

**CITY OF WEST ALLIS  
RESOLUTION R-2023-0765**

**RESOLUTION AUTHORIZING THE PURCHASE OF PLACER.AI SOFTWARE  
PLATFORM FROM PLACER LABS, INC. IN THE AMOUNT OF \$25,000 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 data 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 2024 budget.

**NOW THEREFORE**, BE IT RESOLVED, by the Common Council of the City of West Allis that it hereby approves the authorizing the purchase of Placer.ai software platform from Placer Labs, Inc. in the amount of \$25,000 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 \$25,000 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-2023-0765” of the City Of West Allis Municipal Resolutions is hereby *added* as follows:

ADOPTION

R-2023-0765(Added)

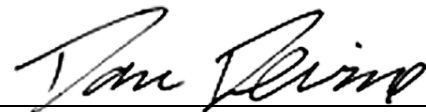
PASSED AND ADOPTED BY THE CITY OF WEST ALLIS COUNCIL DECEMBER 12, 2023.

	<b>AYE</b>	<b>NAY</b>	<b>ABSENT</b>	<b>ABSTAIN</b>
Ald. Vince Vitale	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Ray Turner	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Tracy Stefanski	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Marty Weigel	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Suzzette Grisham	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Danna Kuehn	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Thomas Lajsic	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Dan Roadt	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Rosalie Reinke	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Ald. Kevin Haass	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>

Attest

Presiding Officer

  
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Rebecca Grill, City Clerk, City Of  
West Allis

  
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Dan Devine, Mayor, City Of West  
Allis

