Land Use & Economic Development Committee

Wednesday, December 1, 2021
5:30pm

(MEETING HELD VIA ZOOM)

Meeting Notes

Land Use & Economic Development Committee Attendees
Present: Councilmember Emery
                  Councilmember Harris
                  Councilmember Marine

Other Attendees
Guest: Lauren Rogers, Datafy
City Administrator Powers
Community Development Director Osaki

CALL TO ORDER - 5:30 PM

1. Datafy Presentation
Lauren Rogers with Datafy presented the Land Use & Economic Development (LU&ED) Committee with information on the services its company offers as it relates to tourism. A presentation by Datafy was requested by the LU&ED Committee at its November 2021 meeting to see if Datafy's services might help the City and businesses make better economic decisions, especially related to tourism.

Lauren discussed how Datafy is able to identify and geo-fence "points of interest" such as hotels, parks and other common visitor sites, and then track cell phone locations of those who "opt in" to be tracked.   Datafy has a large database from which to obtain cell phone tracking information, including many wayfinding applications.

Lauren showed a sample "dashboard" which, among other items, identified the number of visitors to specific points of interest. Data can also be tracked by specific dates. Cell phone data can be tracked at specific events taking place at a specific point of interest (e.g. festivals). How long people stay in area, what people do when they are in the area, and estimated revenue were among items on the dashboard.

A benefit to a data driven analysis is that it helps neutralize decision-making. Rather than rely on limited, subjective individual observations and perceptions, Datafy provides a much broader range of data. You have a better idea of who is coming to your community and where they are coming from. This allows for better targeted marketing.

In response to a question from the LU&ED Committee, Lauren mentioned there is about a 10-day lag from the day the data is collected to the time the information can be accessed.

At this point in time, annual costs would range from $2,500 for a basic service tracking three "points of interest" to $7,500 for more substantial information, that might include data on a specific "cluster" (e.g. hotels) and five other points of interest.

Datafy does training on use of the dashboard and can be an on-going resource. Dashboard information can be downloaded into PowerPoint and other presentations.

Snohomish County's dashboard was shown. The LU&ED Committee discussed ways Datafy could be used to coordinate with Snohomish County's dashboard.

The LU&ED Committee felt that Datafy was a good tool and thanked Lauren for the presentation.

2. <u>Economic Recovery</u>
Mukilteo Chamber of Commerce President and CEO Kandace Barnes was unable to attend. This standing agenda item will be on the next Land Use & Economic Development (LU&ED) Committee meeting in 2022, when scheduled.

3. <u>Other</u>
Councilmember Emery indicated that he had read of a program in Everett using American Rescue Plan Act (ARPA) funds where an individual might get a gift card if he/she presented a receipt(s) showing purchases from businesses over a certain dollar amount. He felt this was a good way to keep funds within the community and asked staff if it could find information about the program.

<u>Next LU&ED Committee Meeting Date</u>
The LU&ED Committee discussed whether or not to have a meeting in January 2022. The LU&ED Committee indicated that it would be available to meet Wednesday, January 5, 2022 should staff find that such a meeting were warranted.

ADJOURNMENT: 6:35PM