



# County of El Dorado

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## Legislation Text

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**File #:** 17-1113, **Version:** 1

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Chief Administrative Office recommending the Board receive a demonstration from Staff on Buxton (a retail analytics tool). (Est. Time: 20 Min.)

### **DEPARTMENT RECOMMENDATION**

Chief Administrative Office recommending the Board receive a demonstration from Staff on Buxton (a retail analytics tool). (Est. Time: 20 minutes)

### **DISCUSSION / BACKGROUND**

During the June 20<sup>th</sup> budget discussions, the Board expressed interest in receiving a presentation from staff on the functionality of Buxton; an analytics tool that provides data that can assist in site selection, targeted marketing, consumer propensity, store performance, demographics, and sales tax leakage.

### **ALTERNATIVES**

N/A

### **OTHER DEPARTMENT / AGENCY INVOLVEMENT**

N/A

### **FINANCIAL IMPACT**

N/A

### **CLERK OF THE BOARD FOLLOW UP ACTIONS**

N/A

### **STRATEGIC PLAN COMPONENT**

Economic Development and Good Governance

### **CONTACT**

Don Ashton, Chief Administrative Officer