

June 1, 2026

City of Lead Commissioners

Re: Request for \$15,000 from the Bed & Booze Fund to Renew Placer AI Subscription

Commissioners,

On behalf of the Deadwood-Lead Economic Development Corporation (DLEDC), I am writing to respectfully request **\$15,000 from the City of Lead's Bed & Booze fund** to renew DLEDC's **Placer AI** subscription.

Placer AI is a location analytics platform that helps communities quantify and understand visitation patterns—information that is increasingly essential for tourism-based economies like ours. Renewing this subscription will allow DLEDC to provide data-driven insights to support the City of Lead's tourism strategy, business recruitment and retention efforts, and broader economic development priorities.

Why this year's tracking is especially vital

This is a high-stakes year for Lead and our region. We are:

- Celebrating **Lead's 150th anniversary**
- Approaching the **United States' 250th anniversary**
- In the middle of a **tourism development grant** effort
- Advancing a regional **housing study**
- Entering into a **major business recruitment project**

With the time, funding, and staff/volunteer capacity being invested to grow tourism and strengthen our economy, **now is not the time to stop tracking**. Continuing Placer AI ensures we can measure what is working, understand where visitors are coming from, and demonstrate outcomes to funders, partners, and the public.

How Placer AI will be used

With an active subscription, DLEDC will use Placer AI to:

- **Measure visitor volume and trends** over time, including seasonal patterns and event-related impacts.
- **Understand visitor origins and trade areas**, helping identify where visitors are coming from and how Lead is performing relative to peer destinations.

- **Support local businesses and entrepreneurs** with practical, data-backed insights they can use for staffing, hours, marketing, and investment decisions.
- **Strengthen grant applications and project planning** by providing credible third-party data to support need, impact, and outcomes.
- **Inform City decision-making** by translating visitation data into clear, actionable takeaways that align with community priorities.

Deliverables to the City of Lead

If funded, DLEDC will provide the City of Lead with:

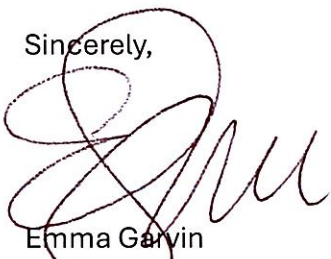
- A **baseline annual visitation snapshot** for Lead using Placer AI metrics
- **Quarterly summary updates** highlighting key trends and notable changes
- **Event or project-specific reporting** as requested by the City (within reasonable scope)

Funding request

DLEDC is requesting **\$15,000** to cover the Placer AI subscription renewal. This is a targeted investment that will help ensure the City and community partners have access to reliable visitation analytics to guide decisions and demonstrate outcomes.

Thank you for considering this request and for your continued support of economic development in Lead. I would welcome the opportunity to attend an upcoming commission meeting to answer questions and review how DLEDC will use Placer AI to deliver measurable value to the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'Emma Garvin', written over a circular scribble.

Emma Garvin  
Executive Director  
DLEDC