Data Transforms Observation Into Action

How Springfield Used PlacerAI to Make Better Decisions

Jay Shanle | Downtown Springfield Inc.

Levitt Network Training | October 2026

Springfield's Challenges

Levitt AMP Springfield, IL | Thursdays, 6 p.m. to 9 p.m.

What we see

- Growing attendance
- Great community support
- Increasing partnerships

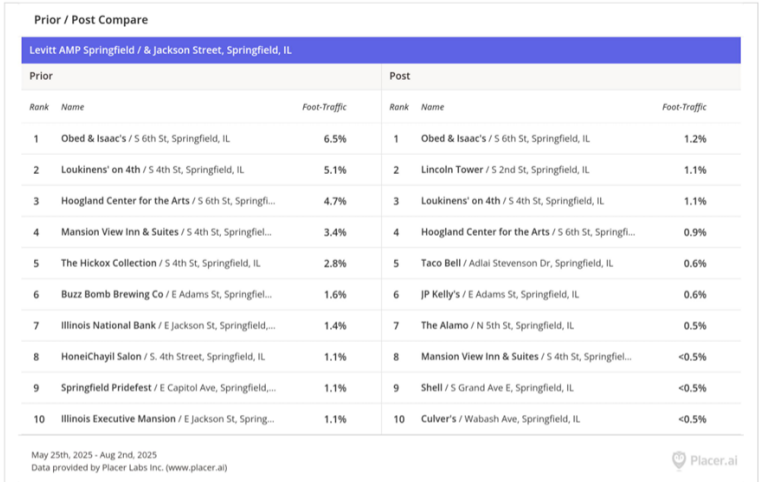
What we don't see

- Specific economic impact
- Demographics
- Location origin



We need data to back up our observations.

The Economic Impact Story



Prior / Post Compare

Levitt AMP Springfield / & Jackson Street, Springfield, IL

Prior			Post		
Rank	*Name*	*Foot-Traffic*	*Rank*	*Name*	*Foot-Traffic*
1	**Obed & Isaac's** / S 6th St, Springfield, IL	6.5%	1	**Obed & Isaac's** / S 6th St, Springfield, IL	1.2%
2	**Loukinens' on 4th** / S 4th St, Springfield, IL	5.1%	2	**Lincoln Tower** / S 2nd St, Springfield, IL	1.1%
3	**Hoogland Center for the Arts** / S 6th St, Springfi...	4.7%	3	**Loukinens' on 4th** / S 4th St, Springfield, IL	1.1%
4	**Mansion View Inn & Suites** / S 4th St, Springfiel...	3.4%	4	**Hoogland Center for the Arts** / S 6th St, Springfi...	0.9%
5	**The Hickox Collection** / S 4th St, Springfield, IL	2.8%	5	**Taco Bell** / Adlai Stevenson Dr, Springfield, IL	0.6%
6	**Buzz Bomb Brewing Co** / E Adams St, Springfiel...	1.6%	6	**JP Kelly's** / E Adams St, Springfield, IL	0.6%
7	**Illinois National Bank** / E Jackson St, Springfield,...	1.4%	7	**The Alamo** / N 5th St, Springfield, IL	0.5%
8	**HoneiChayil Salon** / S. 4th Street, Springfield, IL	1.1%	8	**Mansion View Inn & Suites** / S 4th St, Springfiel...	<0.5%
9	**Springfield Pridefest** / E Capitol Ave, Springfield,...	1.1%	9	**Shell** / S Grand Ave E, Springfield, IL	<0.5%
10	**Illinois Executive Mansion** / E Jackson St, Spring...	1.1%	10	**Culver's** / Wabash Ave, Springfield, IL	<0.5%

May 25th, 2025 - Aug 2nd, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Why It Matters

1. Help drive traffic to businesses
2. Creates vendor and sponsorship opportunities
3. Strengthens the case for downtown partnership

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Placer.ai

Demographics

What we know

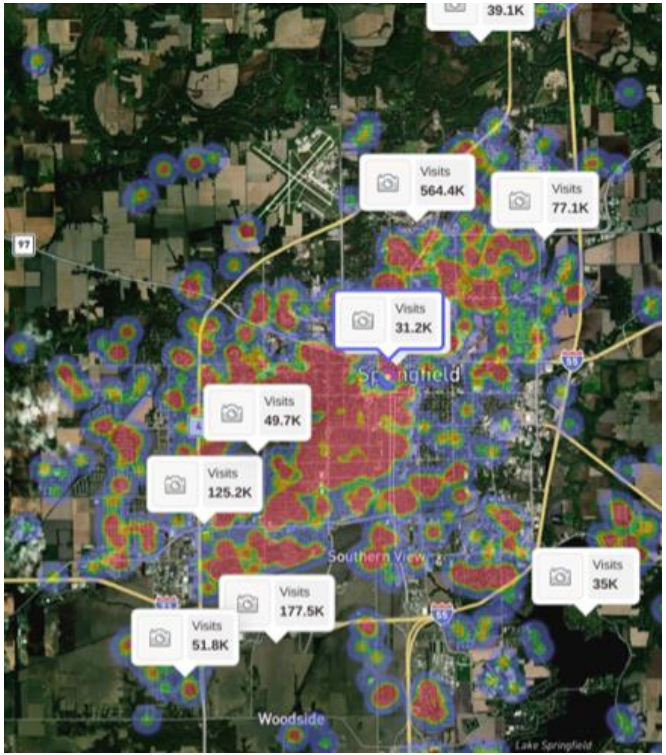
- Crowds grow year after year

What we don't know

- Where our visitors come from
- Who our visitors are

What PlacerAI showed us

- An area of Springfield we weren't reaching
- Demographic reports compared against county and city data

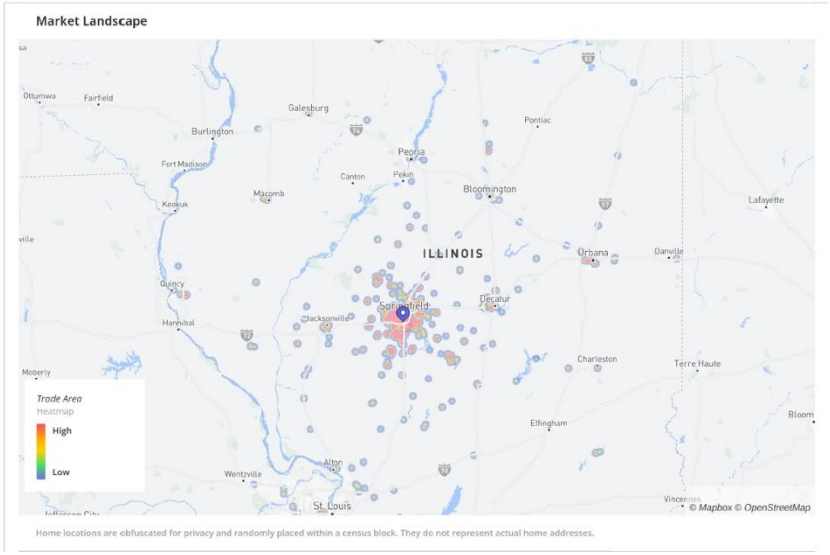


Securing Funding with Data

18	61701	Bloomington	IL	0.419	55	40
19	48212	Hamtramck	MI	0.409	54	54
20	62522	Decatur	IL	0.376	50	50
21	60505	Aurora	IL	0.373	49	49
22	62545	Mechanicsburg	IL	0.351	46	46
23	61801	Urbana	IL	0.316	42	42
24	80521	Fort Collins	CO	0.303	40	40
25	62677	Pleasant Plains	IL	0.301	40	-26
26	54901	Oshkosh	WI	0.293	39	39
27	62558	Pawnee	IL	0.287	38	26
28	62613	Athens	IL	0.279	37	29
29	06002	Bloomfield	CT	0.255	34	-95
30	62520	Dawson	IL	0.253	33	7
31	94612	Oakland	CA	0.233	31	31
32	48236	Grosse Pointe	MI	0.233	31	31
33	62693	Williamsville	IL	0.226	30	-20
34	61820	Champaign	IL	0.219	29	29
35	66062	Olathe	KS	0.214	28	28
36	62531	Edinburg	IL	0.191	25	25
37	97408	Eugene	OR	0.19	25	25

2024 Visitors By Origin North M

2024 Visitors by Origin, zip code detail



Market Landscape report

Securing Funding with Data

CVB funding

$13,500 → $15,200

Our tourism grant from the Springfield Convention and Visitors Bureau, supported by PlacerAI visitor data.

Objective proof that your event attracts regional visitors is what tourism boards need.

Data Supports What You Already Know

You understand your community. PlacerAI helps you prove it to businesses, funders, and city leadership, so you can build stronger partnerships and secure the resources you need.

Ready to turn your community's data into evidence? Let's talk about your Levitt AMP program's next chapter.

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