

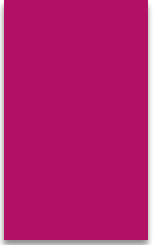


Recommendation for Purchasing **Placer.ai**

PRESENTATION

TREVOR DICK, DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

AUGUST 12, 2025



Purpose

- ▶ Recommend purchasing a subscription for Placer.ai, a location analytics platform, to support Lombard's economic development strategies.
- ▶ Provides anonymized, real-time mobility and foot traffic data for data-driven decisions.

Background and Rationale



Placer.ai

- Founded in 2016, Placer.ai is widely used by municipalities, retailers, developers, and real estate firms for planning, site selection, and market analysis.
- Data is:
 - Privacy-compliant (GDPR & CCPA)
 - Aggregated & anonymized
 - Supplemented with third-party sources.
- No personal data collected or sold.

Village Benefits

Assist with Attraction & Site Selection

Enables staff to analyze foot traffic trends, visitor demographics, dwell times, and trade areas for any commercial location in the Village. This data allows us to:

- Present potential retailers and developers with compelling, location-specific analytics.
- Validate the viability of underutilized properties for redevelopment.
- Benchmark Lombard's performance against comparable communities.

Strengthen Existing Business Support

Provide existing Lombard businesses with insights on:

- Customer patterns (peak times, visit frequency, origin points).
- Changing demographics and market reach.
- Impacts of special events, street closures, or marketing campaigns.

Village Benefits

Inform Strategic Planning & Policy

Foot traffic and mobility data can inform:

- Parking and transportation infrastructure needs.
- The impact of zoning or land-use changes.
- Downtown development efforts, including event performance and placemaking initiatives.

Promote Tourism & Overnight Stays

Placer.ai can be used by the Village to also track visitor patterns in connection with special events and attractions.

- The Village can track where visitors come from for events and attractions, where they go before or after visiting our attractions.
- This information can help with future event planning, tourism promotion, and funding analysis
- Tracking Downtown development efforts, including event performance and placemaking initiatives.

Market Population Metrics

Lombard
Village • Illinois

Resident Population
(Census 2023)

44.8K (-0.1% vs. 2022)

Out-of-Market Visitors

5.2M (+0.7% YOY)

Employees

23.3K (+2.8% YOY)

Daytime Population
(STI: Workplace 2024)

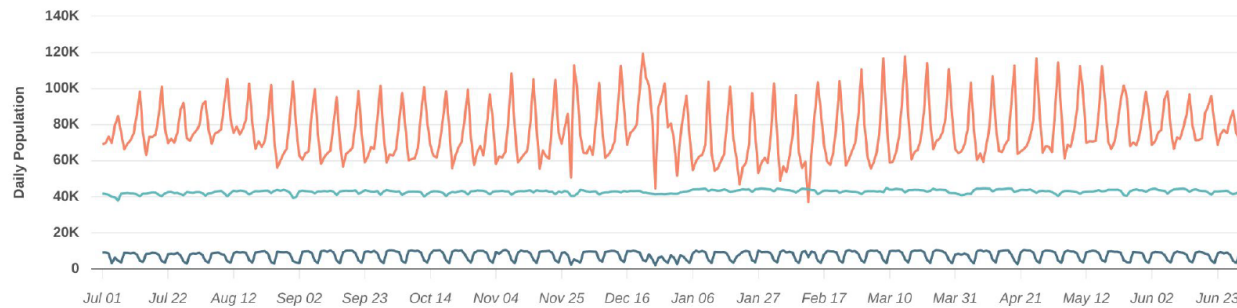
51.2K

Compared to: 1 Year Ago | Jul 1st, 2024 - Jun 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Population Trend

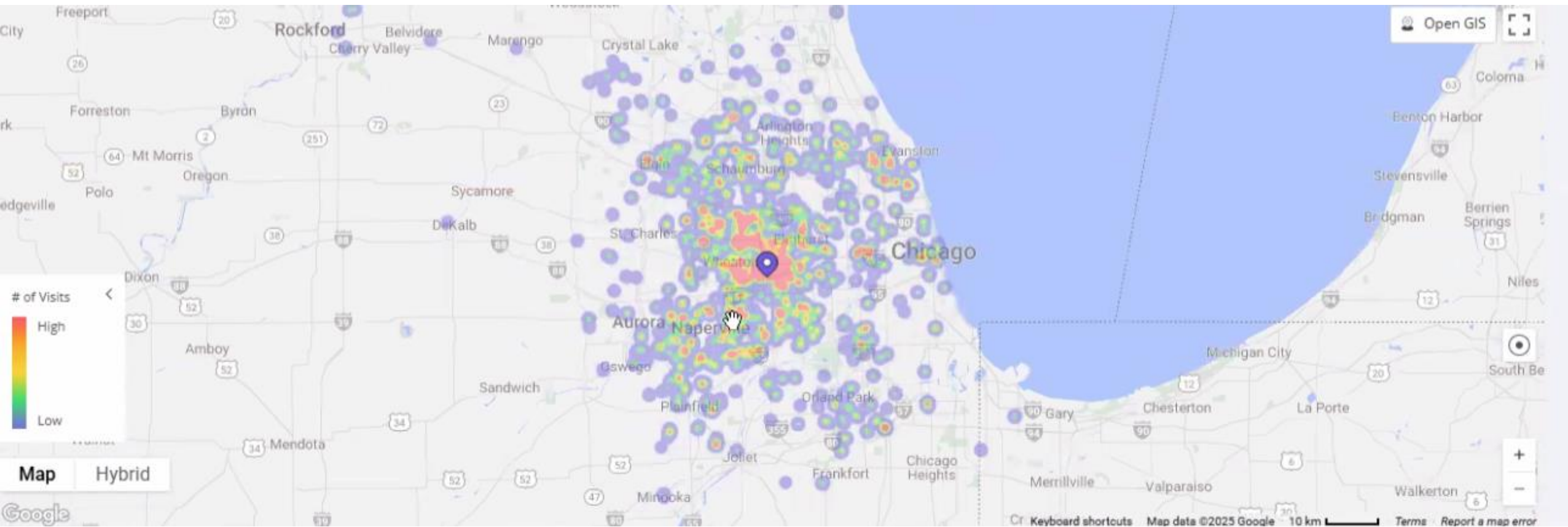
Lombard
Village • Illinois



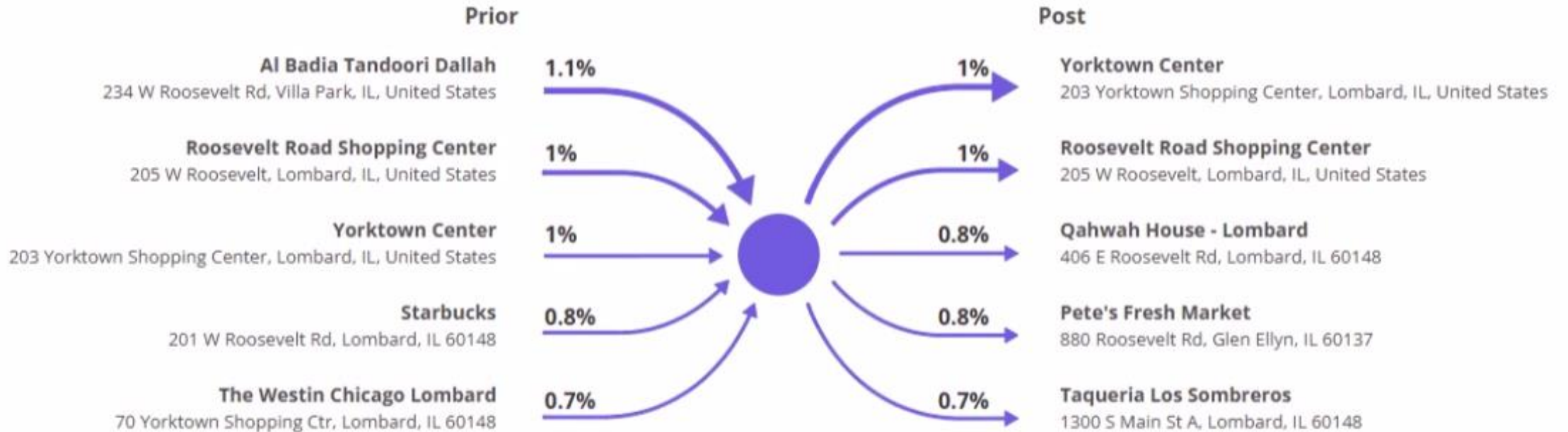
Residents Inbound Commuters Out-of-Market Visitors

Village of Lombard Data Examples

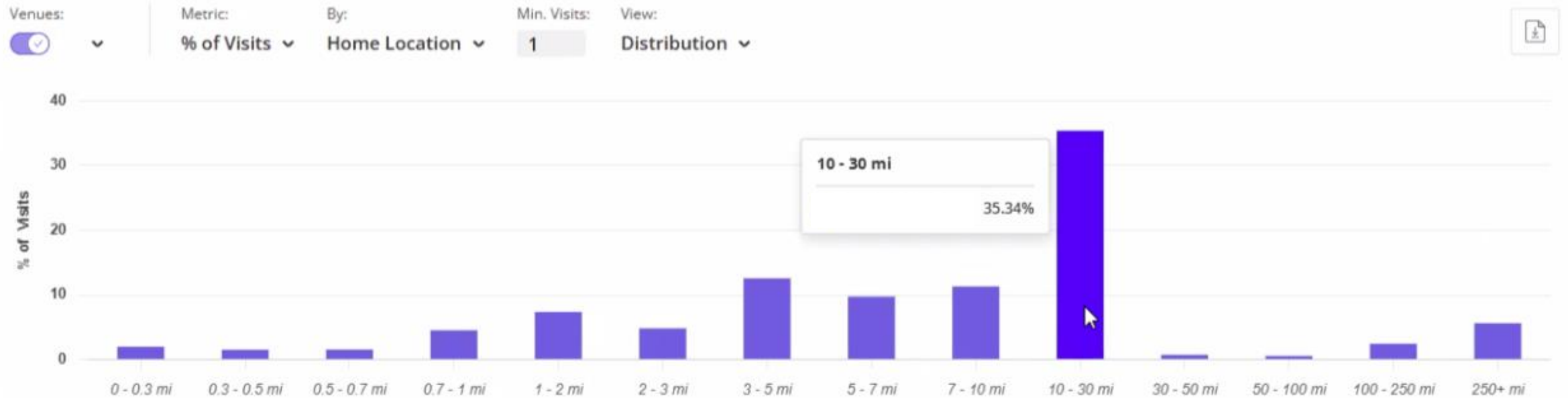
Product Example: Customer Origin



Product Example: Customer Trips



Product Example: % of Visits by Distance



Return on Investment



Reduced Research Costs

Reduce reliance on costly third-party studies



Faster Business Attraction

Data-backed proposals can attract businesses faster.



Assist in investment decisions in events

Measure attendance, visitor origins, and spending patterns. This information can help with future event planning, tourism promotion, and funding analysis



Support Existing Businesses

Data can help businesses adjust marketing.



Accelerate decision-making

Having immediate access to Data and evidence will help make faster decisions.



Enhance transparency with developers and stakeholders

Sharing data with other stakeholders gains trust and respect.

Example: Cruise Nights

- ▶ Measure event impact:
 - ▶ Total foot traffic by day/hour
 - ▶ Visitor origin points
 - ▶ Business visits nearby
 - ▶ Year-over-year comparisons



Next Steps

- ▶ **Recommendation:** To enter a one-year subscription with Placer.ai (\$21,000) partially funded with hotel/motel tax funds.



Thank you!