

# THE AGENCY

B R O O M E C O U N T Y I D A / L D C

**BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY/ BROOME COUNTY LOCAL DEVELOPMENT CORPORATION**

**AUDIT & FINANCE COMMITTEE MEETING**

MAY 15, 2024 • 11:30 A.M. • THE AGENCY CONFERENCE ROOM  
FIVE SOUTH COLLEGE DRIVE, SUITE 201, 2ND FLOOR  
BINGHAMTON, NEW YORK 13905

**AGENDA**

1. CALL TO ORDER D. CROCKER
2. ACCEPT THE MINUTES– MARCH 20, 2024 AUDIT & FINANCE COMMITTEE MEETING D. CROCKER
3. PUBLIC COMMENT D. CROCKER

**NEW BUSINESS**

4. REVIEW/DISCUSSION/RECOMMENDATION S. DUNCAN  
AUTHORIZING THE AGENCY TO ENTER INTO AN AGREEMENT WITH PLACER.AI FOR ACCESS TO THE VISIT BINGHAMTON PLATFORM TO VIEW TRAVEL AND TOURISM SOLUTIONS, IN THE FORM ATTACHED HERETO AS EXHIBIT "A", IN AN AMOUNT NOT TO EXCEED \$28,000.00.

**OLD BUSINESS**

5. ADJOURNMENT D. CROCKER

**BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY/BROOME COUNTY LOCAL DEVELOPMENT CORPORATION**  
**AUDIT & FINANCE COMMITTEE MEETING**  
**FIVE South College Drive, Suite 201**  
**Binghamton, New York 13905**  
**Wednesday, March 20, 2024 11:30 a.m.**

**SYNOPSIS OF MEETING**

**PRESENT:** D. Crocker, J. Mirabito, P. Newman and M. Sopchak

**BOARD MEMBERS:** J. Bernardo, J. Peduto

**GUESTS:** Evan Cleavland, Inero  
Rita King, Inero

**STAFF:** S. Duncan, N. Abbadessa, Guokas, A. Williams, and G. Paugh

**COUNSEL:** None Present

The meeting was called to order at 11:30 a.m.

**ITEM #1. APPROVE THE MINUTES FOR THE NOVEMBER 29, 2023 MEETING:** Chairman Crocker stated that the minutes were forwarded to all members; they had an opportunity to review any modifications were forwarded. Chairman Crocker accepted the minutes for the record.

**MOTION:** None Needed.

**ITEM #2. PUBLIC COMMENT:** Chairman Crocker asked if there were any public comments.

No public comments were made.

**ITEM #3. REVIEW AND RECOMMENDATION OF THE 2023 AUDIT OF THE BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY AND THE BROOME COUNTY LOCAL DEVELOPMENT CORPORATION CONDUCTED BY INERO & CO. CPAS, LLP.** Evan Cleavland from Inero & Company, CPAS, reviewed the 2023 Audit with the Committee Members in detail for the Broome County IDA and the Broome County LDC. A brief discussion ensued. Chairman Crocker asked if the Committee had any questions and, seeing none, requested a motion.

**MOTION:** REVIEW AND RECOMMENDATION AUTHORIZING OF THE 2023 AUDIT OF THE BROOME COUNTY INDUSTRIAL DEVELOPMENT AGENCY AND THE BROOME COUNTY LOCAL DEVELOPMENT CORPORATION CONDUCTED BY INERO & CO. CPAS, LLP. On a MOTION by Mr. Sopchak, seconded by Mr. Mirabito, the MOTION CARRIED.

**ITEM #4. REVIEW AND RECOMMENDATION OF THE READOPTION OF THE AGENCY'S INVESTMENT AND DEPOSIT POLICY, INTERNAL CONTROLS AND FINANCIAL ACCOUNTABILITY POLICY, THE PURCHASING POLICY, THE PROPERTY ACQUISITION GUIDELINES, AND THE PROPERTY DISPOSITION GUIDELINES WITH NO CHANGES.** Ms. Abbadessa stated that this is an annual requirement of the Authority's Budget Office that The Agency review its financial policies every year and either modify those policies or recommend that they be reapproved for the following year as is. The staff reviewed the mentioned policies and recommended that they be accepted with no changes.

**MOTION:** REVIEW AND RECOMMENDATION AUTHORIZING OF THE READOPTION OF THE AGENCY'S INVESTMENT AND DEPOSIT POLICY, INTERNAL CONTROLS AND FINANCIAL ACCOUNTABILITY POLICY, THE PURCHASING POLICY, THE PROPERTY ACQUISITION GUIDELINES, AND THE PROPERTY DISPOSITION GUIDELINES WITH NO CHANGES. On a MOTION by Mr. Sopchak, seconded by Mr. Newman, the MOTION CARRIED.

**ITEM #5. REVIEW AND RECOMMENDATION AUTHORIZING THE EXECUTIVE DIRECTOR TO REQUEST AMERICAN RESCUE PLAN FUNDS IN THE AMOUNT OF \$500,000.00 FROM BROOME COUNTY FOR THE PURPOSE OF SUPPORTING SMALL BUSINESS DEVELOPMENT TO ADVANCE THE INTERESTS OF THE CITIZENS OF BROOME COUNTY.** Ms. Duncan stated this is a continued partnership with Broome County. This is a grant program to provide a one-time grant for small businesses with operational and other eligible costs. The grant will prioritize businesses that are outside of our urban core communities, but others are not precluded from applying. Guidelines for the grant program are be finalized now with Broome County.

**MOTION:** REVIEW AND RECOMMENDATION AUTHORIZING THE EXECUTIVE DIRECTOR TO REQUEST AMERICAN RESCUE PLAN FUNDS IN THE AMOUNT OF \$500,000.00 FROM BROOME COUNTY FOR THE PURPOSE OF SUPPORTING SMALL BUSINESS DEVELOPMENT TO ADVANCE THE INTERESTS OF THE CITIZENS OF BROOME COUNTY. On a MOTION by Mr. Newman, seconded by Mr. Sopchak, the MOTION CARRIED.

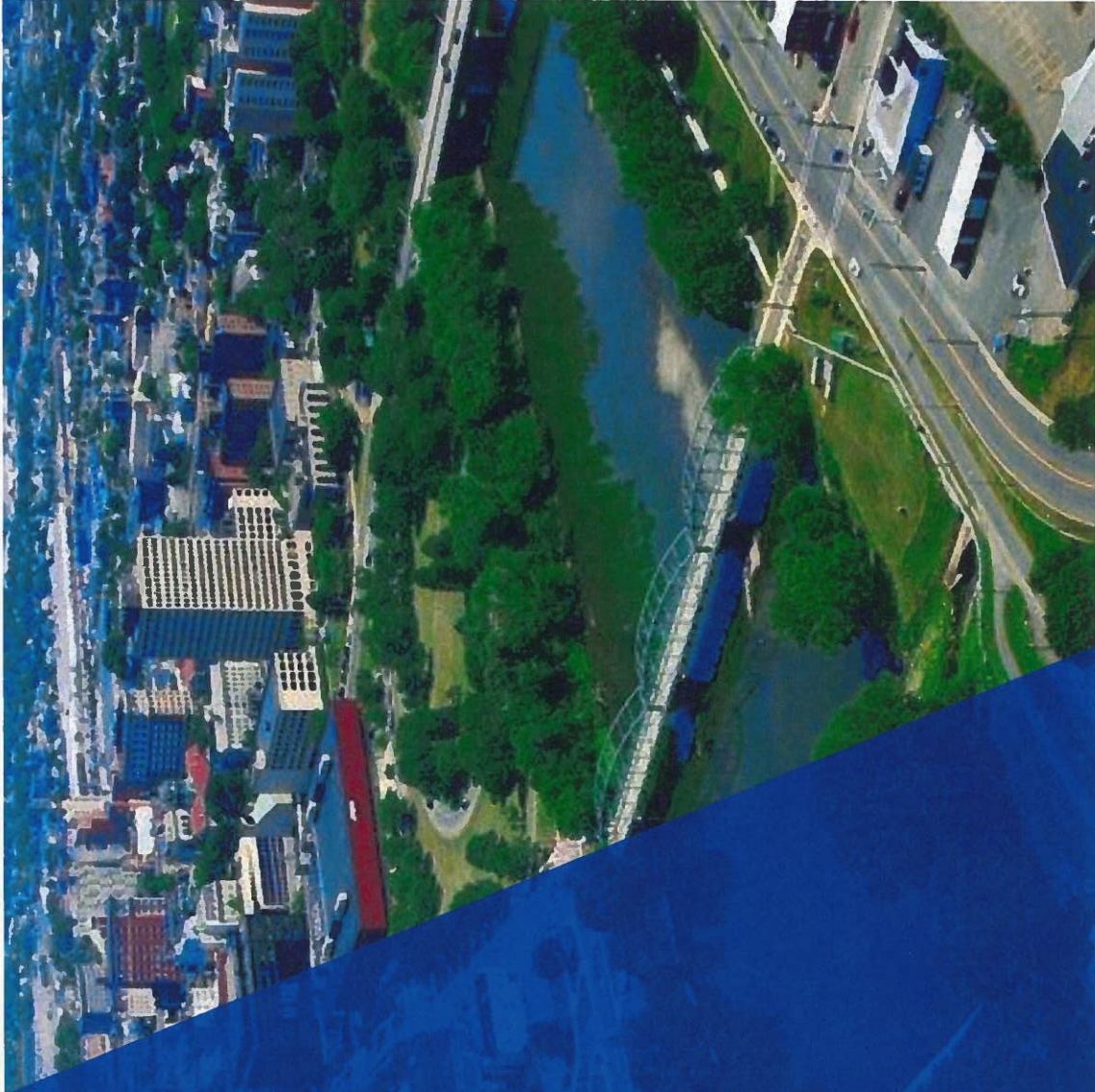
**ITEM #6: ADJOURNMENT:** Chairman Crocker requested a motion to adjourn.

**MOTION:** On a MOTION by Mr. Mirabito, seconded by Mr. Newman, the MOTION CARRIED, and the meeting was adjourned at 11:57 a.m.



THE AGENCY  
BROOME COUNTY IDA / LDC

# Placer.ai Pricing Proposal



# Placer.ai Solutions for Travel & Tourism



## Visitor Economy

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01

### Visit KPIs

Number of visits, unique visitors, overnights, length of stay, seasonality, and visit trends to any location in your region or any other location in the US.

02

### Visitor Capture and Leakage

Where do visitors stay with you and where else do they go outside your region? What attractions do they prefer? Who are your competitors? What are the opportunities for cross-marketing and collaboration?

## Visitor Analysis

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03

### Visitor Origins

Discover the home city, zip code, and CBSA of your visitors. Reveal trends by event, season, and spend.

04

### Visitor Journey

Learn where visitors stay and what they do in your region. Reveal their favorite hotels, restaurants, shops and attractions. See the routes they travel to and from any location.

05

### Visitor Demographics, Interests and Brand Preferences

Visitor demographics including ethnicity, age, HHI etc. Reveal their spending habits, workforce

## Strategic Analysis & Reporting

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06

### Optimize Marketing

From digital to print and billboard, learn which campaigns and channels drive the most traffic to events and attractions.

07

### Event Analysis

Reveal attendee KPIs, origins, routes and journey. Discover which local businesses benefit from events. Optimize marketing and sponsorships. Generate Event reports.

08

### Analysis and Reports

Receive automated monthly reports with visitor metrics for key points of interest.



# Unlimited Access to the Placer Platform

Your one stop shop for analyzing physical locations, the people and businesses that interact with them, and the markets they inhabit.



## Unlimited Data

Unlimited Searches, Queries, Reports and Downloads for all locations across **all markets**



## Unlimited POIs

Access all major venues within **all markets** or create your own custom POIs



## Placer XTRA

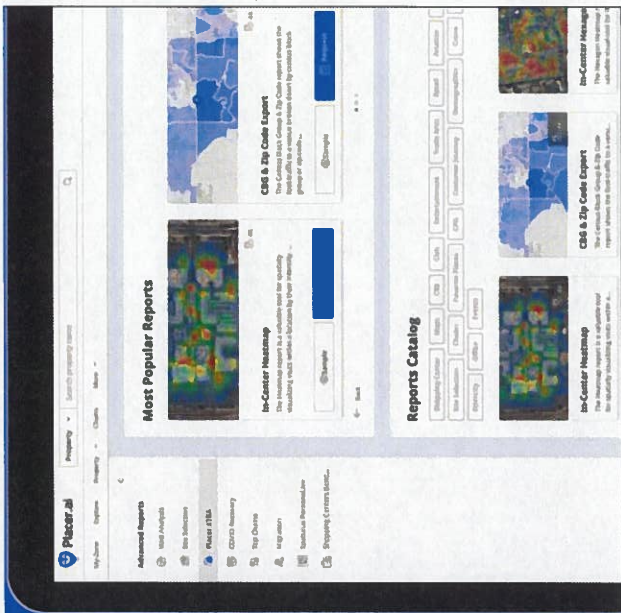
An extension of our online analytics experience provided by Placer.ai's Data Specialists.



WHAT TO EXPECT FROM

# Customer Success

A variety of resources to realize success with unparalleled privacy-first location data.



### 1-to-1 Kick Off Call

Customer Success Manager-led session designed to meet with your team, establish expectations and discuss initial use cases.



### Monthly Industry Webinars

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



### 45 Day Check-In

Check-in scheduled after your kickoff call is completed to ensure you're feeling confident in using Placer and able to use Placer to get what you need.



### Knowledge Sharing

Placer's Academy and Help Center are comprehensive training resources available directly in the platform, that offer video and written guidance for accomplishing your location analytics objectives.



### Live Check-Ins

Bi-annual check-ins meant to offer consistent touch points with your assigned Customer Success Manager.



### On-Demand Office Hours

Office Hours with your assigned Customer Success Manager. Available for customers to receive support in and individual or group setting.

# Placer.ai Proposal



**\$28k**

## PLATFORM SUBSCRIPTION

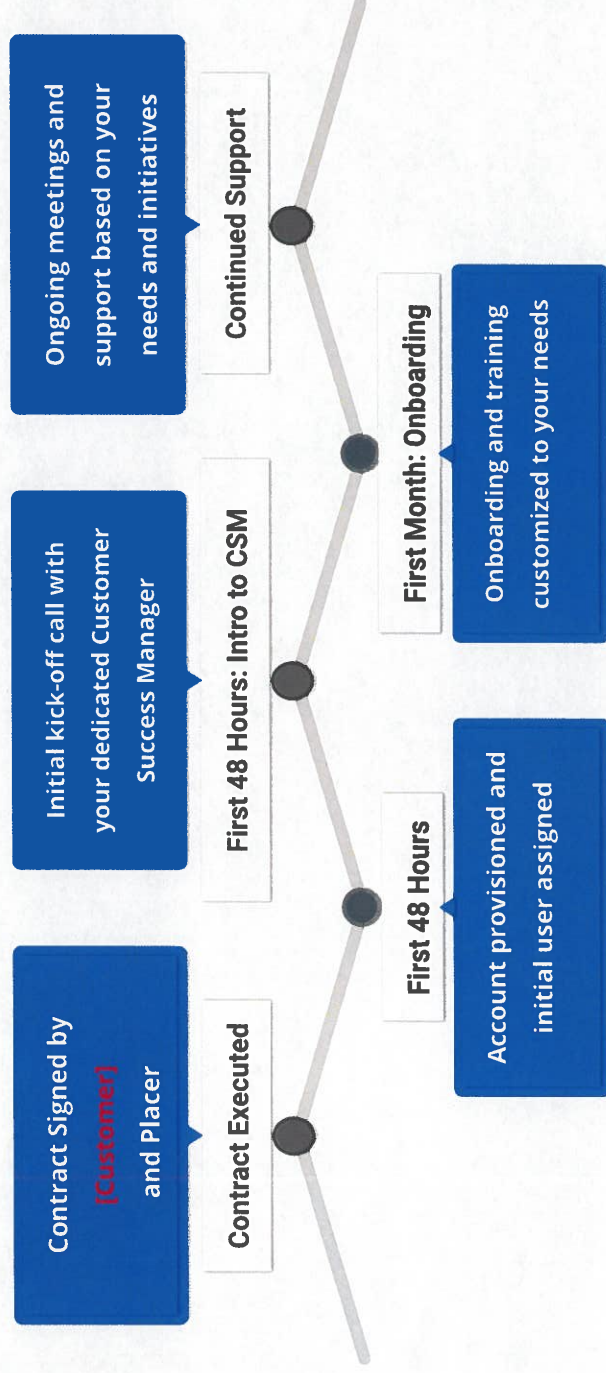
Unlimited queries  
US access  
No implementation costs

Annual Subscription  
(12-month term)

- ✔ Enterprise License: Unlimited Users for Visit Binghamton
- ✔ Full access to all venues and POIs in US
- ✔ 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 listed demographic, psychographic, and segmentation data sets



# Timeline



Dedicated to helping our partners realize success with unparalleled, privacy-first location data.