

RESONANCE

# PLACE & PROSPERITY

---

RESONANCECO.COM



# ABOUT US

Resonance Consultancy is a leading advisor on real estate, tourism and economic development for countries, cities and communities around the world.





PLACES ARE  
OUR PASSION





PLACES  
INSPIRE US





# PLACES CREATE ENERGY



XXX

# PLACES CREATE CONNECTIONS





# PLACES CREATE PROSPERITY





# PLACES CREATE PROSPERITY

The prosperity of a place has historically been defined by location – proximity to resources, infrastructure and/or markets.







But the more freely people and capital are able to move around the world, the more important quality of a place is becoming in determining where talent, tourism, and investment flows.



# AMAZON HQ2 RFP

**INCENTIVES** – Tax credits, relocation grants.

---

**LABOR FORCE** – Educational attainment, university system.

---

**CONNECTIVITY** – Daily direct flights to Seattle, New York, San Francisco Bay area & Washington D.C.

---

**INFRASTRUCTURE** – Mass transit, inter-connected highway system.

---

**CULTURE** – Diversity, inclusion.

---

**QUALITY OF LIFE** – Programming, recreational opportunities.



# WHAT IS QUALITY OF PLACE?

---



# QUALITY OF PLACE

In 2018, Resonance and IPSOS conducted an online survey of the general population in the U.S. and business decision makers to determine the factors that make a place desirable to live, visit and do business.





# MOST IMPORTANT FACTORS IN CHOOSING A PLACE TO LIVE

1 Crime & Safety

---

2 Cost of Living

---

3 Housing Affordability

---

4 Housing Availability

---

5 Job Opportunities

6 Quality of Healthcare

---

7 Favorable Climate

---

8 Quality of Environment

---

9 Avg. Wages & Income

---

10 Quality of K-12 Schools



# MOST IMPORTANT FACTORS IN CHOOSING A PLACE TO VISIT

1 Crime & Safety

---

2 Cost

---

3 Favorable Climate

---

4 English Spoken

---

5 Quality of Environment

6 Flight Access

---

7 Parks & Recreation

---

8 Close to Beach / Water

---

9 All-Inclusive Pricing

---

10 Public Transportation



# MOST IMPORTANT FACTORS IN CHOOSING A PLACE TO DO BUSINESS

1 Crime & Safety

---

2 Housing Affordability

---

3 Commercial Space

---

4 Local Workforce

---

5 Commute Time

---

6 Local Tax Rates

7 Infrastructure Quality

---

8 Location Demographics

---

9 Average Wages

---

10 Favorable Climate

---

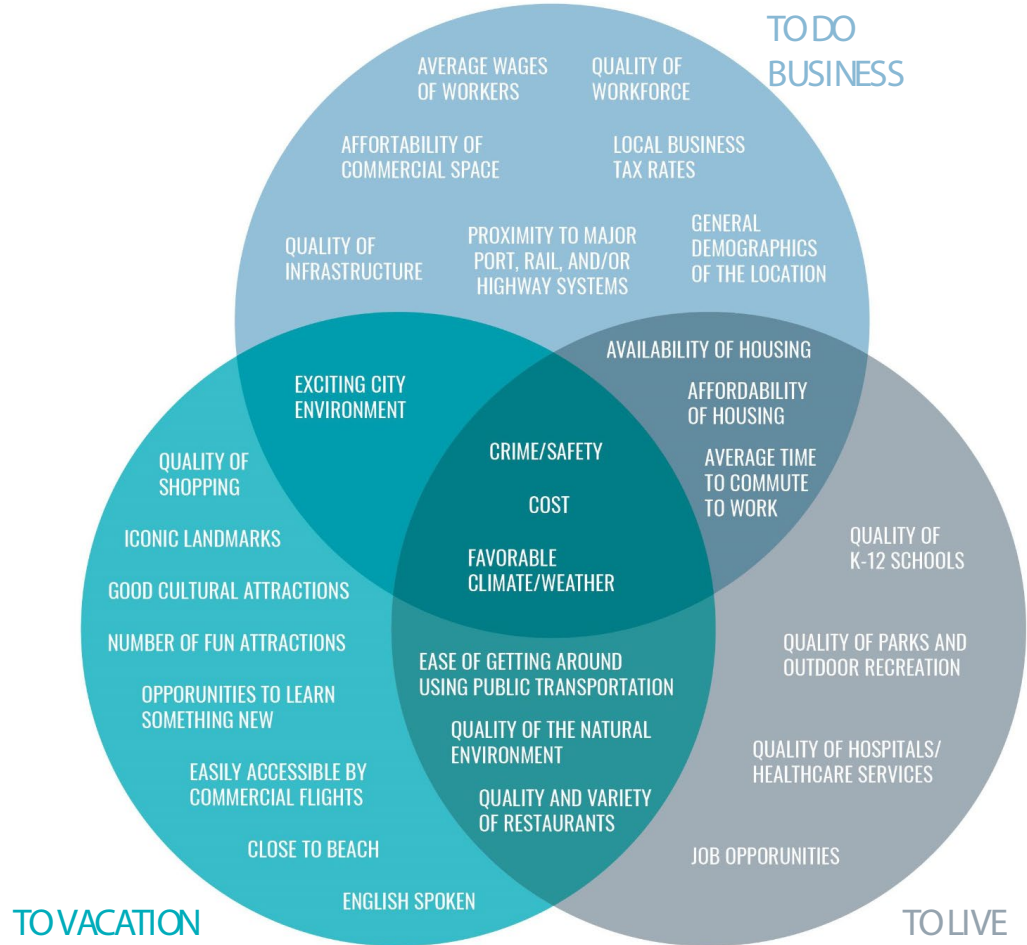
11 Availability of Housing

---

12 Exciting City Environment



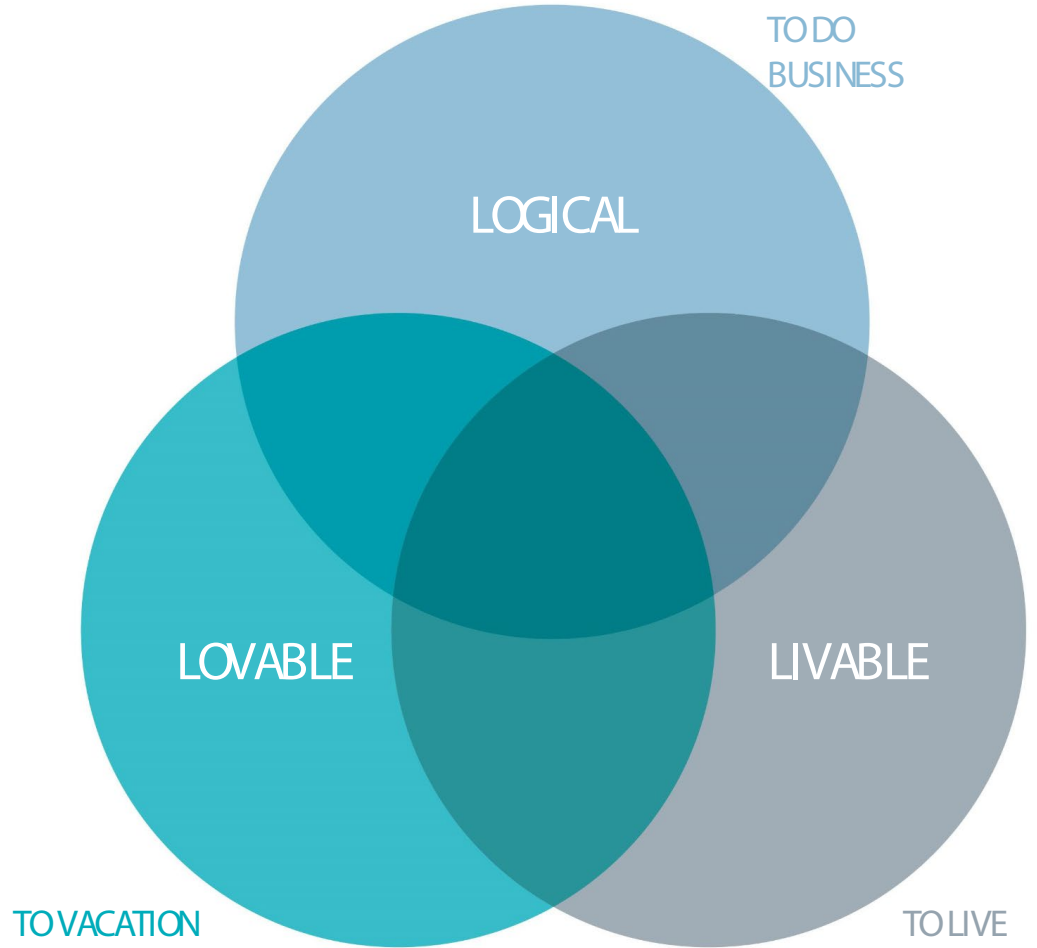
# WHAT IT TAKES TO BE THE BEST PLACE...







# WHAT IT TAKES TO BE THE BEST PLACE...





WHICH FACTORS ARE ASSOCIATED  
WITH THE PERFORMANCE OF PLACE  
TODAY?



# INTERNATIONAL TOURISM ARRIV



# INTERNATIONAL VISITORS

Most correlated factors.

	<i>Correlation Coefficient</i>
<b>Instagram Mentions</b>	0.92
<b>Facebook Check-ins</b>	0.87
<b>TripAdvisor Reviews</b>	0.83
<b>Google Trends</b>	0.83
<b>Neighborhoods &amp; Landmarks</b>	0.83
<b>Shopping</b>	0.80
<b>Google Search Results</b>	0.78
<b>Culture</b>	0.78
<b>Museums</b>	0.75
<b>Nightlife</b>	0.73
<b>Culinary</b>	0.69
<b>Foreign Born Residents</b>	0.66



# INTERNATIONAL VISITORS

Least correlated factors.

	<i>Correlation Coefficient</i>
Commute Time	(0.61)
Housing Affordability Ratio	(0.45)
Air Quality	(0.23)
Unemployment	(0.01)
Education Attainment	0.06
Weather	0.15
Median Household Income	0.15
University Ranking	0.34
Crime Rate	0.37
Convention Center	0.43
Language Spoken at home	0.55
Connectivity	0.55



# FOREIGN DIRECT INVESTMENT



# FOREIGN DIRECT INVESTMENT

Most correlated factors.

	<i>Correlation Coefficient</i>
Google Trends	0.93
Fortune 500 Companies	0.91
Facebook Check-in	0.87
Sports Teams	0.87
Instagram Mentions	0.86
Google Search Results	0.85
Culinary	0.82
Museums	0.82
Nightlife	0.81
Neighborhoods & Landmarks	0.79
Culture	0.78
Shopping	0.77



# FOREIGN DIRECT INVESTMENT

Least correlated factors.

	<i>Correlation Coefficient</i>
Commute Time	(0.71)
Housing Affordability Ratio	(0.32)
Air Quality	(0.29)
Unemployment	(0.07)
Weather	0.04
Education Attainment	0.13
Median Household Income	0.14
Parks & Outdoor Activities	0.37
Convention Center	0.37
Crime Rate	0.39
Language Spoken at home	0.40
Attractions	0.41





# THE FACTORS THAT MAKE A PLACE ATTRACTIVE TO VISIT MAKE IT ATTRACTIVE TO INVEST

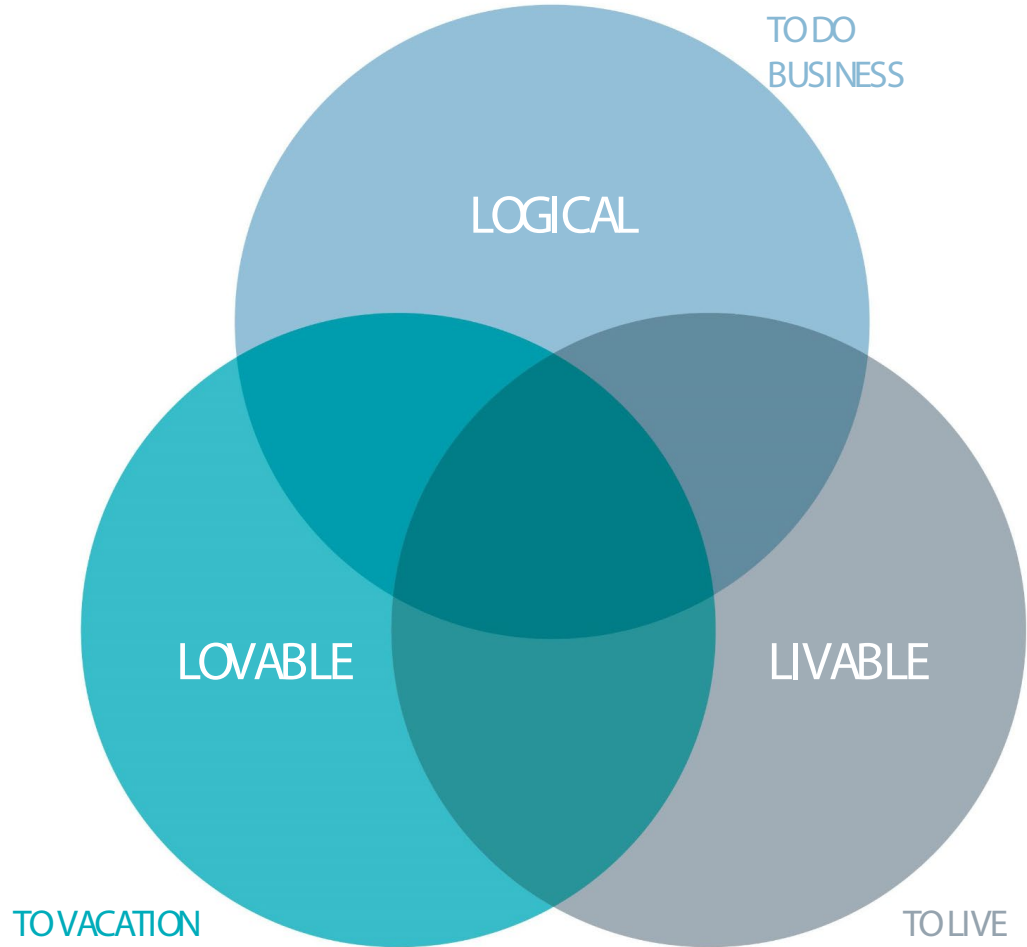
TOURISTS	INVESTMENT
Instagram Mentions	Google Trends
Facebook Check-ins	Fortune 500 Companies
TripAdvisor Reviews	Facebook Check-in
Google Trends	Sports Teams
Neighborhoods & Landmarks	Instagram Mentions
Shopping	Google Search Results
Google Search Results	Culinary
Culture	Museums
Museums	Nightlife
Nightlife	Neighborhoods & Landmarks
Culinary	Culture
Foreign Born Residents	Shopping



CORRELATION  $\neq$  CAUSATION



# WHAT IT TAKES TO BE THE BEST PLACE...





LOGICÆ PROSPERITY



LIVABILITY  $\neq$  PROSPERITY



L♥VABILITY = PROSPERITY



QUALITY OF PLACEABILITY



# A MODEL FOR MEASURING QUALITY OF PLACE

—





# WE STUDY PLACES

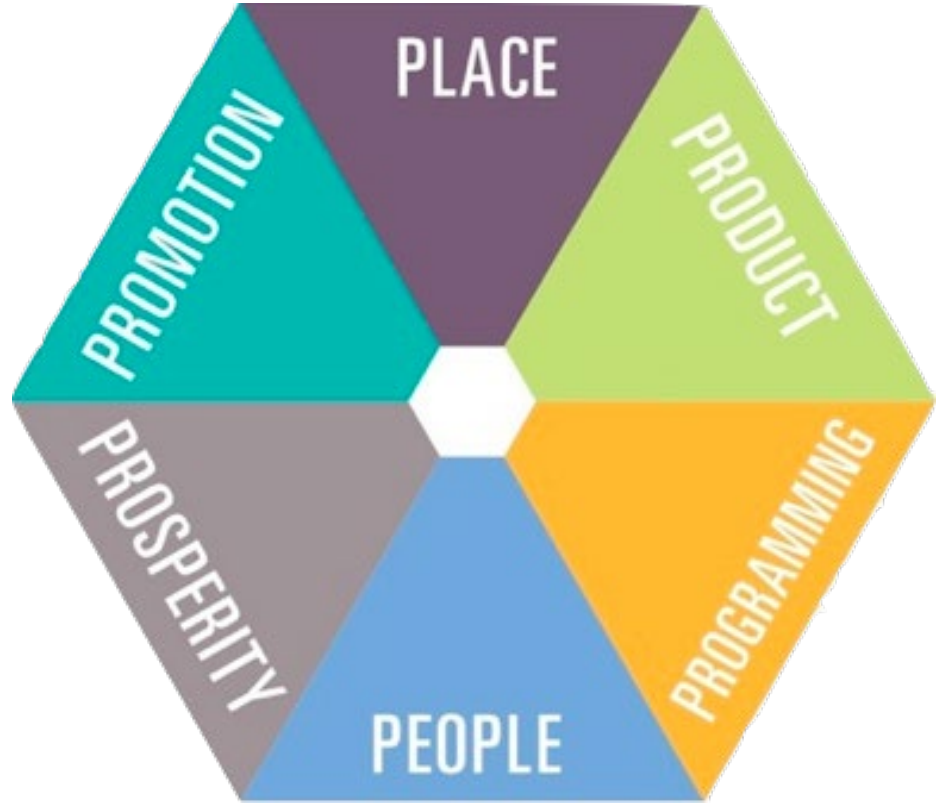
In partnership with National Geographic, Resonance produces rankings of the World's Best Cities and America's Best Cities each year.

**World's Best Cities**  
**America's Best Cities**





QUALITY OF PLACE  
IS SHAPED BY 28  
FACTORS GROUPED  
INTO 6 CATEGORIES





PLACE





# PLACE

The perceived quality of a city's natural and built environment, including the sub-categories of:

**WEATHER** – number of sunny days

---

**SAFETY** – crime rate

---

**URBAN DESIGN** – neighborhoods and landmarks

---

**OUTDOORS** – parks and outdoor activities



# NEW YORK

Times Square – 1970s



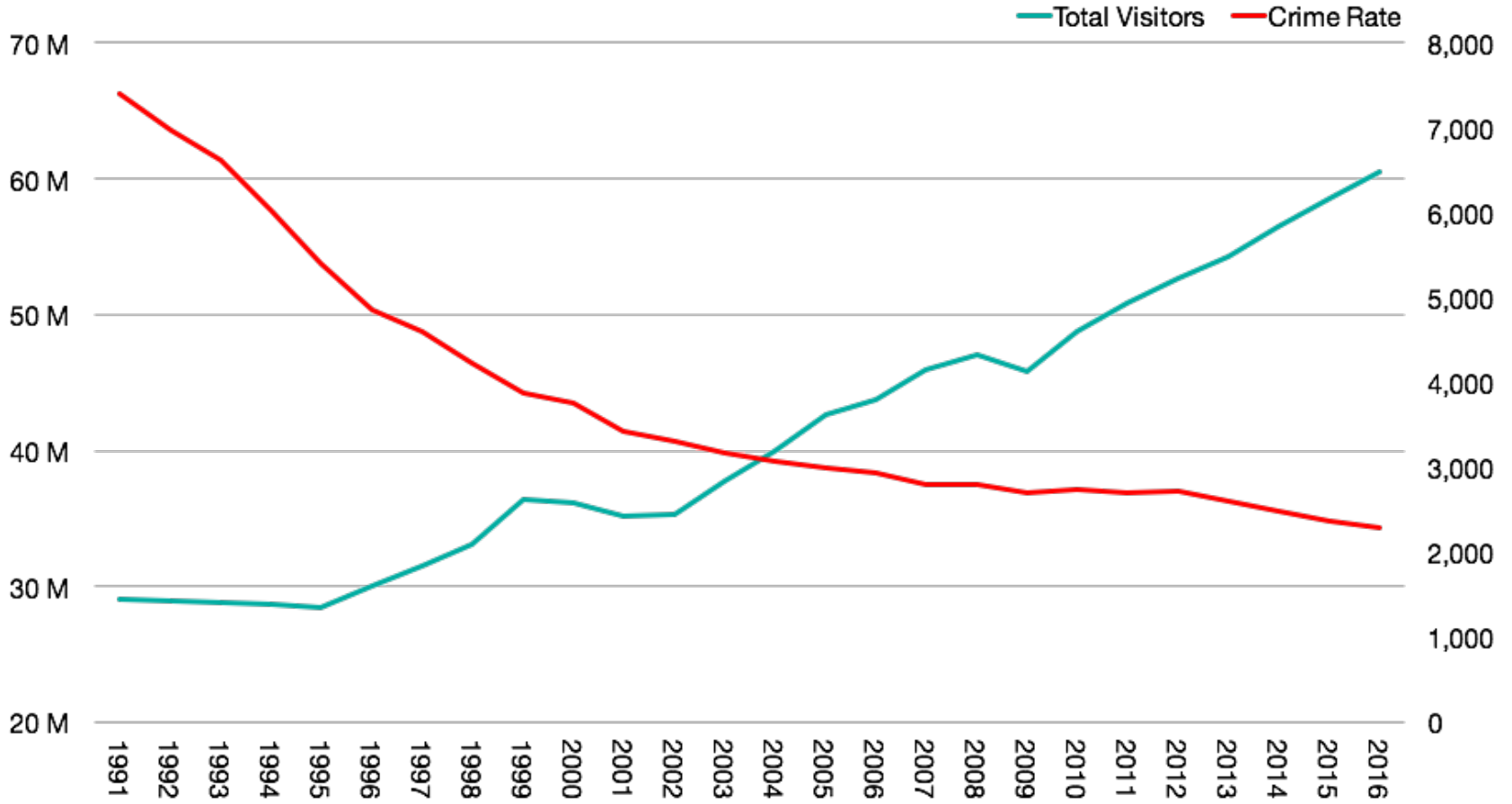


# NEW YORK

Times Square – 2015



# NEW YORK CITY CRIME RATE/ANNUAL VISITORS



Source: NYC & Company / U.S. Census Bureau



# TOP CITIES FOR PLACE

01 HONOLULU

06 SAVANNAH

11 DULUTH

02 CHARLESTON

07 ANCHORAGE

12 SAN LUIS  
OBISPO

03 NAPLES

08 BOULDER

13 SANTA CRUZ

04 TYLER, TX

09 YUMA

14 MYRTLE  
BEACH

05 LAKE HAVASU

10 CORPUS  
CHRISTI

15 WACO



XXX

PRODUCT

ALASKA





# PRODUCT

Product is a city's key institutions, attractions and infrastructure, including the sub-categories:

**MUSEUMS** – number of museums

---

**HIGHER EDUCATION** – university rankings

---

**CONVENTIONS** – Convention Center

---

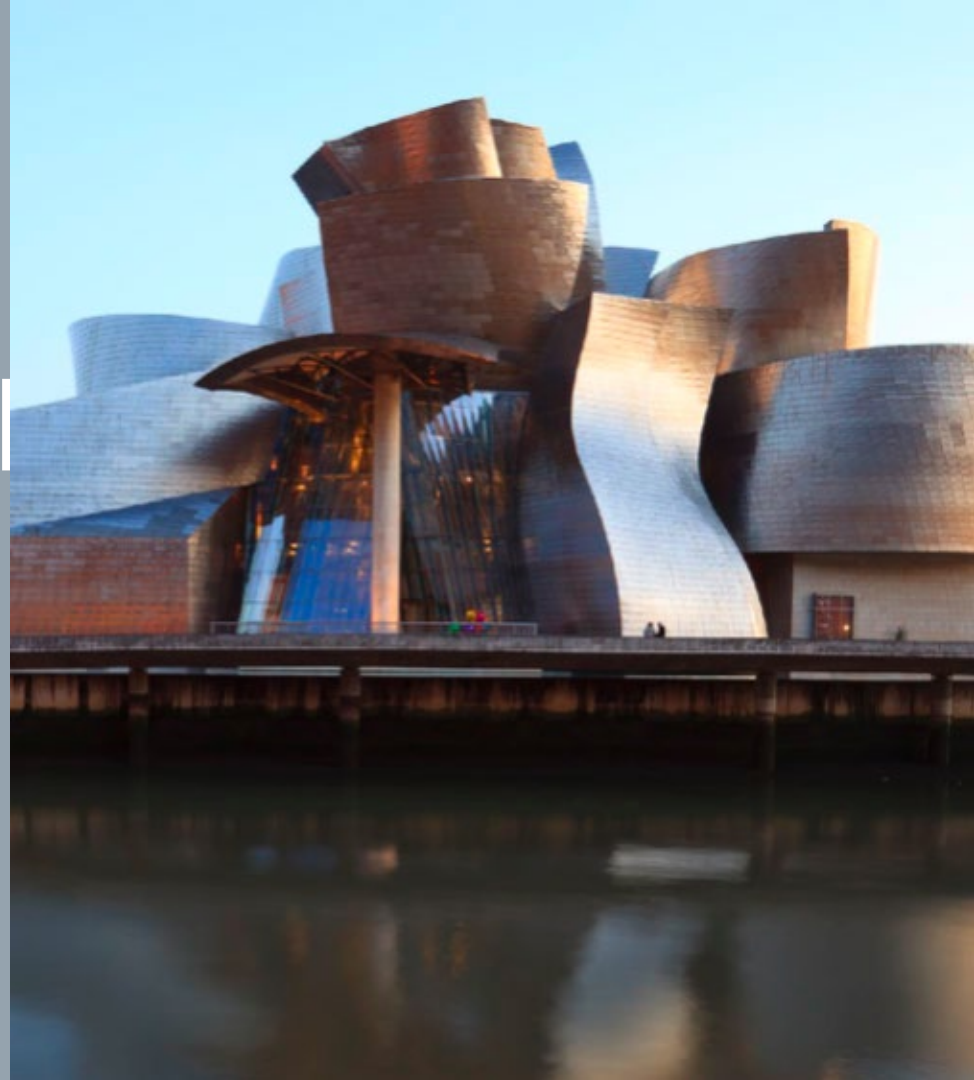
**AIRPORT CONNECTIVITY** – number of destinations

---

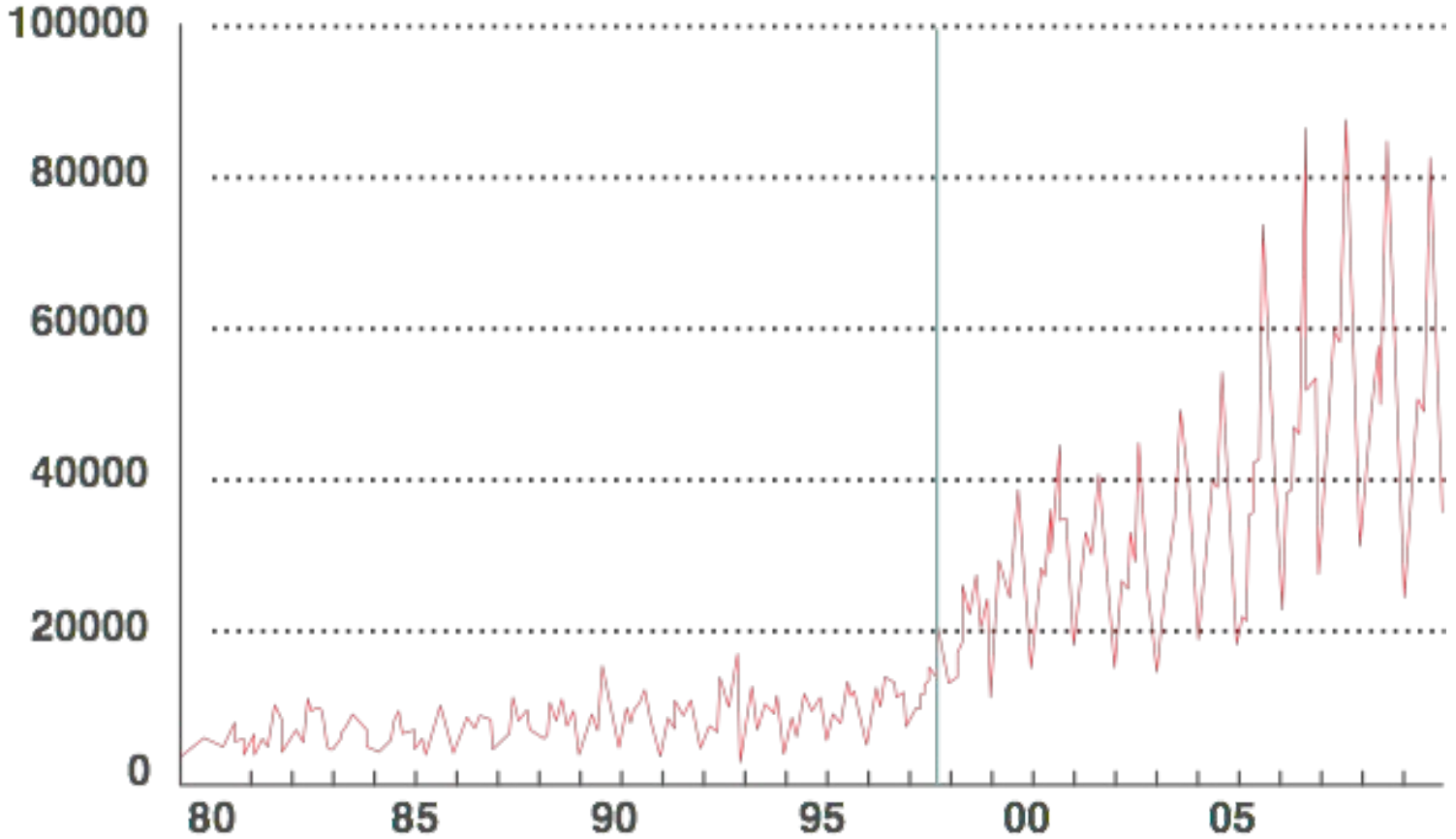
**ATTRACTIONS** – number of attractions



# GUGGENHEIM MUSEUM BILBAO



# BISCAY PROVINCE: OVERNIGHT STAY





# TOP CITIES FOR PRODUCT

01 ALBUQUERQUE

06 KNOXVILLE

11 CHARLESTON

---

02 HONOLULU

07 HARRISBURG

12 COLORADO  
SPRINGS

---

03 RENO

08 MYRTLE  
BEACH

13 DURHAM

---

04 TULSA

09 ANCHORAGE

14 ASHEVILLE

---

05 OMAHA

10 GREEN BAY

15 SAVANNAH

# PROGRAMMING



FREE LIBRARY  
BOOK - RETURN

**THE MOTH MAINSTAGE**  
Wednesday, Feb 13, 2019 - Almost Concert Hall  
Get tickets at [CenterTix.com](http://CenterTix.com) and [anchorageconcerts.org](http://anchorageconcerts.org)  
PRESENTED BY ANCHORAGE CONCERT ASSOCIATION

UNFURNISHED HOME REPAIRS  
8 ROOMS (1700 SQ FT) 1.5 BATHS - FINISH  
BASIC BLINDS - ALL ST. HARDWEAR - FINISHING  
\$17500 - NO PETS - NO SMOKING - 400-775

March 3, 2019  
Register Today!  
[www.tourandstorage.com](http://www.tourandstorage.com)  
AnacoPhillips  
ALASKA PHILIPS

Friday, October 19  
Remember Who You Are  
Friday, November 19  
1st Chakra - Rooted in the Earth  
Saturday, December 15  
2nd Chakra - River of Life  
Saturday, January 10  
3rd Chakra - Fire of Transformation  
Friday, February 18  
4th Chakra - Love is the Heartbeat  
Wednesday, March 15  
5th Chakra - Sound is Creation  
Wednesday, April 17  
6th Chakra - Light of Perception  
Wednesday, May 19  
7th Chakra - Home at Last  
640 E. 17th Pl., Anchorage | [Open@pacofans.com](http://Open@pacofans.com) | [open@pacofans@gmail.com](mailto:open@pacofans@gmail.com)

**Motown, Soul & Rock n' Roll**  
EVERY THURSDAY 8-11 PM  
STARTING DEC. 20  
CAROUSEL LOUNGE

FRIDAY NIGHT  
FULL SPECTRUM PRACTICE  
8:30PM - 8:30PM  
AT ANCHORAGE  
YOGA

Under 21  
Bring one glass of music, poetry, comedy, or theater (over 18) for one year on the list.  
The re is open.

Under 21  
Bring one glass of music, poetry, comedy, or theater (over 18) for one year on the list.  
The re is open.

**SKI BABES**  
Get strong, reduce injuries, & have as much fun as possible this winter!

WE MAKE A DIFFERENCE  
Friday, Feb 1st 6-9pm  
609 F St.  
Leadership  
NINE STAR

FIFTH ANNUAL SNOWBALL  
W/ SUPER FREQUENCIES  
\$35 TICKETS  
FEB 7 2019 7-11pm  
49TH STATE BREWING CO.  
AWESOME SILENT AUCTION & RAFFLE PRIZES  
PROCEEDS BENEFIT ALASKA ANTI-RACISM SCHOOLS AND FRIENDS OF THE CHICKASAW PARKBENCH CENTER  
www.alaskatix.com/events/snowball

FROSTEAUX BURLESQUE PRESENTS  
**DELUXXXE!**  
CLASSIC BURLESQUE SHOW  
FEBRUARY 18 & 19  
DORS 7P  
OW 8P  
STARRING  
JESSABELLE THUNDER  
BABES FLAMING  
THE ENGLISH MUFFIN  
SCOTCH ROSE  
TICKETS @ [BROWNPAPERTICKETS.COM](http://BROWNPAPERTICKETS.COM) KEYWORD: FROSTEAUX

All activities will be held on the 3rd Wednesday of the month from 7:00pm - 8:00pm at the BP Energy Center, 1614 Energy Court, Anchorage.  
April 17  
May 16  
June 14  
July 13  
August 11  
September 9  
October 7  
November 5  
December 3  
Thank You  
snow city cafe

SHOWDOWN  
WILLI WAW - ANCHORAGE, ALASKA  
FRIDAY MARCH 29 | 9PM  
JMSN  
TBA | SOB | DANCE  
TICKETS ON SALE EVENTBRITE.COM

**SPENARD PROM**  
I LIKE ROBOTS | KILL BILL SAX  
DJs SPENCER LEE & ALEX THE LION  
BEAR TOOTH THEATRE/PUB  
FEBRUARY 14 - 5:15 - 8:30 - 12

FIRST FRIDAY AT SNOW CITY  
JANUARY Chelsea Jones from  
FEBRUARY Kari Procter  
MARCH Taylor McLeod  
APRIL Melissa Lombard  
MAY Rebecca Trepan  
JUNE Justin Bell  
JULY Sebastian Uly and Noemi Daris  
AUGUST Tim Sidlow  
SEPTEMBER Live Ramona and Travis Bullock  
OCTOBER Justin Delkoff  
NOVEMBER The Ezyk Foundation  
DECEMBER Malibu Mugs

49TH STATE BREWING COMPANY  
valette

ALASKA BEER WEEK  
JAN 11 - 20  
FRIDAY JAN 11 LAYIN DANCE PARTY  
SATURDAY JAN 12 THE BLUE BOYS LIVE  
SUNDAY JAN 13 MIDNIGHT SUN BREWING CO. BEER BRUNCH  
MONDAY JAN 14 CIDER HOUSE W/ DENALI BREWING CO.  
TUESDAY JAN 15 WOODLAND ENTIRE BEER DINNER  
WEDNESDAY JAN 16 TAYLOR SMITH & THE ROADWAY JAMMIN'  
THURSDAY JAN 17 MOMENTUM DANCE COLLECTIVE  
FRIDAY JAN 18

**LISTENING ROOM**  
A CURATED EVENING OF MUSIC, FOOD AND BEVERAGE AT LA POTATO  
DOORS OPEN AT 6:30  
SHOW STARTS 7PM  
\$10 TICKETS  
DEC 6 JAN 3 FEB 7 MAR 7 APR 4

ALASKA BEER WEEK  
JAN 11 - 20  
FRIDAY JAN 11 LAYIN DANCE PARTY  
SATURDAY JAN 12 THE BLUE BOYS LIVE  
SUNDAY JAN 13 MIDNIGHT SUN BREWING CO. BEER BRUNCH  
MONDAY JAN 14 CIDER HOUSE W/ DENALI BREWING CO.  
TUESDAY JAN 15 WOODLAND ENTIRE BEER DINNER  
WEDNESDAY JAN 16 TAYLOR SMITH & THE ROADWAY JAMMIN'  
THURSDAY JAN 17 MOMENTUM DANCE COLLECTIVE  
FRIDAY JAN 18

HEALING SEPARATION  
DEEPENING HUMAN CONNECTION:  
A WORKSHOP IN NONVIOLENT COMMUNICATION (NVC)  
INCLUSIVE MEAL SERVICE

BROADWAY in ANCHORAGE  
**The SOUND of MUSIC**  
LIVE



# PROGRAMMING

Programming measures the arts, culture, entertainment and culinary scene in a city, including the sub-categories:

**SHOPPING** – number of quality shopping exp.

---

**CULTURE** – number of quality culture experiences

---

**DINING** – number of quality restaurants

---

**NIGHTLIFE** – number of quality nightlife exp.



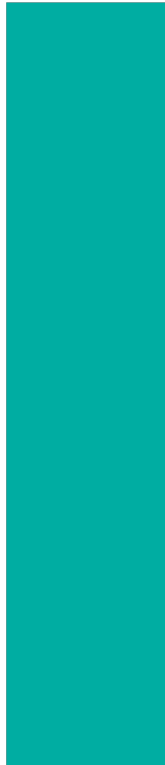
# PORTLAND, OREGON



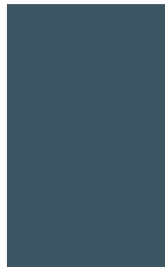




Portland,  
1.96%



New York,  
0.68%



Los Angeles,  
0.58%



2007-2017

# PORTLAND, OREGON

Annual growth of population  
aged 25 to 34, between 2007-2017.



# TOP CITIES FOR PROGRAMMING

01 HONOLULU

06 SAVANNAH

11 KNOXVILLE

---

02 ALBUQUERQUE

07 COLORADO  
SPRINGS

12 TULSA

---

03 OMAHA

08 RENO

13 MADISON

---

04 CHARLESTON

09 MYRTLE  
BEACH

14 WILMINGTON

---

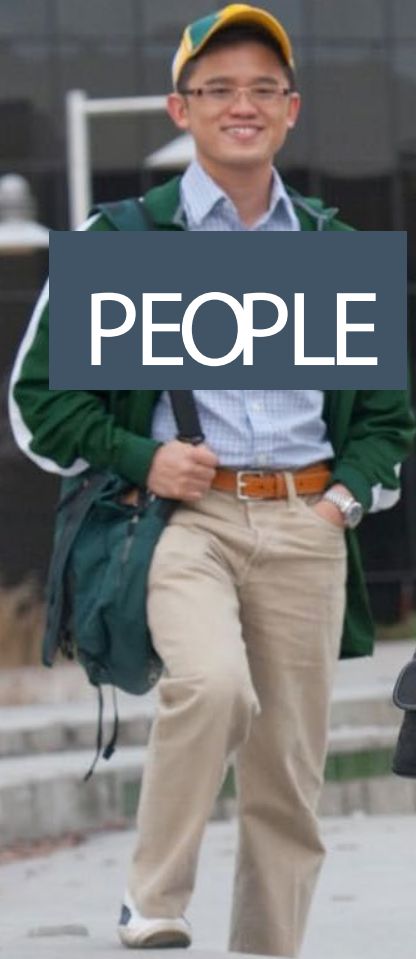
05 ASHEVILLE

10 EL PASO

21 ANCHORAGE



# PEOPLE





# PEOPLE

The People category ranks the immigration rate and diversity of a city, including the sub-categories:

**EDUCATION** – educational attainment

---

**MULTICULTURALISM** – languages spoken at home

---

**DIVERSITY** – foreign born residents



amazon





# TOP CITIES FOR PEOPLE

01 BROWNSVILLE

06 SANTA MARIA

11 BRIDGEPORT

---

02 MCALLEN

07 EL PASO

12 VALLEJO

---

03 OXNARD

08 ANN ARBOR

13 BOULDER

---

04 SALINAS

09 HONOLULU

14 STOCKTON

---

05 LAREDO

10 ATLANTIC CITY

58 ANCHORAGE



# PROSPERITY





# PROSPERITY

Prosperity measures a city's employment and workforce, including the sub-categories:

**EMPLOYMENT** – unemployment rate

---

**STANDARD OF LIVING** – median household income

---

**ECONOMY** – Fortune 500 companies





# GREENVILLE





MAIN ST







BMW





# TOP CITIES FOR PROSPERITY

01 OMAHA

06 MADISON

11 FARGO

---

02 TULSA

07 SIOUX FALLS

12 HONOLULU

---

03 NAPLES

08 LITTLE ROCK

13 ANCHORAGE

---

04 BOISE CITY

09 WINSTON-  
SALEM

14 APPLETON

---

05 CEDAR RAPIDS

10 DES MOINES

15 ROCHESTER



*Greetings From*

PROMOTION





# PROMOTION

Promotion refers to the quantity of stories, references and recommendations shared online about a city, including the sub-categories:

**TRAVEL MEDIA** – TripAdvisor reviews

---

**ONLINE PRESENCE** – Google search results

---

**NEWS** – Google Trends

---

**SOCIAL MEDIA** – Facebook Check-ins

---

**SOCIAL MEDIA** – Instagram mentions





# TOP CITIES FOR PROMOTION

01 HONOLULU

06 ALBUQUERQUE

11 COLORADO  
SPRINGS

---

02 MYRTLE BEACH

07 SAVANNAH

12 ASHEVILLE

---

03 CHARLESTON

08 RENO

13 FRESNO

---

04 MADISON

09 OMAHA

14 KNOXVILLE

---

05 EL PASO

10 TULSA

30 ANCHORAGE



# MARFA

WELCOME TO  
EST. 1883  
MARFA

MARFA CHAMBER OF COMMERCE  
MARFACC.COM ★ 432.729.4942







# TOP CITIES

01 HONOLULU

06 RENO

11 COLORADO  
SPRINGS

02 OMAHA

07 TULSA

12 ANCHORAGE

03 ALBUQUERQUE

08 MADISON

13 NAPLES

04 CHARLESTON

09 MYRTLE BEACH

14 BOISE CITY

05 EL PASO

10 ASHEVILLE

15 SAVANNAH

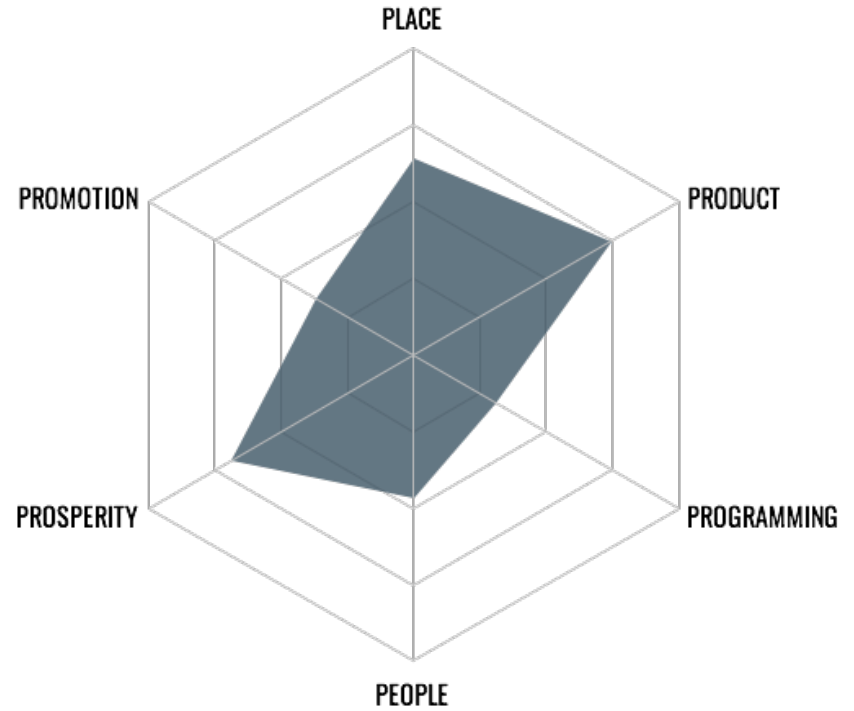


# MAPPING ANCHORAGE'S COMPETITIVE IDENTITY

---

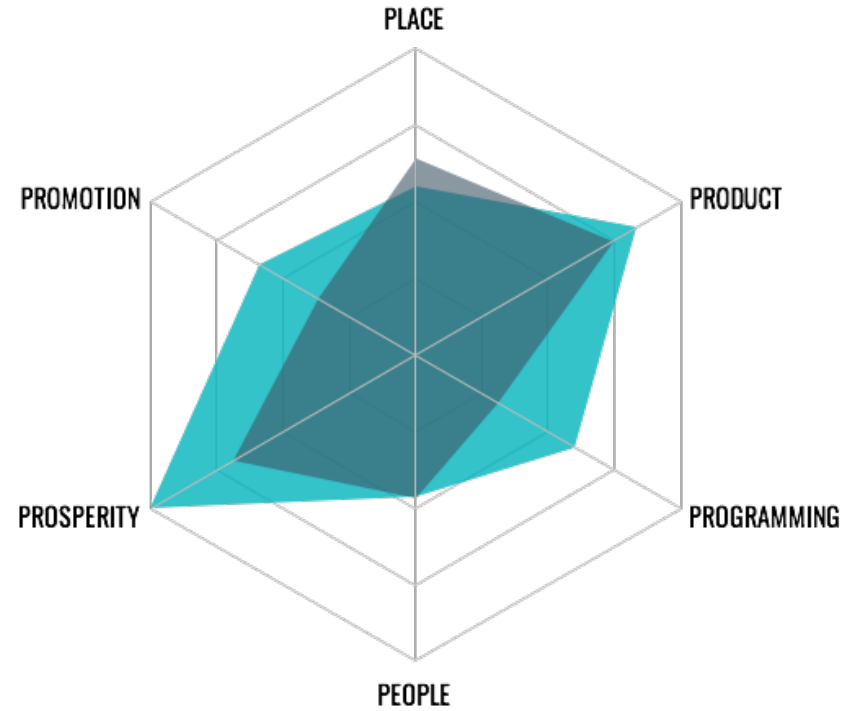


# ANCHORAGE





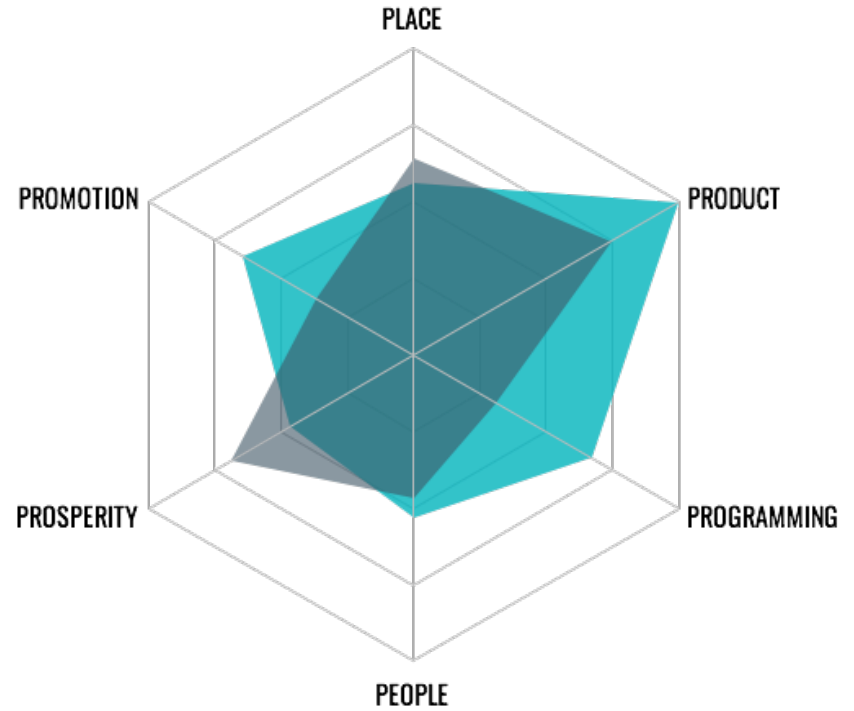
# OMAHA





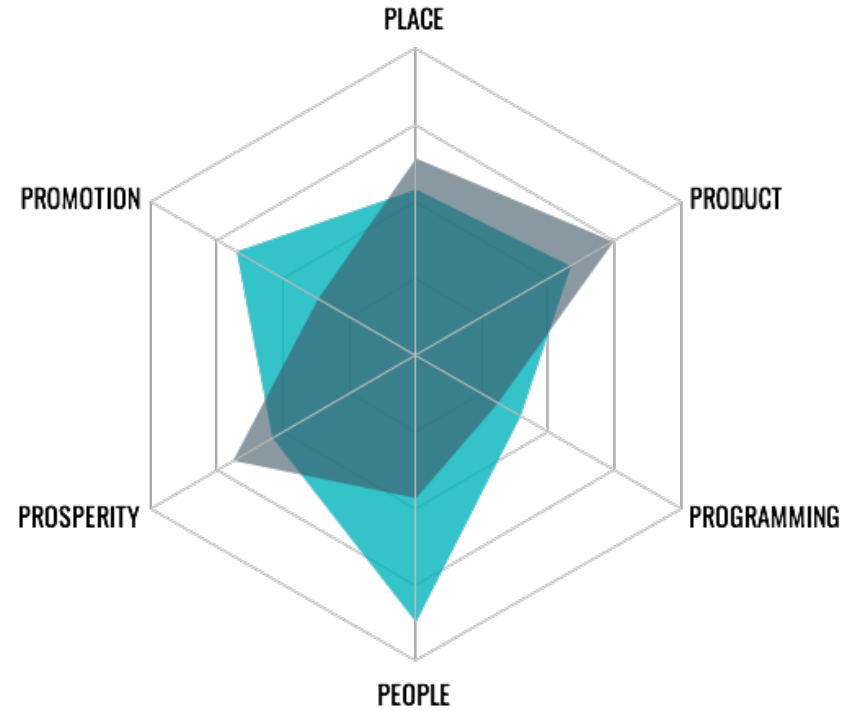


# ALBUQUERQU



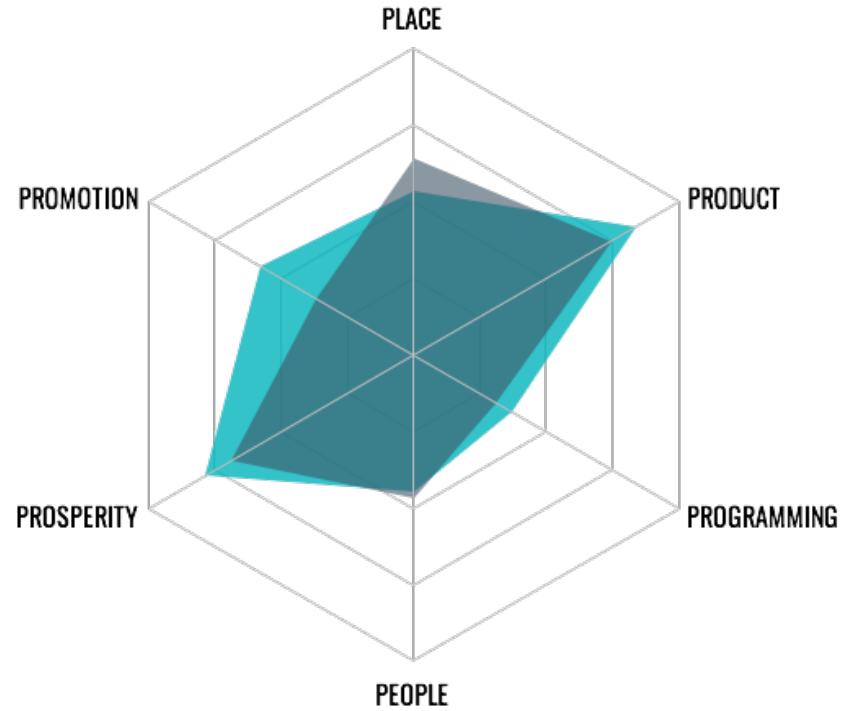


# EL PASO



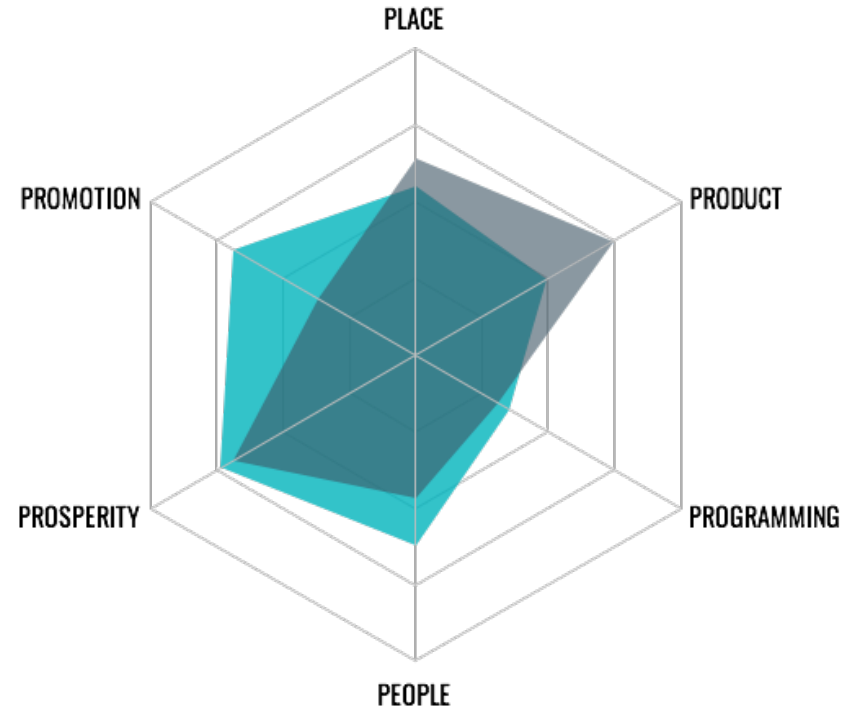


# TULSA



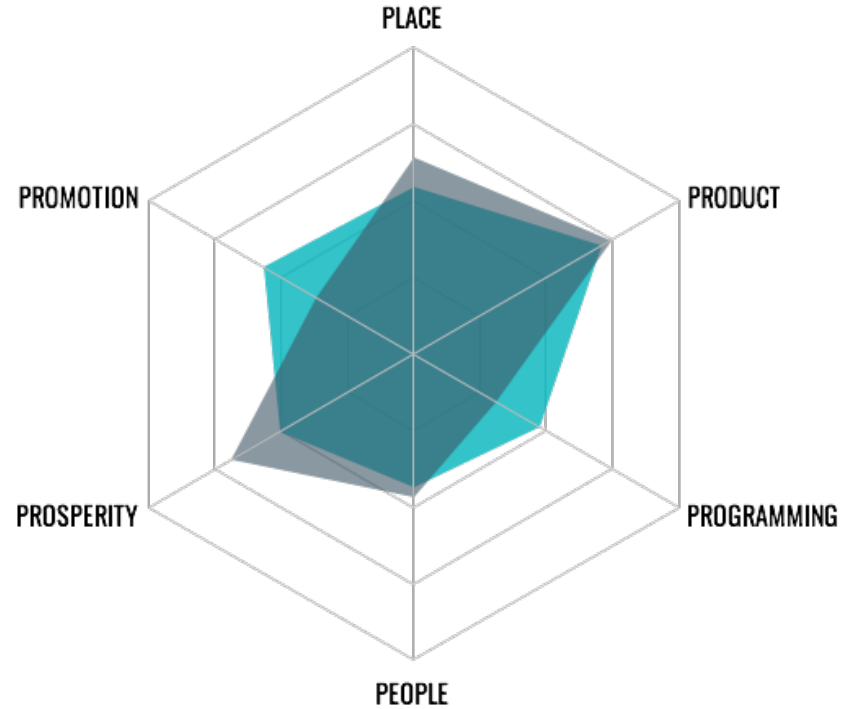


# MADISON



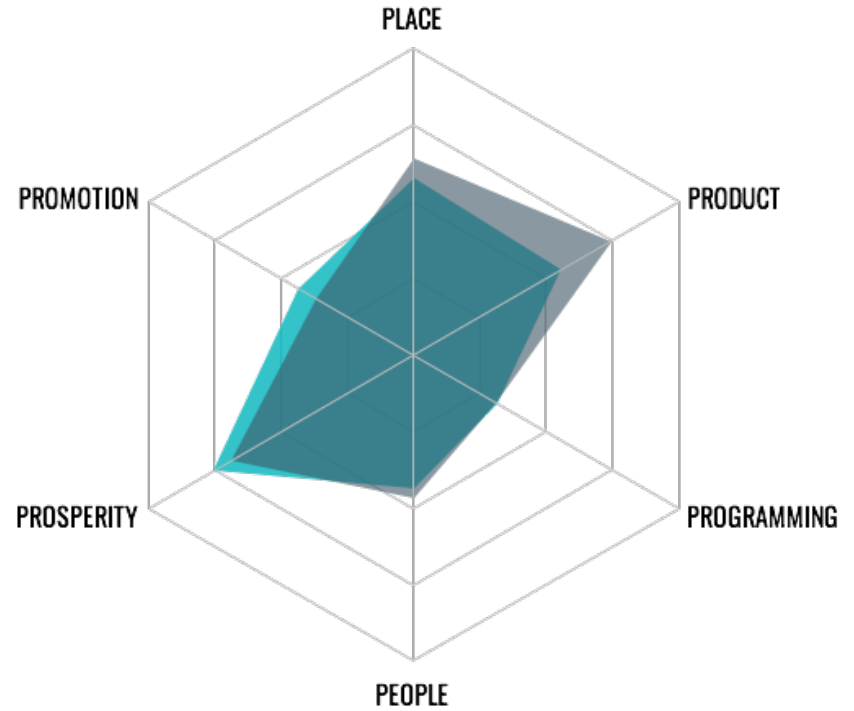


# COLORADO SPRINGS



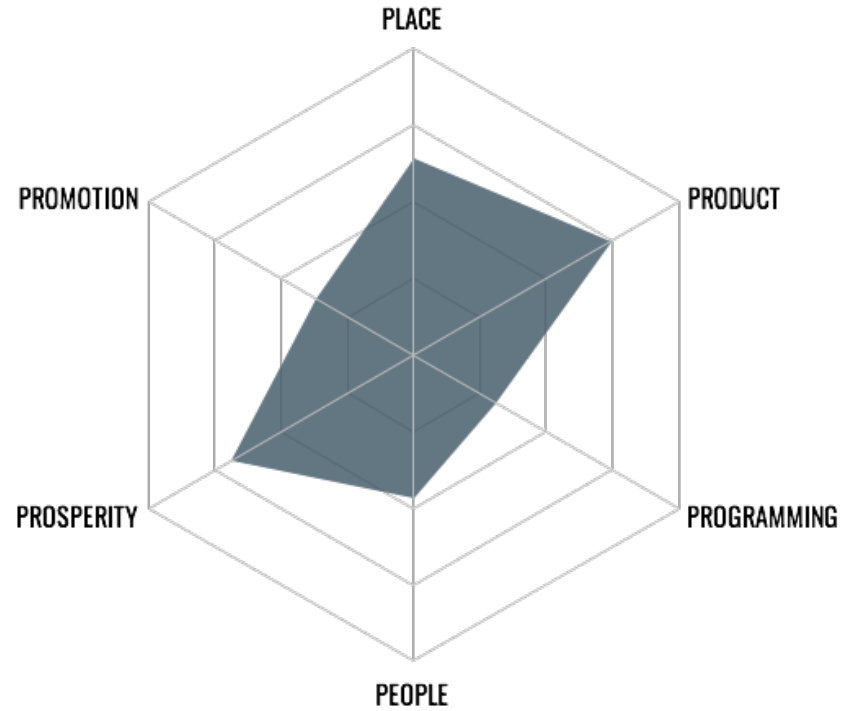


# BOISE CITY





# ANCHORAGE





# HOW DOES ANCHORAGE ENHANCE PROGRAMMING & PROMOTION?





# PLACEMAKING





“The deliberate shaping of an environment to facilitate social interaction and improve a community’s quality of life.”

MIT Department of Urban Studies & Planning



“The deliberate shaping of an environment to facilitate social interaction and improve a community’s quality of **place**.”



# NEW YORK TIMES SQUARE



SubBell

# CALGARY EV JUNCTION



1 revitalized  
St. Patrick's  
Island

100 sq ft  
shopping  
& dining

WILDROSE GEOLOGICAL SUPPLIES LTD

HILLIER BLOC



TOPEKA  
ENERGY PLAZA

TOP  
STEP

ENERGY

An aerial photograph of a city square in Detroit, Michigan, during a festival. The square is filled with people, colorful tents (orange, green, blue), and a large crowd gathered on a grassy area. A prominent building with many windows is visible in the upper left. A large, dark green rectangular overlay with white text is positioned in the center-left of the image. The text reads "DETROIT" on the top line and "CAMPUS MARTIUS" on the bottom line. The scene is vibrant and captures a public event in an urban setting.

# DETROIT CAMPUS MARTIUS



# EDMONTON ICE CASTLES





A wide-angle photograph of the Wynwood Walls in Miami. The scene is filled with large, colorful murals. One prominent mural on the right shows a hand holding a camera lens. Another mural on the left features a face with intricate patterns. The walls are surrounded by a paved walkway and a grassy area where many people are walking, sitting on concrete blocks, and taking photos. In the background, there are modern buildings and trees under a clear sky.

MIAMI

WYNWOOD WALLS



# MINNAPOLIS NORTHERN SPARK



# VANCOUVER ALLEY OOP







# 346,781,500

Views on YouTube and thousands of posts  
and likes on Instagram





# PLACEMAKING PRINCIPLES

---



# 1 .ACTIVE

Public spaces can have a significant and positive impact on communities, but only when activated with programming interventions.



## 2. INFORMAL

Public spaces should feel welcoming to everyone.  
The more “designed” they are the less accessible they may feel.





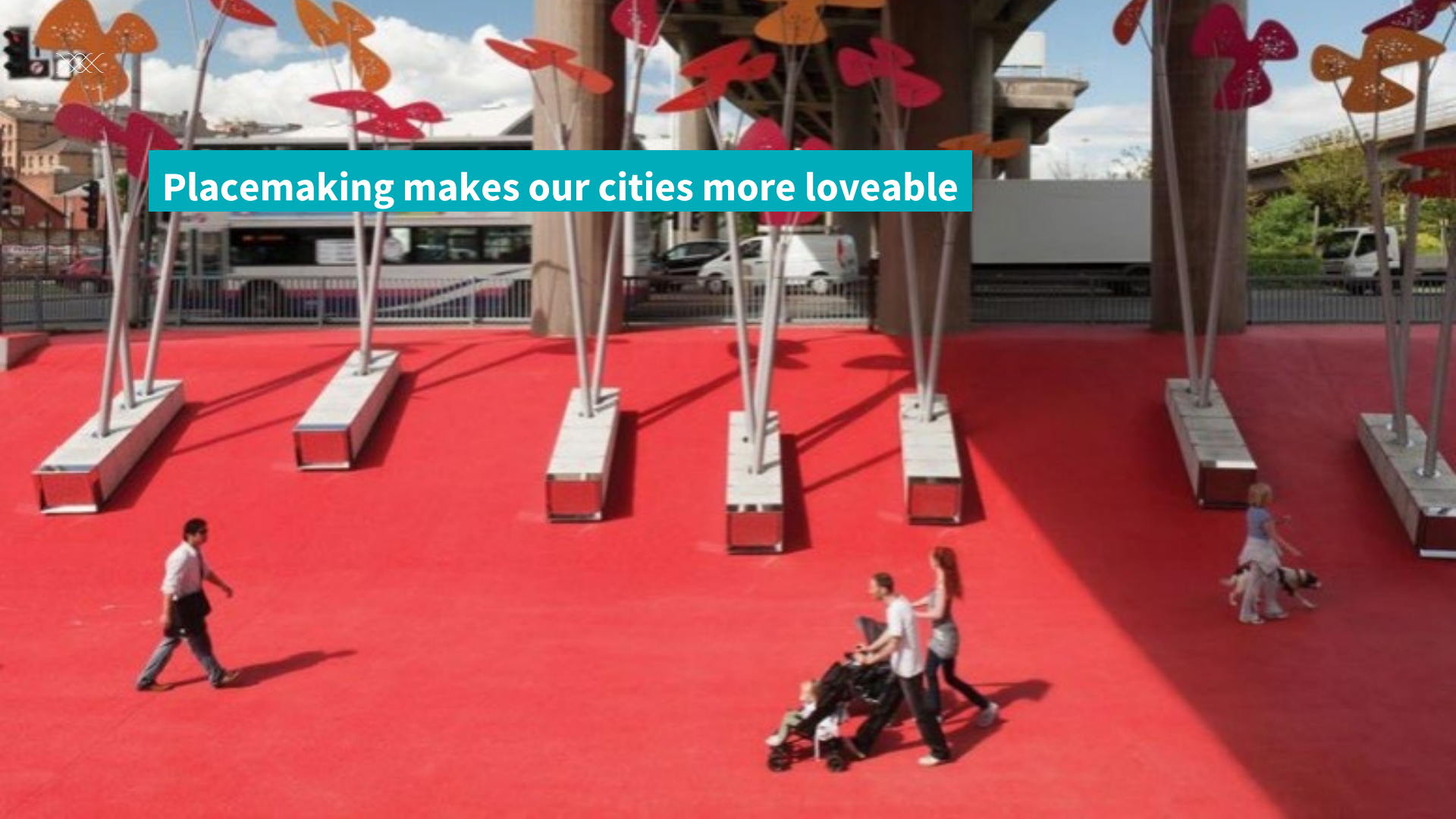
# 3. FLEXIBLE

Programming allows for spaces to be adaptable  
and to serve multiple functions.



# 4. INSTAGRAMMABLE

Placemaking can influence and shape the identity of not only a neighborhood, but an entire city.



Placemaking makes our cities more loveable



**A more loveable city is a more prosperous city.**



# THANK YOU!

**Chris Fair, President**  
cfair@resonanceco.com

**ResonanceCo.com**  
Vancouver | New York

 @resonanceco @crfair

 @resonanceco

 @resonanceco

