

# PLACE, PERCEPTION & PROSPERITY

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XX RESONANCE

PORTLAND

XX RESONANCE

MONTREAL

XX RESONANCE

# COPENHAGEN

XX RESONANCE

NEW YORK

XX RESONANCE

TULSA

XX RESONANCE

TUCSON

XXX RESONANCE

# SAN LUIS OBISPO



XX RESONANCE

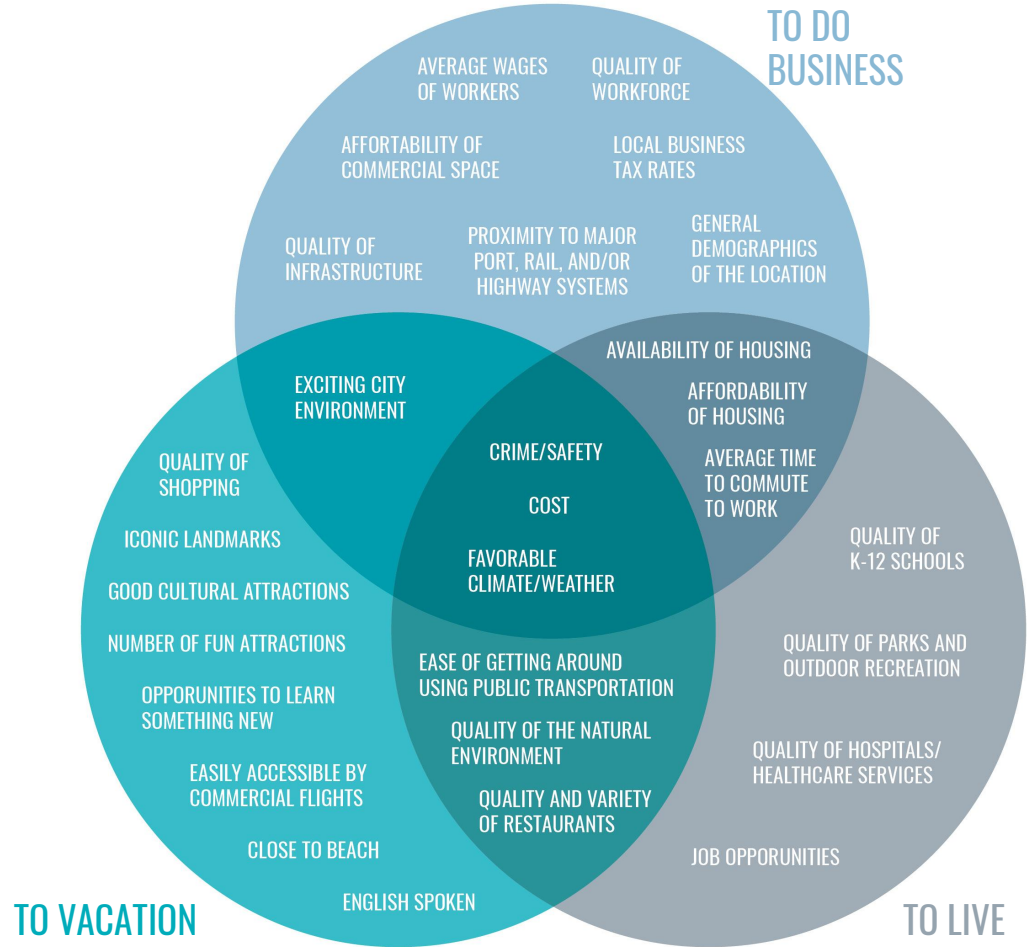
VANCOUVER



**WHAT MAKES US THINK ONE PLACE IS  
MORE DESIRABLE TO LIVE, VISIT OR DO  
BUSINESS THAN ANOTHER?**

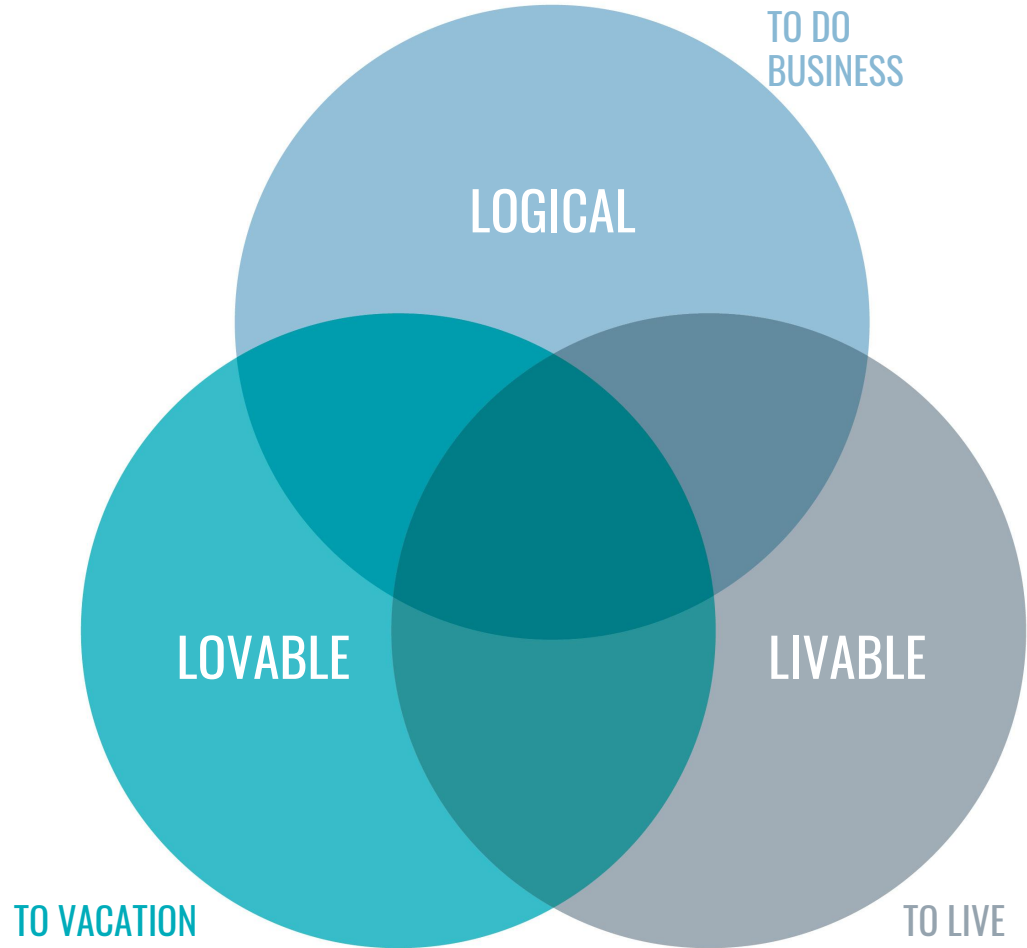


# WHAT IT TAKES TO BE THE BEST PLACE...





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





**BUT WHICH OF THESE FACTORS  
AFFECT PERFORMANCE WHEN IT  
COMES TO ATTRACTING INVESTMENT?**



# FOREIGN DIRECT INVESTMENT

Most important 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 important factors.

|                             | <i>Correlation Coefficient</i> |
|-----------------------------|--------------------------------|
| Commute Time                | (0.71)                         |
| Housing Affordability Ratio | (0.32)                         |
| Air Quality                 | (0.29)                         |
| Unemployment                | (0.07)                         |
| Corporate Taxes             | 0.01                           |
| Weather                     | 0.04                           |
| Educational Attainment      | 0.13                           |
| Median Household Income     | 0.14                           |
| Parks & Outdoor Activities  | 0.37                           |
| Convention Center           | 0.37                           |
| Crime Rate                  | 0.39                           |
| Languages Spoken at home    | 0.40                           |



**CORRELATION ≠ CAUSATION**





**LIVABILITY ≠ INVESTMENT**



**LOGICAL  $\in$  INVESTMENT**



**L♥VABILITY = INVESTMENT**



**WHY?**



The more freely people and capital move around the world, the more important the lovability or vibrancy of a city becomes in determining where talent, tourism, and investment flows.

# THANK-YOU!

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Vancouver | New York