



MAIN STREET  
OAKLAND COUNTY  
est. 2000

ECONOMIC  
VITALITY

# Placer.ai Applications

## Market Intelligence for Main Street District Programs and Their Small Businesses

### Sample Downtown Market Snapshot

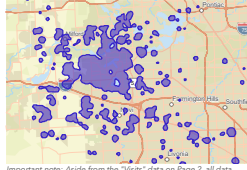


#### LOCATION

This city is easy to get to from I-696/96, I-275, and not far from US-23, making it a great place to visit or to put down roots. It's also a place with room to grow and opportunities for development. We welcome you to "Experience Here" in Downtown Wilcox.

#### ABOUT

This city is a thoughtfully designed, modern downtown with pieces of history and nature woven in, creating a vibrant place for families, individuals, and entrepreneurs to thrive. Modern workspaces and storefronts give blossoming small businesses the space and technology they need.

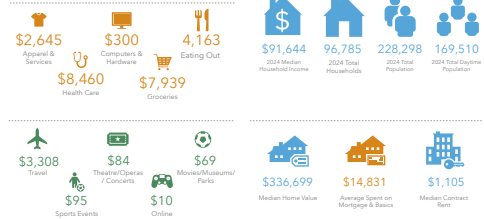


**Important note:** Aside from the "Visits" data on Page 2, all data being displayed is derived from the boundaries shown above. These areas represent where 70% of the visitors come from within a 50 mile radius.

#### Fast Facts

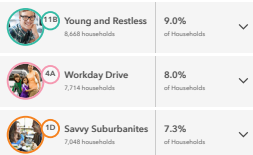


#### Spending



### Lifestyle Profile

Tapestry segments

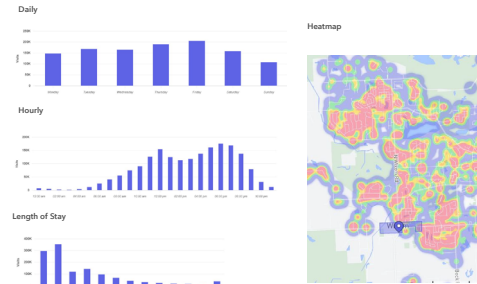


Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but working to get ahead and improve themselves. This market seeks to be hip, fun, modern, trendy, college-oriented, and labor force participation rate. Almost one in five residents moves each year.

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Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children or have moved to other nearby neighborhoods. Outside the urban core, these suburbanites include home-owning and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

### Visits Downtown (1/1/22-12/31/22)



This city is an Oakland County Main Street Community. Our mission is to maximize the economic potential and to preserve the heritage and sense of place of Oakland County's historic downtowns and commercial districts by encouraging and facilitating the use of the Main Street Four-Point Approach™ that emphasizes comprehensive economic development within the context of historic preservation.



Part of the Main Street Oakland County's (MSOC) Economic Vitality Services Portfolio includes access to Placer.ai data and Market Snapshots. This information is provided free of charge for MSOC district programs.

### WHAT IS PLACER.ai?

This location analytics platform provides you with detailed insights into foot traffic, consumer behavior, and physical location performance. It helps businesses, organizations, and city planners make data-driven decisions about retail locations, real estate, marketing strategies, and urban development.

### HOW CAN IT BE OF HELP TO DISTRICTS?

#### 1. Foot Traffic Analysis

- Track how many people visit downtown areas, when, and for how long
- Identify peak hours and days for better resource allocation and event planning

#### 2. Economic Development

- Attract new businesses and retain existing businesses by showcasing data on visitor demographics, spending potential, and traffic patterns
- Highlight areas with untapped potential for investment or redevelopment

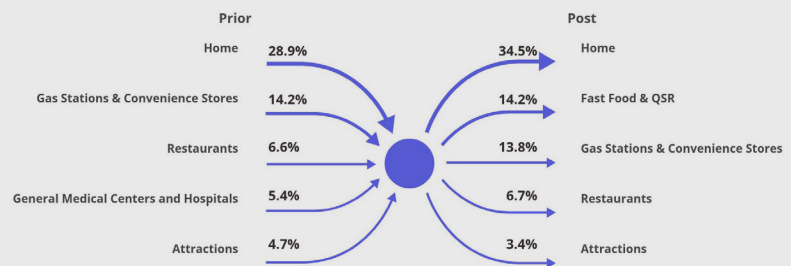
#### 3. Event Planning

- Evaluate the impact of events on foot traffic and visitor behavior
- Plan future events based on the most active locations and times

#### 4. Community Engagement

- Share data with residents and stakeholders to foster transparency and collaboration
- Tailor initiatives based on the preferences and needs of visitors and locals

### Visitor Journey



To request data, please complete this form: [forms.oakgov.com/342](https://forms.oakgov.com/342)  
Questions? Contact Erick Phillips: [phillipse@oakgov.com](mailto:phillipse@oakgov.com) | (248) 858-4070

