PLACE & PROSPERITY

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

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 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 <u>VISIT</u>

1	Crime & Safety	6	Flight Access
2	Cost	7	Parks & Recreation
3	Favorable Climate	8	Close to Beach / Water
4	English Spoken	9	All-Inclusive Pricing
5	Quality of Environment	10	Public Transportation

MOST IMPORTANT FACTORS IN CHOOSING A PLACE TO DO BUSINESS

1	Crime & Safety	7	Infrastructure Quality
2	Housing Affordability	8	Location Demographics
3	Commercial Space	9	Average Wages
4	Local Workforce	10	Favorable Climate
5	Commute Time	11	Availability of Housing
6	Local Tax Rates	12	Exciting City Environment

WHAT IT TAKES
TO BE THE BEST
PLACE...

TO DO BUSINESS

AVERAGE WAGES OF WORKERS

QUALITY OF WORKFORCE

AFFORDABILITY OF COMMERCIAL SPACE

LOCAL BUSINESS TAX RATES

QUALITY OF INFRASTRUCTURE

PROXIMITY TO MAJOR PORT, RAIL, AND/OR HIGHWAY SYSTEMS

GENERAL DEMOGRAPHICS OF THE LOCATION

EXCITING CITY ENVIRONMENT

AVAILABILITY OF HOUSING

AFFORDABILITY OF HOUSING

CRIME/SAFETY

COST

AVERAGE TIME TO COMMUTE TO WORK

QUALITY OF SHOPPING

FAVORABLE CLIMATE/WEATHER

ICONIC LANDMARKS

QUALITY OF K-12 SCHOOLS

GOOD CULTURAL ATTRACTIONS

NUMBER OF FUN ATTRACTIONS

QUALITY OF PARKS AND OUTDOOR RECREATION

EASE OF GETTING AROUND USING PUBLIC TRANSPORTATION

OPPORUNITIES TO LEARN SOMETHING NEW

QUALITY OF THE NATURAL ENVIRONMENT

QUALITY OF HOSPITALS/ HEALTHCARE SERVICES

EASILY ACCESSIBLE BY COMMERCIAL FLIGHTS

QUALITY AND VARIETY OF RESTAURANTS

CLOSE TO BEACH

JOB OPPORUNITIES

ENGLISH SPOKEN

TO VACATION

TO LIVE

WHICH FACTORS ARE ASSOCIAT
WITH THE PERFORMANCE OF PLACE
TODAY?

INTERNATIONAL TOURISM ARRIV

INTERNATIONAL VISITORS

Most correlated factors.

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

INTERNATIONAL VISITORS

Least correlated factors.

	Correlation Coefficient
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.

	Correlation Coefficient
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.

	Correlation Coefficient
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

WHAT IT TAKES
TO BE THE BEST
PLACE...

LOGICAL

TO DO BUSINESS

LOVABLE

LIVABLE

TO VACATION

TO LIVE
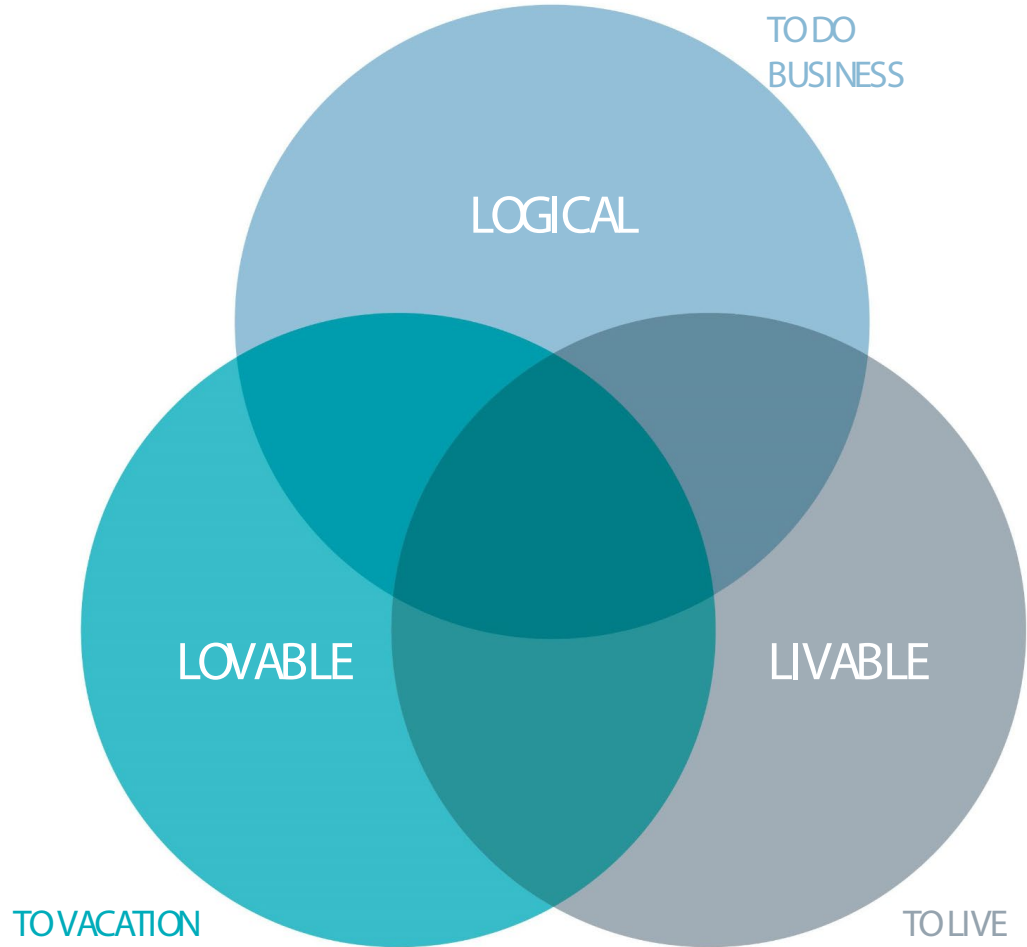
LOGICAL PROSPERITY

LIVABILITY ≠ PROSPERITY

L♥VABILITY = PROSPERITY

QUALITY OF PLA♥EABILITY

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

NATIONAL GEOGRAPHIC

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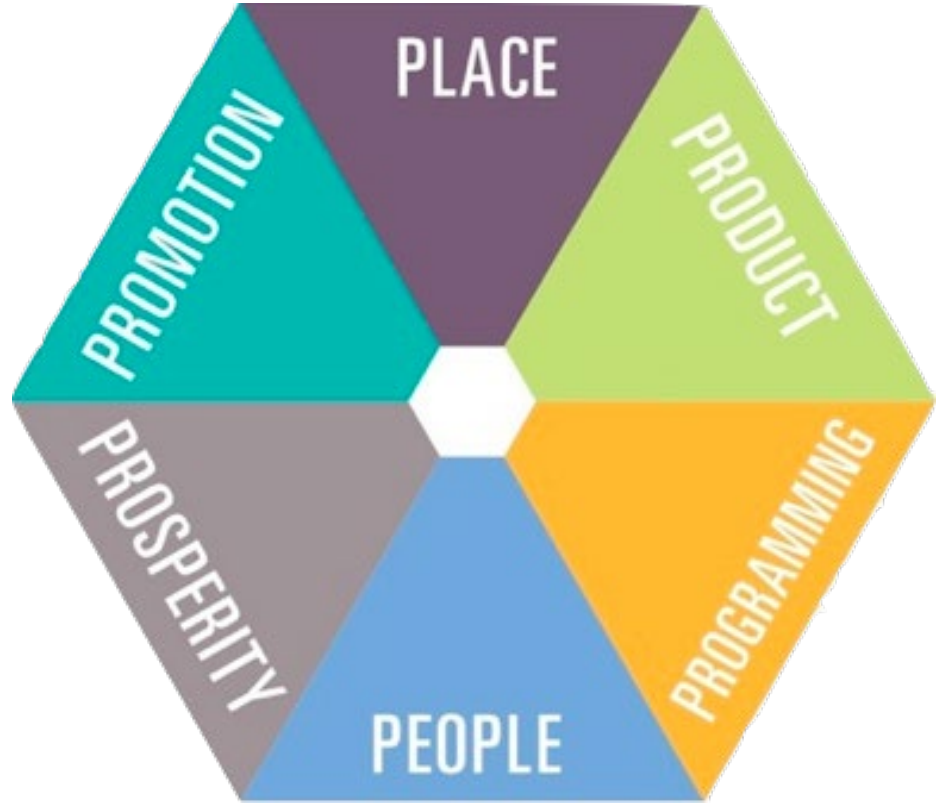
PLACE

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 VIS

— Total Visitors   — Crime Rate
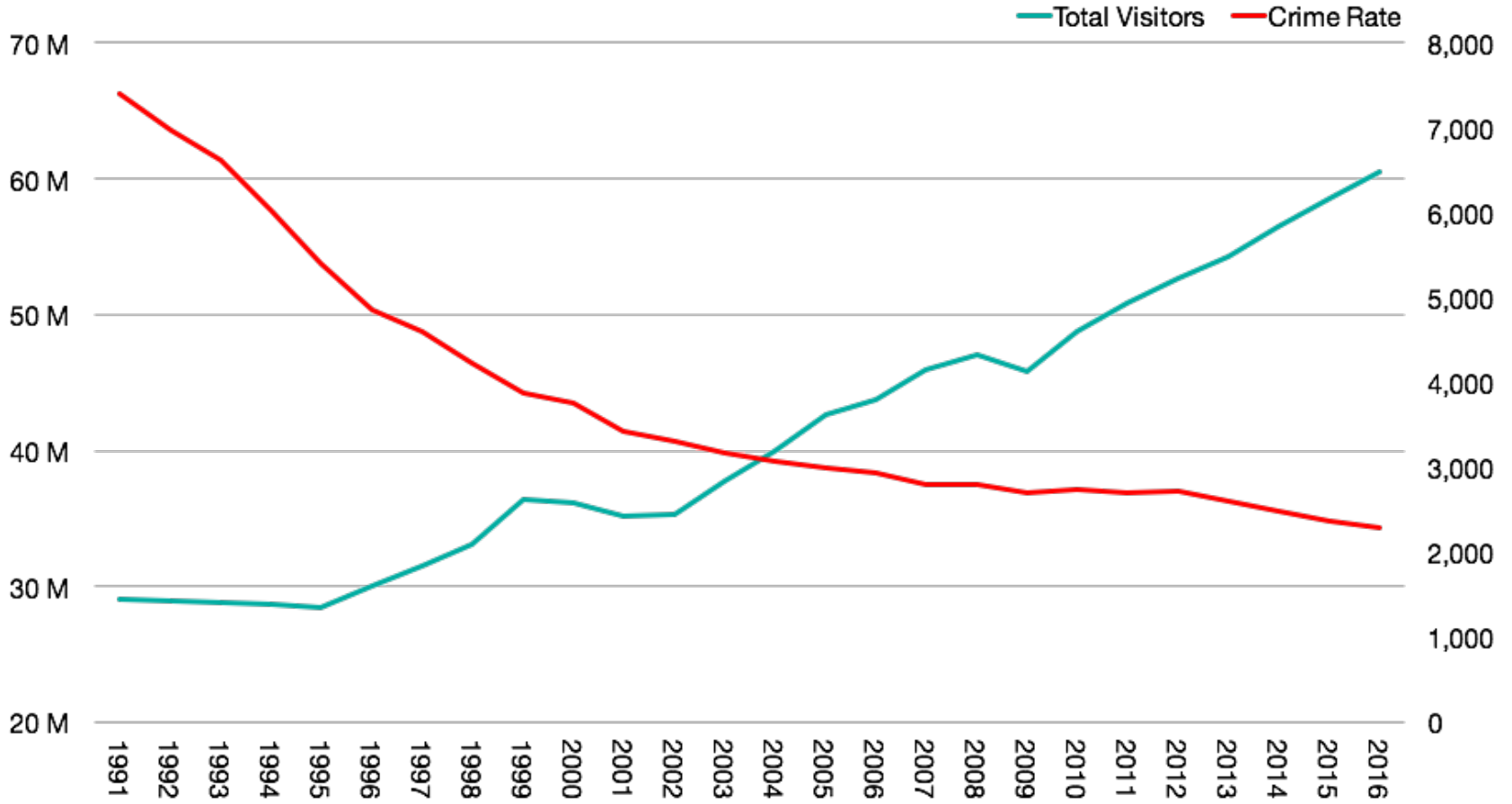
Source: NYC & Company / U.S. Census Bureau

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

PRODUCT

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

GUGGENHEII

MUSEUM BILBAO
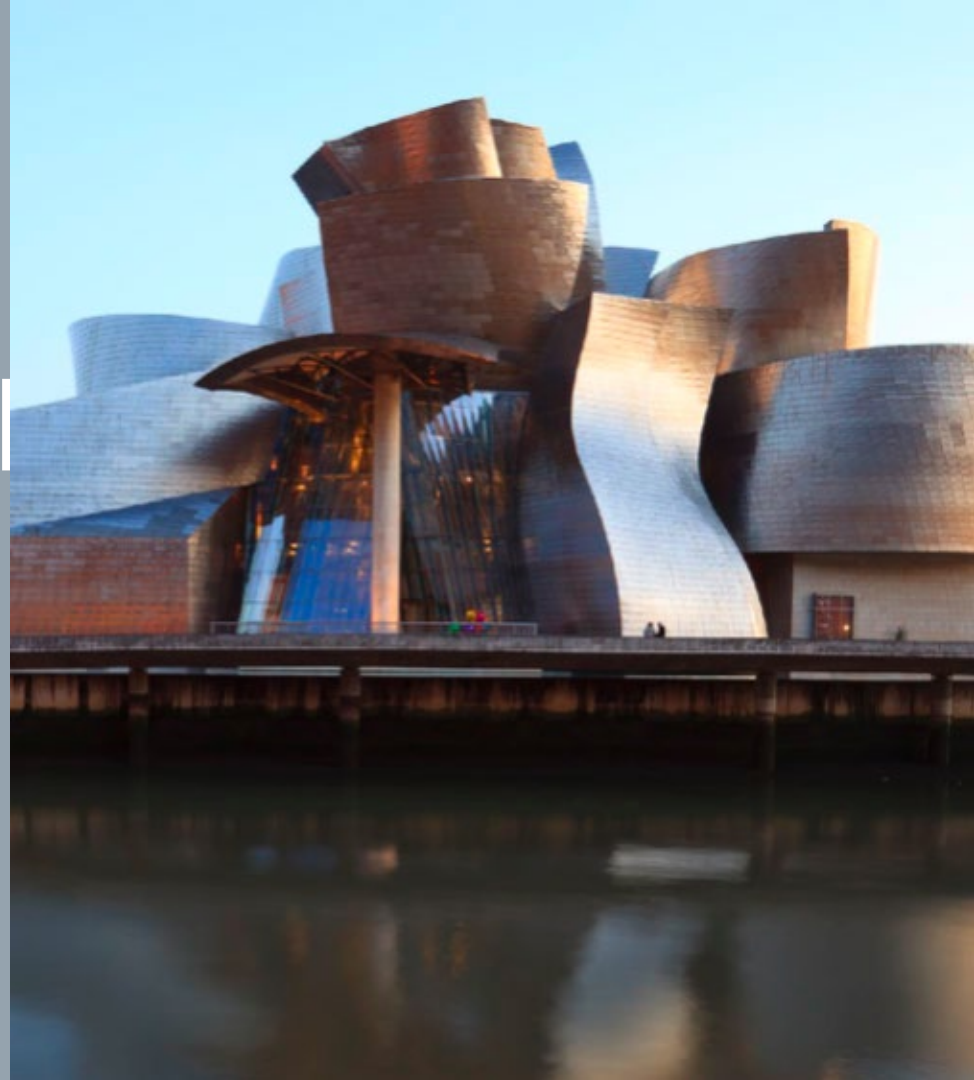
BISCAY PROVINCE: OVERNIGHT STAY
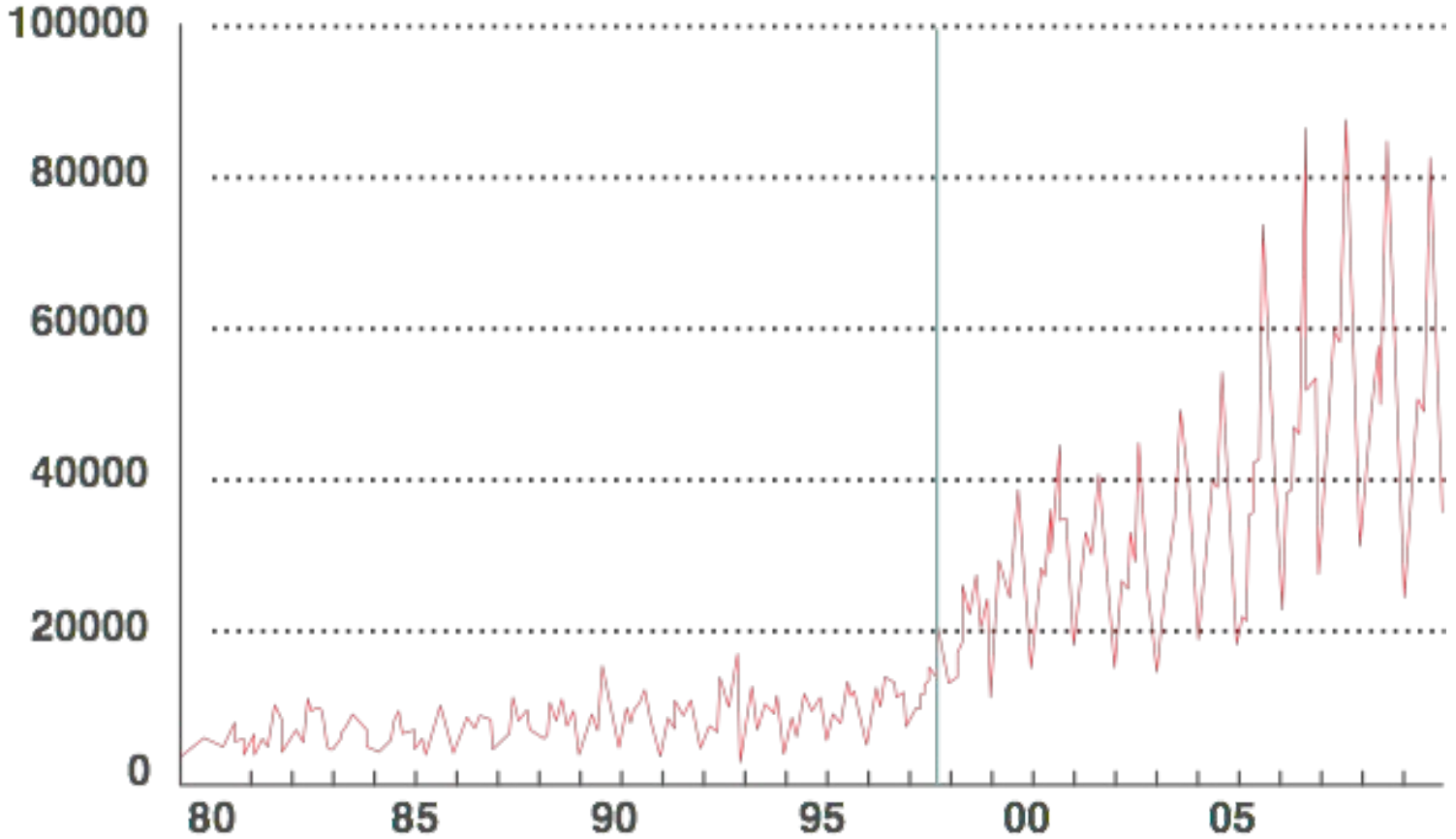
TOP CITIES
FOR PRODUCT

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

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
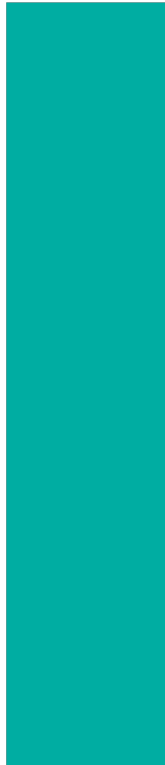
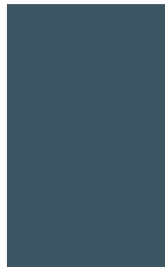PORTLAND, OREGON

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

TOP CITIES
FOR PROGRAMMING

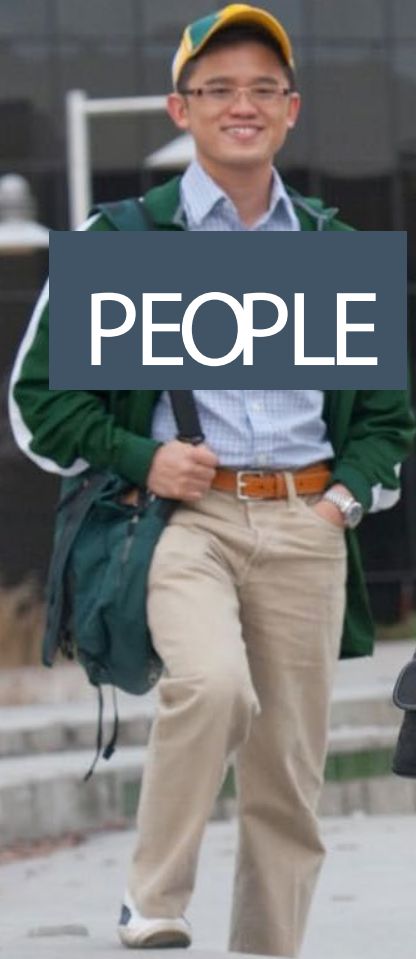|		
01 HONOLULU	06 SAVANNAH	11 KNOXVILLE
02 ALBUQUERQUE	07 COLORADO SPRINGS	12 TULSA
03 OMAHA	08 RENO	13 MADISON
04 CHARLESTON	09 MYRTLE BEACH	14 WILMINGTON
05 ASHEVILLE	10 EL PASO	21 ANCHORAGE

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

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

Image: SeanPavonePhoto

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

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

TOP CITIES

01 HONOLULU

02 OMAHA

03 ALBUQUERQUE

04 CHARLESTON

05 EL PASO

06 RENO

07 TULSA

08 MADISON

09 MYRTLE BEACH

10 ASHEVILLE

11 COLORADO SPRINGS

12 ANCHORAGE

13 NAPLES

14 BOISE CITY

15 SAVANNAH

MAPPING ANCHORAGE'S COMPETITIVE IDENTITY
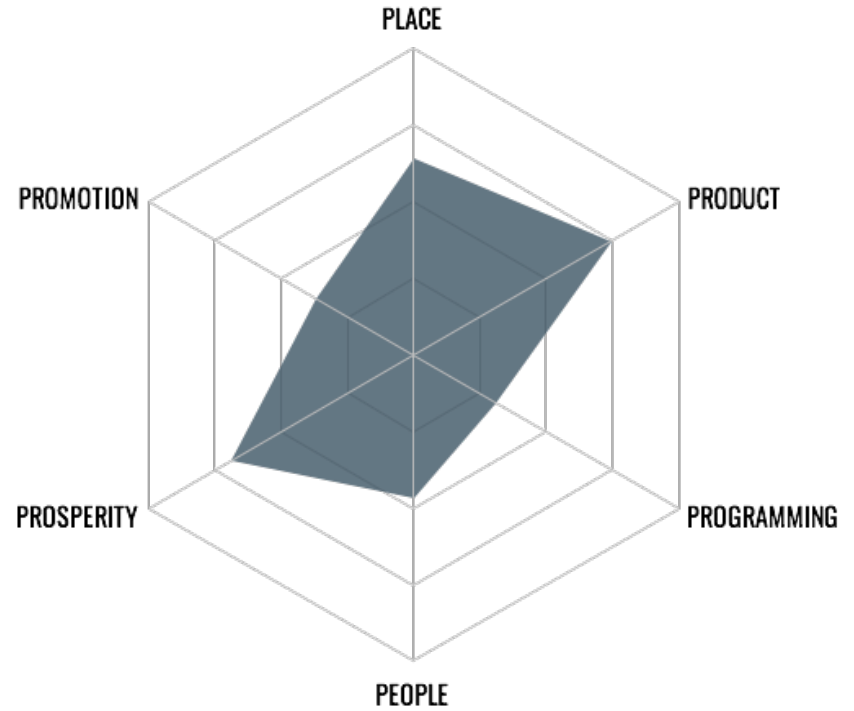
OMAHA
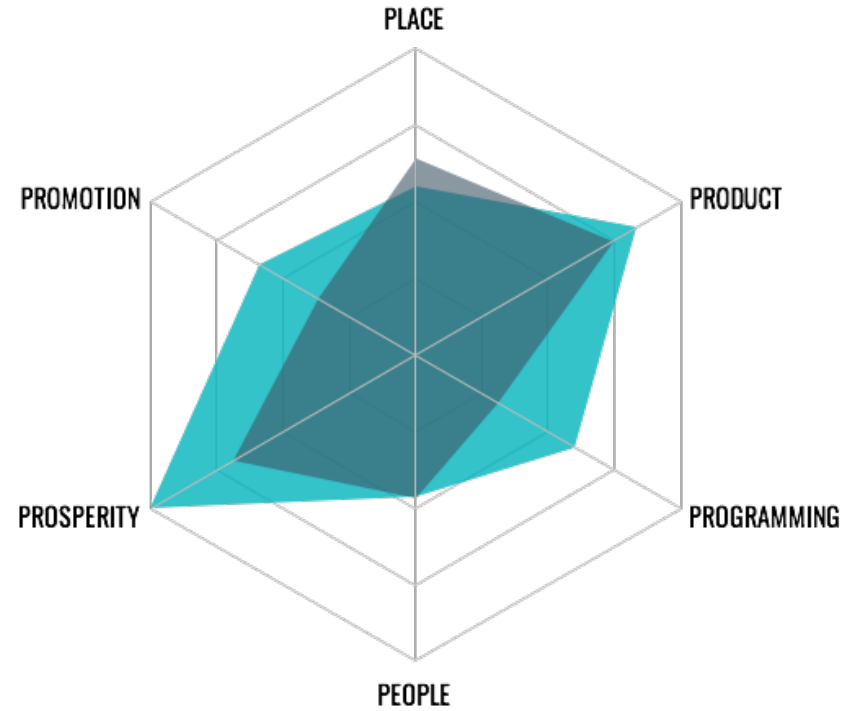
ALBUQUERQU

EL PASO

TULSA

COLORADO SPRINGS

PLACE

PRODUCT

PROGRAMMING

PEOPLE

PROSPERITY
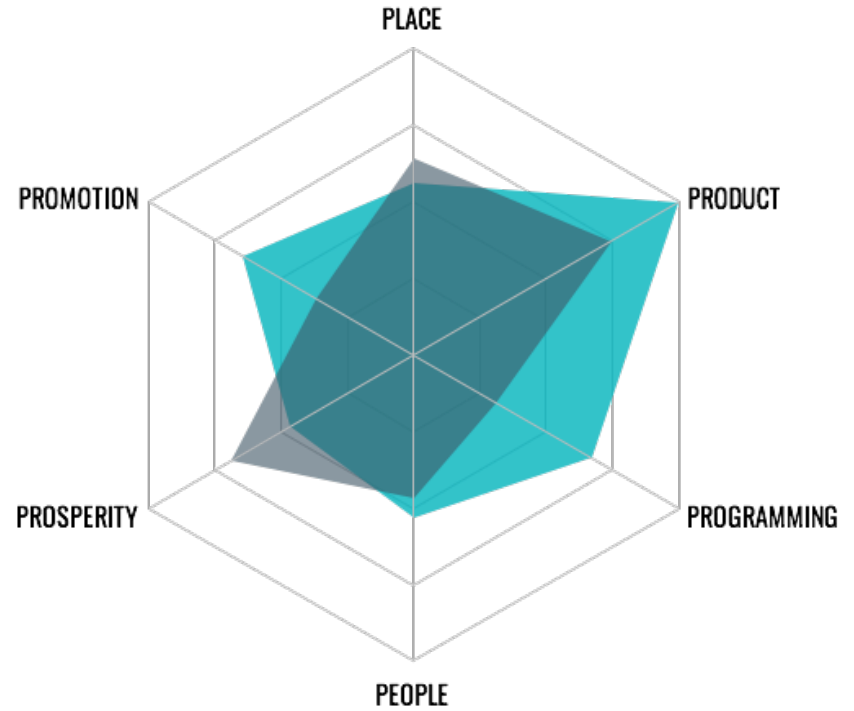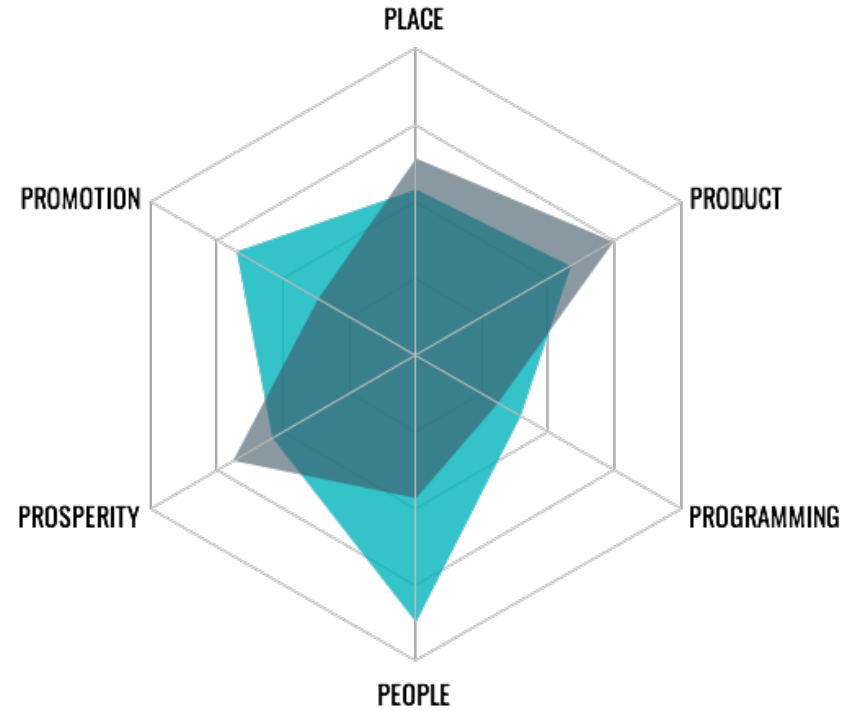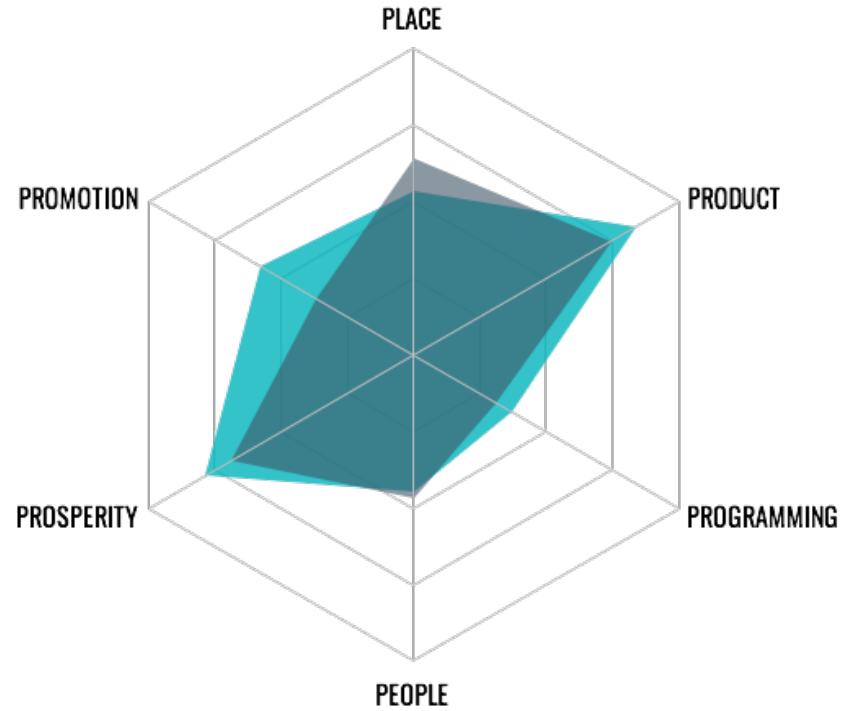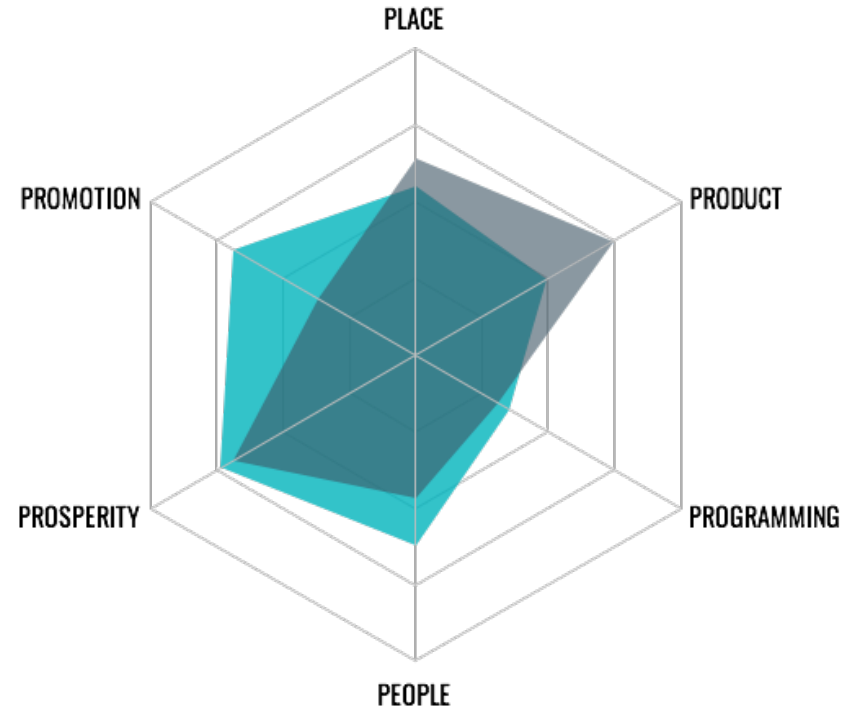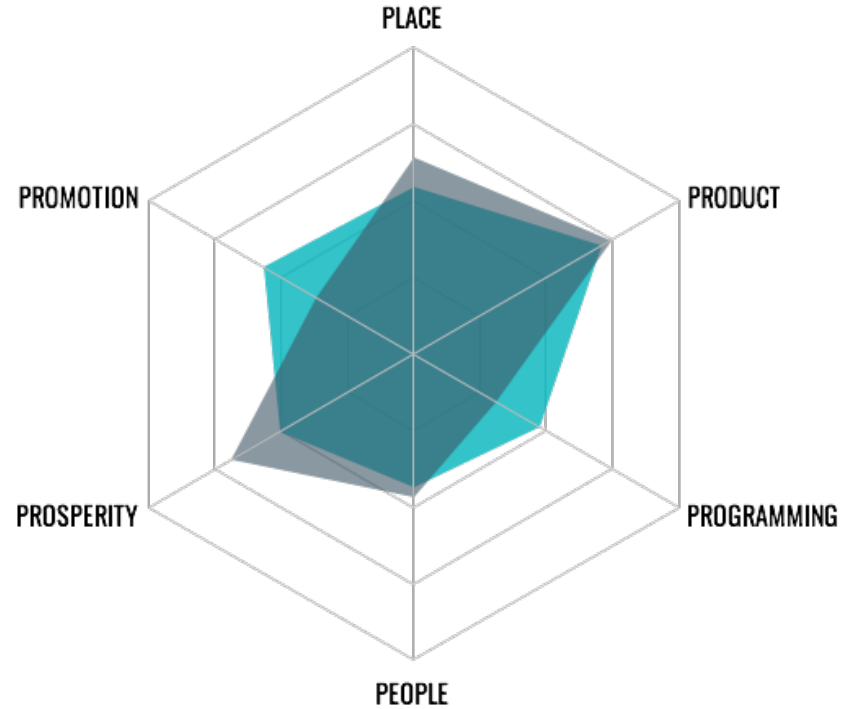
PROMOTION

BOISE CITY
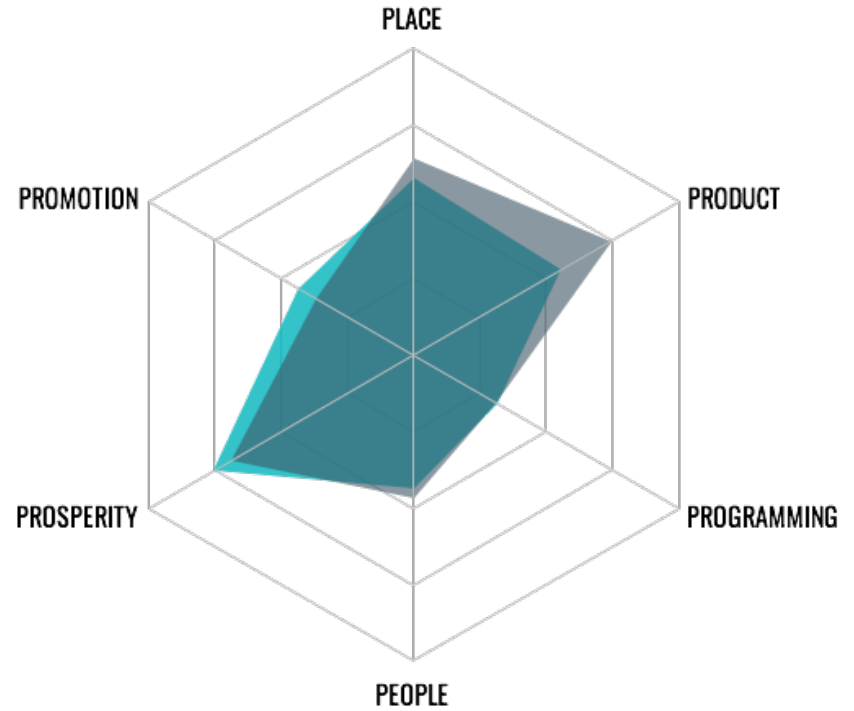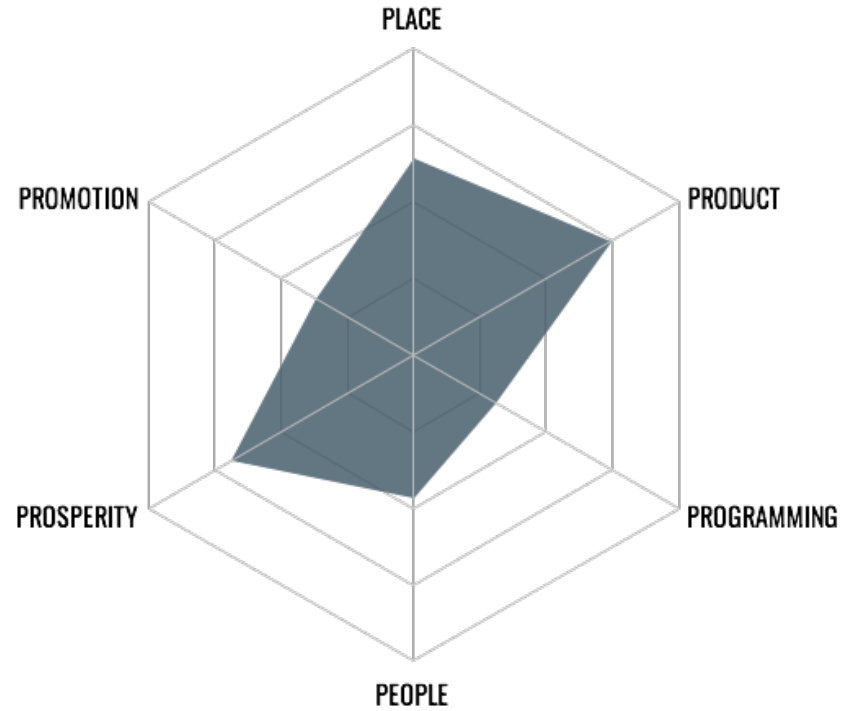
ANCHORAGE

HOW DOES ANCHORAGE ENHANC
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

CALGARY
EV JUNCTION

TOPEKA EVERGY PLAZA

DETROIT
CAMPUS MARTIUS

EDMONTON
ICE CASTLES

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.
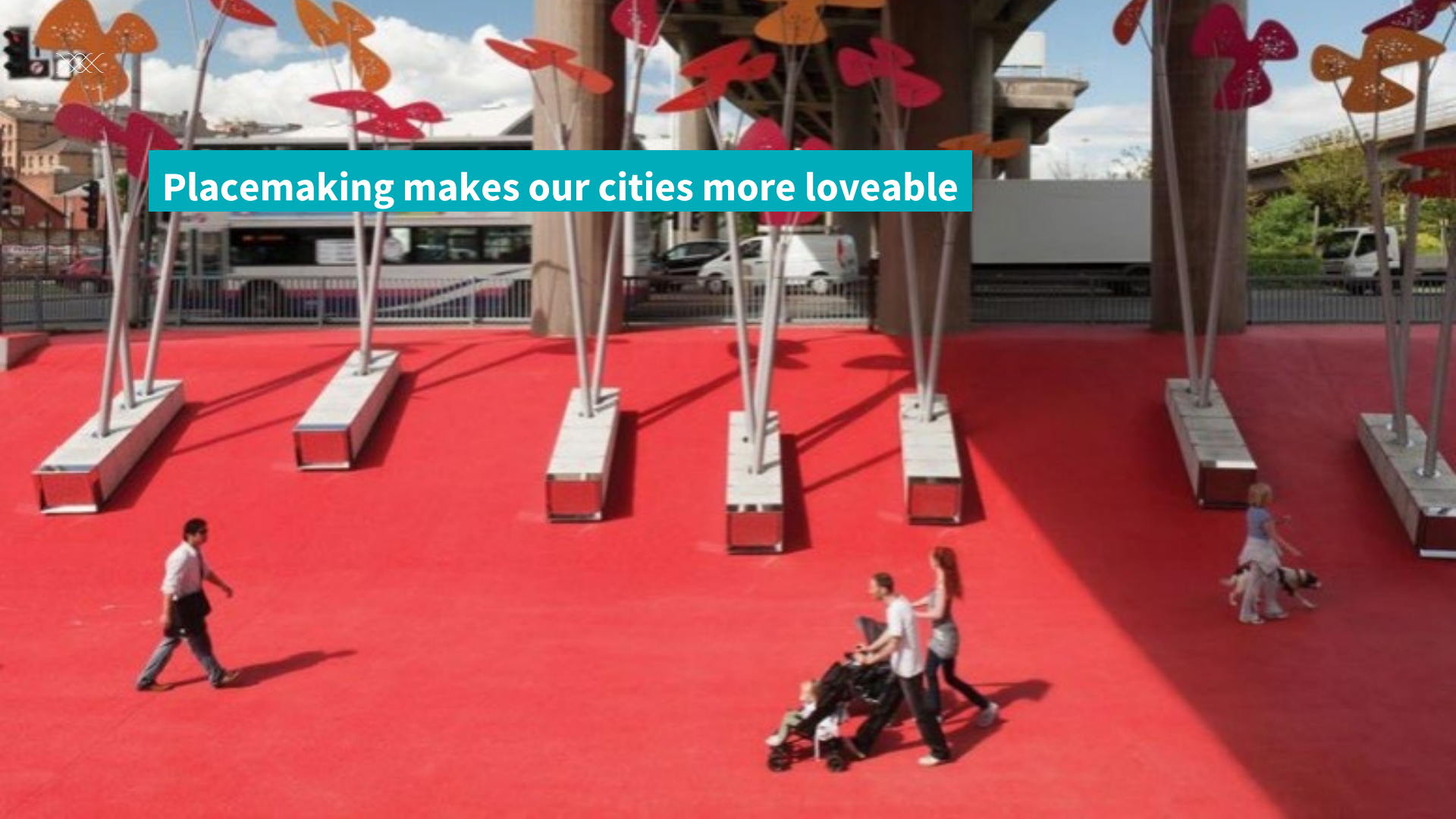The more "designed" they are the less accessible they may feel.

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