



Legislation Text

File #: RES-24:008, **Version:** 1

A RESOLUTION TO ENTER INTO A CONTRACT WITH PLACER LABS INC. FOR DATA COMPILING SOFTWARE TO PROVIDE VITAL INFORMATION FOR GRANT WRITING EFFORTS

WHEREAS, the City of Jonesboro Grants Department has identified a need for a service to provide valuable pedestrian, traffic origination, market share, trade area, and usage data; and

WHEREAS, data sought by the department would be of great value during grant review processes to prove needs and benefits of grant funded projects; and

WHEREAS, the data will be valuable for community development, advertising, and promotion of the city; and

WHEREAS, Placer Labs Inc. is an industry leader in Venue Analytics Platforms and offers a service that appears to meet the needs of the department; and

WHEREAS, annual cost of the program is below the threshold to require bidding, but does require an approved engagement contract.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF JONESBORO, ARKANSAS THAT:

SECTION ONE: The City of Jonesboro will enter into a contract beginning in February of 2024 and terminating in February of 2025 with Placer Labs Inc. for data compiling software.

SECTION TWO: The Mayor and City Clerk are hereby authorized by the City Council of the City of Jonesboro, Arkansas, to execute all documents necessary to effectuate this agreement.

PASSED AND APPROVED THIS 6TH DAY OF FEBRUARY 2024.