

## Case Study - Civic

# Village of Fox Lake Uses Placer Data to Attract \$335M in New Tourist Developments

## The Challenge

The Village of Fox Lake, Illinois, is situated near a chain of highly trafficked lakes. There had not been commercial development in 40 years and lake visitors had little to do in town. How could the city quantify visit traffic, then use that to attract new business?

## The Outcome

Using Placer, Fox Lake was able to quantify their strong traffic - 223k unique visitors, visiting 3+ times each year, with high HHI - then used that visitor data to attract more than \$330M in new development, including multiple hotels, a new marina, amphitheater, and more.



40% of visitors to the Village of Fox Lake travel to and from home, instead of shopping or dining in town, a missed opportunity

## Village of Fox Lake



Location

Fox Lake, IL



Website

foxlake.org

“Conversations with developers get serious when you can show objective data around how visitors behave, where they shop, eat and more. Placer changed the game. We would not have won the development deals we did without its incredible data; it’s paid for itself thousands of times over.”



### Donovan Day

Community & Economic Development Director



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