

IEDC 2023
Look Up!





IEDC 2023 Look Up!



Insights for Economic Development Professionals

Introductions



Ian Ross

**Head of Civic
Placer.ai
California, Tel Aviv, and Everywhere**

**Former life:
civic technology start-up founder,
urban future and economic
development consultant**



Look Up!

- **Placer in a Nutshell**
- Travel and Tourism
- Site Selection
- Planned Development
- Return to Work
- Herschend Entertainment Company



Get Insights for Any Place

Unprecedented visibility
into consumer foot-traffic

Search Any Venue in the US - Free



Northpoint Center

350 Bay St, San Francisco, CA 94133

Visit Trends



JAN

JUL

556.3k

Visits

139.9k

Visitors

3.98

Frequency

[See Full Report](#)



Northpoint
Center



Safeway

Over 450 Civic Clients Across the Country

Cities, Counties, Districts, Economic Development Organizations, Travel and Tourism DMOs, Chambers of Commerce, Downtowns, Conference Centers, etc.



How Economic Development Leaders Use Placer Data



Retail Recruitment

- Discover retail demand potential
- Reveal leakage
- Target best fit retailers
- Drive revenue



Event Analysis

- Optimize Marketing
- Increase Sponsors and Vendors
- Measure Performance
- Reveal economic impact



Travel and Tourism

- Discover visitation to any destination, attraction, convention center, etc
- Discover demographic profile of visitors
- Discover origin market and visitor journey
- Gain insights into economic impacts
- Look at Competitor Locations



Sales Tax Estimation

- Correlate Visitation with Sales
- Reveal sales data for key sectors
- Estimate based on visitation history since 2017.



Transportation / Infrastructure / Parks & Open Spaces

- Reveal usage for any day and time
- Identify investment opportunities
- Learn economic impacts
- Measure ROI and efficacy



Marketing & Reports

- Optimize marketing to reach target audiences
- Expand marketing based on new insights
- Receive monthly reports on visitation trends
- Share reports with stakeholders, and the public



Business Attraction

- Reveal workforce potential
- Site Selection
- Discover changes to workforce trends
- Share data with desired employers



COVID Recovery | ARPA

- Identify Economic Impacts
- Measure Performance of Efforts
- Report progress of ARPA investments
- Return to Work



Support Local Business

- Customer journey, dwell time etc.
- Optimize marketing to reach desired customers.
- Gain insights into customer demographics, HHI and brand preferences.
- Get the Right Retail Mix

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Support Local Business

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Look Up!

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Look Up

Snowbasin Mountain

Visit Ogden, Utah

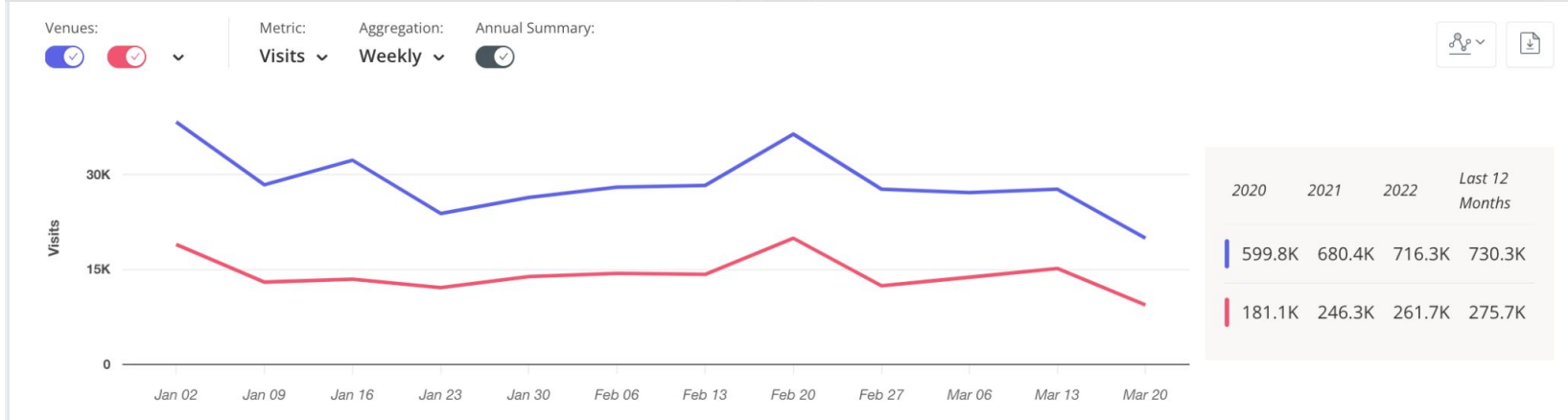
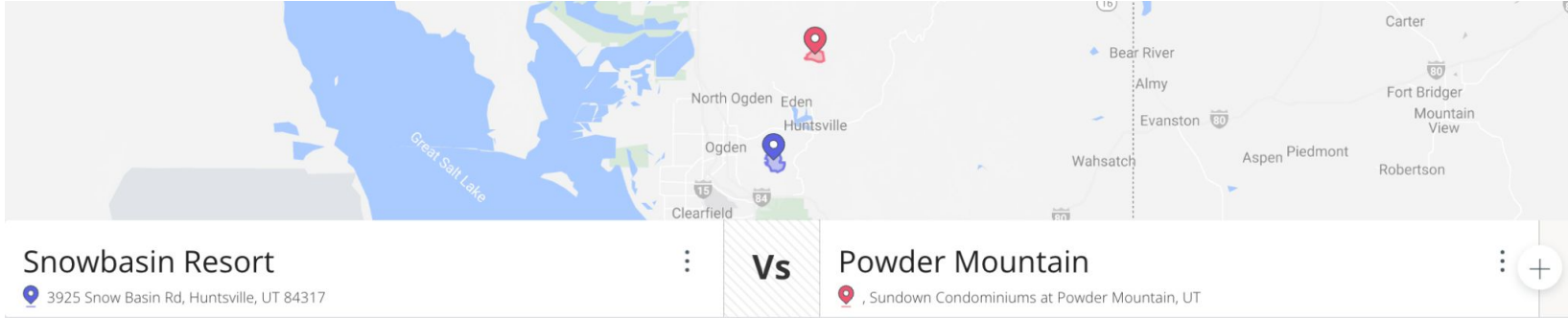


Visit Ogden, Utah

[Snowbasin compared to Powder Mountain](#)



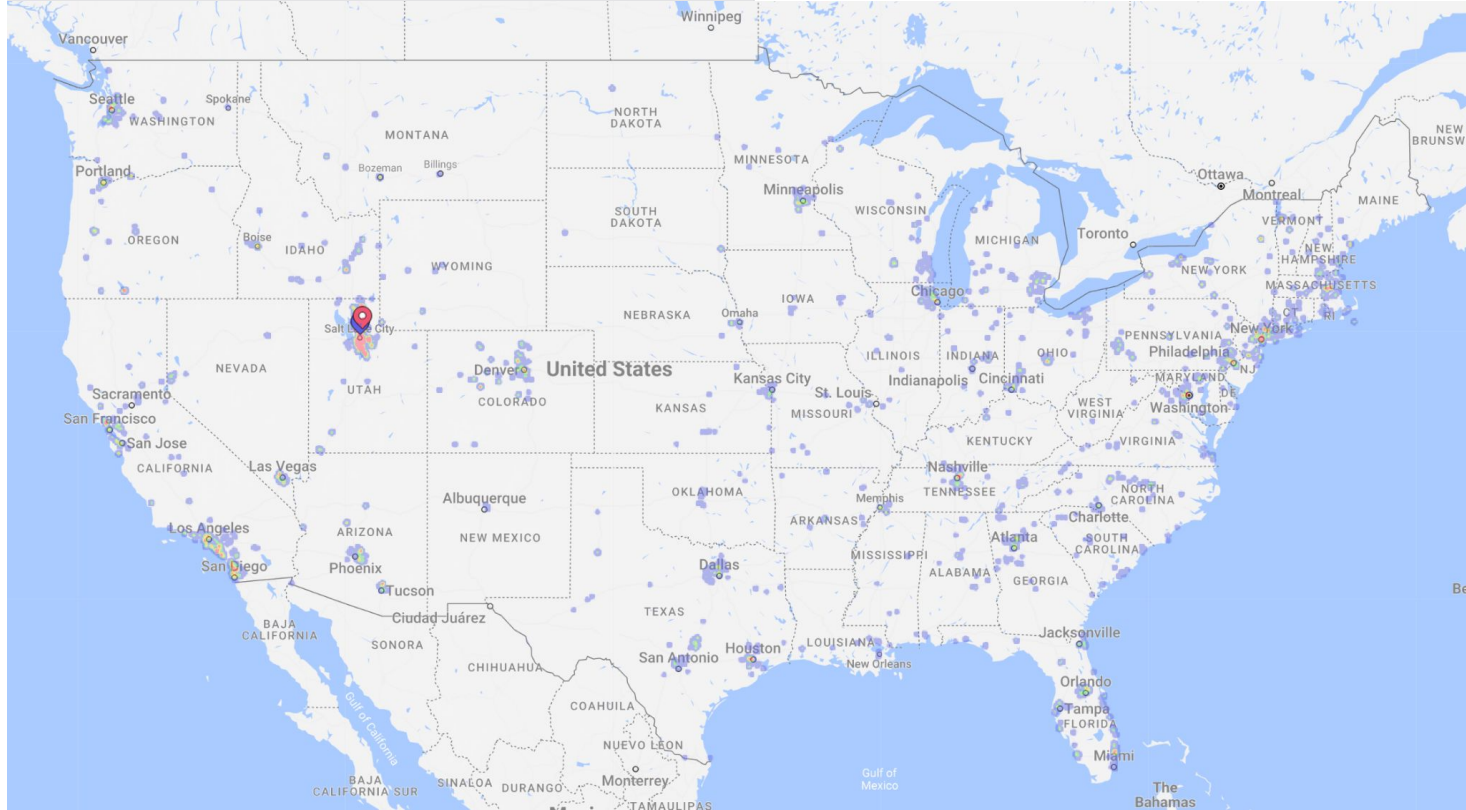
How many visitors are coming to the mountains?



Where do visitors come from?

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317



Where do visitors come from?

Vs

Powder Mountain

 , Sundown Condominiums at Powder Mountain, UT



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Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317

:

Vs

Powder Mountain

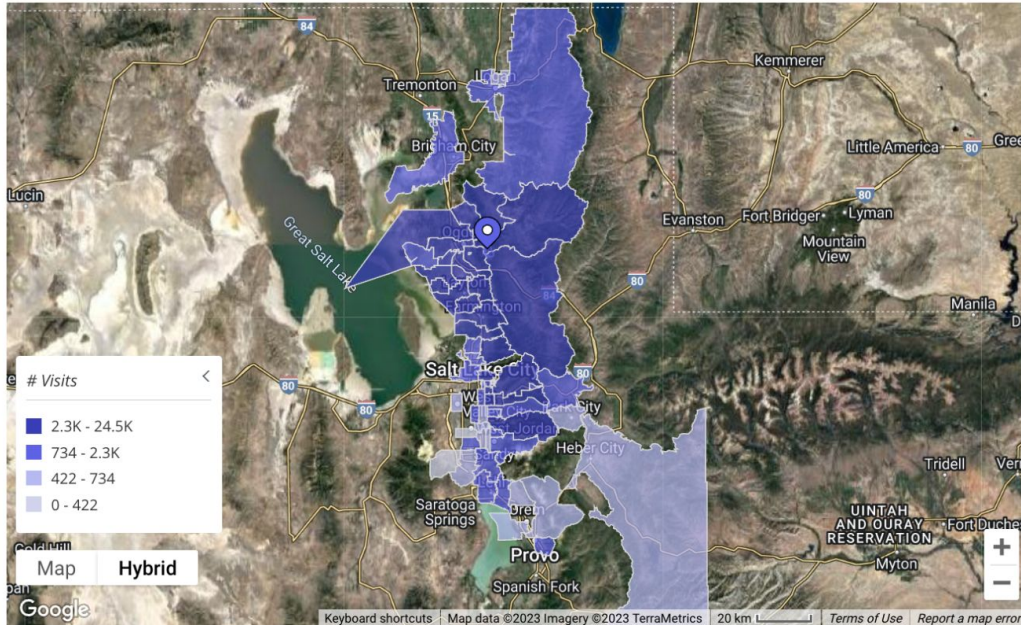
Sundown Condominiums at Powder Mountain, UT

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+

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317

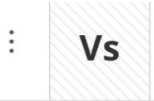


Zipcode / City	Visits (% of Total)
84403 Ogden, UT	24.5K (7%)
84037 Kaysville, UT	19.2K (5.5%)
84040 Layton, UT	17.6K (5%)
84025 Farmington, UT	16K (4.6%)
84050 Morgan, UT	12.8K (3.7%)
84405 Ogden, UT	10.9K (3.1%)
84414 Ogden, UT	10.4K (3%)
84404 Ogden, UT	9.6K (2.7%)
84401 Ogden, UT	8.3K (2.4%)
84015 Ogden, UT	8K (2.3%)

Where do visitors come from?

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317



Powder Mountain

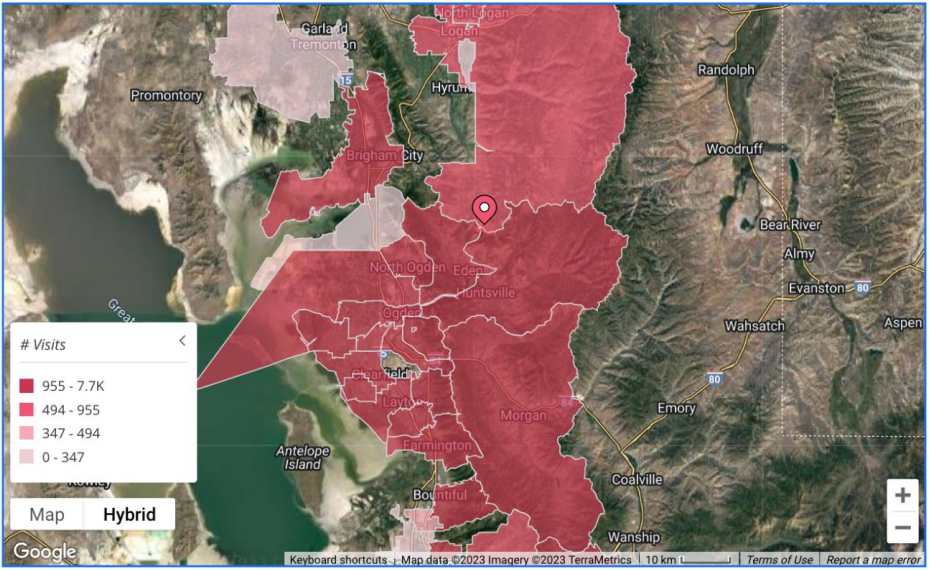
Sundown Condominiums at Powder Mountain, UT



Venues: ▼ + Compare ▲ | Origin: Home Location ▼ | Metric: Visits ▼ | View: # of Visits % of Visits YoY Change



Powder Mountain
Sundown Condominiums at Powder Mountain, UT



Zipcode / City	Visits (% of Total)
10533 Irrington, NY	562 (0.3%)
10536 Katonah, NY	403 (0.2%)
10590 South Salem, NY	1.6K (0.9%)
10605 White Plains, NY	728 (0.4%)
11713 Bellport, NY	316 (0.2%)
11968 Southampton, NY	369 (0.2%)
12801 Glens Falls, NY	306 (0.2%)
15232 Pittsburgh, PA	339 (0.2%)
17519 East Earl, PA	368 (0.2%)
19087 ...	340 (0.2%)

Where do visitors come from?

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317

Vs

Powder Mountain

, Sundown Condominiums at Powder Mountain, UT

Venues: ● ● ^ | Origin: Home Location ▼ | Metric: Visits ▼ | View: # of Visits | % of Visits | YoY Change

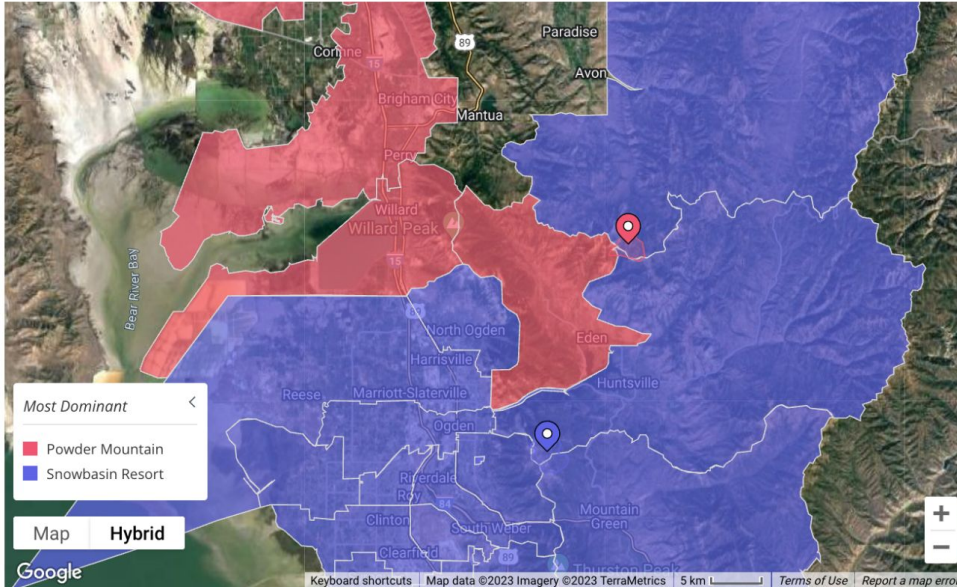


● Powder Mountain

, Sundown Condominiums at Powder Mountain, UT

● Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317



Zipcode / City	● Powder Mou... # Visits	● Snowbasin R... # Visits
84403 Ogden, UT	7K	24.5K
84037 Kaysville, UT	1.5K	19.2K
84040 Layton, UT	3.1K	17.6K
84025 Farmington, UT	1.6K	16K
84050 Morgan, UT	1.3K	12.8K
84405 Ogden, UT	2.7K	10.9K
84414 Ogden, UT	4.6K	10.4K
84404 Ogden, UT	6.7K	9.6K
84401 Ogden, UT	5.7K	8.3K
84015 Ogden, UT	3.4K	8K

How has visitation (by zipcode) changed YoY?

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317

Vs

Powder Mountain

Sundown Condominiums at Powder Mountain, UT

Venues:

Compare

Origin:

Home Location

Metric:

Visits

View:

of Visits

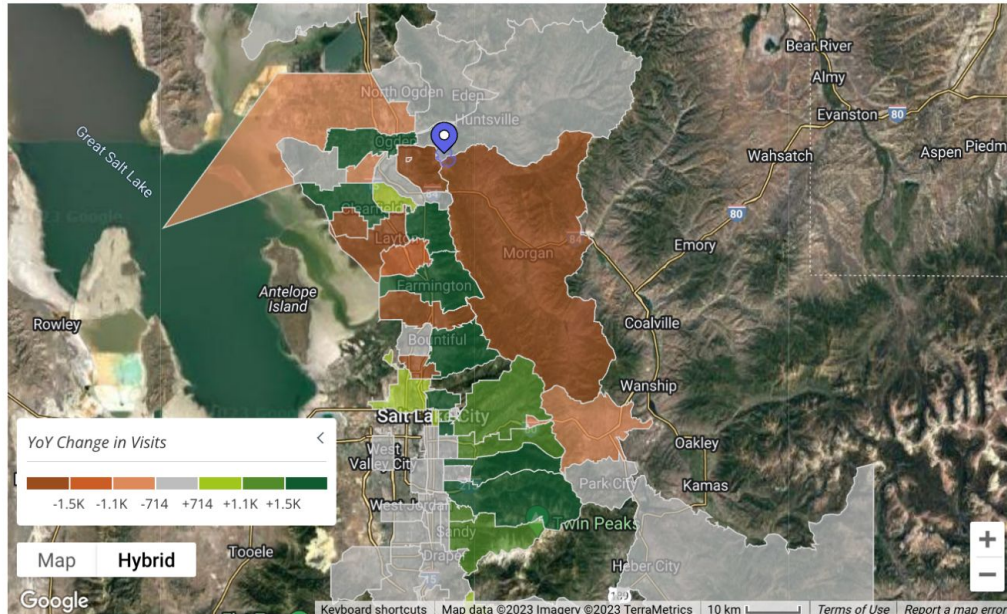
% of Visits

YoY Change



Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317

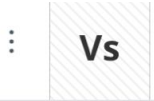


Zipcode / City	Visits (% of Total)	YoY (% Change)
84403 Ogden, UT	24.5K (7%)	-6.2K (-20.2%)
84037 Kaysville, UT	19.2K (5.5%)	-1.4K (-6.8%)
84040 Layton, UT	17.6K (5%)	+4K (+29.5%)
84025 Farmington, UT	16K (4.6%)	+1.7K (+11.6%)
84050 Morgan, UT	12.8K (3.7%)	-3.8K (-22.7%)
84405 Ogden, UT	10.9K (3.1%)	+232 (+2.2%)
84414 Ogden, UT	10.4K (3%)	-700 (-6.3%)
84404 Ogden, UT	9.6K (2.7%)	-858 (-8.2%)
84401 Ogden, UT	8.3K (2.4%)	+2.2K (+35.6%)
84015 Ogden, UT	8K (2.3%)	+2.6K (+48.7%)

What's the overlap?

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317

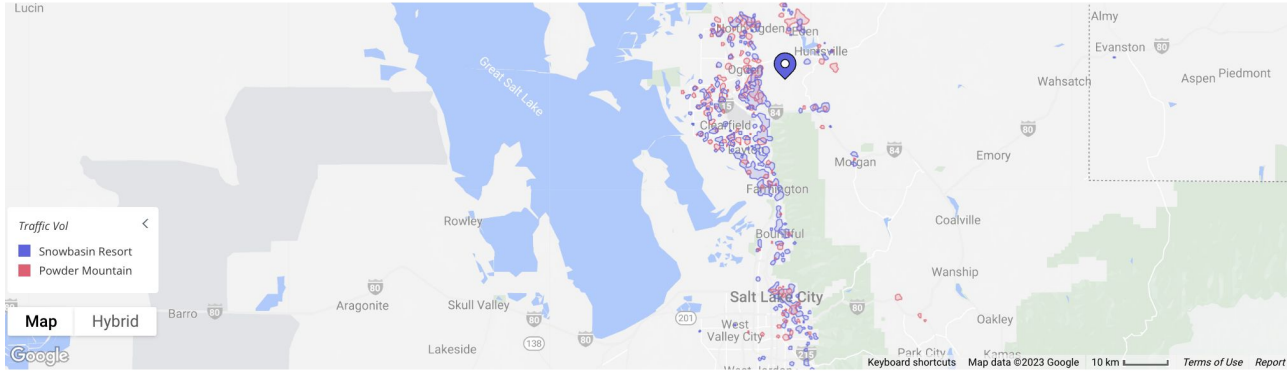


Powder Mountain

, Sundown Condominiums at Powder Mountain, UT



Venues: Blue Red Metric: Trade Area Type: True Trade Area Traffic Vol: 70% Show Map: On

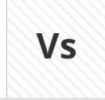


Where are they going before/after? Visitor Journey (step by step)

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317

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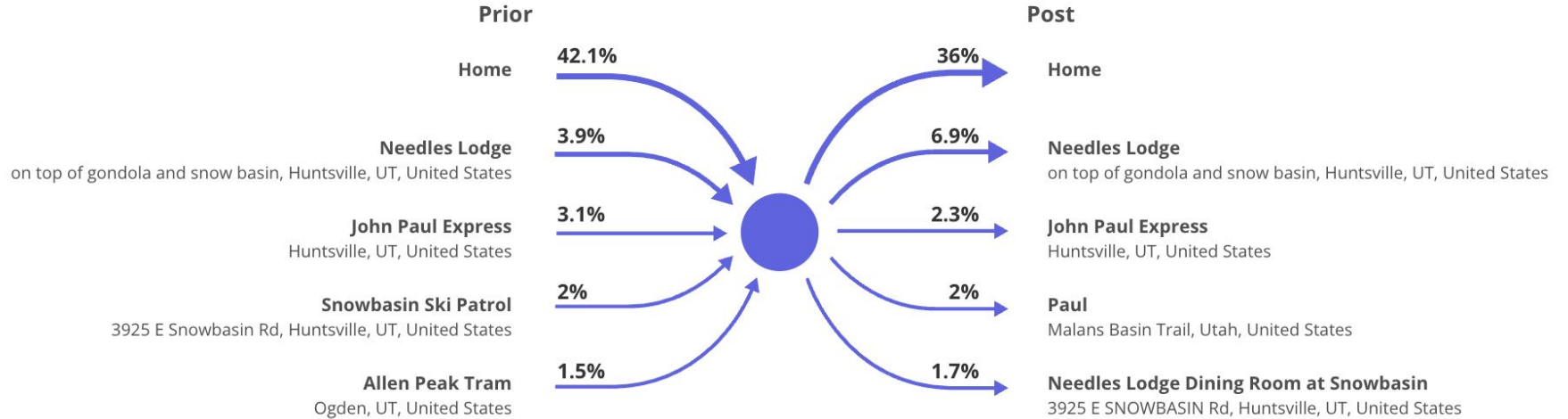


Vs

Powder Mountain

, Sundown Condominiums at Powder Mountain, UT

:



Where do they eat?

Category: Min. Visits:

Dining ▼



Snowbasin Resort / Snow Basin Rd, Huntsville, UT				Powder Mountain / Sundown Condominiums at Powder Mountain, UT			
Rank	Name	Distance	Visitors	Rank	Name	Distance	Visitors
11	Chick-fil-A / 1120 Washington Blvd, Ogden, UT 84404	6.4 mi	4.5K (3.2%)	11	Buffalo Wild Wings / 702 West Riverdale Road, Riverdale, U...	18.2 mi	3K (4.2%)
12	Chick-fil-A / 440 N, Station Pkwy, Farmington, UT 84025	14.9 mi	4.4K (3.1%)	12	Olive Garden / 4079 Riverdale Rd, Riverdale, UT 84405	17.3 mi	2.9K (4.2%)
13	Shooting Star Saloon / 7350 E 200 S, Huntsville, UT 84317	6.4 mi	4.2K (3%)	13	Texas Roadhouse / 3969 Wall Avenue, South Ogden, UT 84...	17 mi	2.9K (4.2%)
14	Cafe Zupas / 262 Central Ave, Farmington, UT 84025	14.9 mi	4.1K (3%)	14	Raising Cane's Chicken Fingers / 4168 Riverdale Rd, Riverd...	17.5 mi	2.5K (3.5%)
15	Texas Roadhouse / 3969 Wall Avenue, South Ogden, UT 84...	6.1 mi	4K (2.8%)	15	LongHorn Steakhouse / 3647 Wall Ave, Ogden, UT 84401	16.8 mi	2K (2.9%)
16	Miner's Camp / Bottom of Silverlode Lift, Park City, UT 84060	42.3 mi	3.9K (2.8%)	16	Paul / Malans Basin Trail, null, Utah 84401	13.5 mi	1.9K (2.8%)
17	In-N-Out Burger / 7206 S Union Park Ave, Midvale, UT 84047	40 mi	3.8K (2.7%)	17	Sonora Grill / 2310 Kiesel Ave, Ogden, UT 84401	15.1 mi	1.9K (2.8%)
18	In-N-Out Burger / 3715 Constitution Dr, West Valley City, U...	35.4 mi	3.8K (2.7%)	18	Noodles & Company / 4245 S. Riverdale Road, Ogden, UT 8...	17.7 mi	1.9K (2.7%)
19	Olive Garden / 4079 Riverdale Rd, Riverdale, UT 84405	6.3 mi	3.8K (2.7%)	19	Chili's Grill & Bar / 1047 W Riverdale Rd, Riverdale, UT 84405	18.6 mi	1.8K (2.6%)
20	Mid Gad Restaurant / Hwy 210 Little Cottonwood Canyon, ...	44.8 mi	3.8K (2.7%)	20	Chick-fil-A / 4067 Riverdale Rd, Riverdale, UT 84405	17.2 mi	1.8K (2.5%)

Where did they stay?

Category:

Hotels & Casinos ▾

Min. Visits:

1

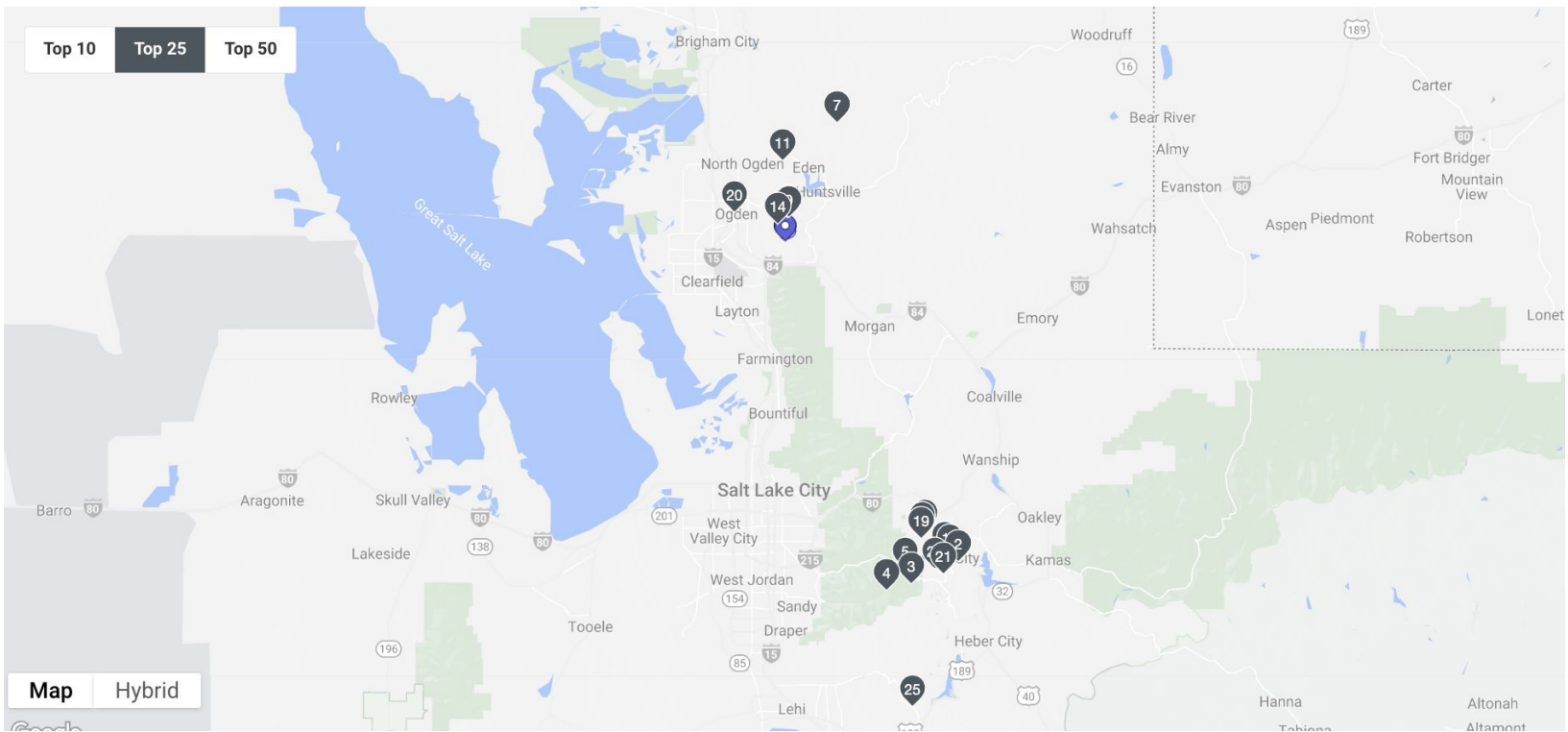


Snowbasin Resort / Snow Basin Rd, Huntsville, UT

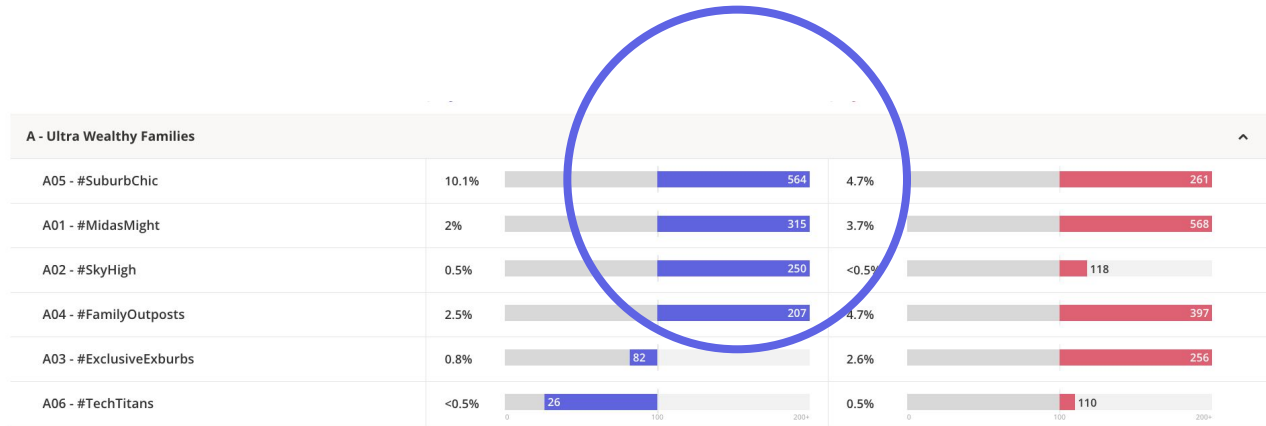
Powder Mountain / Sundown Condominiums at Powder Mountain, UT

Rank	Name	Distance	Visitors	Rank	Name	Distance	Visitors
1	Earl's Lodge / UT	1.2 mi	59.1K (42.2%)	1	Snowbasin Resort / 3925 Snow Basin Rd, Huntsville, UT 84...	13.5 mi	18.9K (27.1%)
2	Deer Valley Resort / 2250 Deer Valley Dr S, Park City, UT 84...	43.7 mi	34.1K (24.4%)	2	Earl's Lodge / UT	12.3 mi	10.3K (14.8%)
3	Brighton Resort / 8302 South Brighton Loop Road, Brighto...	44 mi	29.4K (21%)	3	Nordic Valley / 3567 Nordic Valley Way, Eden, UT 84310	7.2 mi	8.6K (12.3%)
4	Alta Ski Area / 10010 Little Cottonwood Canyon Rd, Alta, U...	43.8 mi	26K (18.6%)	4	Brighton Resort / 8302 South Brighton Loop Road, Brighto...	54.9 mi	8.1K (11.6%)
5	Solitude / 12000 Big Cottonwood Canyon Rd, Solitude, UT ...	42.1 mi	24.3K (17.4%)	5	Solitude / 12000 Big Cottonwood Canyon Rd, Solitude, UT ...	53.1 mi	4.6K (6.7%)
6	Needles Express Gondola / Huntsville, UT, United States	1.1 mi	23.8K (17%)	6	Deer Valley Resort / 2250 Deer Valley Dr S, Park City, UT 84...	53.6 mi	4.5K (6.5%)
7	Powder Mountain / North Powder Ridge Road, Sundown C...	13.4 mi	19.9K (14.2%)	7	Needles Express Gondola / Huntsville, UT, United States	12.4 mi	4.2K (6%)
8	Snowbasin A Sun Valley Resort / 3925 E Snowbasin Rd, Hu...	1.2 mi	13.6K (9.7%)	8	Alta Ski Area / 10010 Little Cottonwood Canyon Rd, Alta, U...	55.2 mi	3.9K (5.6%)
9	Winter Dew Tour / 3925 E. Snowbasin Rd., Huntsville, UT 8...	1.1 mi	13.2K (9.4%)	9	Beaver Mountain / 40000 East Highway 89, Garden City, U...	42.2 mi	3.3K (4.7%)
10	Canyons Resort Park City / 4000 Canyons Resort Dr, Park ...	38.8 mi	9.7K (7%)	10	Canyons Resort Park City / 4000 Canyons Resort Dr, Park ...	49.2 mi	3.2K (4.6%)

Where did they stay?

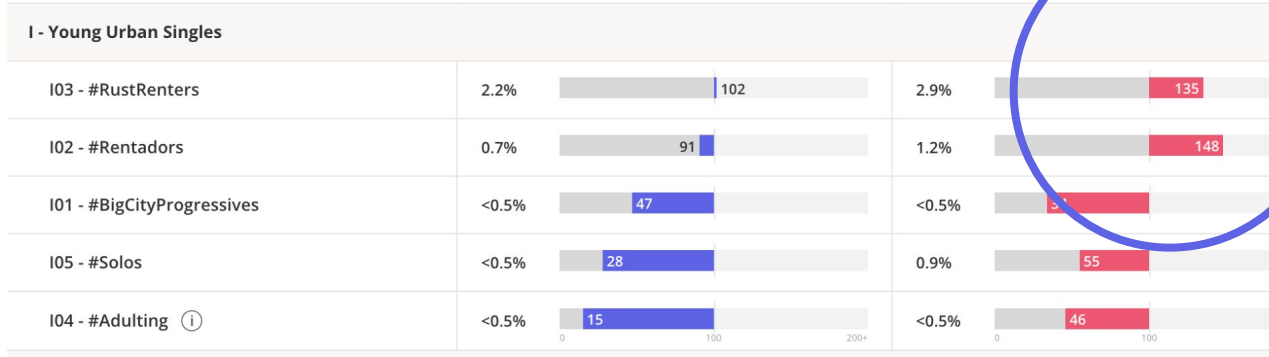


What do we know about them?



Wealthy family-focused households straddling the suburban/rural line. Their retail patterns revolve around kids, health, and entertainment: visiting places like the Goddard School, CycleBar, Clean Juice, and Country Clubs. You'll find them consuming sports and conservative, business related news sources. They are willing to spend their money on fitness and the outdoors, picking up expensive items from Peloton, LuluLemon, and Mountain Hardwear. On social media, you can find them following Christian authors Bob Goff and Beth Moore center-right leaning figures like John Kasich, Romney, and Boehner. They use #relationships and #parenting on social.

What do we know about them?



Young, white, and lower-income renters scattered across 2nd and 3rd tier cities. Big fans of college football, they also watch other popular American TV like Parks and Rec and The Big Bang Theory. They follow outdoor brands like The North Face and Black Diamond. These people are consignment connoisseurs, shopping at Plato's Closet, Uptown Cheap skate, and ClothesMentor. They follow Bob Goff and Elijah Wood on social and use terms like #TheForceAwakens, and #SharkWeek.

Visit Ogden, Utah

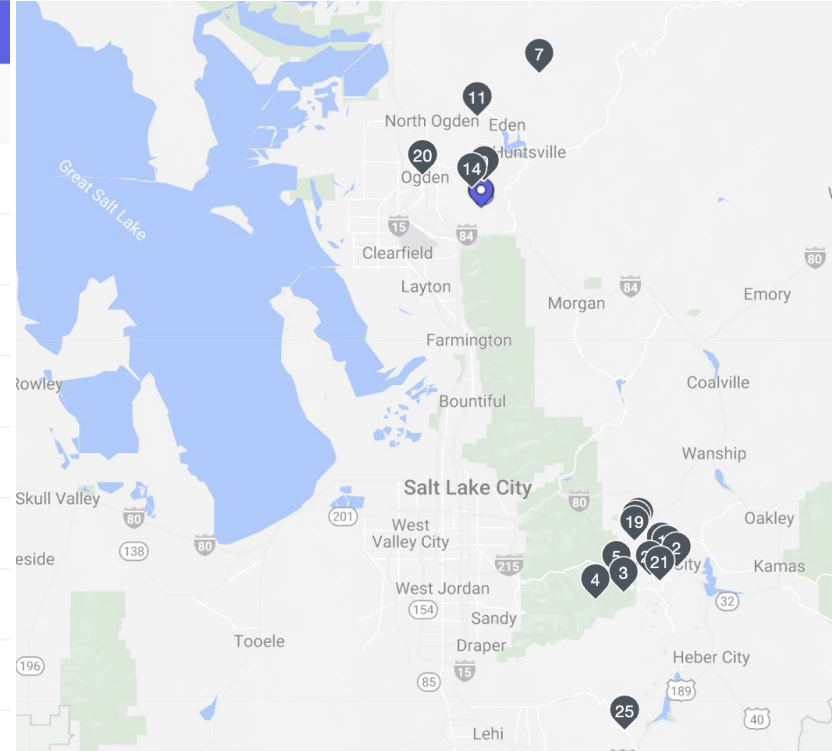
[Snowbasin compared to Powder Mountain](#)



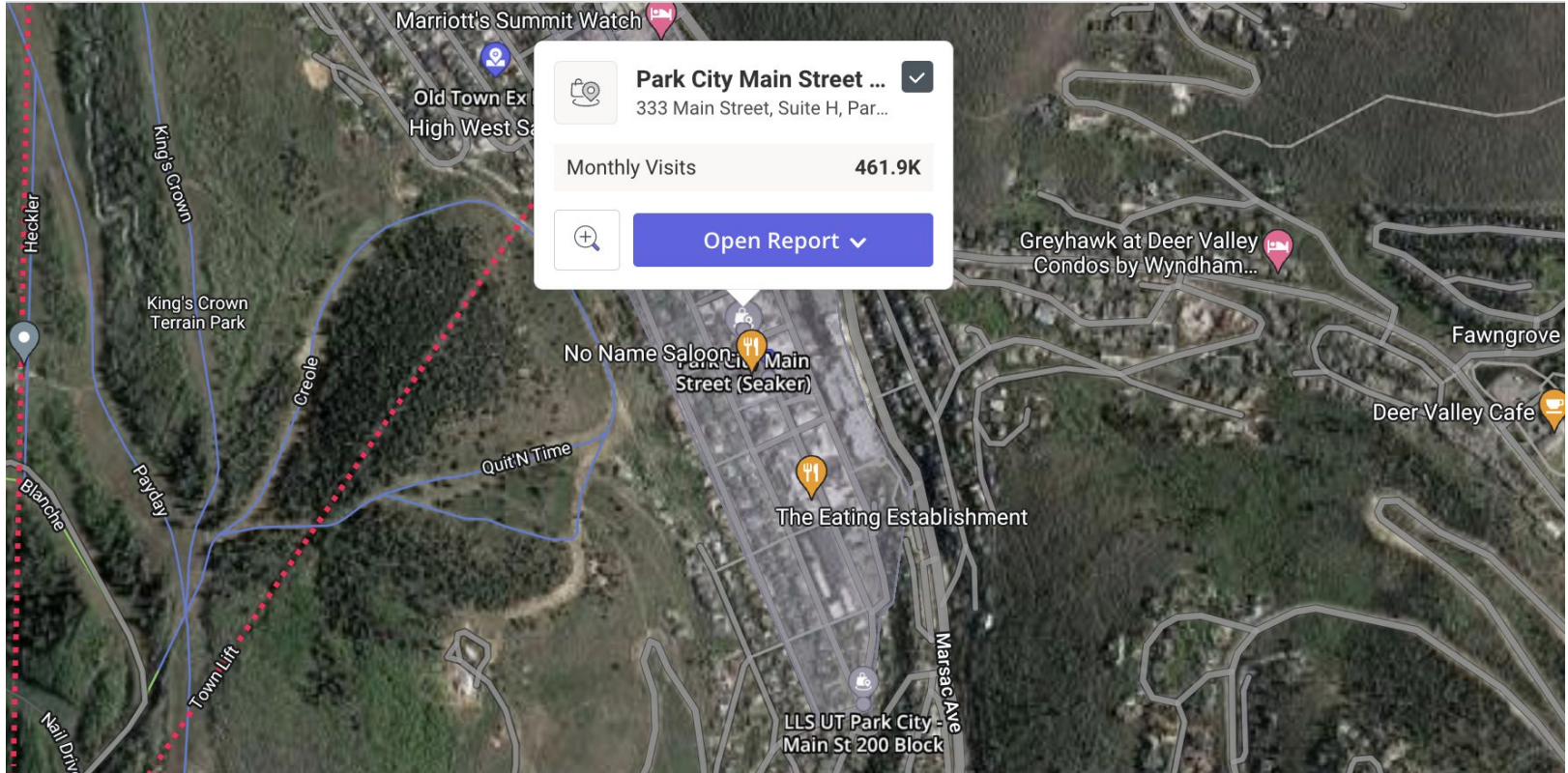
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Snowbasin Resort / Snow Basin Rd, Huntsville, UT

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7	Powder Mountain / North Powder Ridge Road, Su...	13.4 mi	19.9K (14.2%)
8	Snowbasin A Sun Valley Resort / 3925 E Snowbasi...	1.2 mi	13.6K (9.7%)
9	Winter Dew Tour / 3925 E. Snowbasin Rd., Huntsvi...	1.1 mi	13.2K (9.4%)
10	Canyons Resort Park City / 4000 Canyons Resort ...	38.8 mi	9.7K (7%)



Where did they stay? Park City.



Compare Park City & SnowBasin

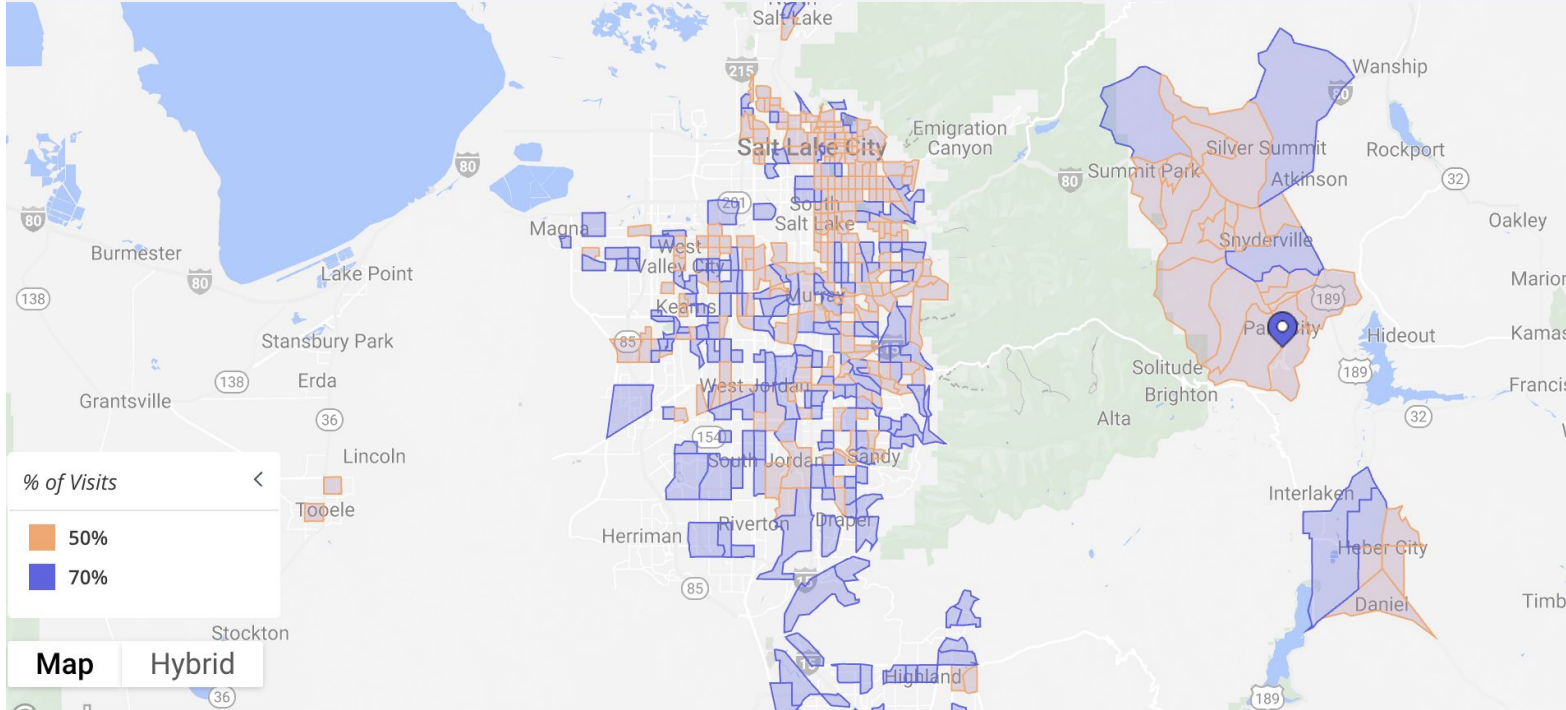
Park City Main Street (Seaker)

333 Main Street, Suite H, Park City, UT 84060

Vs

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317



Where do they like to stay?

Snowbasin Resort / Snow Basin Rd, Huntsville, UT			Powder Mountain / Sundown Condominiums at Powder Mou...		
Rank	Name	Visitors	Rank	Name	Visitors
1	Courtyard by Marriott / Nationwide	13.9K (9.9%)	1	Courtyard by Marriott / Nationwide	7.5K (10.8%)
2	Marriott Hotels & Resorts / Nationwide	13K (9.3%)	2	Hampton Inn / Nationwide	5.5K (7.9%)
3	Hampton Inn / Nationwide	12.4K (8.9%)	3	Hilton Garden Inn / Nationwide	5.3K (7.6%)
4	Best Western / Nationwide	11K (7.9%)	4	Best Western / Nationwide	5.1K (7.3%)
5	Holiday Inn Express / Nationwide	8.5K (6.1%)	5	Marriott Hotels & Resorts / Nationwide	4.9K (7%)
6	Residence Inn by Marriott / Nationwide	8.3K (5.9%)	6	Holiday Inn Express / Nationwide	3.6K (5.1%)
7	Hilton Hotels & Resorts / Nationwide	7.4K (5.3%)	7	Residence Inn by Marriott / Nationwide	3K (4.3%)
8	Hilton Garden Inn / Nationwide	7K (5%)	8	Hilton Hotels & Resorts / Nationwide	2.4K (3.5%)
9	Marriott Vacation Club / Nationwide	6.1K (4.4%)	9	Comfort Inn & Suites / Nationwide	2.4K (3.5%)
10	DoubleTree by Hilton / Nationwide	6.1K (4.4%)	10	Marriott Vacation Club / Nationwide	2.3K (3.3%)

Where didn't they stay?

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT, United States | Analyzed using trade area by drive time. [Change Method](#)

Keyboard shortcuts | Map data ©2023 Google | 2 km | [Terms of Use](#) | [Report a map error](#)

Filters

[Clear All](#)

Space Size (sq ft) ?

5,533 | 608,377

Category & Sub-category ▾

[Chains](#) | [Tags](#) ▾

of Chain Venues ?

10 | 2,351

YoY Min Expansion Rate ?

National Level

Top Matches

110 Chains Found

[Advanced Settings](#) | [Share](#) | [Print](#) | [Map](#)

Chains	Typical Drive Time (m...)	Nearest Location (mi)	# of Venues	Expansion Rate	Relative Fit Score
Four Seasons Hotels ... Hotels & Casinos, Hotel	57 min	173.4 mi	State / US 0 / 42	State / US 0% / 2.44%	100% ▾
Sheraton Hotels & Re... Hotels & Casinos, Hotel	15 min	30.4 mi	State / US 2 / 159	State / US 0% / -1.24%	87.2% ▴

Relative Fit Score

87.2%

Score Parameters

Demographic Fit Score	N/A	Cannibalization	0%
Avg. Monthly Visits	19.6K		
Frequent Co-Tenants	0		

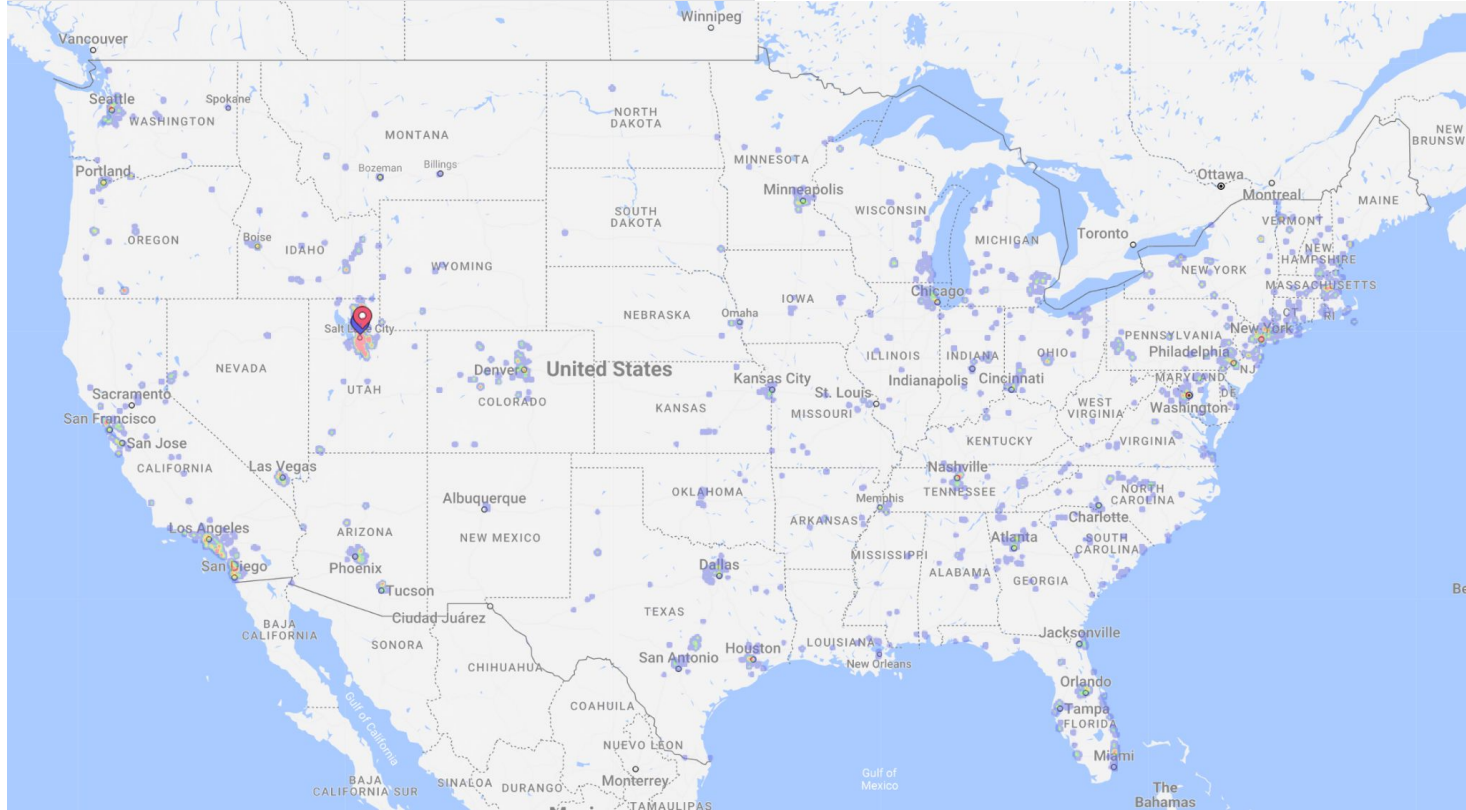
Snowbasin Resort | Sheraton Hotels & Resorts

[Contact Information](#) | [Match Analysis](#)

Where do visitors come from?

Snowbasin Resort

3925 Snow Basin Rd, Huntsville, UT 84317



Look Up

Snowbasin Mountain

Visit Ogden, Utah



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- Herschend Entertainment Company




Site Selection

Publix Grocery Store

Riverwalk

1000 Riverwalk Terrace, Jenks, OK
Community Shopping Centers • 122K Mont...



Relative Score 99% A+
The score is relative to Publix locations nationwide

Trade Area Population	540K
Chain Median: 58K	Market Median: 167K
Demographic Fit	98%
Market Median: 73%	
Cannibalization (% of ppl overlap)	0%
Chain Median: 90%	Market Median: 0%
Competition Density (per 100k ppl)	1.4
Chain Median: 12.0	Market Median: 6.2

[Open Match Analysis](#)

Search by name or address

Riverwalk
1000 Riverwalk Terrace, Jenks, OK

Pins

- Publix Locations
- Saved

Relative Score

A+ 95-100%	C 70-79%
A 90-94%	D 60-69%
B 80-89%	F 0-59%

Trade Area

Publix Site

Hybrid Map

Help & Feedback

Keyboard shortcuts Map Data ©2023 Google, INEGI Terms of Use



Site Selection

Publix Grocery Store



Match Analysis | Shopping Center analyzed using True Trade Area

Publix → **Rutherford Crossing**
191 Market St, Winchester, VA, United States

Trade Area Population

147K



Higher than 94% of Publix locations nationwide

Demographic Fit

93



Similarity between the shopping center trade area population and Publix visitor demographic profile

Cannibalization

0%



Lower than 98% of Publix locations nationwide

Competition Density

4.1



Lower than 99% of Publix locations nationwide

Shopping Center Category

Community Shopping Centers



Average Monthly visits

126.5K



Avg. monthly visits to the Shopping Center

Nearest Location

66.6 mi



Nearest Publix location to the Shopping Center

Frequent Co Tenants

0



Shopping Center tenants that are frequently located next to Publix



Demographic Fit Score

Demographic fit between Publix top 25% locations nationwide and Rutherford Crossing trade area population

93 / 100



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- Site Selection
- **Planned Development**
- Return to Work
- Herschend Entertainment Company



Planned Development (nationwide)

Texas

Development+ Search

Explore developments of specific owners or tenants by using the filters on the right

Owners: (All)
Tenants: (All)
Development Stage: (All)
Development Type: (All)
State: Texas
Submission Date: Dec 2002 - Feb 2023

Developments by State

Texas: 20K

Development Stage

- Planning
- Construction
- Completed
- N/A
- On Hold/Canc...

Development Type

- Other
- Retail
- Office
- Residential
- Industrial
- Medical
- Hotels
- Groceries

Development	Development Address	Development Type	Construction Type	Stage	Owners	Tenants	Submission Date	End Date	Development Details
Collin Square Commercial	Southwest Corner of Bloomdale Road and U.S. Highway 75 (Centra..	Retail	New	Planning (Active)			Feb 2023	Null	Plans call for the construction of retail buildings on a 57.185 acre of land
ATL Total Car Care	301 W Euless Blvd, Euless, TX 76040	Retail	Renovation, Flash Project	Planning (Active)	ATL Total Car Care Duke Partners	ATL Total Car Care	Feb 2023	Null	Plans call for the renovation of a 6,938-square-foot retail building.
Faith Family Academy Training Center	1606 Osprey Dr, DeSoto, TX 75115	Other	New, Flash Project	Planning (Active)		Faith Family Academy	Feb 2023	Null	Plans call for the construction of a 5,850-square-foot school training center...
UME Preparatory Academy	3838 Spur 408, Dallas, TX 75236	Other	New	Starts in 1-3 months	UME Preparatory Academy		Feb 2023	Jan 2024	Plans call for the construction of a 15,000-square-foot school UME Prepara...



Look Up!

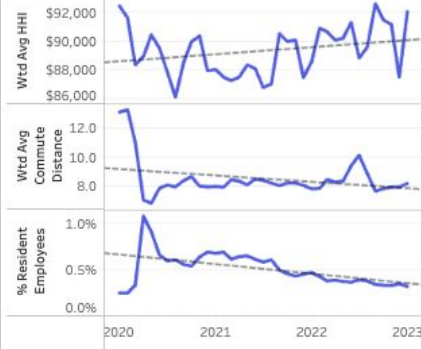
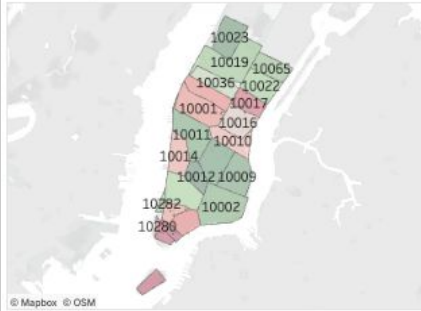
- Placer in a Nutshell
- Travel and Tourism
- Site Selection
- Planned Development
- **Return to Work**
- Herschend Entertainment Company



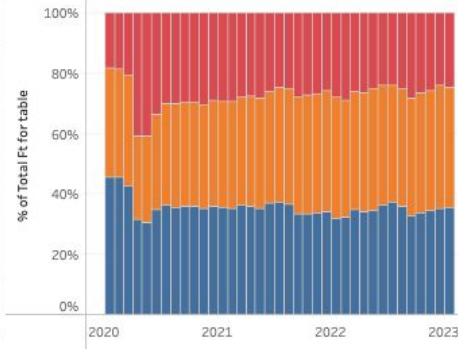
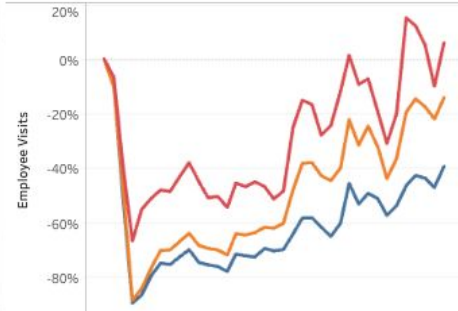
Return to Office by Zip Code

New York City

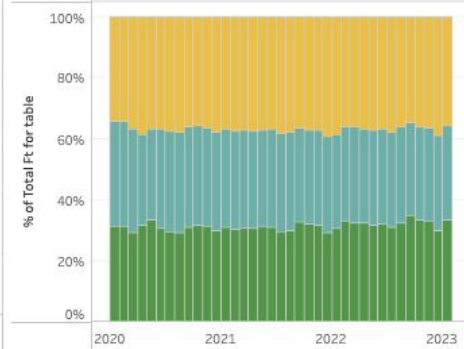
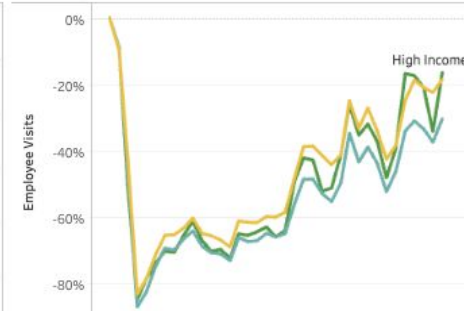
Work Zip Code



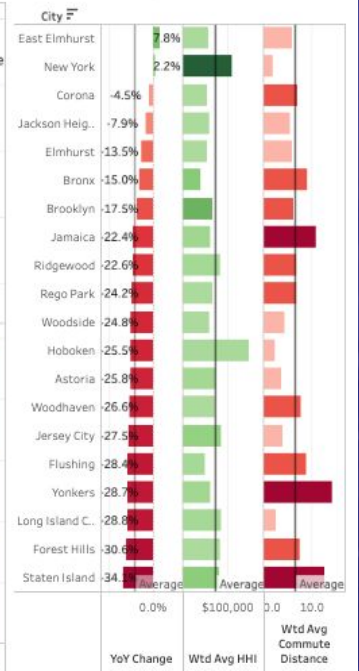
RTO by Commute Distance



RTO by Income Level



Commuter City



Thank you!



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ECONOMIC DEVELOPMENT
COUNCIL



Thank you
ian.ross@placer.ai

