



Authority Members

Mark Allen
Ian Coats
Lexie Newhouse
Nimesh Patel
Mary Jo Groeneveld
Doug Edwards
Leslie Patton

**Kennesaw Downtown Development Authority
Meeting Agenda
November 14, 2025 7:30 AM
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)**

- 1. Call to Order / Roll Call**
- 2. Approval of the Meeting Minutes**
 - A. Draft minutes: 10.10.25 Meeting
- 3. Financial Report**
 - A. KDDA Financial Report as of 10.31.25
 - B. Review of open invoices
- 4. Old Business**
- 5. New Business**
 - A. Flex Grant Application: 2991 Cherokee Street
- 6. Main Street Program Updates**
- 7. Public Comments**
- 8. Board Comments**
- 9. Economic Development Director Comments**
 - A. Discussion of Placer.ai program subscription
- 10. Executive Session**
 - A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or

real estate matters as provided under O.C.G.A 50-14-3(6).

11. Adjourn

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

**MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
October 10, 2025
7:30 AM**

Present Chair Mark Allen
 Vice Chair Ian Coats
 Treasurer Leslie Patton
 Secretary Mary Jo Groeneveld
 Lexie Newhouse
 Doug Edwards

1. Call to Order / Roll Call

Chair Mark Allen called the meeting to order at 7:32 am.

KDDA members present: Mark Allen, Lexie Newhouse, Mary Jo Groeneveld, Doug Edwards, Leslie Patton, Ian Coats (arrived at 7:40am)

KDDA members absent: Nimesh Patel

Staff members present: Luke Howe, Miranda Taylor

2. Approval of the Meeting Minutes

A. Draft minutes 9.12.25

The board reviewed draft minutes from the 9.12.25 meeting. Lexie Newhouse made a motion to approve the minutes as presented. Leslie Patton seconded the motion. Motion passed 5-0 (Coats,Patel absent).

B. Draft Executive Session Minutes - 9.12.25

The board reviewed draft minutes from the Executive Session on 9.12.25. Mary Jo Groeneveld made a motion to approve the executive session minutes. Lexie Newhouse seconded the motion. The motion passed 5-0 (Coats,Patel absent).

3. Financial Report

A. Financial Report as of 9.30.25

Leslie Patton reviewed the financial report with an ending cash balance of \$112,180.32. Lexie Newhouse made a motion to approve the financial report as presented. Mary Jo Groeneveld seconded the motion. The motion passed 5-0 (Coats, Patel absent).

B. Review of open invoices

No action required; no invoices received prior to the meeting.

4. Old Business

A. Consideration of Cobb County Farmers Bureau Farmers Market Proposal

Stan White attended from Cobb County Farm Bureau to answer any questions the board had regarding the proposed partnership on the market. Miranda Taylor shared

that the Events Committee approved the use of the Depot Park area for the 2026 market, and were ok with both Monday and Thursday as the market day. Miranda will need to report back to the Events Committee in November to advise on the day decided upon. The board discussed the pros and cons of having the market on Monday vs Thursday. Stan shared that from their perspective, they are looking at Thursday as it is better for the farmers who need time to pick/restock after bigger weekend markets. There are several current vendors who attend other markets on Thursday that we would potentially lose, but CCFB is willing to reach out to them to discuss whether or not they would be able to still attend our market (in cases where they may have help to allow participation in two markets).

- Mary Jo Groeneveld commented that she feels the Farm Bureau has a good network of farmers and the necessary connections to know what day will work best for the farmers, and that she trusts that they have done their due diligence in recommending Thursday as the market day.
- Lexie Newhouse commented that she wonders if this is too much change all at once; she'd like to see lots of communication with the vendors and the community to ensure that everyone is aware of the new day and location and the benefits to both. Stan assured the board that they are committed to ensuring adequate communication with vendors and the community and stepping up advertising for the market.
- The board asked Donovan Giardina (market volunteer) for his thoughts, as he was a key volunteer this season. Based on his conversations with our current farm vendors, they schedule their picks for the week based on when they have markets, so our Monday market has no experienced vendors not having product due to attendance at larger weekend markets because they planned to pick just for the Monday market. Any risk of losing our cornerstone vendors needs to be avoided. Many of our vendors have reported that even though our market has been a smaller market, they sell more at our market to more repeat customers.
- Mark Allen requested that CCFB plan to provide an update to the board in February/March (at least 90 days before market starts) to share the status of vendor outreach and communications plan. Stan shared that their committee plans to meet next week to start planning, so there will be no issue with coming back to share a status update.
- Ian Coats asked about performance benchmarks - what benchmarks are they planning to track (how many vendors attend, how often, how many shoppers attend)? How will they define success? CCFB's ultimate goal is to get more people to come out to the market to shop, and then stay around in downtown to shop with merchants and dine in downtown. Ian would like to see us start to track this to be able to share the market's impact on downtown.
- Miranda Taylor confirmed with CCFB that they are willing to enter into a formal management services agreement. She will get an updated agreement to CCFB next week for review.

The chair asked for a motion to approve the partnership with Cobb County Farm Bureau for Farmers Market management services, to direct staff to prepare the required

management services agreement, and to authorize the chair to sign as required. Ian Coats made the motion as outlined by the Chair. Mary Jo Groeneveld seconded the motion. The motion passed 6-0 (Patel absent).

5. New Business

A. DCA Downtown Revolving Loan Fund Pre-application consideration: Lazy Guy Distillery project

Mark Allen submitted a Conflict of Interest form for this item and left the dias at 7:54 am. Vice-Chair Ian Coats took over to lead the meeting.

From the presenter's podium, Mark Allen shared a project overview and status update on the Lazy Guy Distillery project, including updated renderings of the new facility. He has received and is reviewing contractor bids, and based on those bids, there will be a gap in available financing. Because of this, Mark is pursuing funding from the DCA Downtown Development Revolving Loan Fund (DDRLF). Mark reviewed his completed pre-application with the board, including his financial stack to show how the DDRLF funding would be incorporated. In addition to the "downtown benefit" information outlined in the pre-application, Mark shared that the project will create 4 new jobs in addition to the 2 current FTEs at Lazy Guy.

- Lexie Newhouse asked about the city's current engagement with DCA; Mark and Miranda Taylor shared that we currently have a good relationship with DCA and that they are already aware of the project and feel it would be a good fit for DDRLF funding.
- Ian Coats asked if there is a certain percentage of equity required for the project; Mark answered that there is a minimum 10% owner equity requirement, which he meets based on his ownership of the land. Ian also asked if Mark could share a timeline for starting construction. Mark advised that the best case scenario will be to break ground in December.

Lexie Newhouse made a motion to authorize staff to submit the pre-applicaition to DCA and for the Vice-Chair and/or Secretary to sign the documents as necessary. Mary Jo Groeneveld seconded the motion. The motion passed with a vote of 5-0 (Patel absent; Allen abstained).

B. Reformation Pub Crawl Event

Miranda Taylor provided an overview of the events application submitted to Events Committee for a downtown pub crawl hosted by Reformation Brewing. Reformation has hosted several tap-takeovers at local restaurants with much success, and would like to use a fall-themed pub crawl to further get their name out in our community. Events Committee approved the event for November 15. Staff is presenting the application to KDDA for consideration of a marketing partnership on the event, to allow for marketing on the downtown website and social media channels. Reformation is handling all logistics (coordination with participating businesses, printing of pub crawl participant cards, and event planning); there is no financial cost to KDDA. Doug Edwards made a motion to approve the marketing partnership request. The motion was seconded by Leslie Patton. The motion passed unanimously, 6-0 (Patel absent).

6. Main Street Program Updates

- Miranda Taylor reported that the GDA regional meet-up in Acworth was a great learning/networking opportunity, and thanked Mark Allen, Mary Jo Groeneveld, Doug Edwards, and Tracey Viars for attending to represent Kennesaw.
- Mark Allen shared about the marketing collateral and promotional materials they saw in Acworth and thought it would be great if DDA considered creating a map/flyer for downtown with an associated giveaway item (mug, cup, etc) that Kennesaw can use to promote downtown on a bigger level when hosting meetings and outreach activities. Ian Coats agreed with Mark and stated that he'd love to see DDA be more active in supporting and promoting downtown development.
- Miranda reminded the board that they are all required to complete 2 hours of training for the year, and requested those who have not already sent her their training records to please do so. This is required for our annual Main Street program assessment.
- The Candy Crawl is coming up soon on October 25, from noon - 5pm in Downtown Kennesaw. Downtown merchants will be giving out candy to trick-or-treaters at their place of business and KDDA will host games and an inflatable at the Main Street Plaza. KDDA members who are willing to volunteer to help with the games should contact Miranda to sign up.

7. Public Comments

- Tracey Viars thanked the KDDA for their continued support and partnership with the Kennesaw Downtown Merchants Association on First Friday. It was a successful concert season and brought lots of people to downtown Kennesaw. Tracey shared kudos to the board and particularly Mary Jo Groeneveld, Lexie Newhouse, and Donovan Giardina for their volunteer support of the Farmers Market. She stated she's excited to see the new partnership with the farm bureau and hopes for continued success. Finally, Tracey shared some of her insights from the Acworth meet-up and reminded DDA that they can be very useful in promoting downtown.
- Raj Sagoo gave an update on plans for The Station on South Main (the commercial out parcels at The Lacy). They are finalizing the tenant mix and engineering plans, and anticipate pulling permits and starting construction in Q2 of 2026. Three of the out parcels have confirmed users, while two more are doing due diligence before confirming. There will be a mix of restaurant and office users in these spaces. Raj will work with the users to get them to attend an upcoming DDA meeting to share updated concepts, and he can arrange a field trip to view currently operating locations of some of the users if desired. Raj also said they are working with Highpoint on the design of The Station and The Lacy Phase 2 so that they can create a "gateway" look/feel for both developments.
- Robert Trim gave an update on the tenant mix in the commercial spaces at The Lacy. A retro/vintage clothing shop and a salon have opened recently. He is

working with 4–5 other interested users and hopes to have announcements on those soon. Robert reminded the board that retail follows rooftops, and stated that Kennesaw is at a good spot where momentum can happen.

- Donovan Giardina spoke and informed the board that he is a candidate for the upcoming City Council election. He appreciates hearing the DDA's conversations on how we can make things happen in downtown. He was happy to see the farmers market partnership approved and is looking forward to its continued success. Finally, he announced to the board that he would be holding a campaign town hall meeting on October 23 at the outdoor classroom space at Depot Park.

8. Board Comments

- Mary Jo Groeneveld asked about the status of the parcels owned by Dale Hughes, and asked if the board could request that Dale Hughes attend an upcoming meeting to give a status update on his planned downtown projects. The board agreed that they would like to hear a status update and asked staff to schedule that for the next KDDA meeting.

9. Economic Development Director Comments

There were no Economic Development Director comments at this meeting.

10. Executive Session

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A 50-14-3(6).

11. Adjourn

With no further business, Leslie Patton made a motion to adjourn and was seconded by Ian Coats. The motion passed unanimously and the meeting was adjourned at 8:54 am.

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

[MIN_SIGNATURES]



Downtown Development Revolving Loan Fund

DDRLF

Sally Mrus

Economic Development Consultant

Sally.Mrus@dca.ga.gov

Program Overview

The Downtown Development Revolving Loan Fund (DDRLF) assists cities, counties, and development authorities in their efforts to revitalize and enhance downtown areas by providing below-market rate “gap” financing. DDRLF funds capital projects in core historic downtown areas and their adjacent historic neighborhoods to spur commercial development. The ultimate user of funds is typically a private business.

Applicants must demonstrate that they have a viable downtown development project and clearly identify the proposed uses of the loan proceeds. All construction and renovation projects are expected to comply with Secretary of Interior Standards for Rehabilitating Historic Properties, where applicable.

Interest rates are below current market rates. Main Street and PlanFirst cities currently receive a 2% interest rate, and all other cities receive a 3% rate. The repayment period is 15 years with a 15-year amortization. Security is usually project collateral and personal guarantees.

Eligible Applicants

- Municipalities with a population of 100,000 or less
- Counties with a population of 100,000 or less*
- Development Authorities*

* *Proposing projects in a core historic commercial area*

Loans

- Maximum loan: \$250,000 per project
- Applications are accepted on an ongoing basis as long as loan funds are available
- Below-market interest rate (2% or 3%)
- Minimum borrower equity of 10%

Downtown Development Revolving Loan Fund Uses

- Real Estate Acquisition
- Development
- Redevelopment
- New Construction
- Rehabilitation of Public and Private Infrastructure and Facilities
- Purchase of Equipment and Other Assets



Initial Project Assessment for Downtown Development Revolving Loan Fund

Thank you for your interest in the Downtown Development Revolving Loan Fund (DD RLF) of the Georgia Department of Community Affairs. Attached, please find an Initial Project Assessment (IPA) that contains several questions regarding your proposed project. Your answers to these questions will help us determine whether your project is eligible for DD RLF funding. A DCA employee will be available to assist you in understanding these questions. In most cases, both the applicant local government (city or county) and the proposed borrower business will need to provide information to complete this form.

Please be advised that your completion of this IPA **does not constitute submission of a DD RLF application and is not a commitment to fund or a notification of contract award, or notification that any proposed activities are eligible for DD RLF financing.** Simply, DCA needs certain information about your project before it can provide advice about the project's eligibility and competitiveness for funding.

Each DD RLF project will be subject to credit underwriting and each application must stand on its own merit and obtain sufficient points under the formal review process to be funded. **Any group or individual that secures financing and moves ahead with any portion of the project should do so under the full realization that DD RLF funding is not guaranteed until a loan commitment has been executed by DCA. Note that beginning the project before review by our office may make the project ineligible for funding. This can include such actions as beginning construction, acquiring property, and closing interim or permanent loans.**

The application may be submitted electronically to oed@dca.ga.gov or a hard copy (one original and two copies) may be mailed to:

Georgia Department of Community Affairs
Attn: DD RLF Program Manager
Office of Economic Development
60 Executive Park South, N.E.
Atlanta, Georgia 30329-2231

Please Note: An application is not considered complete unless the executed signature page (page 5 below) is included.

1. Project Description

Describe your project. Provide sufficient detail for a clear understanding of the entire project, including the interested parties and their names and a description of any sub-recipient business. Please indicate: what activities the DD RLF proceeds will be used for; where the project will take place (please give an exact address); and the status of the project and its implementation schedule.

The project description should also address how the proposed project will assist the applicant community in its efforts to revitalize and enhance its core downtown commercial district.

2. Sources and Uses

Indicate the amount of DD RLF financing requested and show how the proposed sources and uses will be allocated. Show the other financing sources and the related dollar amounts. Also show the purpose(s) for which the funds will be used, and in what amounts. Be sure to identify the amount of equity in the project. **Note that the DD RLF generally requires an owner’s equity injection and commercial financing in order for the project to be eligible and competitive.**

SOURCES AND USES STATEMENT

USE OF FUNDS		SOURCE OF FUNDS	
Use	Amount	Lender/Equity Investor (e.g., 5 th National Bank, owner)	Amount
Land	\$		\$
Building Construction	\$		\$
Rehabilitation	\$		\$
Furniture, Fixtures & Equipment	\$		\$
Working Capital	\$		\$
Infrastructure	\$		\$
Other	\$		\$
TOTAL COSTS =	\$	Total Sources =	\$

USES MUST EQUAL SOURCES

3. Financing Structure

Describe the principal parties in your deal and how funds will flow to the project. For example:

- Who will provide the equity?

- Who will provide the permanent financing, other than DD RLF? Has permanent financing been committed?
- Is interim financing needed? If yes, who will provide the interim financing and has it been committed?
- Who will own the assets upon completion?
- If real estate is involved, has it been acquired or is there an option on the property?

4. **Repayment Schedule**

If possible, please indicate your preferred *interest rate and term*.

5. **Collateral**

The DD RLF program requires that most loans be collateralized. Describe the collateral for the DD RLF loan, and, if applicable, the proposed collateral for other project debt. Examples of collateral might be:

- A first or second lien on real property;
- A first lien on machinery or equipment; or
- The pledge of marketable securities.

6. **Time Table and Stages**

Indicate your estimated project *timetable*, including where the project stands now and at what *stage(s)* you will need DD RLF financing.

7. **Eligible Activity**

Indicate *each* eligible DD RLF activity you will be assisting or undertaking, for example, land acquisition, building acquisition, new construction, rehabilitation, green space/parks, historic government buildings.

8. **Public Benefit Standards**

If your project is an *eligible* downtown development activity, it must provide a certain level of *public benefit*. For example, meeting downtown development needs, meeting aesthetic or historic preservation needs, job creation or retention, etc. Therefore, indicate how your project will benefit the downtown area in which it is located.

9. **Map of Project Location**

Please attach a map that reflects the downtown area of your community and that clearly identifies the location of the proposed project. Pictures of the proposed building or site may also be submitted if available.

10. **Credit Information**

Should you decide to go forward with a DDRLF loan application, certain financial information will be required to allow DCA's underwriting staff to conduct a credit analysis on the project and potential borrowers. Attached as Exhibit A to this IPA is a list of the supporting documentation that is required with a DDRLF application. DCA's underwriting staff is available to discuss questions regarding the credit requirements of the program.

11. Whom May We Contact

In order for DCA to contact you directly, please provide the following:

Contact Person: _____ Phone: _____
Address: _____ City : _____
Contact Phone: _____ Fax: _____ e-mail: _____

Local Government Signature

By: _____
Name: _____
(print or type)
Title: _____
Date: _____

Development Authority Signature

By: _____
Name: _____
(print or type)
Title: _____
Date: _____

Business Signature

By: _____
Name: _____
(print or type)
Title: _____
Company: _____
Date: _____

**DD RLF Supporting Documentation
All Applicants**

Note: Items underlined are usually critical for most projects. Other documentation **may** not be applicable or will be required prior to disbursement of DD RLF funds. DCA field representatives and program and credit managers are available to discuss what particular supporting documentation would be needed in individual cases. DCA reserves the right to request other information.

I. General Project Information

- A. **Synopsis of Project** - Indicate: *who* will be the primary borrower(s) of the DD RLF financing and *who* will develop the project; *what* the DD RLF proceeds will be used for and the amount of financing needed to implement the total project; *where* the project will take place; *when* the project will be implemented; and *how* the DD RLF financing will be passed through any public intermediaries and combined with other financing instruments. The synopsis should also provide a description of the downtown area and how this project will impact downtown.
- B. **Downtown Feasibility/Marketing Analysis and Plan** – Existing downtown plans relevant to the project should be provided. Relevant information could include any market or feasibility studies and various analyses that examine trade areas, tenant mix, over/under supply mixes in retail markets, etc.
- C. **Source and Use Statement** – **If needed** for further explanation of the DD RLF Budget Form, include on a single sheet the individual sources of financing and the specific uses of a particular financing source. This statement should reconcile to the DD RLF Budget Form.
- D. **Resumes of the principals** involved in day-to-day management of the project.
- E. **Plans, Specifications, Renderings and Architectural Drawings** that have been approved by appropriate local and state regulatory and historic preservation agencies.
- F. **Property Management Plan** (for real estate projects) that outlines a plan for the renting and merchandising of space in the renovated facility, the operation and maintenance of the facility and what party will be responsible for the financial and day-to-day management of the property.

II. Financial and Company Information

- A. **Personal financial statement** current within 60 days for each proprietor, partner or stockholder with 20% or more ownership of the project. DCA has a form available on its web site and in the DD RLF application package; a standard form from a commercial bank may be used as well.
- B. **Personal tax returns** for the previous three years for each proprietor, partner or stockholder with 20% or more ownership of the project.
- C. A **year-end real estate pro-forma for the first two years** of the project with **a written explanation of assumptions**. The pro-forma should include gross rent, vacancy rate, net rent, operating expenses including taxes, utilities and maintenance, net operating income, debt service, and cash flow. For tax credit projects, an after-tax cash flow estimate should be provided.
- D. A **schedule of debts** which includes the original date and amount, monthly payment, interest rate, present balance owed, maturity, to whom payable, and collateral securing any short-term and long-term loans that the project business or the developer(s) currently have outstanding or have planned for the next 12 months. Please indicate whether each loan is current or delinquent.
- E. The **names of affiliated (through ownership or management control) and subsidiary businesses**. DCA may require financial statements be provided.

- F. A copy of **existing or proposed lease agreement(s)**.
- G. Corporate **tax returns for the previous three years** for the existing business that is the underlying DD RLF borrower.
- H. Company financial statements for the previous three years for the existing business that is the underlying DD RLF borrower as well as interim financial statements within 60 days of the application.
- I. A **year-end pro-forma balance sheet and income statement for the first two years** of the business that is the DD RLF borrower with **a written explanation of assumptions**.
- J. A monthly cash flow analysis for the first 12 months of operation or for three months beyond the breakeven point (whichever is longer) together with a written explanation of assumptions for any new business that is the DD RLF borrower.
- K. The most recent **Audited Financial Statements** of the local government *if the local government is the ultimate borrower* (e.g., a city that borrows funds to renovate a historic city hall). Interim financial statements may be required.

III. Supporting Cost Documentation, Site Control, etc.

- A. A copy of **key cost documents** such as real estate purchase agreements, contractor cost estimates, vendor quotes for machinery and equipment, etc.
- B. **Purchase Option, Sales Agreement, or Warranty Deed** for any real estate needed to undertake the project.
- C. **Financial Commitment Letter(s)** from participating financial institution(s) and public agencies. The letter(s) should indicate the amount, rate, term, and contingencies associated with the financing, and **the reasons why it wishes assistance in the financing of the project**.
- D. **Commitment Letter(s)** from participating business(es) or tenants. The letter(s) should indicate the number of full-time jobs to be created and/or retained and the amounts of any private investment that will occur as a result of the project.
- E. **List of Available Collateral** with prior liens noted.
- F. **Proposed-Use Certification** from local government that certifies the project will comply with all applicable land-use, environmental and other applicable local laws as well as any special requirements involving community improvement districts, special tax districts, or redevelopment areas. (Please provide copies of applicable local legislation.)
- G. **Appraisal** (prepared by an appraiser with credentials acceptable to DCA and prepared on behalf of DCA) for any real estate to be financed or an **independent appraisal** on an “as completed basis”. Appraisals will not normally be required until after review by DCA. Appraisals should only be ordered after consultation with DCA.
- H. An **environmental analysis** acceptable to DCA. Environmental analyses will not normally be required until after review by DCA. Environmental analyses should only be ordered after consultation with DCA.
- I. If the business is a franchise, include a copy of the Franchise Agreement and the Franchisor’s Disclosure Statements that is required by the Federal Trade Commission.

CONFLICT OF INTEREST

10/10/25

Date

Lea Alvarez
City Clerk
City of Kennesaw
2529 J.O. Stephenson Avenue
Kennesaw, GA 30144

In reference to the agenda of KDDA for the item relating to
Lazy Guy Distillery DDRLF Project Assessment Application
submitted by _____

I must excuse myself from any action or proceedings for the following reason(s):

Lazy Guy Distillery Owner

[Signature]
Signature

[Signature]
Witness

Received by: Miranda Taylor

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended October 31, 2025

Beginning Cash	\$ 112,180.32
Cash Receipts:	
KDDA MISC - CIVIC REC	1,520.00
Deposit Correction	50.00
Main Street Burger Inc	2,409.30
Interest Earned	217.77
Total Cash Receipts	<u>4,197.07</u>
Cash Disbursements:	
Kathryn Collier	742.63
Kathryn Collier	742.63
Republic Services of GA	<u>604.97</u>
Total Cash Disbursements	<u>2,090.23</u>
Ending Cash	<u><u>\$ 114,287.16</u></u>



City of Kennesaw

Balance Sheet

Account Summary

As Of 10/31/2025

Account	Name	Balance
Fund: 760 - KDDA FUND		
Assets		
760-0000-11-111200-00000	OPERATING ACCOUNT	114,287.16
760-0000-11-112100-00000	KDDA FACADE	3,739.31
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	350.00
	Total Assets:	118,376.47
		<u>118,376.47</u>
Liability		
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00
	Total Liability:	3,000.00
Equity		
760-0000-13-521400-00000	F/B - UNRESTRICTED	114,532.50
	Total Beginning Equity:	114,532.50
Total Revenue		2,934.20
Total Expense		2,090.23
Revenues Over/Under Expenses		843.97
	Total Equity and Current Surplus (Deficit):	115,376.47
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>118,376.47</u>



City of Kennesaw

Income Statement Account Summary

For Fiscal: 2025-2026 Period Ending: 10/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND						
Revenue						
760-0000-34-756500-00000	FARMERS MARKET	2,000.00	2,000.00	0.00	0.00	2,000.00
760-0000-34-756600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	300.00	300.00	2,200.00
760-0000-34-758500-00000	BEER FESTIVAL REVENUE	2,500.00	2,500.00	0.00	0.00	2,500.00
760-0000-36-100000-00000	INTEREST REVENUES	1,200.00	1,200.00	224.90	224.90	975.10
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	28,932.00	28,932.00	2,409.30	2,409.30	26,522.70
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	9,145.00	9,145.00	0.00	0.00	9,145.00
760-0000-39-400000-00000	USE OF PY RESERVES	9,619.00	9,619.00	0.00	0.00	9,619.00
	Revenue Total:	57,396.00	57,396.00	2,934.20	2,934.20	54,461.80
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	0.00	0.00	15,000.00
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	10,620.00	10,620.00	604.97	604.97	10,015.03
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	0.00	250.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,916.00	8,916.00	1,485.26	1,485.26	7,430.74
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	0.00	100.00
760-7550-52-330000-00000	ADVERTISING	500.00	500.00	0.00	0.00	500.00
760-7550-52-350000-00000	TRAVEL	500.00	500.00	0.00	0.00	500.00
760-7550-52-363000-00000	MEETING EXPENSES	100.00	100.00	0.00	0.00	100.00
760-7550-52-371000-00000	PROFESSIONAL DEVELOPMENT	600.00	600.00	0.00	0.00	600.00
760-7550-52-395000-00000	MILEAGE REIMBURSEMENT	250.00	250.00	0.00	0.00	250.00
760-7550-52-550000-00000	DEVELOPMENT AUTH EXPENSES	15,000.00	15,000.00	0.00	0.00	15,000.00
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	0.00	0.00	1,560.00
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	0.00	2,500.00
760-7550-52-616600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
	Expense Total:	57,396.00	57,396.00	2,090.23	2,090.23	55,305.77
	Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	843.97	843.97	
	Total Surplus (Deficit):	0.00	0.00	843.97	843.97	

Income Statement

For Fiscal: 2025-2026 Period Ending: 10/31/2025

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	57,396.00	57,396.00	2,934.20	2,934.20	54,461.80
Expense	57,396.00	57,396.00	2,090.23	2,090.23	55,305.77
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	843.97	843.97	-843.97
Total Surplus (Deficit):	0.00	0.00	843.97	843.97	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	843.97	843.97	-843.97
Total Surplus (Deficit):	0.00	0.00	843.97	843.97	



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: November 14, 2025
TITLE: Flex Grant Application: 2991 Cherokee Street

Summary:

Smash Hit Burgers is moving into the commercial space at 2991 Cherokee Street (formerly The Nest). Based on plan review with Cobb Water, they are required to upgrade the existing grease trap to accommodate an additional 1,000 gallons. The business owner requests assistance with the unanticipated cost to upgrade the grease trap, as outlined in the grant application.

Recommendation:

Fiscal Impact:

Attachments:

1. FlexGrantApp-SmashHitBurger_Redacted



Kennesaw Downtown Development
Authority Main Street on the Move Flex
Grant Application

Contact Information

Business DBA Name: Smash Hit Burgers

Legal Name (if different): Smash Hit Catering LLC

Street Address: 2991 Chrokee St. NW

Website: www.smashhitburgertruck.com

Primary Contact Name: Zac Patterson

Title: Owner

Phone Number: [REDACTED] Email: [REDACTED]

Date: 11/10/2025

Grant Request Authority
Project Description: We are having to add a 1000 gallon grease trap to operate, per Cobb Water

Total Project Budget: 21,500.00

Requested Grant Amount: 20,000.00

Percent of Total Budget: 93%

Estimated Project Completion Date: 12/10/2025

As a separate attachment, please include supplementary materials outlined in the grant guidelines (cost estimates, drawings, schematics, goal statement, etc.).

Acknowledgement

By signing below, I affirm that the information provided in this grant application is both truthful and accurate. I understand that all text and photos submitted in this application may be used by the KDDA during grant announcement/award and in press related materials pertaining to the grant recipients.

Signature: [Handwritten Signature]

Date: 11-10-2025

From: [Zac Patterson](#)
To: [Miranda Taylor](#)
Subject: Grant Application
Date: Monday, November 10, 2025 3:33:57 PM

Hi Miranda,

Please see the attached grant application along with the estimate from Servall for the installation.

As we discussed, I submitted our business plans and projected menu to Cobb Water Authorities. They informed me that we will need to add an additional 1,000 gallons to the existing 1,500-gallon grease trap to operate efficiently and meet code requirements.

Thank you for considering assisting us with this project; your support will be tremendously helpful.

Best,
Zac

Servall Estimate.pdf [drive.google.com]

Smash Hit Burgers Grant App.pdf [drive.google.com]

CHEF ZAC PATTERSON
Executive Chef / Owner

[www.smashhitburgertruck.com](#) [[smashhitburgertruck.com](#)]





PROPOSAL

Date: 11.4.2025

Attention: Ron Mulkey

Phone: [REDACTED]

Email: [REDACTED]

Plumbing Project: Smash Hit Burger Grease Trap

Serv'All Plumbing & Rooter Service hereby submits its specifications and estimate for Plumbing at the referenced location. Price is valid for 15 days due to increase prices in material.

Install new 1000 gallon grease interceptor.

- Camera and locate existing sewer lateral.
- Sawcut and remove asphalt.
- Excavate and haul soil out, prepare hole with 57 stone.
- Set new 1000 gallon grease trap in place and connect to existing piping. Install new ring and covers at driveway elevation.
- Backfill and compact new trap.
- Replace asphalt as needed after work is complete.
- Includes all permits and inspection coordination.

Proposed Price: \$ 21,500.00

NOTES: Not responsible for unmarked utilities.

- √ We will be responsible ONLY for marked utilities. If UNMARKED utilities are broken in this process, owner will be responsible for repairs.
- √ If rock is encountered, additional cost will be incurred for removal.
- √ All waste lines to be schedule 40 PVC under slab.
- √ Payment due upon completion. 1.5% interest will be charged for invoices over 30 days.

NOTICE TO OWNER

Under the Mechanic's Lien Law, any contractor, subcontractor, laborer, material man or other person who Helps to improve your property and is not paid for his labor, services or material, has a right to enforce his claim against your property

Acceptance of Proposal – The above prices, specifications and conditions are Satisfactory and are hereby accepted. You are authorized to do the work as specified

Date of Acceptance 11-10-2025
P.O. Box 939 Acworth, GA 30101

Signature _____
770-917-1852

www.servallplumbing.com

Pricing Proposal

May 2025



Placer.ai *for*



Over 1,400 Civic Clients

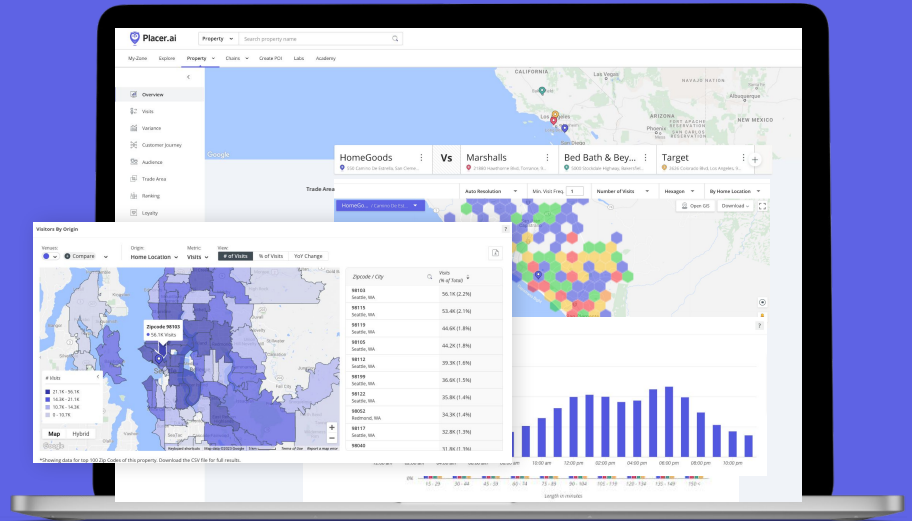
Cities, Counties, States, Districts, Downtowns, Business Improvement Districts, Economic Development Organizations, Destination Marketing Organizations, Chambers of Commerce, Parks and Recreation, Convention and Visitors Bureaus, Universities, etc.



3,500+
CUSTOMERS



30+
INDUSTRIES



CIVIC



RETAIL



COMMERCIAL REAL ESTATE



FINANCE



LEISURE

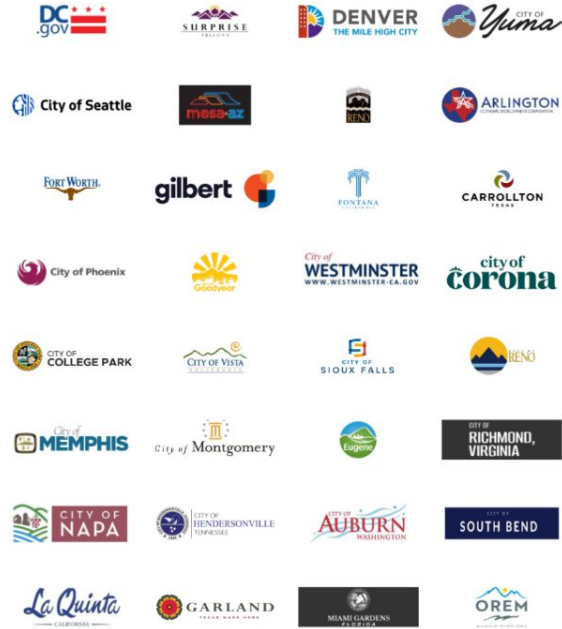


MEDIA



Loved and trusted by **1,400+**
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



Forecast Revenue & Optimize Incentives

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



Workforce Analysis & Business Attraction

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



Event Analysis

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



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



Economic Recovery and Growth

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



Travel & Tourism

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



Reports for Marketing, Communications, and Grant Writing

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



Support Local Business

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

World Class Support



FAST ONBOARDING & ONGOING SUPPORT

- ✓ Dedicated customer success manager for entire subscription
- ✓ Regular bi-weekly meetings to assess needs and new use cases
- ✓ Informative sessions regarding new product launches



CONSULTATION & TRAINING

- ✓ Leverage your CSM to guide you to the custom reports and presentations you need
- ✓ Live, online training sessions to learn the platform and data
- ✓ Stay up-to-date on product release to unlock new use cases



KNOWLEDGE SHARING & INSIDER INSIGHTS

- ✓ Learn methods & best practices your CSM has helped others with
- ✓ Tap the entire Placer community for ideas based on your needs
- ✓ Access a library of case studies/guides tailored to your industry

Your Placer.ai subscription also includes events and resources like...

Monthly Industry Webinars

Scheduled training, online resources, and recorded content to further aid in customer enablement.

Product Release Webinars

Monthly group webinars to overview and learn how to apply Placer's monthly product updates.

Knowledge & Training

Comprehensive training resources available directly in the platform (e.g. Academy, Help Center)

Monthly Reports



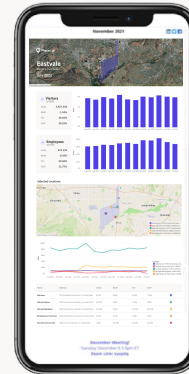
Data at your fingertips

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.



PRICING -



\$22.5k Year 1

Additional \$2.5k For AGS: Behavior & Attitudes
Additional \$7.5k for Spatial.ai PersonaLive

\$24k Year 2

Additional \$2.625k for AGS: Behavior & Attitudes
Additional \$8k for Spatial.ai PersonaLive

24 MONTH SUBSCRIPTION

WHAT'S INCLUDED:

- Unlimited users
- US access for POIs
- Unlimited venue or region lookups/queries, and no additional cost to index venues or regions or add traffic pins to the platform
- Access to the Placer.ai data team for custom reports
- Access to the listed demographic, psychographic, and segmentation data sets
- No implementation costs

INCLUDED:

- ✓ Census 2023
- ✓ STI: Market Outlook
- ✓ STI: Popstats
- ✓ STI: Workplace
- ✓ STI: Spending Patterns
- ✓ STI: Experian Mosaic



Thank You

Chase Webster
949 939 6937
chase.webster@placer.ai
www.placer.ai

Attract the Best Fit Retailers

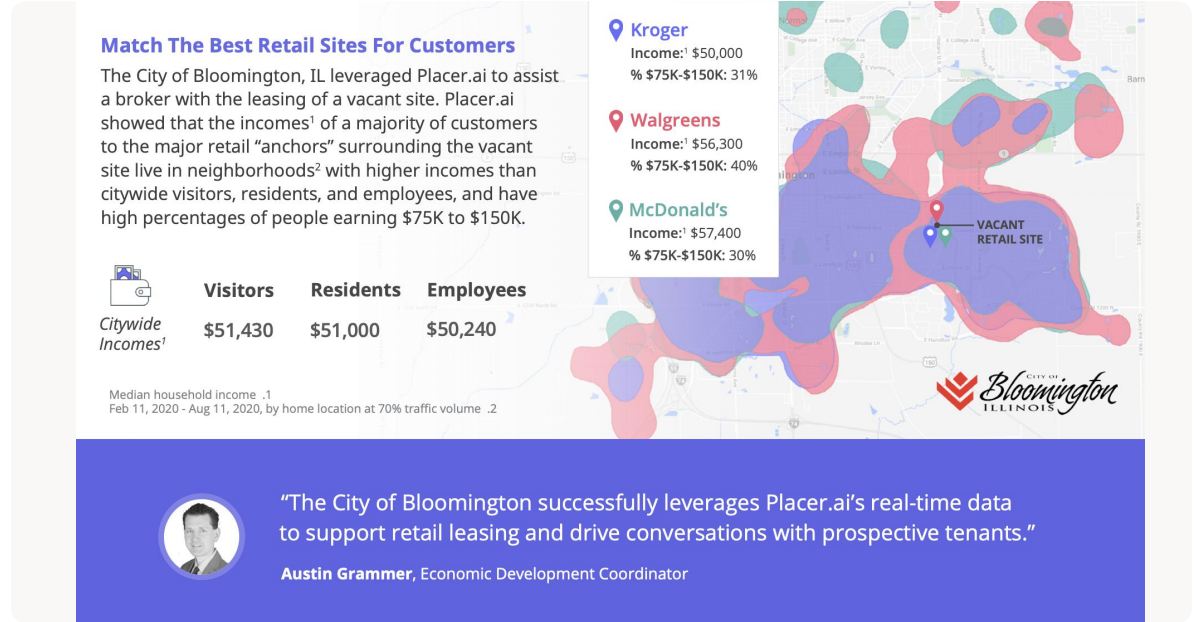


The Problem

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



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.



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

[See the full case study](#)

Reveal Effectiveness of Marketing Efforts

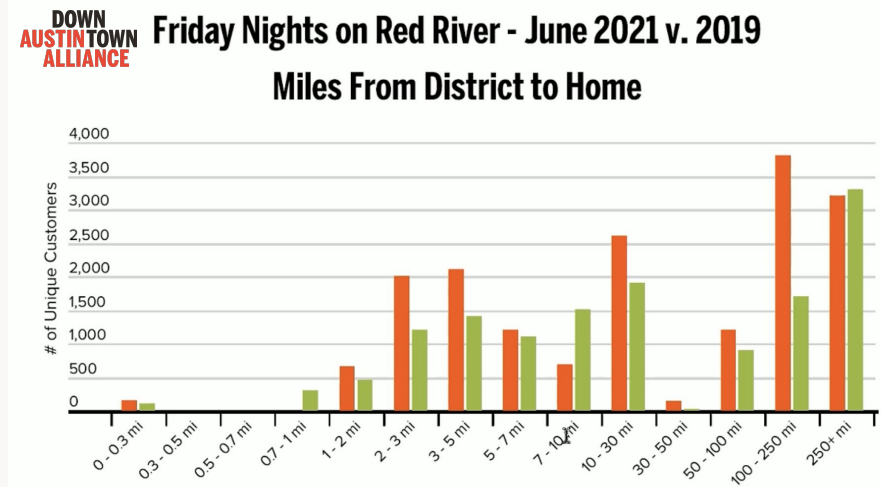


The Problem

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.



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?

Reveal True Value Of Local Attractions



The Problem

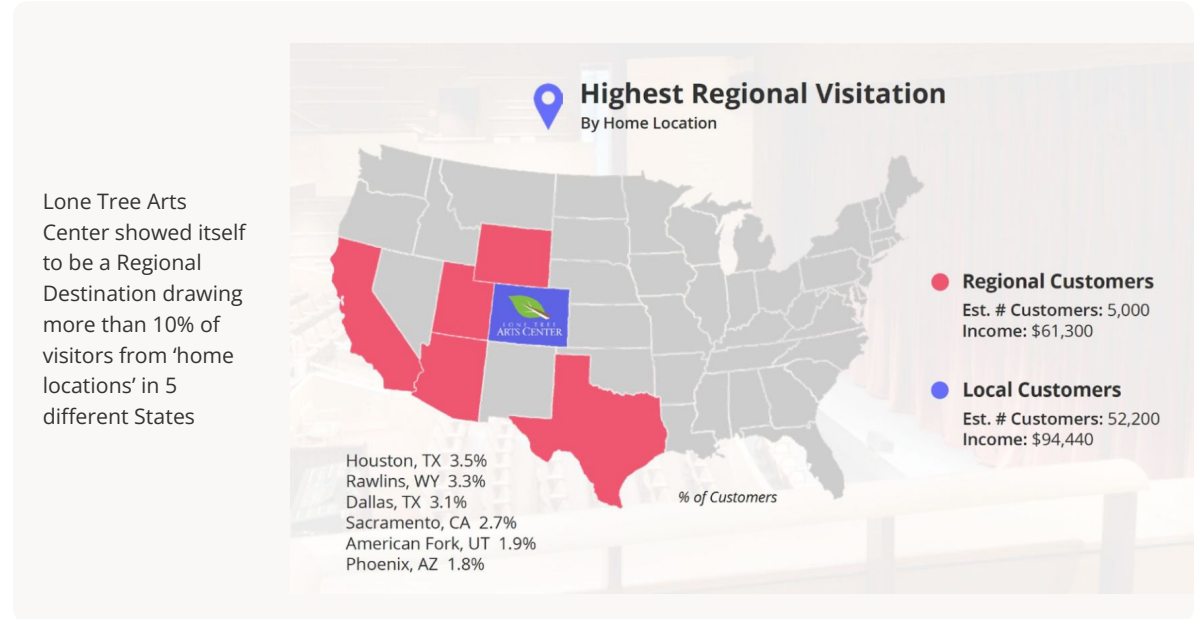
Civic leaders need to understand the performance and potential of attractions, parks, venues and places of interest to make the best decision for their community.

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.



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

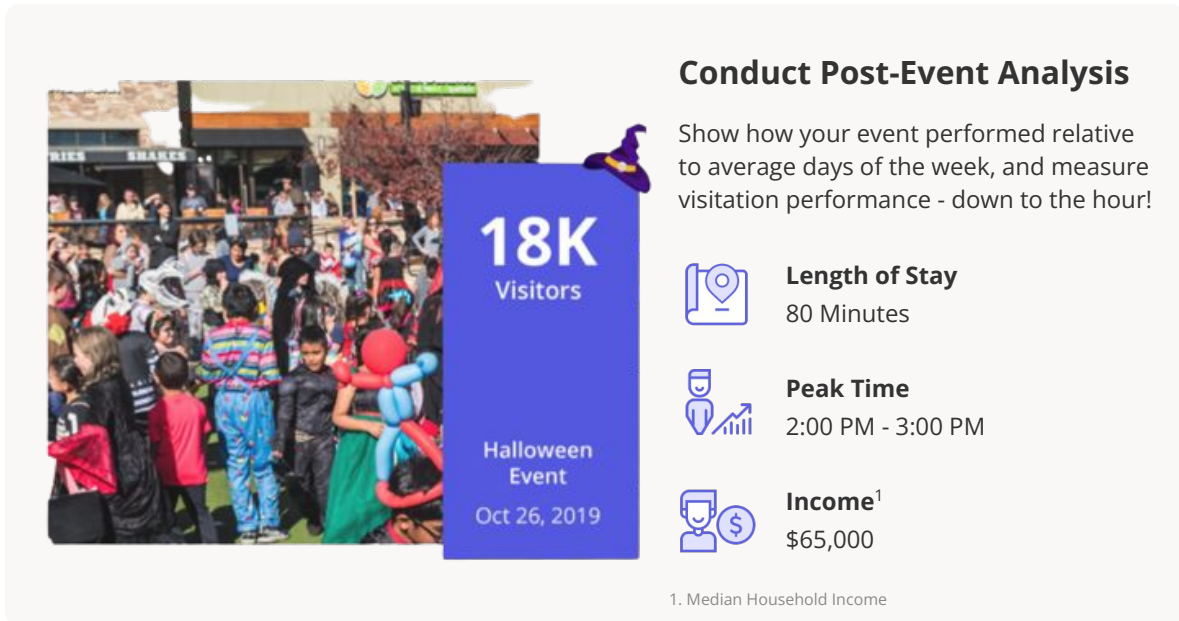


The Problem

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.



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

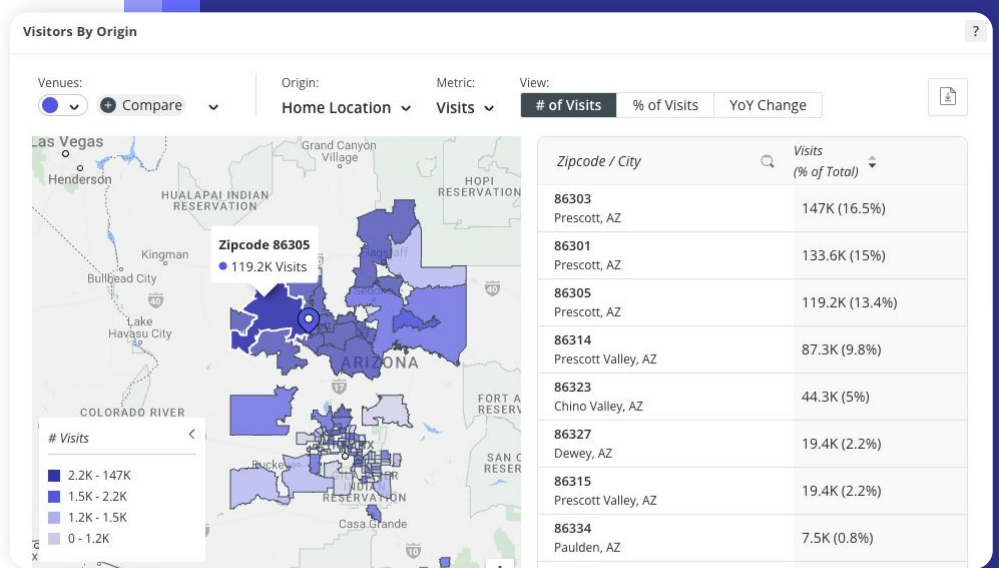
The City of Prescott, AZ hosts a 6 week Christmas celebration but couldn't accurately measure the attendance or impact of each event, or how best to market them. How can the Office of Tourism drive attendance and prove event value to the local economy?

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

Discover Changes To City Or District Over Time

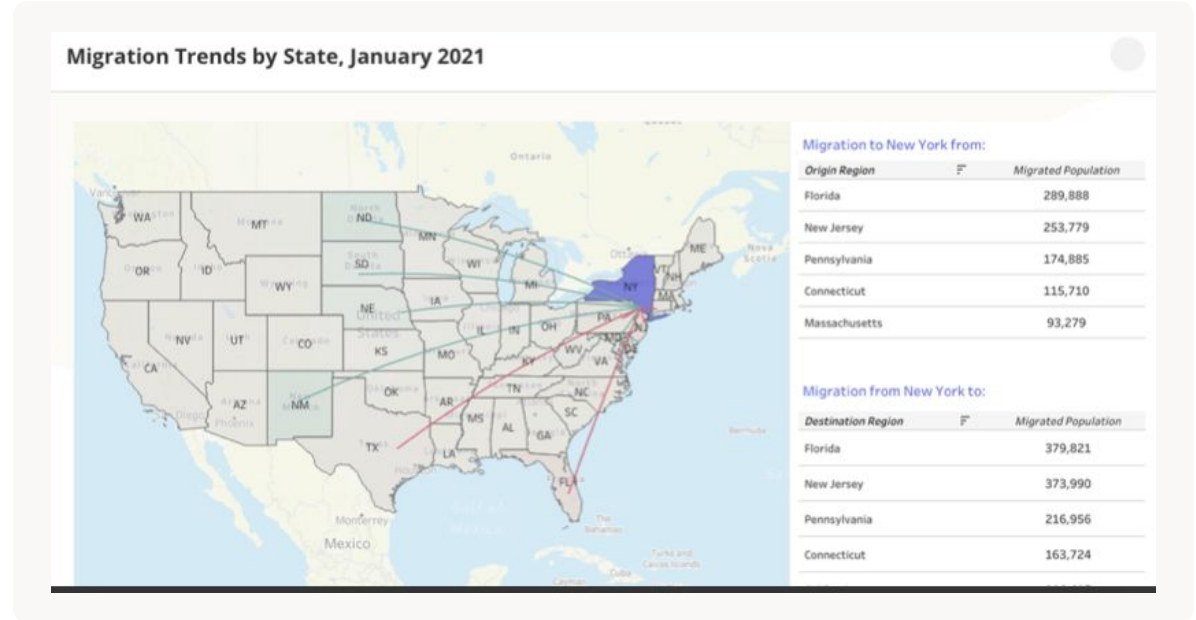


The Problem

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.



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?

Leakage Analysis (Favorite Places Outside a City or District)

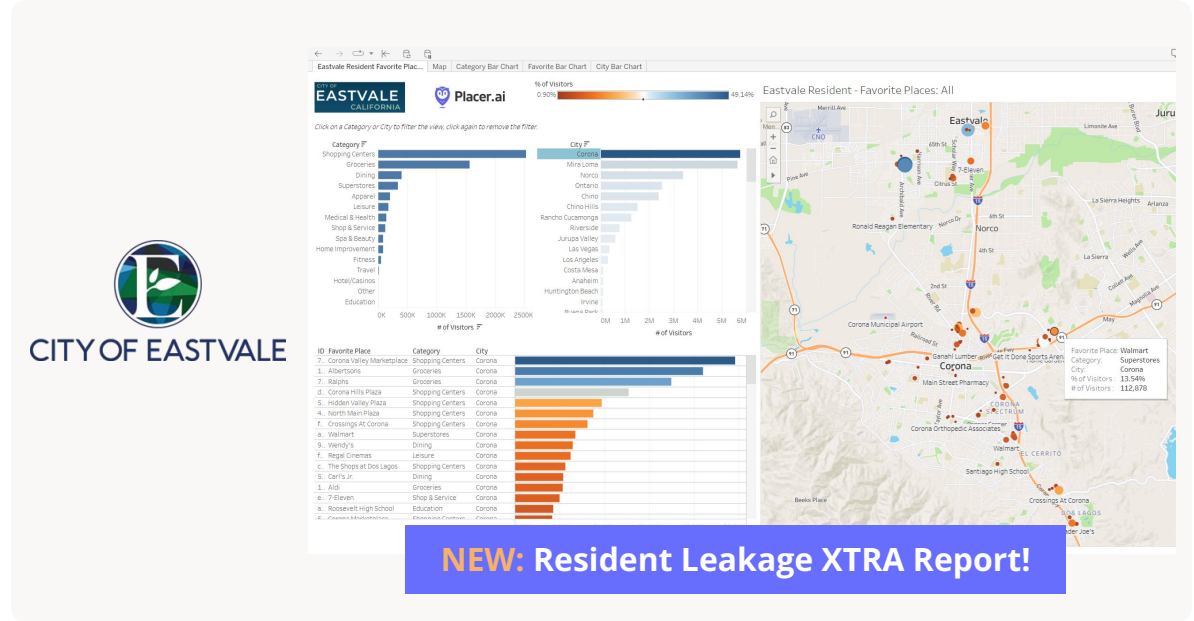


The Problem

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.



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?

Public Realm

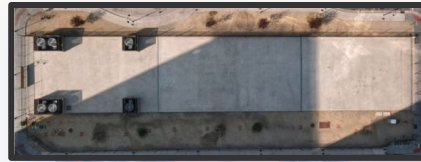


The Problem

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

	<i>Est. # of Visitors</i>	<i>Est. # of Visits</i>
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?

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?

Optimize Resources, Define District, Justify Assessments

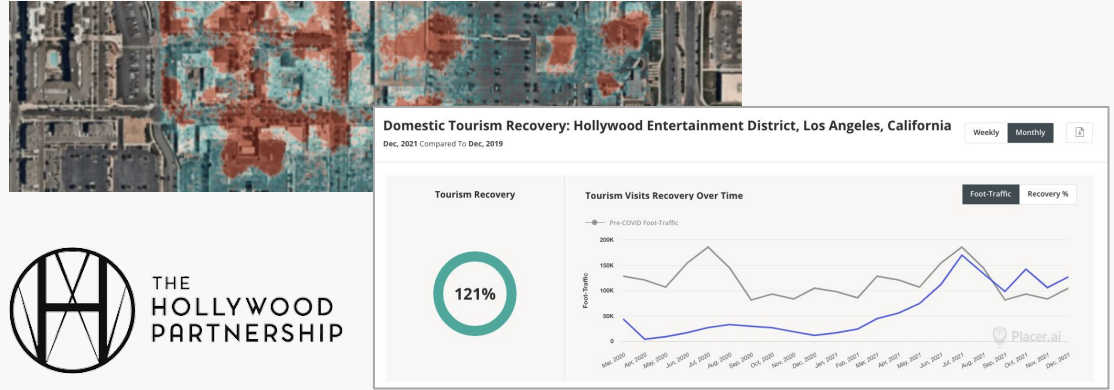


The Problem

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



“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?

COVID Recovery

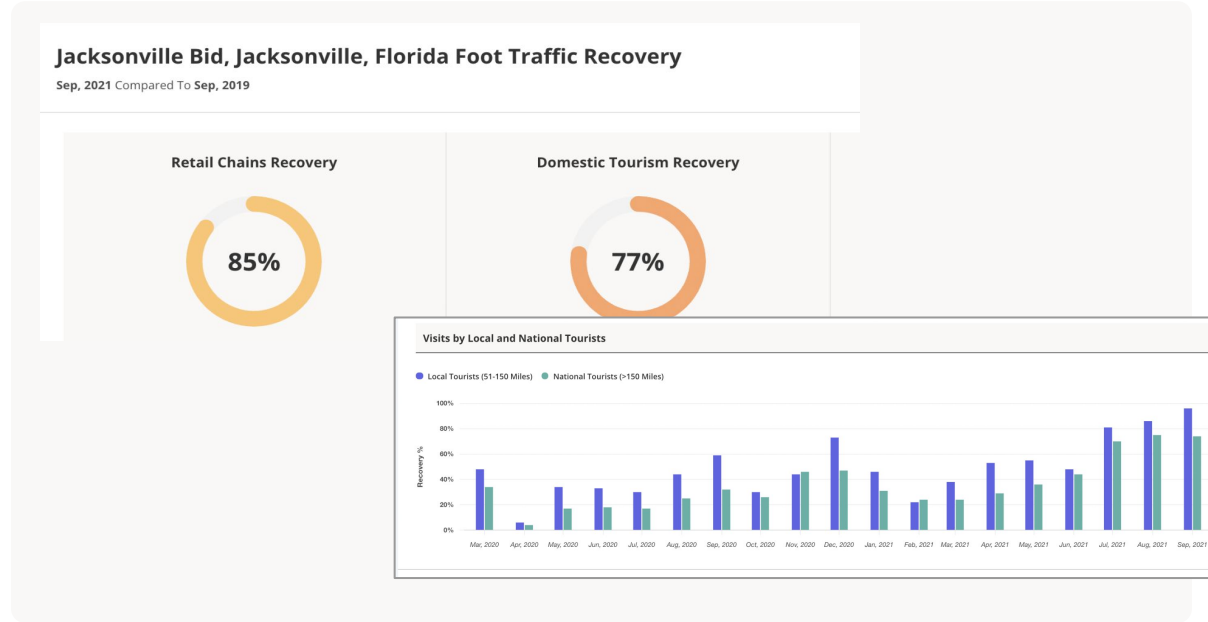


The Problem

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.



ANSWER QUESTIONS LIKE...

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

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

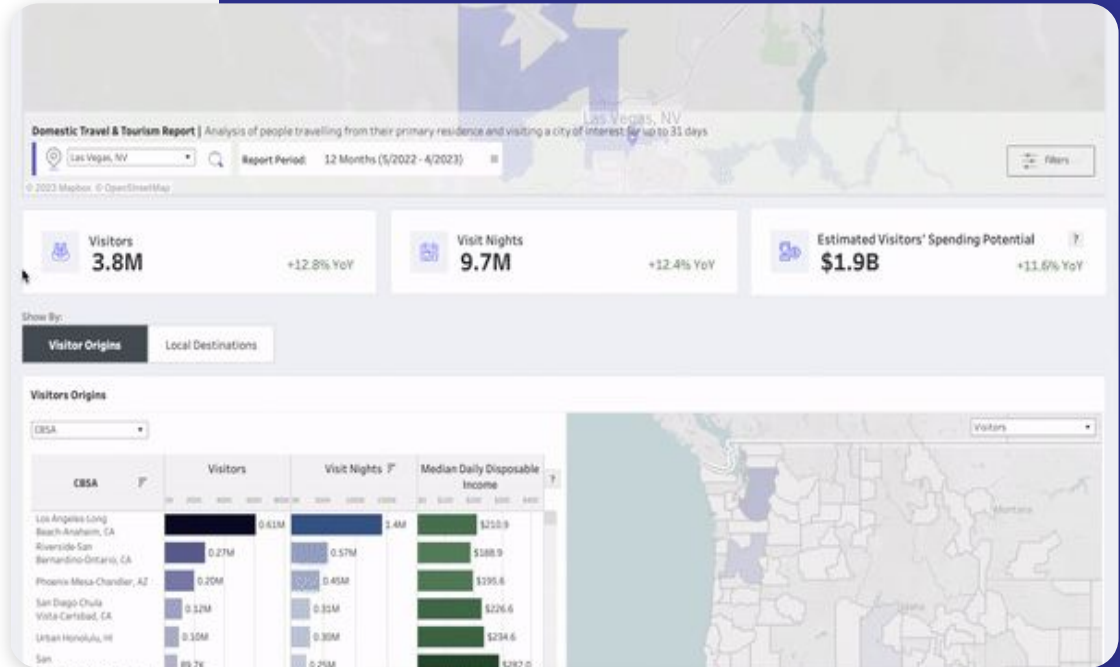
Q: How do you compare with another district, city, or county?

Travel & Tourism Report

Evaluate the economic impact of short-term travel on a particular region

- Discover how many overnight tourists are visiting your city or BID of interest and how long they're staying for.
- Break down the number of visitors and visit nights by visitors' CBSA/state of origin, as well as ZIP code of destination.
- Estimate tourists' spending potential by analyzing their household income and daily disposable income.

[See Report in Platform](#)



PersonaLive by Spatial.AI

Analyze and engage with customers based on online & offline behavior

Adapt to customers with real-time behavioral insights



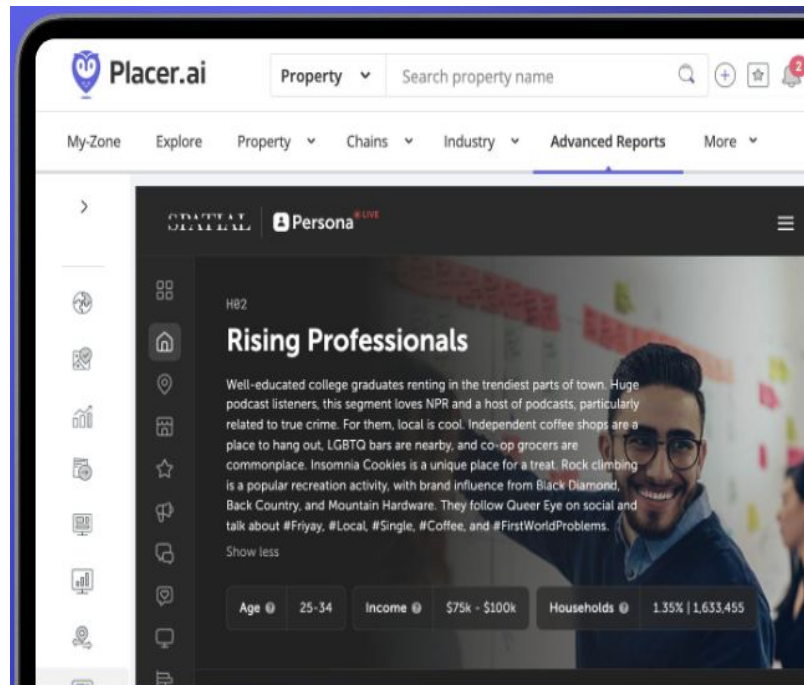
Target with precision: Communicate in the most relevant channels, partner with the right influencers, and target the right audiences to improve performance and increase marketing ROI.



Optimize messaging and creative: Leverage insights into customer demographics, brand affinity, and discussed topics to craft concepts, copy, and visuals that resonates with your target segments and drive conversations



Inform urban planning and public policies: Shape your budgetary plans, development projects, and events strategy using up-to-date insights into your residents' interests and motivations



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

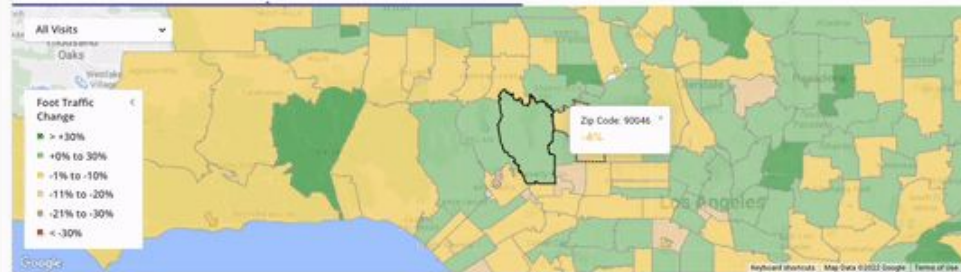
Zip Code 90210, California Foot Traffic Trends

Foot Traffic Trends

October 2022 VS October 2021 | Zip Code: 90210, Los Angeles County, California

Regional Change

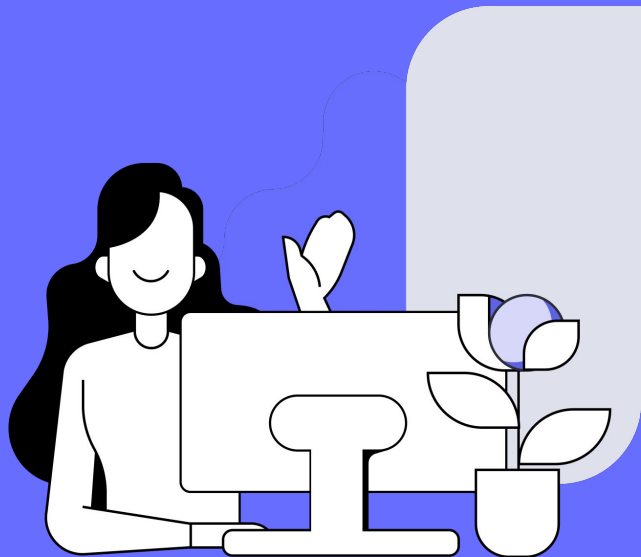
Monthly Trends



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.