



MEMORANDUM

September 9, 2026

To: Haltom City Council

Department: Economic Development

Subject: Multi-Year Agreement with Placer Labs, Inc. for Location Analytics Services

PURPOSE

To consider and act upon approving a multi-year agreement with Placer Labs, Inc. for Placer.ai location analytics services for the period of October 1, 2026 through September 30, 2028, in a total amount not to exceed \$42,404, and authorizing the City Manager to execute the agreement on behalf of the City.

BACKGROUND

The City of Haltom City currently utilizes Placer.ai, a location analytics platform provided by Placer Labs, Inc., to support the City's economic development activities. The City's existing Order Form with Placer Labs, Inc. was executed on or about June 1, 2025.

Placer.ai provides location analytics and market intelligence tools that assist Economic Development staff in evaluating commercial activity, trade areas, customer visitation patterns, retail performance, business recruitment opportunities, redevelopment opportunities, and other market conditions. The platform provides staff with data and analysis used to support business attraction and retention efforts, respond to development inquiries, evaluate prospective projects and sites, and provide market information to businesses, developers, brokers, and other stakeholders.

In anticipation of the expiration of the City's current subscription, staff negotiated a two-year renewal with Placer Labs, Inc. rather than continuing with successive annual renewals. The multi-year commitment provides the City with a reduced subscription rate and locks in negotiated pricing for the full two-year term, providing greater budget certainty and protecting the City from potential annual price increases during the agreement period.

The proposed Amendment to the City's existing Order Form establishes an additional two-year subscription term beginning October 1, 2026 and ending September 30, 2028. The agreement provides continued Platform Access and includes Expanded Chains Reports, Void Analysis, Events, and Esri Basemaps.

Based on the annual renewal pricing available during negotiations compared with the negotiated multi-year pricing, staff estimates that entering into the two-year agreement will save the City approximately \$3,000 to \$6,000 over the two-year period, while maintaining uninterrupted access to the platform.

FISCAL IMPACT

The total cost of the proposed two-year agreement is \$42,404, consisting of \$20,685 for the first year and \$21,719 for the second year.

The subscription costs are as follows:

Subscription Period	Amount
October 1, 2026 – September 30, 2027	\$20,685
October 1, 2027 – September 30, 2028	\$21,719
Total	\$42,404

The agreement provides for annual invoicing, with invoices payable within 30 days of the invoice date.

The two-year agreement was negotiated to secure more favorable pricing than would be available through successive annual renewals and to lock in the City's subscription pricing for the duration of the agreement. Based on the annual renewal pricing available during negotiations, staff estimates the multi-year agreement will result in approximately \$3,000 to \$6,000 in savings over the two-year term.

In addition to the estimated direct cost savings, the multi-year agreement provides budget certainty by establishing the City's subscription costs through September 30, 2028.

Funding for the subscription will be provided through the Economic Development Department's approved operating budget for the applicable fiscal years.

POLICY / LEGAL CONSIDERATIONS

The proposed agreement is structured as an Amendment to the City's existing Order Form with Placer Labs, Inc. and establishes an additional subscription term beginning October 1, 2026 and ending September 30, 2028. Except as modified by the proposed Amendment, the existing Order Form remains in full force and effect. In the event of a conflict or inconsistency between the Amendment and the existing Order Form, the terms of the Amendment will govern.

The Amendment also incorporates supplemental terms and conditions associated with the City's access to Esri Basemaps through the Placer platform.

The agreement establishes the subscription pricing for the full two-year term. Annual fees applicable to any subsequent Additional Term may be subject to an increase of up to the greater of eight percent (8%) or CPI unless Placer provides notice of different pricing at least thirty days prior to the applicable Additional Term. Any such increase would become effective only upon commencement of a subsequent Additional Term.

Approval of this item authorizes the City Manager to execute the Amendment to Order Form with Placer Labs, Inc. on behalf of the City.

STAFF RECOMMENDATION

Staff recommends approval of the multi-year agreement with Placer Labs, Inc. for Placer.ai location analytics services for the period of October 1, 2026 through September 30, 2028, in a total amount not to exceed \$42,404, and authorization for the City Manager to execute the agreement on behalf of the City.

The two-year agreement secures negotiated subscription pricing for the duration of the term and is estimated to save the City approximately \$3,000 to \$6,000 compared with successive annual renewals.

SUPPORTING DOCUMENTATION

1. Amendment to Order Form – Placer Labs, Inc.

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