

MEMORANDUM

DATE: March 25, 2025

TO: ****ORIGINAL****
City Clerk's Office

FROM: India Barr , Procurement Contracting Officer
Procurement Management Department

SUBJECT: Record Retention

CONTRACT: 20240079
CONTRACT TITLE: Venue Analytics Platform

Council Approved : March 24, 2025
7.j - Approve Amendment #1 to Contract 20240079 for Venue Analytics Platform.
Estimated Annual Expenditures: \$78,000.

VENDOR NAME:	Placer Labs Inc.
VENDOR ADDRESS:	440 N. Barranca Ave.
CITY & STATE:	Covina, CA 91723

CONTRACT TERM: The Contract Period starts June 12, 2025 and goes on through June 12, 2026.

Please see the attached for (1) original agreement for your records.



Nate Rubel
Procurement Assistant Director
City of Port St. Lucie
121 SW Port St. Lucie Blvd.
Port St. Lucie, FL 34984

February 29, 2024

Mr. Rubel,

This letter confirms that Placer.ai provides our customers with location data combined with market insights, a user-friendly interface, and customer support. To our knowledge, the following company and product features are available exclusively on the Placer platform, Placer API, and Placer data feeds.

Distinguishing Company Features

1. **Proprietary panel, software development kit, and application partners** provide data generated from over 20 million monthly average users from which we collect our data to develop statistically significant insights into any physical place.
2. **Proprietary AI and machine learning** account for panel biases and normalize data changes to technology and application sources. Our location collection logic governs the location collection sampling patterns and frequency to optimize accuracy.
3. **Machine learning** provides estimations on physical market activity across the U.S.
4. **Historic and near real-time data** from January 1, 2017 through within four days of the present day.

Note: Placer data is proprietary, and our team of over one hundred engineers is constantly improving and validating the accuracy of the location data and the market insights we provide.

Client Base and Partners

Placer's diverse client base includes over 3,500 leading commercial real estate, brokerage, retail, finance, and consumer packaged goods companies, and more than 950 civic clients including state and local governments, economic development organizations, universities, airports, and destination marketing organizations.

Privacy by Design

Placer is a privacy-first company. We do not collect user identifiers, we have never sold user-level data, and we intentionally built our business with underlying technology that doesn't rely on personally identifiable information. All data is fully anonymized. Our Trust Center located at <https://www.placer.ai/company/trust-center/> further details our commitment to privacy.

Placer's Product Features

1. **Data for Visitors, Residents, Employees, and Passersby to any location in the United States.**
 - a. Visitor metrics including unique visitors, frequency of visits, dwell time.
 - b. "True Trade Area" reveals home and work location for visitors to any POI.
 - c. Daily visits, hourly visits, length of stay.
2. **Unlimited Points of Interest**
 - a. Location data for every city, county, district, neighborhood, park, open space, campus, corridor, building, shopping center, public or private property, parking area, vacant land etc.
 - b. Location data for streets, roads, highways, transit locations, trails etc.
 - c. 'POI on the fly': Users may access, create, and save *unlimited* Points of Interest (POIs).
 - d. Millions of points of interest currently accessible to all users.
3. **Visitor Journey**
 - a. Visitor origin markets by city, state, zip code and census block.
 - b. Prior and Post locations for visitors to any POI.
 - c. Top visited national chains for visitors to any location.
 - d. Top visited local points of interest for visitors to any location.
 - e. Home zipcodes for visitors to any location
 - f. Cross visitation among POIs.
4. **Visitor Demographics and Customer Segmentation.**
 - a. Demographics for visitors to any location.
 - b. Psychographic data for visitors to any location: behaviors, interests etc.
 - c. Spend habits: favorite brands, consumer expenditures, etc.
 - d. Social media habits: Web preferences, brand affinity, hashtags etc.
5. **Property Information**
 - a. Size, ownership, tax history.
6. **Sales Information**
 - a. Retail Sales currently available for grocery and select retail categories.
 - b. Sales forecasting performed with visitation and historic sales records.
7. **Area Analysis**
 - a. Traffic volume along every street, by direction and time of day.
 - b. Planned Development: pipeline of development projects in planning, construction and completed.
 - c. Event data: Visitation numbers for events including but not limited to expositions, festivals, concerts, community events, sports, conferences, performing arts etc.
 - d. Event attendee visits to nearby properties.
8. **Migration data** reveals change to population trends for any Zip Code, County, State, including change to population, change to income levels etc. Top migration origins and destinations.
9. **COVID Recovery:** Visitation trends for retail and tourism for every city, county, state for present day benchmarked against a similar period in 2019.
10. **Void Analysis:** reveal best fit retailer, hotel, or other development type for any location.
11. **Site Selection:** reveal best locations for desired retail chains.
12. **Heat Maps** reveal pedestrian activity movement and gathering.

Placer's User Experience

User-Friendly Web Based Application

Every user is able to access Placer data, generate insights, and export reports without the need for technical skills beyond what is used for a typical web browser or mapping application.

Marketplace Applications, Integrations, and Services

Third party data, applications, and service providers enhance data with powerful insights about any location.

1. Applications to reveal demographics, psychographics, spend habits, and social/web preferences.
2. Integrations for data feed, storage, and analysis.
3. Partner Service Providers assist clients to operationalize data as part of business development efforts.

Custom Reports

1. A collection of custom reports is available to all users, and generated on demand. Some of the more popular reports for Civic clients include Retail Leakage, Pedestrian Heat Maps, Trip Origination by Market, Store Opening and Closing Impact, and Event Impact on Property.
2. Automated Monthly Reports deliver metrics about any POI.
3. Unlimited exports. Unlimited exports to PDF, CSV, JPEG, SHP and KMZ in Excel, KML, Tableau, Slides, pdf and other formats for integrations, sharing, and use in business efforts.
4. API and Data Feed are available for an additional fee in addition to access to the Placer Platform.

Customer Support

1. Customer Support

Every client can be partnered with a Customer Success Manager (CSM) to receive training and strategic support for specific projects and business needs. CSMs help clients produce reports, advise on best practices, and make introductions to Solutions Engineers for more complex project needs.

2. Solution Engineers

Clients can work with Solution Engineers to explore trends, reveal insights, and build custom solutions to solve complex business needs. Our engineers can work independently to produce slide presentations that clients can then use for their internal presentations with their team, council, board, and stakeholders.

For any additional questions please contact:

Ian Ross
Head of Civic
ian.ross@placer.ai

Sincerely,



Vernell Wisdom
Head of Contract Management
Placer Labs, Inc.

LEGAL SERVICES REQUEST FORM

Request # 25055-04

Applicant's Info

Name	Email	Phone Number
India Barr	ibarr@cityofpsl.com	(772) 871-5294

Urgency Level	CM Staff Name
Routine Submission	

Department	Division	Response Needed	Agenda Item	Council Meeting
OMB	Procurement	3/28/2025	YES	3/24/2025

Secondary Department	Secondary Division
Parks & Recreation	General

Project Name	Project #	Account Number
Placer.ai One-Year renewal June 25-26		

Public Request	Type	Date of Request
NO		2/24/2025 11:24:06 AM

User Created
Alyssa Lunin

Statement of Legal Services Needed

Placer sent the amendment form for renewal. Parks has already vetted with the CM that they want the one-year term, and they are okay with the price increase. Alyssa is putting this in under India for now because India is the assigned PMD agent but on vacation until 3/3.

Initial Meeting requested/needed	Number of page(s) attached
NO	

Assigned Attorneys and Staff

Outside Counsel Name	Position	Primary	Outside Firm
NO Alyssa Lunin	Senior Deputy City Attorney	YES	
NO Ashley McClure	Paralegal	NO	

Notes

Public	Date	Note By
YES	3/25/2025 10:57:55 AM	Alyssa Lunin
Approve for form and legal sufficiency.		
YES	3/18/2025 8:07:26 AM	Betty Bollinger
Legistar Number 2025-281 CC Mtg 3/24/25		
YES	3/9/2025 2:42:41 PM	Alyssa Lunin
Hi India, I'm going to close this out, since legal work is completed. If you need anything else from me, please let me know!		

Status	Category	Assigned Date	Date Closed
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CLOSED

NO CATEGORY

2/24/2025

3/9/2025




PLACER LABS, INC.

AMENDMENT TO ORDER FORM

This Amendment to Order Form (this “**Amendment**”), dated as of February 24, 2025 (the “**Amendment Date**”), modifies the Order Form (City Contract #20240079) executed by City of Port St. Lucie, Florida (“**Customer**”) and Placer Labs, Inc. (“**Placer**”) on or about June 12, 2024 (together with any other prior amendments thereto, the “**Order Form**”). Unless otherwise defined, capitalized terms herein have the same meaning as in the Order Form. Placer and Customer agree to amend the Order Form as follows:

1. The Term of the Order Form will be renewed for 12 months starting June 12, 2025 (“**Renewal Date**”).
2. Starting on the Renewal Date, the Annual License Fee will increase, from \$75,000 to \$78,750.
3. Customer will receive an invoice for this upcoming Additional Term on the Renewal Date.
4. In all other respects, the Order Form shall remain in full force and effect.

City of Port St. Lucie, Florida	Placer Labs, Inc.
By: <i>Caroline Sturgis</i>	By: 
Name: Caroline Sturgis	Name: Vernell Wisdom
Title: Director, Office of Management & Budget, Procurement	Title: Head of Contract Management