, employees, and visitors.
- **Visitation metrics** for retail category plus travel and hotel.
- **Average ticket size** for chain locations.

NEW: Resident Leakage XTRA Report!
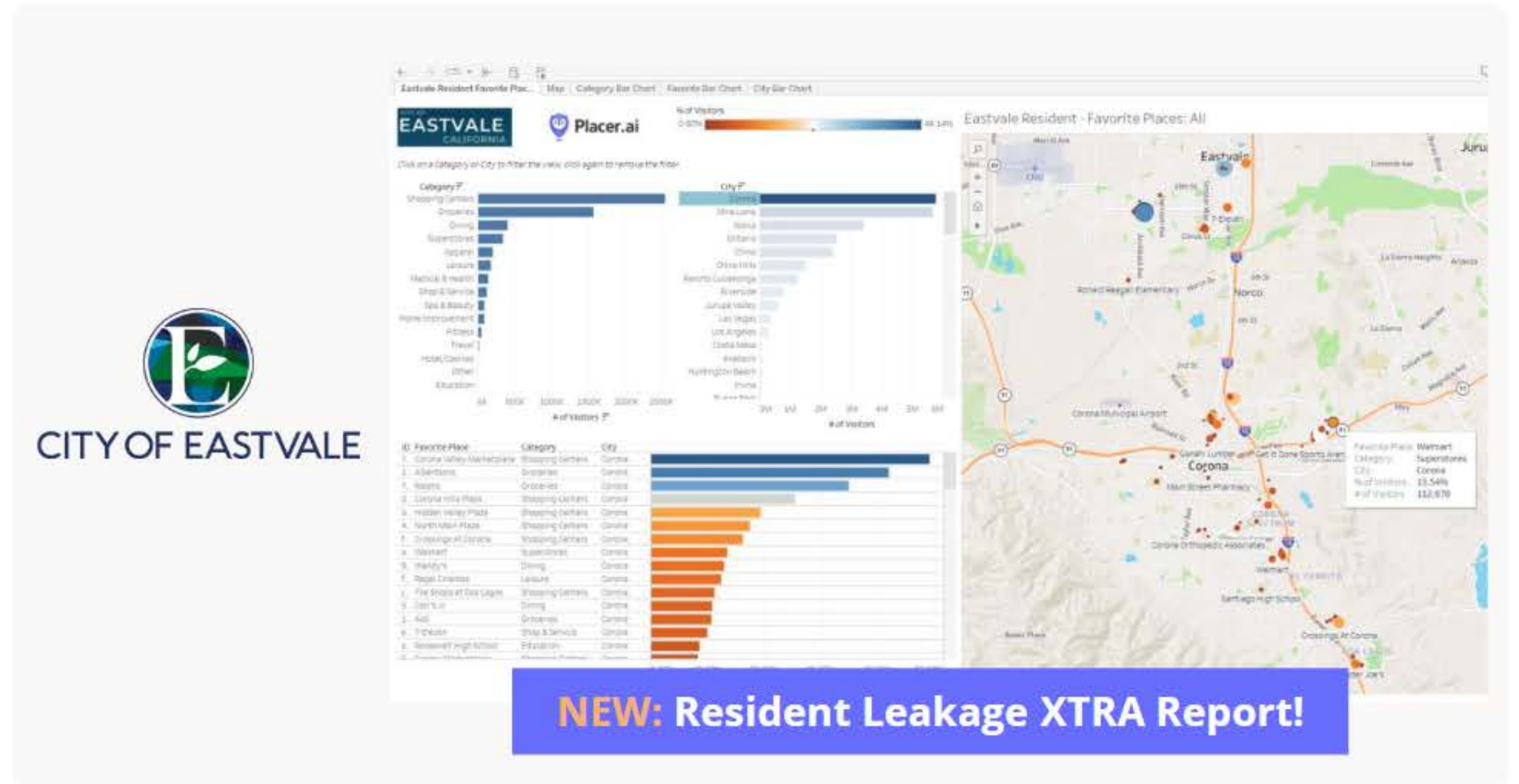
ANSWER QUESTIONS LIKE...

Q: Which retail categories contribute to leakage?

Q: What top venues in other cities are your residents visiting? How often?

Q: What sales revenue and tax was lost as a result of leakage?

07 **Public Realm**

The Problem

Civic leaders need to understand how changes to streets, parks and open spaces benefit the community in order to assess ROI and equity.

Placer's Solution

- **Visitation Metrics** before and after intervention: total visits, peak visit times, dwell time, prior and post locations, distance traveled to destination.

- **True Trade Area** reveals home and work location for visitors.

- **Favorite Places** reveals locally visited businesses.

- **Variance** compares month over month and year over year

Bloomberg Philanthropies

	Est. # of Visitors	Est. # of Visits
Before:	53.4K	77.5K
After:	68K	97.2K

ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

08 **Analyzing Public Investments** (Equity and ROI)

The Problem

Civic leaders need to understand usage of public parks and facilities to show how investments improve the space and support surrounding businesses, and to understand who benefits from public improvements.

Placer's Solution

- **True Trade Area:** home and work locations of visitors
- **Visitor Journey:** Popular routes. Post and Prior locations.
- **Visitor Metrics:** Day of week, time of day, peak time, and overall dwell time for venue.

The city of San Antonio was considering a bond measure to raise a few million dollars to upgrade a downtown Park. Debate centered on *who* would benefit from additional investment in downtown.

ANSWER QUESTIONS LIKE...

Q: Where do visitors to the park come from? How often do they come?

Q: How does weekday and weekend usage compare?

Q: What are the top customer segments for this public asset?

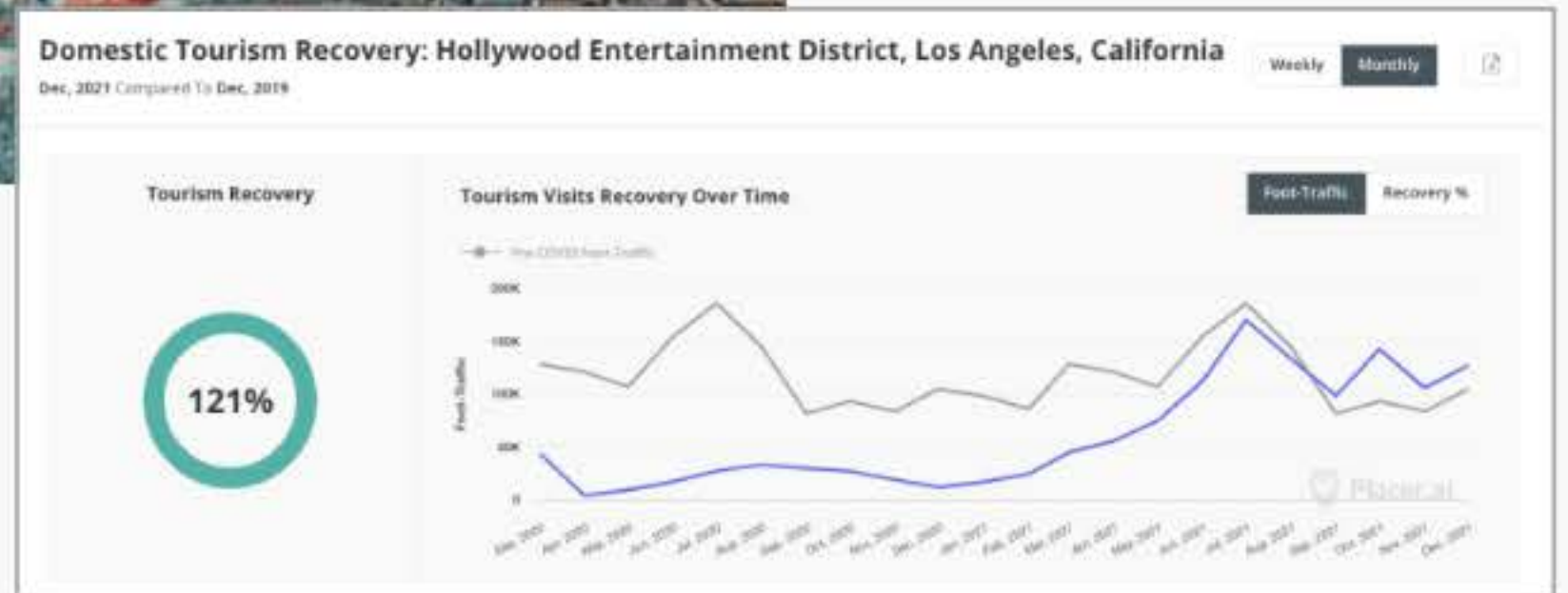# 09 Optimize Resources, Define District, Justify Assessments

The Problem

Civic leaders need to optimize resources for marketing, cleaning, safety, and district promotion. For example, during the peak of COVID in 2020, stakeholders voted to 'end' the assessment for the Tourism Overlay Zone. How could they get the data to justify timing for reauthorization of the assessment?

Placer's Solution

- **Visitor metrics** - when is it used? by whom? for how long?
- **TTA home and work locations** for visitors
- **Distance** traveled by visitors
- **Origination by Market XTRA report** reveals home locations of visitors staying overnight

Domestic Tourism Recovery: Hollywood Entertainment District, Los Angeles, California
Dec, 2021 Compared To Dec, 2019

Tourism Recovery — 121%

Tourism Visits Recovery Over Time

THE HOLLYWOOD PARTNERSHIP

"Bottom line, we had the analytics to demonstrate the compelling case that Board members needed in order to make the difficult decision to re-start the assessment."

ANSWER QUESTIONS LIKE...

Q: How long do visitors typically stay in the area? Where do they go?

Q: How far do visitors travel? What are their home and work zip codes?

Q: What percentage of visitors stay overnight in the district?
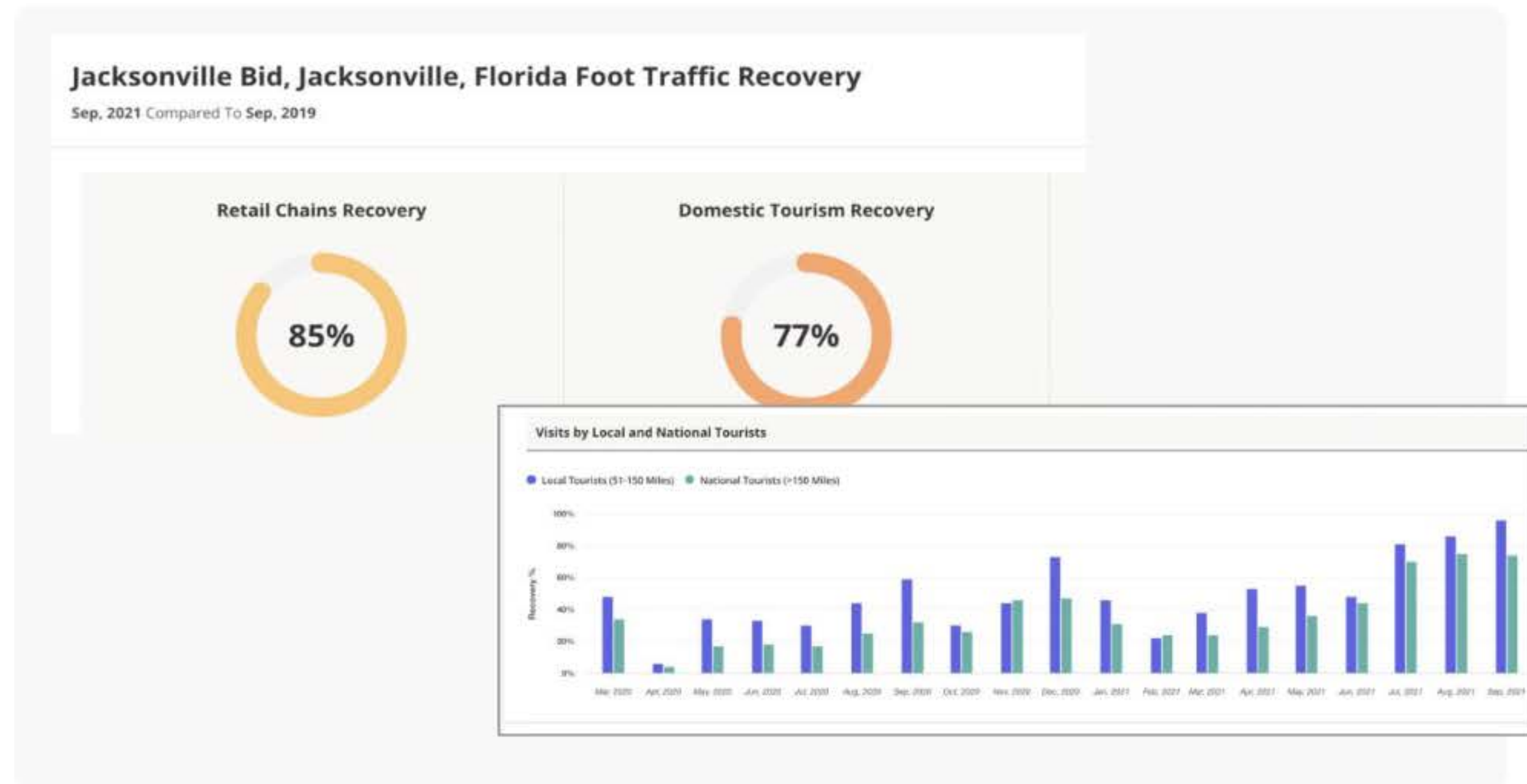
10 COVID Recovery

The Problem

Civic leaders need to understand the impact of COVID and how retail and tourism have recovered since 2019.

Placer's Solution

- **COVID Recovery Dashboard**
- **Retail and Tourism Recovery score** for every city, county, state and district.
- **Retail score** by category and zipcode.
- **Domestic Tourism** recovery score.

Jacksonville Bid, Jacksonville, Florida Foot Traffic Recovery
Sep, 2021 Compared To Sep, 2019

Retail Chains Recovery
85%

Domestic Tourism Recovery
77%

Visits by Local and National Tourists

- Local Tourists (51-150 Miles)
- National Tourists (>150 Miles)

ANSWER QUESTIONS LIKE...

Q: How does the local economy compare to performance in 2019?

Q: What categories are performing well? What categories are struggling?

Q: How do you compare with another district, city, or county?

Monthly Reports

Data at your fingertips

Get a snapshot of your City, County, District plus Points of Interest. See the visitation trends and overall metrics for a primary point of interest, whether it be an entire city, a district, or a venue(s). Evaluate category trends for retail, office, restaurants, hotels.

- **Overall Metrics** for primary point of interest (could be entire city, district, or venue(s).
- **Category Trends** for retail, office, restaurants, hotels.
- **POI Widget** for any venue, open space, district, group

HOW IT WORKS:
Get reports delivered direct to your inbox. Share data with local leaders, business and property owners, stakeholders, real estate professionals, granting agencies, etc. Promote content via email, social media, and websites.

Placer Data on Your Website

Share real-time foot traffic data about your community

Enhance your website with real time foot traffic data. Use Zip Code Foot Traffic Data to track changes to retail, dining, and visitor traffic in every zip code. Viewed as Regional Change and Monthly Trends. Note: Data is based on visits to existing POIs in Placer. Customers can add unlimited POIs.

Realtime Economic Activity in our Community

Zip Code 90210, California
Foot Traffic Trends

Placer data in your hand

Introducing the Placer App

Placer.ai [4+]
Location Intelligence Platform
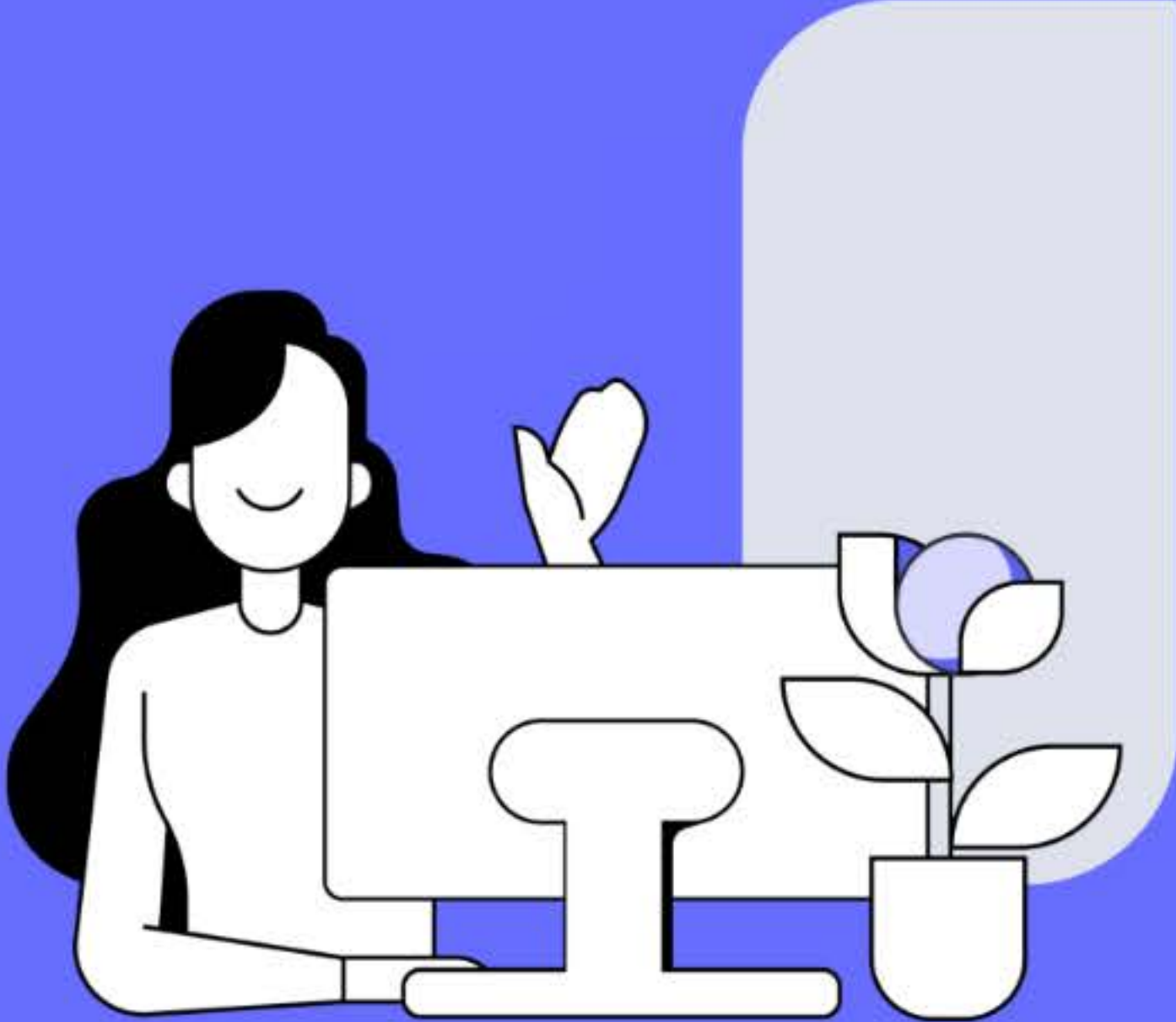Placer Labs Inc.

★★★★★ 5.0 • 26 Ratings

Free

Download from the App Store

Now available
on the go

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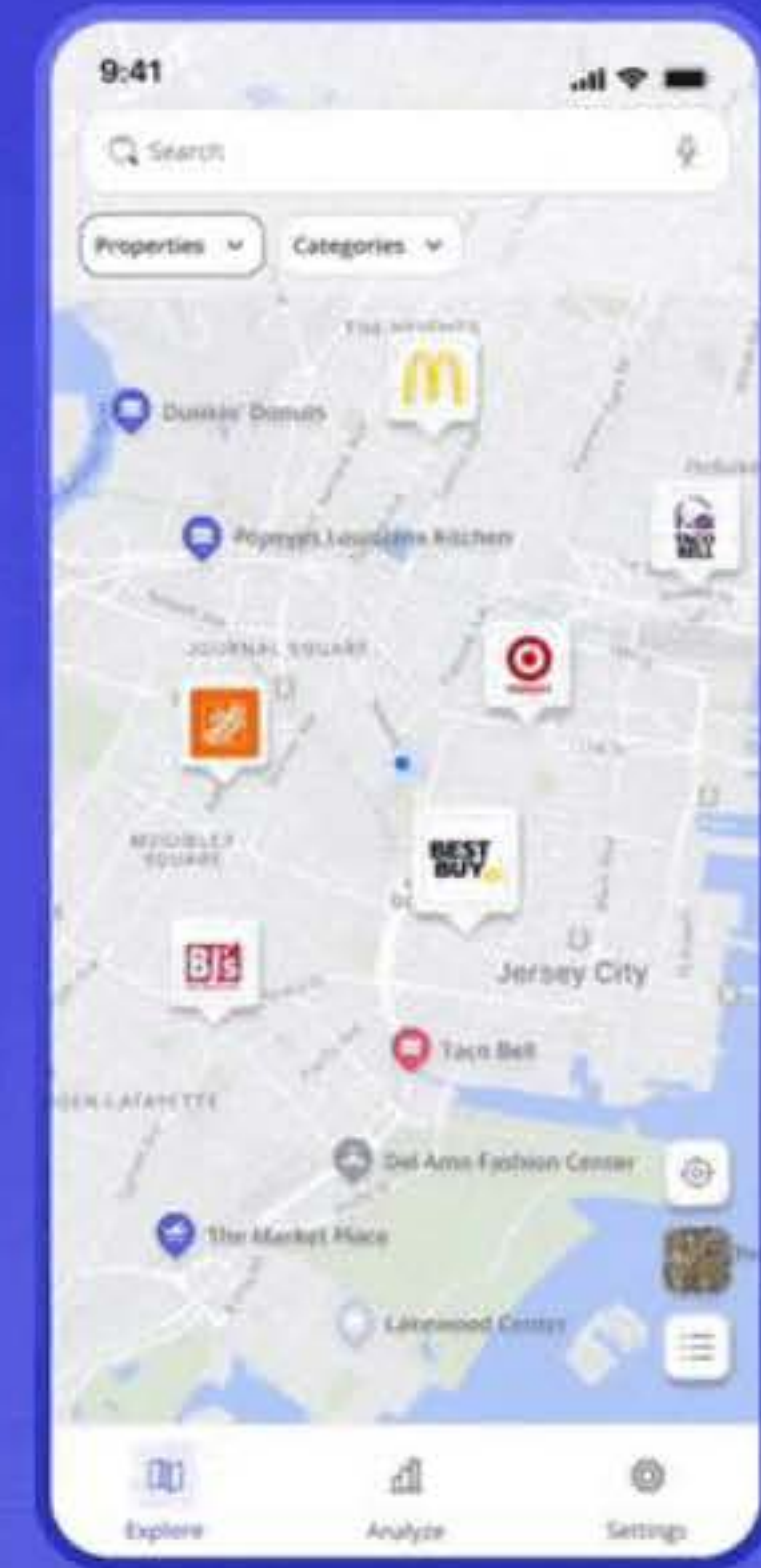
What's Included: Unlimited Data and Guaranteed Support

Explore data on the platform or have it delivered to you. Work with your dedicated support professional **every step of the way**.

24/7 Platform Access

Explore and analyze on-demand with self-service access to the world's leading location analytics platform

Automated Data Feeds & API

Employ automated data delivery via Placer's customizable data feeds and API. Also available via marketplace partnerships, including Snowflake and AWS.

White-Glove Service

Enjoy expert strategic guidance from your team of dedicated support professionals, or engage our analytical research team for bespoke analysis and insights.

Thank You

www.placer.ai

Appendices

- How Placer Works
- Data for Good
- Civic Case Studies

How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

01 Observe Human Movement

Foot traffic data from tens of millions of mobile devices forms an aggregated view of US commercial activity.

02 Analyze Every Location

Machine learning accurately describes human movement throughout the U.S., from specific POIs to chains, markets, and regions.

03 Enhance with 360° Data

Visitation data is enhanced with Placer Marketplace 3rd party datasets that further describe businesses, consumers, and markets.

04 Generate Actionable Insights

Robust, statistically significant insights into how people and places interact are presented via an intuitive UI, data feeds, or the Placer API.

Placer.ai SDK

Differential Privacy Service (DPS)

Consumer Insights | Business Insights | Neighborhood Insights | Market Insights

Spending & Sales Forecasting | Travel & Tourism Insights | Migration Insights

The Placer Marketplace

Placer.ai

Placer UI, API, & Data Feeds

How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

Unparalleled Accuracy

Highest-Quality Data

Placer.ai derives its insights from the largest, high-quality mobile device panel available, and benchmarks against authoritative data sources.

Verified Truth Set

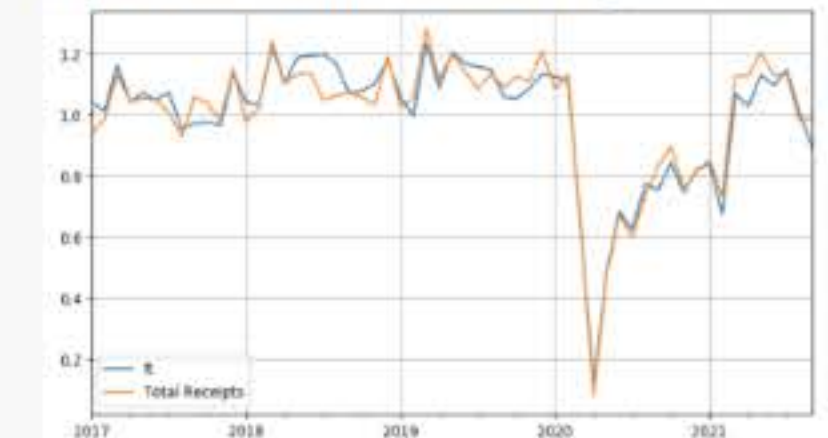Placer.ai data is constantly validated by top retailers against credit card transactions, store revenue, vehicle and people counters, and other objective measurements.

Best Buy

97.5%
correlation to counter data from 884 Best Buy stores

TX Alcoholic Beverage

96%
correlation to sales of alcoholic beverages

Ruth's Chris Steakhouse

99.6%
correlation to Ruth's Chris sales numbers
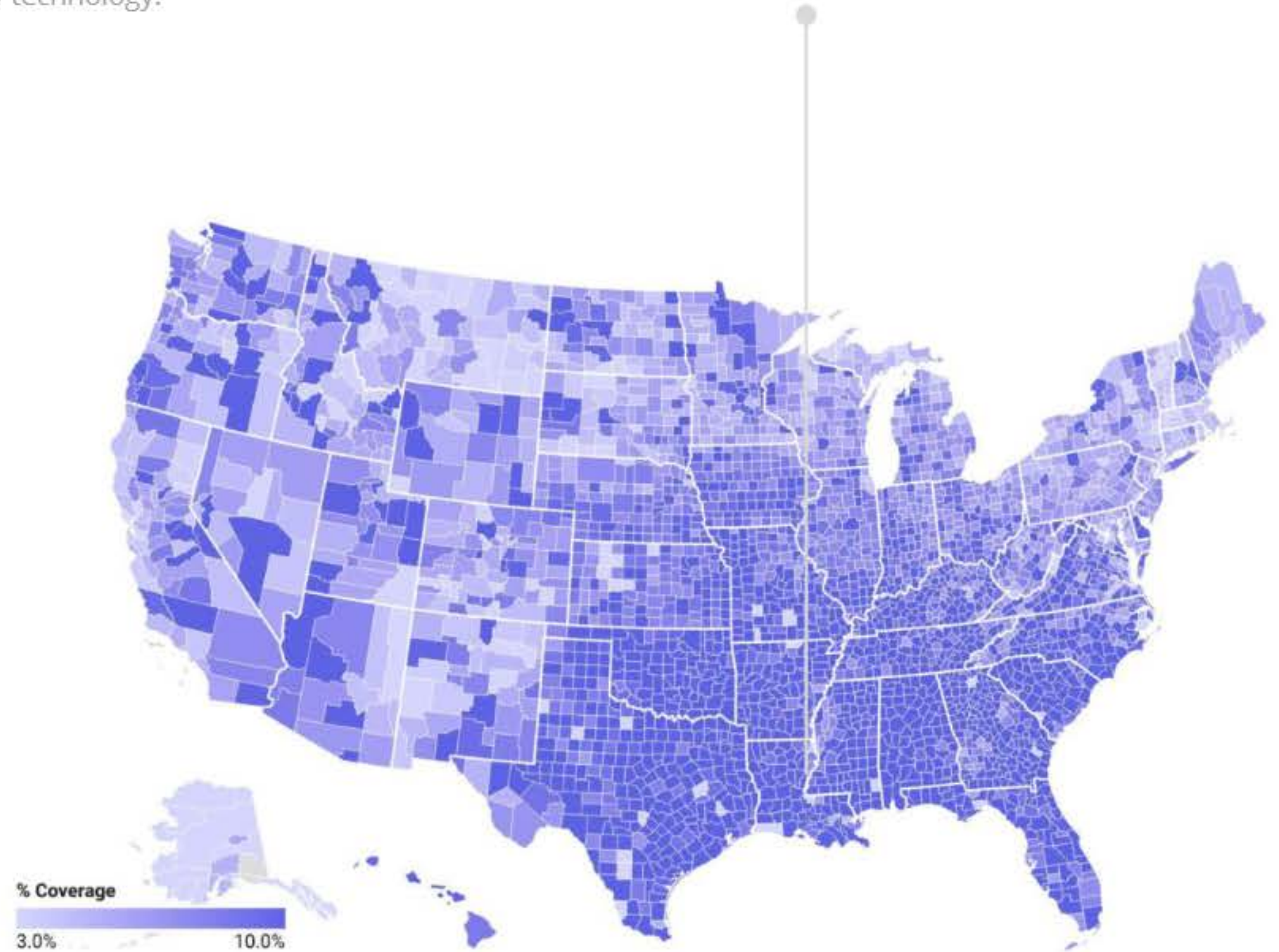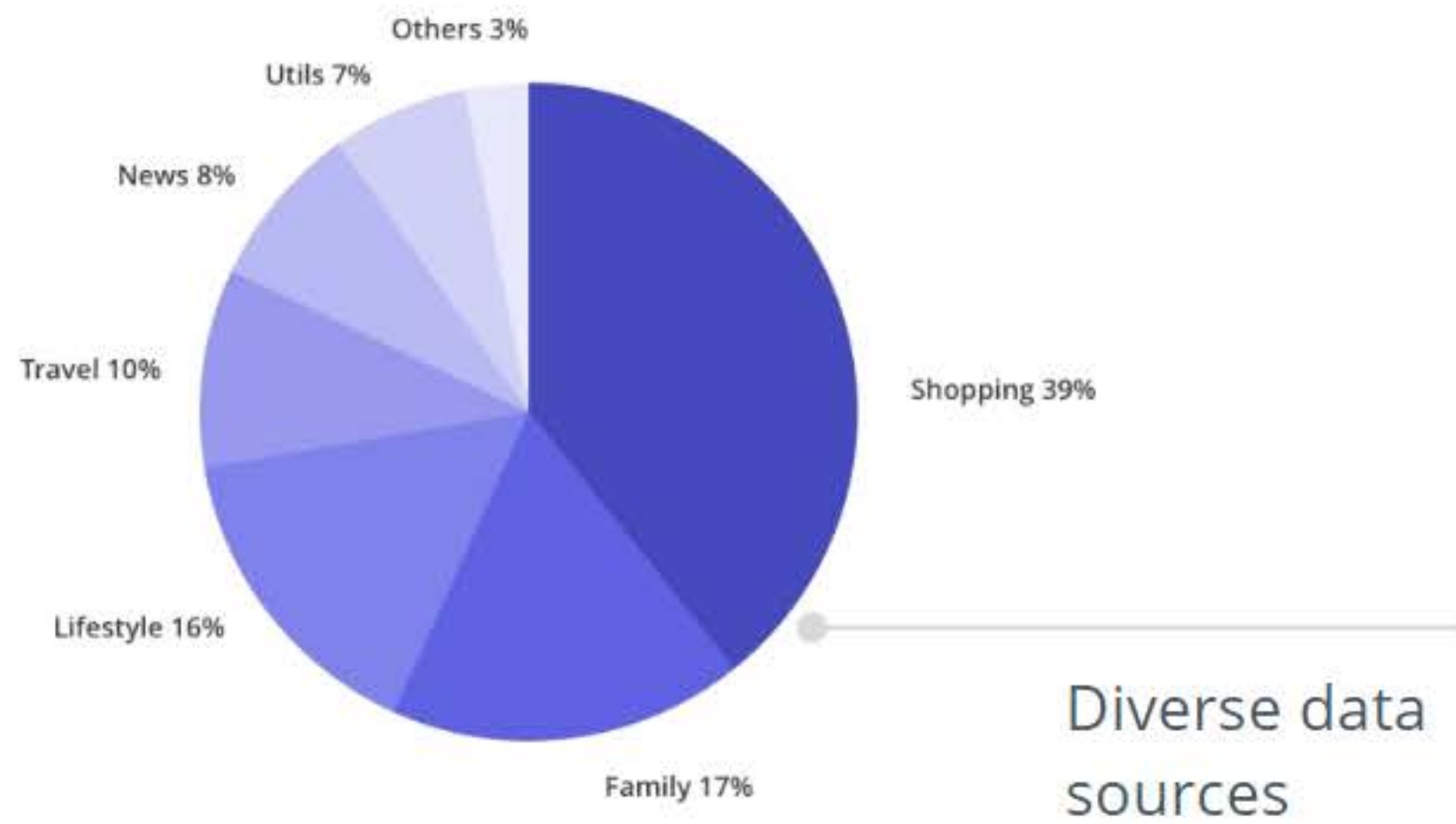
About Placer.ai

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How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

National Coverage

Placer's broad, diverse, and high-quality data partnerships provide visibility into of tens of millions of mobile devices, forming a **statistically significant panel** which accurately reflects the real-world movement of the entire U.S. population.

Pie chart:
- Shopping 39%
- Family 17%
- Lifestyle 16%
- Travel 10%
- News 8%
- Utils 7%
- Others 3%

Diverse data sources

% Coverage
3.0% — 10.0%

How Placer.ai Works

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Placer Data Marketplace

Dozens of Third Party Data Sets

The Placer Marketplace provides streamlined access to 20+ third party demographic, psychographic, and behavioral data from industry leaders like Experian, Mosaic, and STI.

360° Consumer Understanding

The powerful combination of Placer's True Trade Area and industry-leading external data sets allows for robust and nuanced analysis of consumers and markets.

AGS
APPLIED GEOGRAPHIC SOLUTIONS

experian.

SYNERGOS
TECHNOLOGIES, INC.

SPATIAL
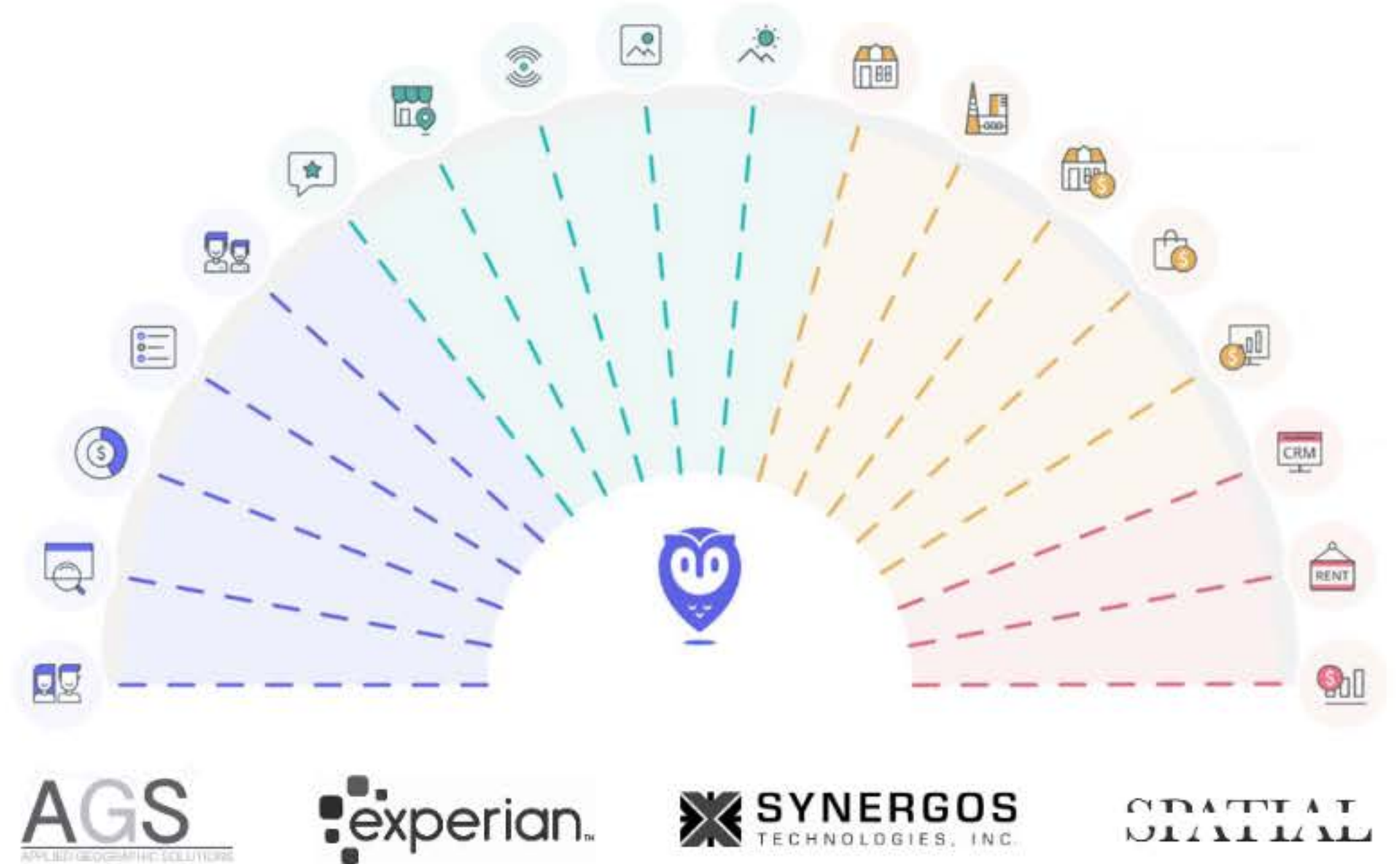
Placer Data for Good

Partnering for a healthier and more equitable world

Placer supports *thousands* of organizations, ranging from governments and nonprofits to Fortune 100 companies, in their efforts to improve the social, economic, and physical well-being of people and communities across the country.

Please visit **Placer Data for Good** to learn more.

About Placer.ai

Civic Case Studies

Prescott, AZ Office of Tourism Quantifies Annual Event Impact, Secures $200K in Grants

View the Deck

Explore Case Study

BusinessFlare helps Tequesta, FL develop response plan to pending bridge closure

View the Deck

Explore Case Study

Garden City, KS Uses Placer To Inform Sales and Tax Projections, Lands National Coffee Retailer

Explore Case Study

Village of Fox Lake Attracts $335M in Development to serve Tourism visitors

Explore Case Study

Grand Forks Wins National $100k Grant to Revitalize Town Square

Explore Case Study

Tourism Dependent City Uses Placer To Improve Sales Tax Revenue Forecasting By 37%

Explore Case Study

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