

**CITY OF WEST ALLIS
RESOLUTION R-2025-0067**

**RESOLUTION AUTHORIZING THE RENEWAL OF PLACER.AI SOFTWARE
PLATFORM FROM PLACER LABS, INC. IN THE AMOUNT OF \$26,250
RELATIVE TO ECONOMIC DEVELOPMENT AND PLANNING ACTIVITIES**

WHEREAS, the Economic Development program survey leading real estate professionals and economic development practitioners about various services that provide information about trade areas, trips and visits within an area, customer insights, etc.; and,

WHEREAS, Placer.ai. was recognized as a leader in providing the level of platform that is user friendly to use data for marketing, economic development recruitment, and planning activities; etc.; and,

WHEREAS, the Economic Development program is recommending a contract with Placer Labs, Inc. to provide date and competitive insights and reports to advance recruitment and community advantages to increase customer visits to West Allis; and,

WHEREAS, the funds for the service will be from the Economic Development FIRE 2025 budget.

NOW THEREFORE, BE IT RESOLVED, by the Common Council of the City of West Allis that it hereby approves the authorizing the renewal of Placer.ai software platform from Placer Labs, Inc. in the amount of \$26,250 purchase of a software platform for economic development and planning activities.

Be It Further Resolved that the Economic Development Executive Director, or his designee, be and is hereby authorized and directed to execute and deliver a contract with Placer Labs, Inc. hereby attached and made a part hereof.

Be It Further Resolved, the Common Council approves the sum of \$26,250 be and hereby appropriated from the Economic Development FIRE program budget.

Be It Further Resolved, the City Attorney be and is hereby authorized to make such non-substantive changes, modifications, additions and deletions to and from the various provisions of the Contract, including any and all attachments, exhibits, addendums and amendments, as may be necessary and proper to correct inconsistencies, eliminate ambiguity and otherwise clarify and supplement said provisions to preserve and maintain the general intent thereof, and to prepare and deliver such other and further documents as may be reasonably necessary to complete the transactions contemplated therein.

SECTION 1: **ADOPTION** “R-2025-0067” of the City Of West Allis
Municipal Resolutions is hereby *added* as follows:

ADOPTION

R-2025-0067(*Added*)

PASSED AND ADOPTED BY THE CITY OF WEST ALLIS COUNCIL

_____.

	AYE	NAY	ABSENT	ABSTAIN
Ald. Ray Turner	_____	_____	_____	_____
Ald. Kimberlee Grob	_____	_____	_____	_____
Ald. Chad Halvorsen	_____	_____	_____	_____
Ald. Marissa Nowling	_____	_____	_____	_____
Ald. Suzzette Grisham	_____	_____	_____	_____
Ald. Danna Kuehn	_____	_____	_____	_____
Ald. Dan Roadt	_____	_____	_____	_____
Ald. Patty Novak	_____	_____	_____	_____
Ald. Kevin Haass	_____	_____	_____	_____
Ald. Marty Weigel	_____	_____	_____	_____

Attest

Presiding Officer

Rebecca Grill, City Clerk, City Of
West Allis

Dan Devine, Mayor, City Of West
Allis