

FOR IMMEDIATE RELEASE

Newport, Arkansas

June 10, 2025

Newport Chamber and NEDC Launch Cutting-Edge Data Tool for Local Businesses and Property Owners

Newport, AR – The Newport Area Chamber of Commerce and the Newport Economic Development Commission (NEDC) are excited to announce a powerful new resource for local businesses, landlords, and realtors: access to advanced data analytics reports powered by Placer.ai, a leading location intelligence platform. The Chamber and NEDC have purchased a subscription to the software for use in growing local businesses and in recruiting new businesses to the community.

Placer.ai uses anonymized mobile device data to provide deep insights into consumer behavior and market trends. These comprehensive reports can include foot traffic patterns, trade area mapping, customer journey analysis, competitive benchmarking, demographics and psychographics, dwell times, visit frequency, event impact, and much more.

Through this partnership, Chamber member businesses can now receive exclusive 20- to 25-page reports at no cost beyond their membership dues—reports that typically cost between \$500 and \$1,500 when purchased through private consultants. The number of reports each business can receive annually is based on their membership level:

- \$150 Membership – 1 report/year
- \$300 Membership – 2 reports/year
- \$600 Membership – 3 reports/year
- \$1,500+ Membership – 4 reports/year

Reports can even benchmark local chain businesses against state and national performance, offering invaluable market insight.

Landlords and realtors may access free reports in two ways:

1. Based on their Chamber membership level or
2. By involving the NEDC in recruitment visits with prospective tenants for a location

These property-focused reports may include traffic counts, nearby business activity, community business patterns, updated demographic data, and more. The goal will be to assist landlords and realtors in recruiting new businesses to the community through access to valuable information and insights.

To help the business community understand how to utilize this tool, the Newport Chamber and NEDC will host an informational session on June 23, 2025 at 2:00 PM at Tech Depot. Attendees will receive an overview of what is available through Placer.ai and how to maximize the value of the data.

Beginning July 1, 2025, Placer.ai reports will be available to local businesses upon request. Reports will be processed on a first-come, first-served basis. Upon receiving a completed intake form, the Chamber and the NEDC will provide applicants with an estimated completion date for their report.

Each business that receives a report will also be provided with an in-person consultation with the Chamber and NEDC team on their initial report to walk through the findings and answer questions. Reports will be delivered in both printed and digital formats.

Please note: Reports are not available for certain restricted locations, including churches, government facilities, and correctional institutions.

For more information or to request a Placer.ai Intake Form (after June 23), contact:

- Newport Area Chamber of Commerce: director@newportarchamber.org
- Newport Economic Development Commission: director@newportaredc.org
- Or call the NEDC at (870) 523-1009