AMERICA’S BEST CITIES
A Ranking of U.S. Place Equity

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HI. WE’RE RESONANCE.

Resonance Consultancy combines business strategy and marketing creativity to help shape the future of countries, cities and communities around the world with research, strategy, branding and placemaking.

To date, our team has completed more than a hundred research, strategy, planning and branding projects for governments, destinations and developers in more than 20 states and 70 countries. In all of our engagements, we strive to foster community, preserve cultural heritage, protect the environment and generate economic benefits for all those involved.

To learn more about us and our services, please visit ResonanceCo.com.
Welcome to the 2019 Ranking of America’s Best Cities
Resonance Consultancy is building the most comprehensive city ranking on the planet. Here’s why.

As leading advisors in tourism, real estate and economic development, our team at Resonance Consultancy has conducted extensive research on the rise of cities, the key trends propelling this growth and the factors that shape our perception of cities as desirable places to live, work and play.

We do what we do because cities are our collective future. The majority of the human race is already urbanized. Developed economies have long shifted from manufacturing to services and technology and geographic factors are less important in determining the economic success of not only cities, but of entire countries. Today, the experiential quality of a place is increasingly determining where talent, capital and tourism flow. But how does one go about measuring quality of place?

In 2018, we partnered with global research firm Ipsos to conduct a survey of the U.S. population to determine the factors people consider most important in choosing a city to live in and choosing a city to visit. We also conducted a survey of business decision makers to determine the factors they considered important in choosing a city in which to do business or invest.

But we didn’t stop there. Next we conducted an analysis of the 50 largest cities in the U.S. and analyzed which of these perception-shaping factors survey respondents told us were important showed a positive correlation with the number of foreign visitors each city received last year and/or the number of jobs each city had in foreign-owned enterprises, as a measure of the amount of cumulative foreign investment each city had received.

The results surprised us.

While some of the factors people told us were important, such as the number of Fortune 500 companies in a city, showed a very strong correlation with the number of jobs in foreign-owned enterprises, factors such as air quality, time to commute to work and housing affordability—all of which the general population and business decision makers told us were important in choosing a city to do business or live in—actually had a negative correlation with the number of jobs in foreign-owned enterprises each city had received.

Instead, the factors that showed the highest correlation with the number of jobs in foreign-owned enterprises were largely the same as the factors that showed the highest correlation with the number of foreign visitors each city received. While the number of Fortune 500 companies and number of professional sports teams have high correlations with the amount of foreign investment in a city, the other top 10 factors are the same as those that are important to attracting visitors: Google trend score; Facebook check-ins; Instagram mentions; Google search results; culinary experiences; museums; nightlife; neighborhoods and landmarks; culture and shopping.

These findings inspired us to develop a new approach to evaluating cities: one that wouldn’t just look at cities as a place to live, work or visit, but that took a more holistic approach by considering a wide range of factors that showed positive correlations with attracting investment and visitors—key performance indicators both in terms of measuring existing desirability and forecasting the future prosperity of a city.

While other rankings consider similar statistics in their methodology, such as crime rates or diversity, Resonance Consultancy’s Best Cities rankings are the first to incorporate data from online channels such as Google, Facebook, Instagram and TripAdvisor to measure the experiential quality and performance of a city.

We hope you are inspired by this unique ranking. To discuss how Resonance can help your city optimize its competitive identity and improve its performance, please get in touch.

Chris Fair, President & CEO
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The American City Matters More Than Ever
Resonance and National Geographic are surfacing the insights and stories behind America’s rapid urbanization.

The city is back. From Boston to San Diego streets bustle with purpose, local communities gather and grow and businesses innovate and surprise. This is surely the golden age of the metropolis, and Resonance’s new 2019 edition of America’s Best Cities tells this story through a blend of incisive research and analysis.

To me, one of the most exciting trends detailed within is the move away from the coasts and toward the more affordable allures of cities such as Tallahassee, Florida; Colorado Springs, Colorado; and Greenville, South Carolina. These rising stars draw both newcomers and long-time residents to once-neglected downtown neighborhoods, where they can live, work and play. As charted by Resonance, urban innovations move ever faster as metropolitan areas rise to meet challenges such as sustainability, population growth and a host of inequalities from income to housing.

For us at National Geographic Travel, Resonance’s data is a valuable tool. It underpins our editorial insights and confirms our hunches as we develop our travel content. In analyzing this year’s data, it becomes apparent to us that, red or blue, small or large, a vital ingredient to a city’s allure is its approach to diversity—the embrace of new neighbors or first-time visitors, regardless of culture, identity or religion.

“As we continue to explore and celebrate family journeys, iconic places and the world’s most rewarding travel experiences, National Geographic Travel relies on Resonance and its mix of hard data and critical analysis to help us understand the world’s greatest cities. I hope Resonance proves equally invaluable to your own placemaking, as well.”

Andrew Nelson, Director, Editorial Projects
National Geographic Travel
The Performance of America’s Best Cities: The Methodology

Resonance Consultancy ranks America’s large cities (principal cities of U.S. metropolitan areas with populations of more than one million) and America’s small cities (principal cities of U.S. metropolitan areas with populations from 200,000 to one million). Principal cities are defined as the largest city in each metropolitan statistical area.

We do so by using a combination of statistical performance and qualitative evaluations by locals and visitors in 23 areas grouped into six core categories. Bloomberg calls Resonance Consultancy’s Best Cities ranking “the most comprehensive study of its kind; it identifies cities that are most desirable for locals, visitors, and business people alike, rather than simply looking at livability or tourism appeal.”

Data for these factors is combined with core statistics for perception-shaping quantitative measures (such as the number of corporate head offices in a city) that are grouped into six key categories that can be mapped in radar charts in order to provide people with a simple, but comprehensive, 360-degree view of a city’s competitive identity.

How we measure the performance of America’s Best Cities, at a glance.
The Six Core Categories

**Promotion (Pm)**
A city’s ability to tell its story (and help others do the same) depends on how it incentivizes and rewards sharing of experience by locals and visitors. The number and frequency of media coverage, online articles, references and place-based recommendations influence our perception of cities, whether the news is good or bad. Today, residents, businesses and visitors promote a city to the world more than city marketers or chambers of commerce. Resonance ranks a city’s Promotion performance based on the number of stories, references and recommendations shared online about that city.

- **Social Media (Facebook)** Number of Facebook check-ins
- **Online Presence** Number of Google search results
- **Travel Media** Number of TripAdvisor reviews
- **Social Media (Instagram)** Most Instagrammed city
- **News** Popularity on Google Trends in the past 12 months

**Place (Pc)**
Our most layered category quantifies a city’s elusive sense of place. To score a city within our Place category, we evaluate the perceived quality of its natural and built environments. From how often the sun shines to the safety of the streets, several readily measurable, oft-cited factors influence our perceptions.

- **Weather** Average number of sunny days
- **Safety** Crime rate
- **Urban Fabric** Number of quality neighborhoods and landmarks recommended by locals and visitors
- **Outdoors** Number of quality parks and outdoor activities recommended by locals and visitors

**Product (Pd)**
This is a ranking of the “hardware” of a city—often the most difficult metric for cities to get right. Our product category studies a city’s key institutions, attractions and infrastructure. A city’s infrastructure and institutions shape its identity via the quantity, quality and reputation of these “products.” Expensive and difficult to develop and maintain, exceptional, recognizable products are often found only in large, cosmopolitan cities.

- **Airline Connectivity** Number of direct destinations served by airports
- **Attractions** Number of quality attractions recommended by locals and visitors
- **Cultural Institutions** Number of quality museums and arts institutions recommended by locals and visitors
- **Higher Education** Ranking of the top local university
- **Convention Center** Size of the largest convention center
- **Sports Teams** Number of major league sports teams

**Prosperity (Ps)**
A well-paid, economically secure citizenry facilitates stewardship and innovation. In general, beliefs about the wealth and prosperity of a city are shaped by statistics such as the income of citizens, and they are shaped by the presence or absence of large, recognizable corporations—despite the fact that start-ups and innovation increasingly drive a city’s development and economic growth. Yet these stats don’t tell the whole story: head offices and Median Household Income are of growing interest in measuring quality of place.

- **Economy** Number of Global 500 corporate headquarters
- **Standard of Living** Average household income

**People (Pp)**
The more diverse a city’s population, the more it produces global ideas… on a local scale. Human capital is one of a city’s most valuable resources. To evaluate the relative strength of human capital from one city to the next, we consider the diversity of the city’s population—something of proven importance when it comes to attracting talent.

- **Diversity** Percentage of foreign-born residents
- **Educational Attainment** Percentage of the population with a bachelor’s degree or higher

**Programming (Pg)**
This category measures the experiential pillars of a great visit: food, shows, shopping and nightlife. If our Product category is the “hardware” of cities and destinations, the mosaic of cultural programming and lifestyle experiences they offer is the “software” that makes them run—including the subcategories of Shopping, Culture, Culinary and Nightlife. While such programming initiatives are individually insignificant, their sum fosters a community’s connection to place.

- **Culture** Number of quality performing arts and cultural experiences recommended by locals and visitors
- **Nightlife** Number of quality nightlife experiences recommended by locals and visitors
- **Dining** Number of quality restaurants and culinary experiences recommended by locals and visitors
- **Shopping** Number of quality shopping experiences recommended by locals and visitors
AMERICA’S TOP 10 LARGE CITIES

The best-performing principal cities of the metropolitan areas within the United States with populations of more than one million. A principal city is defined as the largest city in each metropolitan statistical area.
1. NEW YORK

America's best large city (again) is an experiential powerhouse obsessed with welcoming the world.

POPULATION
CITY: 8,560,072 | METRO: 20,320,876

HIGHLIGHTED RANKINGS
1 SHOPPING 1 RESTAURANTS

It’s easy to become blasé about New York’s status in our America’s Best Cities rankings. The city is #1 so emphatically and so often—this year, besides being first overall, it’s first in Neighborhoods, first in Universities and first in Crime Rate (low, not high), Nightlife, Museums, Shopping, Restaurants, Culture, Fortune 500 Companies, Google Trends, Facebook Check-ins, Instagram Hashtags and TripAdvisor Reviews.

Okay, the city is #27 for Weather, but extreme heat and cold just adds a little frisson to the hustle, right? Apart from a few deviations within the Top 10, New York is #1.

The reason? The City That Never Sleeps also never rests on its laurels. Consider shopping. Much has been made of New York’s growing number of conspicuously empty storefronts in high-traffic areas, with blame heaped on landlords, online shopping and a growing desire for experiences over material stuff.

Yet shopping is always an experience, especially in a glittering international city where every brand needs to plant a flag(ship). For many of New York’s 64.2 million visitors (2018), shopping is integral to the character of the city. Want to keep a stranglehold on your #1 ranking for Shopping? Ignore empty storefronts and build an entire new mixed-use city within a city at Hudson Yards, an 18-million-square-foot, $25-billion project that’s the most expensive real estate development in U.S. history. Then, offer more than 100 stores and 720,000 leasable square feet, and see 80% get snapped up, according to real estate website YIMBY. Give it the high-rise shopping-in-the-future vibe of Dubai and Hong Kong, and add New York’s first Neiman Marcus.

Finally, hear a deafening chorus of boos from critics, architects and haters, and watch hordes of people descend on the Yards to shop and gawk, take selfies at Snark Park, climb The Vessel (the centerpiece of the project’s 14 acres of public space) and be awestruck by The Shed, the development’s performance venue.

Hudson Yards opened in March 2019, and its proximity to the High Line, along with the incessant buzz, will undoubtedly make it a must-see for many out-of-towners wondering how bad The Vessel, the 100 shops and 35 or so eateries—including José Andrés’ Mercado Little Spain and David Chang’s Kawi—can possibly be. The fact that Hudson Yards’ retail is essentially a multi-level mixed-use mall experience will be either ideal or a total turn-off. Fortune magazine reports that, for Neiman Marcus, it was precisely the Yards’ mix of retail, commercial, culture and condos—common in the Middle East and Asia—that made it an obvious site.

Of course, high-end retail competition is hot on Hudson Yards’ heels. Nordstrom opened a men’s flagship near Columbus Circle in spring 2019, and the women’s counterpart opens this fall. Nordstrom sees a $700-million opportunity in the New York region, according to Fortune, fueled both by the new flagship and the subsequent online sales that could spin off from it.

New York’s iconic shopping venues aren’t taking the challenge lying down. Saks Fifth Avenue has been overhauling its flagship for the better part of two years and looks every bit of-the-moment. And there’s interesting shopping in unexpected places: elsewhere on 5th, Nike Lab has joined Adidas and other athletic powerhouses.
in creating engaging sneaker-shopping experiences. South Street Seaport is home to the highly experiential 10 Corso Como, and Appear Here, an international organizer of pop-ups, has set up shop, helping small New York retailers find temporary venues. And over in Staten Island, Empire Outlets is preparing an opening of its first outlet mall in New York this year.

If you’re keeping score, that makes two malls in one year in the famously anti-mall city.

Of course, in order to bite into the Big Apple, visitors first need to get to it, and so the city is investing massively into some of its air transportation infrastructure. JFK, LaGuardia and Newark handled some 132 million passengers in 2017—many of them badly, if customer surveys are to be believed. Now JFK and notoriously unpleasant LaGuardia and Newark are getting $24 billion in improvements designed to make you feel less like you’re enduring a hazing ritual and more like you’re welcome in the city. LaGuardia is even getting an AirTrain to downtown. While LaGuardia now has a new Central Terminal concourse, these are not short-term projects—JFK, for example, will be rolled out in stages until 2025.

In Manhattan, the Moynihan Train Hall is bringing Penn Station into the 21st century, and even if the L subway line between Brooklyn and downtown is intermittently closed for post-Hurricane Sandy upgrades, the shared Citi Bike program is growing. On the water, NYC Ferry now has six routes that provide an entirely thrilling new perspective on the skyline, provided it’s not January. (The waterfront is getting another attraction with the $250-million Pier 55, a park-on-pods that will add to the allure of the growing Meatpacking side of the city upon completion in 2020.)

The takeaways from our lesson in staying on top? Build the future of whatever category you need to dominate, and don’t forget to celebrate the past. Example: the Museum of Modern Art will complete a 30% expansion of its gallery space this fall, and the Metropolitan Museum celebrates its 150th anniversary in 2020.

The city is investing massively into its air transportation infrastructure.
Chicago continues to floor visitors with innovative culinary and mixology adventures.

Indeed, in 2018 Chicago welcomed more than 57.6 million visitors, a growth of 4.3% over the previous year.

“By continuing to set new tourism records and bring millions more people to Chicago every year, we are creating jobs and economic opportunities that reach every neighborhood,” said former Mayor Rahm Emanuel. In 2019, Chicago, which ranks #7 in our Place category and #2 for Programming, continues to floor visitors with innovative culinary and mixology adventures, daring hotel concepts and world-renowned art exhibits.

Chicago is the birthplace of modern blues, and The Chicago Blues Experience, opening in 2020, will celebrate pioneering artists and generations of musicians who have been influenced by blues and continue to carry on its traditions. Set near Millennium Park, it will be filled with history-driven interactive displays, tributes to local legends and Chicago blues memorabilia, as well as a performance lounge and restaurant.

The James Beard Foundation Awards, an annual event honoring the best of the best in the food and restaurant industry, successfully made the move to Chicago in 2015 and recently announced that it will call Chicago home until 2027. The Windy City lands at #3 in our Restaurants subcategory, but there’s much to do when not eating your way around town.

This year (2019) has been designated the “Year of Chicago Theater,” an initiative that will include theater performances—improv, dance, opera, puppetry and more—and special events for the public at hundreds of cultural venues, theaters, parks and neighborhood locations throughout the city. This citywide, year-long focus on theater is the first of its kind in the U.S.

“Our dream goal for this initiative is that every single Chicagoan will be welcomed into a theater,” says Chicago Theatres executive director Deb Clapp. “And that Chicagans and visitors will embrace theater as one of the things that truly sets Chicago apart from other cities.”

What else sets the city apart from the competition? Chicago’s booming hotel industry, which provides ample accommodation options—from the intimate boutique to globally coveted luxury. One of the most anticipated
additions to the hotel scene is the opening this fall of 21c Museum Hotel Chicago, a combination 297-room boutique hotel, multi-venue contemporary art museum and independently branded, chef-driven restaurant set downtown. The hotel will showcase rotating curated exhibitions, interactive site-specific art installations and a roster of cultural programming based on collaborations with local and national arts organizations. For an entirely different work of art, there’s Frank Lloyd Wright’s iconic masterpiece, the Frederick C. Robie House, which re-emerged fully restored in spring 2019 after a historic $3-million interior restoration.

In March, the City announced the selection of architect team Studio ORD to lead the design of the unprecedented $8.5-billion expansion program for O’Hare International Airport, which will elevate the travel experience for the more than 83 million passengers who rely on O’Hare each year, and will create tens of thousands of jobs for the community. Chicago nabs the top spot in our Connectivity subcategory and will probably continue to do so in years to come.

The expansion will be paid for by airport revenues, not taxpayer dollars. At 2.2 million square feet, the new O’Hare Global Terminal will be one of the largest and most cutting edge in the nation and will feature an expanded, light-filled arrivals hall with additional gates; more space for concessions, lounges and public amenities; a state-of-the-art new baggage system; and advanced new technologies to improve security screening. It’s slated to break ground in 2023. Meanwhile, at Midway International Airport, a nearly $400-million modernization program underway to improve travel to and from the airport is set to be completed by summer 2020. And the Amtrak-funded $22-million project to renovate Amtrak Chicago’s Union Station Great Hall was completed in winter 2018 just in time for the busy holiday season.

Chicago’s ultimately unsuccessful effort to woo Amazon’s second headquarters has led to some of the most ambitious developments gaining approval or taking significant steps in their planning during 2018. Dotting the city’s famous skyline are dozens of tower cranes, proving that not even frigid temperatures can stop the construction boom. In downtown, the forest of high-rises continues to thicken while a fair share of projects are taking root in outlying neighborhoods like Lincoln Park and Bucktown, where Sterling Bay has been seeking zoning approval to build more than 12 million square feet of office and residential high-rises, retail and other entertainment venues.

In 2019, the city will deliver a record 4,400 apartment units. Meanwhile, office towers, condos and educational buildings are contributing to Chicago’s vertical growth.
3. LOS ANGELES

Los Angeles keeps breaking tourism records, welcoming 50 million visitors in 2018 for the first time ever. In doing so, it accomplished the destination’s ambitious tourism goal two years early.

Envious golden sunlight, effortless glamor, miles of achingly beautiful coastline, a diverse culinary scene, a dynamic cultural landscape and superior shopping... Is there anything Los Angeles can’t do? If there is, we can’t think of it. (And we’re not alone.)

Not long ago, Modernize conducted a study of 2.5 million Instagram posts and found that L.A. has the most Instagrammable sunsets in the world. On the other side of the coast, the classical music editor of the New York Times recently declared, “The Los Angeles Philharmonic is the most important orchestra in America. Period.”

No surprise then that the City of Angels lands at #3 across four Resonance categories: Place, Product, Programming and Promotion. And it’s even less surprising that everyone is heading west to soak in the sunshine and good vibrations.

While many U.S. cities saw a drop in international visitation last year, L.A. saw 3.2% growth. The “Everyone is Welcome” campaign has positioned L.A. as a destination that’s open to all travelers. “Los Angeles is a place where everyone is welcome, and tourism strengthens our diversity, grows our economy and supports good-paying jobs for families across our city,” says Mayor Eric Garcetti. Last year, tourism supported an average of more than $547,000 jobs in the Leisure & Hospitality sector, one of the largest in L.A. County. “Surpassing 50 million annual visitors two years ahead of schedule is the latest milestone in our ongoing work to bring Los Angeles to the world, and the world to Los Angeles,” the Mayor adds.

LAX is helping to bring the world to L.A. in style thanks to a $508-million renovation of Terminal 1, which was completed at the end of 2018 and features a modern, breezy Californian feel. Meanwhile, Tom Bradley International Terminal (TBIT) is getting an extension to the tune of $1.6 billion. When completed in 2020, Midfield Satellite Concourse (MSC) will feature 12 boarding gates, L.A.-centric dining and shopping options, airline lounges and other guest services and amenities.

Mayor Garcetti recently broke ground on the Automated People Mover (APM), a train that will connect travelers directly to airport terminals and create new and convenient locations for passenger pick-up and drop-off outside the Central Terminal Area. The historic infrastructure project will transform public transportation, reduce traffic congestion and deliver a world-class experience for travelers at LAX. Since Garcetti took office in 2009, unemployment has been cut in half and 212,000 new jobs have been created. Los Angeles ranks sixth in Connectivity and #17 in Household Income.

It’s not just the airport that’s getting a makeover. Neighborhoods, for which the city ranks #4 in the country, are in a perpetual state of transformation.

In recent years, L.A.’s Arts District has become a hot neighborhood with developers, including Fairfield Residential and Legendary Development, which are building a $215-million mixed-use complex on East 3rd Street. Hudson Pacific is similarly repurposing the Maxwell Coffee Building on Mateo Street into a creative office space, while At Mateo is a $32.5-million joint venture that will transform five large warehouses occupying a huge block at the corner of Mateo and Palmetto into an office space and open-air retail hub activated from breakfast to night.

In rapidly changing East Hollywood, a new 13,000-square-foot music venue is coming to the intersection of Vermont and Santa Monica, right across from the Metro Red Line station. The Vermont Hollywood will fit an audience of 1,200 and book shows four nights of the week. New to the art scene is this year’s debut of Frieze Los Angeles at Paramount Pictures Studios. Originally launched in the U.K. and since expanded to New York City, Frieze is now set to become an annual cultural celebration in L.A.

Originally known as the LA Terminal Market, ROW DTLA is undergoing historically sensitive renovations and its buildings are being thoughtfully repurposed into a new downtown destination, uniting food, fashion, creativity and innovation.
San Francisco has embraced people of different backgrounds, circumstances and beliefs since the Gold Rush days, when seemingly overnight people came from Asia and Europe, from across the continent and from the other side of the world for their shot at the California Dream. “The world rushed in,” noted historian J.S. Holliday, and they’ve been rushing in ever since. Along the way, they’ve been sowing the seeds for the city’s open-minded attitude toward, well, everything. The result is a city that doesn’t just welcome differences, but encourages and celebrates them. No wonder it ranks #1 in our People category, with its amalgam of foreign-born residents and post-secondary education.

The inflow of people into San Francisco is why SFO, the city’s airport, is a hive of renovation, build-out and innovation that will welcome new talent and their families. The all-time record of 57.8 million passengers in 2018 will continue to be bested in the coming years, particularly from fast-growing markets including Brazil, France, India and Taiwan.

The city is gearing up for a stellar year of conventions and meetings at the newly expanded Moscone Center, which is walking distance to hotels, restaurants, museums, attractions and public transit and now features more than 170,000 gross square feet of meeting space, as well as an enclosed pedestrian bridge above Howard Street. “This state-of-the-art facility exemplifies our commitment to sustainability, creates new flexible-use convention and tourism spaces and supports the neighborhood with a host of new design and open-space improvements,” says Mayor London Breed.

The Beat Generation, San Francisco’s most celebrated literary and cultural movement of the 20th century, inspired millions to live boldly and uncensored. Residents and visitors alike continue to do so all these years later, more often than not sharing ideas, thoughts and inspirations on social media channels, and thus helping propel the city to the seventh spot in our Promotion category.

In response to skepticism about visiting the United States, in 2017 the Destination Marketing Organization launched a tourism campaign called “You’re Always Welcome Here” to announce to the world that “whatever else might be happening, whatever other people’s attitudes and opinions might be, you’re always welcome in San Francisco.” The DMO followed that up in 2018 with “I Am San Francisco,” a second phase featuring an online series that shared stories of both natives of the city and those who came to visit and found a home.

In the race to becoming the fine dining capital of America, San Francisco is devouring the competition, with eight three-star restaurants and a total 80 stars among the 58 venues listed in the 2019 Michelin Guide—and a #5 spot in our Restaurants subcategory. Joe D’Alessandro, president and CEO of the San Francisco Travel Association, is beaming. “Best new restaurant in the U.S.: check. More Michelin three-star restaurants than anywhere else in the Americas: check. First female chef in the U.S. to achieve three Michelin stars: check. And it’s only just the beginning.”
5. **WASHINGTON, DC**

Power meets play in America’s intriguing capital city.

**POPULATION**

CITY: 672,391 | METRO: 6,216,589

**HIGHLIGHTED RANKINGS**

- **EDUCATIONAL ATTAINMENT** 2
- **MUSEUMS** 4

The recent ubiquity of the nation’s capital in dramas on screens small and large (to say nothing of the real-life stuff) has escalated its resonance in the zeitgeist and helped propel it to Top 5 among America’s Best Large Cities. Winning Amazon’s coveted HQ2 in nearby Arlington, Va., has dominated local and national chatter since the September 2018 announcement.

Amazon says it will create 25,000 jobs in Arlington that will be located in what Amazon calls National Landing, a newly minted place brand for the neighborhood known as Crystal City near Reagan National Airport. Washington, D.C. ranks #2 in our Educational Attainment category—a pipeline of future Amazon talent for years.

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The Kennedy Center’s $175-million expansion project, the REACH, will open to the public September 2019 and offer 72,000 square feet of performance and events space, 130,000 square feet of landscaping and gardens, terrace seating for up to 1,600 people and a scenic walkway leading to nearby monuments and memorials.

Also recently opened (in November 2017) is the stunning Museum of the Bible—the largest museum dedicated to the best-seller. Modern technology presents the ancient teachings, a result of years of collaboration between scholars, techies and designers, including an immersive 17-projector theater that brings the stories to life.

Meanwhile, Phase II of The Wharf, the $2.5-billion mixed-use development opened in October 2017, recently broke ground and is estimated to complete in 2022. It will feature an additional 1.15 million square feet of mixed-use development, including office, residential, marina and retail space, as well as parks and public spaces, across an approximate half mile of the waterfront. The Wharf is home to more than 20 restaurants, including offerings from Fabio and Nicholas Stefanelli. In 2016, Washington Place was named “Restaurant City of the Year” by *Bon Appétit* magazine, followed by the designation of “Hottest Food City” by Zagat. Then Michelin launched its first dedicated restaurant guide to the city. Today, visitors and locals have their choice of international arrivals like José Andrés and home-grown musts like ramen perfection at Erik Bruner-Yang’s Toki Underground.

Landing at #17 for Restaurants, D.C. is a rising star as an American food city, as well as a surprising #18 in the country when it comes to Nightlife.

Not just a place to eat, Wharf visitors can enjoy The Anthem, a 150,000-square-foot music venue that also serves as a convention facility. The Wharf currently offers 3.2 million square feet of hotel and retail space, rentable waterfront piers and a water taxi service to and from Georgetown and Old Town Alexandria.

This rapid development means the city is making an impact online, ranking a very impressive #4 in our Promotion category, comprising Google Searches, appearance in Google Trends, total TripAdvisor Reviews, Instagram Hashtags and Facebook Check-ins. Given the arc of cultural and political development in the city, the planet’s curiosity about America’s HQ will only grow in the years (and election cycles) ahead.
6. SAN DIEGO

Known for its enviable weather, beautiful beaches and laid-back locals, the “birthplace of California” and the country’s eighth largest city is celebrating its 250th birthday and inviting the world.

**POPULATION**

CITY: 1,390,966 | METRO: 3,337,685

**HIGHLIGHTED RANKINGS**

1. PARKS & OUTDOORS

4. CRIME RATE

You could say that San Diego is where California began. It was here that Spanish settlers established the very first mission in 1769, on a hillside overlooking what is currently known as Old Town San Diego. Two hundred and fifty years later, this city of 1.4 million is one of the fastest growing in the U.S. Its #2 ranking in our deep Place category—second only to New York’s safety, quality of neighborhoods and landmarks, and parks and outdoor activities recommended by locals and visitors.

Near-perfect temperatures year round, 70 miles of beaches, globally lauded attractions and a dizzying spectrum of dining and nightlife options consistently rank California’s Beach City in the middle of our Top 10 America’s Best Large Cities year after year.

And 2019 is a year of celebrations. Old Town San Diego is hosting lectures, festivals and other family-friendly activities that mark and celebrate significant moments throughout the history of the city. Not to be outdone, LEGOLAND California celebrated its 20th anniversary in spring and continues to do so throughout the year by giving all children aged 12 and under free admission on their birthday.

In January 2018, the San Diego Zoo announced a brand-new, $69-million children’s zoo to be named after Denny Sanford, a San Diego philanthropist who donated $30 million to this endeavor, the largest single gift the San Diego Zoo has ever received. Designed in ways to help children develop empathy and better understand and identify with wildlife, this reimagined 2.3-acre space will feature more than 100 species and four ecosystems, giving kids greater opportunities to discover the natural world through play. Unsurprisingly, San Diego nabs the top spot in our Parks & Outdoors subcategory in the nation.

Then there’s the uniquely fluid cultural identity of the city: the Cross Border Xpress (CBX) links San Diego with Tijuana and services more than 6,000 ticketed airline passengers daily. CBX was designed to streamline international travel as the first-ever U.S. facility to connect directly into a foreign airport terminal. Designed in conjunction with the U.S. Department of Customs and Border Protection, the 390-foot-long enclosed pedestrian skybridge connects a state-of-the-art passenger building in San Diego directly to the Tijuana International Airport (TIJ). This December, CBX will celebrate its fourth year of service.

Meanwhile, the Conrad Prebys Performing Arts Center, the new home of the La Jolla Music Society, will serve as the cultural heart of La Jolla, offering arts activities, education and community events. Featuring a 513-seat concert hall with orchestra pit, 1,600-square-foot flexible-use space, reception room, central courtyard and state-of-the-art audio and visual equipment, the Conrad plans to host a wide range of conferences, corporate meetings and private events.

Not content with ranking #9 in both our Attractions and Museums subcategories, San Diego also ranks #8 in our Neighborhoods subcategory by continuing to create a sense of place across the city. A good example is in the heart of Little Italy, where the highly anticipated Piazza della Famiglia opened in fall 2018 as a central public gathering place to host farmers’ markets, concerts, cultural events and more. Two mixed-use apartment buildings include 125 apartment homes, while the plaza features 16,000 square feet of retail and restaurants, a food hall and underground parking for both restaurant customers and the general public. Piazza della Famiglia serves to unite an already thriving area with its 11,000-square-foot European-inspired courtyard, rooted in the history and authenticity of the neighborhood, and dedicated to the past, present and future families of San Diego’s Little Italy.

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7. LAS VEGAS

In a city fueled by tourism, fed by the imagination, enhanced by the lights and energized by the show, what happens here doesn’t happen anywhere else.

Tourism—the number one economic driver for Southern Nevada—pays for Las Vegas’ roads, parks, school construction and teachers’ salaries. According to the Las Vegas Convention and Visitors Authority (LVCVA), more than 41% of Southern Nevadans are employed directly or indirectly because of tourism. Indeed, this tourist town is increasingly more livable every year and even downtown has become a destination for locals and cred-seeking visitors, with public spaces hosting art activations and events. Repurposed brick buildings serve as austere, unsigned restaurants, a bet by chef Natalie Young that has paid off for dozens of other entrepreneurs and restaurateurs since 2015.

The best weather in the country and an impressive #5 for its Outdoors & Parks have helped Sin City remain in the Top 5 for our deep Place category. For a city in a desert, that’s no small feat.

In 2018, Las Vegas had more than 42 million visitors, with more than one million of those in town for an annual convention. But recently the city has been faced with competing destinations investing millions into their respective facilities to attract large shows that would otherwise be in Vegas. In response, the LVCVA recently took the final step needed to begin construction on the Las Vegas Convention Center District’s Phase Two expansion by approving the guaranteed maximum price agreement of $935 million. The expansion project will feature stunning design and cutting-edge technology, and will add 1.4 million square feet to the current convention center facility, including at least 600,000 square feet of new, leasable exhibit space.

Arguably the top trade show destination in North America, Vegas ranks third in our Convention subcategory. “We must continue to be innovative and upgrade our offerings if we’re going to maintain that top spot,” says Lawrence Weekly, chair of the Las Vegas Convention and Visitors Authority and Clark County Commissioner. “This expansion and renovation is our commitment to our clients and our community to foster growth and continue to deliver the excellent service and amenities that have made Las Vegas the world’s premier destination.”

When completed in time for CES in 2021, the Las Vegas Convention Center will span 200 acres and conventioneers will log approximately two miles by walking the facility from end to end, thus creating the need for an on-property guest transportation solution. That’s where Elon Musk’s The Boring Company (TBC) comes in.

Earlier in 2019, the LVCVA board of directors approved a recommendation to select TBC to design, construct and operate a people mover via a loop of underground express-route tunnels that could carry passengers in autonomous electric vehicles at high speeds. Musk’s innovative project has the potential to connect downtown, the Las Vegas Convention Center, the Las Vegas Boulevard Resort Corridor, McCarran International Airport and beyond. “Las Vegas is a high-energy, high-technology destination equipped to welcome the world, and we are excited to deliver a system that will help visitors efficiently navigate the city’s many offerings,” says Steve Davis, president of The Boring Company.
8. MIAMI

Sun-kissed days peppered with surreal cotton candy clouds, an unparalleled mix of ethnic and cultural groups and a fascinating fusion of urban chic and Old World Florida beckon.

Set at the crossroads of Latin America both in geography and culture, Miami is a scintillating destination for travelers from South America, Europe and Canada thanks to direct flights, great highways and a range of chic accommodations and attractions for all budgets and lifestyles. Miles and miles of white-sand beaches, bluer than blue skies and annual temperatures averaging 76°F don’t hurt, either. In a city where more than 100 languages are spoken and where just as many different points of view exist, a “live and let live” philosophy keeps locals grounded, and makes residents of the many visitors who came here to play and never went home. Is it any wonder that Miami comes in second in our People category and sixth for Place?

Miami’s historic embrace of a crossroads of the Americas has also meant a business advantage few cities claim. With its soaring office towers and ultra-modern condominiums lining Brickell Avenue, Downtown Miami is a hub for international business and one of the largest concentrations of international banks in the U.S., as well as the largest hub, outside of Mexico City, New York and L.A., of Spanish-language media.

In downtown Miami the luxury hotel boom continues with the recent addition of names like the W Hotel, EPIC, JW Marriott Marquis and Hotel Beaux Arts, along with standouts like Conrad Miami, and the Mandarin Oriental, Miami. The latest luxury development is Brickell City Centre, Swire Properties Inc.’s $1-billion mixed-use development. The highlight of the project is the EAST, Miami Hotel, which connects directly to dozens of vibrant Brickell restaurants and shops and offers 255 contemporary rooms, eight modern suites and 89 serviced apartments. In 2019, the city will see the opening of the highly anticipated Mr. C Coconut Grove, the first Mr. C Hotel to debut in Florida.

All these hotels are good news to the hordes of cruisers who arrive in Florida each year. Known as “The Cruise Capital of the World,” PortMiami continues to help fuel the Greater Miami hospitality industry’s growth. Displaying a strong commitment to the Miami market, Royal Caribbean invested $250 million of private capital to build a new terminal at PortMiami to house the world’s largest cruise ship, Symphony of the Seas, which began to sail in October 2018. Similarly, Norwegian Cruise Line is building a landmark terminal to open in fall 2019 in time for the arrival of its new ship, the Norwegian Encore. The port’s unique position in downtown Miami provides cruise passengers with direct access to world-class hotels, shopping, dining and attractions, encouraging visitors to stay longer and enjoy a pre- or post-cruise vacation in the city.

The City of Miami Beach is also pursuing events and conferences aggressively, with the recent approval to lease public land for a privately funded convention headquarter hotel to be connected to the $620-million redesign of the Miami Beach Convention Center. To be located at the intersection of 17th street and Convention Center Drive, the future 800-room hotel is considered the missing ingredient in the destination’s meetings and convention package. The privately funded future hotel will make Greater Miami more competitive in securing meetings business, thereby fueling more travel and tourism jobs and increasing economic impact to the community.

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9. SEATTLE

By most metrics, Seattle is America’s boomtown. But Emerald City is playing the long game to keep the (supervised) party going.

Seattle’s self-reliance and dedication to taking care of its own has been fostered over 150 years of city-building on the far-flung northwest coast of the nation, setting the stage for its current “it” status.

Despite its top-left-coast isolation, Emerald City isn’t exactly a secret, as its half-decade atop various “fastest-growing cities” lists would indicate. (It scored behind only Boise, Idaho, in Forbes’ most recent list.)

In many ways, Seatown reverse-engineered its success. With a focus on education and an optimized workforce, the very environment that launched the stage for its current “it” status.

The city’s enviable perch isn’t that surprising when you consider that local philanthropy always prioritized education and local return on investment, supported by a profound sense of stewardship by the city’s leaders of industry. Case in point: the late Paul Allen, the elder statesman of American tech and Microsoft co-founder, launching and bankrolling local arts festivals, reviving a downtown cinema that’s now the envy of the West Coast, and super-charging the University of Washington, already one of the nation’s top public universities, with tens of millions of dollars to ensure its computer science and engineering school remained among the best in the nation.

But while UW (“U-Dub”) and its 40,000-plus under- and post-grads fill football stadiums and make headlines, Seattle boasts a dozen other universities and colleges within its city limits. Research and education form the backbone of the city: from the globally renowned Fred Hutchinson Cancer Research Center (itself the recipient of more than $50 million from Microsoft co-founder Bill Gates over the years) to the Presidio Graduate School, one of the world’s leading master’s programs dedicated to sustainable innovation and entrepreneurship, the city is an incubator of ideas.

Today, this ingrained devotion to ambition and learning is able to scale like never before. In late 2017, the Urban Land Institute’s annual Emerging Trends Report named Seattle “the city with the most promising real estate investment prospects” in the U.S. for 2018. The educated workforce was front and center: Seattle has “twice the U.S. percentage (12%) of employees in STEM [science, technology, engineering, mathematics] occupations, with 4.5% of the workforce employed in computer programming-related occupations.” Although the city has fallen off of the perch for 2019, it still leads the West Coast for real estate prospects and is ahead of L.A. and San Francisco, according to ULI.

A dozen new hotels have opened in the past 18 months, some by refreshing the city’s impressive and fiercely protected historic stock. Even the Space Needle got a $100-million space lift in recent months, improving sightlines onto one of the country’s most stealthily stunning urban centers.

The city’s love affair with sports is only heating up, too, with a new National Hockey League franchise starting in 2021 in the renovated former home of the NBA’s departed Sonics (who themselves are rumored to be returning any season now). And the city’s high salaries didn’t overlook NFL Seahawks quarterback Russell Wilson, who, at $35 million per season, just became the league’s highest-paid player. The city trails only Silicon Valley and San Francisco for Household Income in the nation.

As the population continues to swell, attracted by not only the money but also the livability of Top 10 Parks & Outdoors, Nightlife and Shopping, and all those companies looking to tap into it, rents are actually declining. According to local numbers, the city is adding more apartments this decade than in the prior 50 years combined. In Seattle, the boom is making room.
10. BOSTON

Cobblestone streets and century-old landmarks meet glass-enclosed shopping galleries, daring restaurant concepts and bucket-list nightclubs. Not surprisingly, the city is a distinctly American blend of historic charm and modern vitality.

Rich in history and in stories to tell, Boston offers a thriving economy, diverse neighborhoods and legacy of arts, culture and education. The city, which is home to the highest concentration of young adults among any of the 25 largest cities in the country, produces a highly educated workforce and steady stream of new talent that is helping to fuel growth and attract start-ups and established companies to the city.

On the Freedom Trail, every step along this collection of museums, burying grounds, historic markers and even a ship helps tell the story of the American Revolution. In the lecture halls, labs and classrooms of the 75 institutions of higher learning (including Harvard University, Boston University and MIT), even more stories, ideas, solutions and technologies are produced by the 300,000 students currently enrolled across the city.

While nearly 60% of Boston residents hold a bachelor’s degree, the city’s historically low 3.4% unemployment rate has left employers in need of more skilled workers to meet job demand. A recent report released by the Mayor’s Office of Workforce Development suggests that many Boston workers without a four-year degree possess the necessary skills to fill these jobs—and could fill more with the help of credentialed education and training in high-demand industries.

That’s good news for the approximately 724,000 residents projected to live in the City of Boston by 2030. “Moving to Boston means moving to a city with unique neighborhoods and a passionate, innovative and active community,” says Matt O’Toole, brand president for Reebok. “Boston is a city that moves, and that movement brings the city to life.” Reebok moved their headquarters to Boston in 2017. In the last four years, the city added more than 60,000 new jobs, and the annual unemployment rate fell from 6.1% in 2013 to 3.4% in 2016.

“Boston is fortunate to have both a highly educated workforce and many hard-working people who are eager to develop and share their skills,” says Mayor Martin J. Walsh. “We cannot allow a bachelor’s degree to become the fault line between the prosperous and the struggling.” His administration is working together with local employers, community colleges and job training programs to enact proposals that will ensure all workers can contribute to the economy.

The city continues to build at a scale not seen since the founding of New England. There are more than 35 new hotel projects planned in greater Boston in the next few years. More than half are slotted for the Seaport District, which is emerging as the neighborhood of choice on the Boston Harbor for both start-up and established companies like Reebok, GE and PwC. “This is a piece of a great American city, and great cities are composed of great streets, public places, and social spaces that happen to have buildings built between them,” says Yanni Tsipis, senior vice president of Seaport development at WS Development. “That is a very important philosophy for us as the stewards of the Seaport.”

In Resonance’s ranking, Boston nabs the #5 spot for People, which looks at the subcategories of Educational Attainment, Foreign Born and Languages Spoken. An innovative city with a strong and growing economy, Boston offers access to parks and open space, walkability, commercial fiber connectivity, energy efficiency and a vibrant global community, thanks to a 29% foreign born population that represents more than 100 countries.
AMERICA’S 50 BEST LARGE CITIES
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The best-performing principal cities of the metropolitan areas within the United States with populations between 200,000 and one million. A principal city is defined as the largest city in each metropolitan statistical area.
America’s Best Small City dominated our categories in 2019.

It’s hardly surprising, given that the city is just a few planeloads shy of one million inhabitants (and so also just shy of qualifying as a “large city” in our rankings). It’s also a global vacation destination, visited by more than six million tourists last year.

It ranked first in the nation in our layered Place category, with its verdant, knife-edge topography exploding into the blue sky from rolling hills every few miles, creating microclimates and hypnotic scenery. The city rules our Parks & Outdoors subcategory, led by its powdery beaches, some of the best and safest ocean swimming in the state (often with sea turtles and dolphins) and the option to head for the emerald Ko‘olau Range before or after work. The parks, trails and beaches—almost all open to the public and accessible year round—rival most cities on the planet. Combine this with the climate, fragrant trade winds and surreal geography (not to mention an ancient history slowly emerging from the stacked lava walls) and you have a city that succumbed to playing by Mother Nature’s rules a long time ago.

Given its eye candy, the city also ruled our Promotions category, powered by epic sunset ‘grams, braggy Facebook check-ins and breathless TripAdvisor reviews. To say nothing of a committed tourism marketing budget to keep the city’s top industry humming.

1. HONOLULU

There’s the unparalleled natural beauty, of course, but innovative shopping and dining are diversifying America’s Best Small City like never before.

POPULATION
CITY: 350,788 | METRO: 988,650

HIGHLIGHTED RANKINGS
1 NEIGHBORHOODS 1 PARKS & OUTDOORS
But the city’s third—and strongest—#1 ranking is particularly notable: the Programming category, composed of Shopping, Culture, Culinary and Nightlife.

With the best shopping between Orange County and Tokyo, Honolulu is doubling down on the retail experience. The accessible and perpetually innovating Ala Moana—the world’s largest open-air shopping center (now with daily hula lessons and new Lanai @ Ala Moana Center)—has been joined by the recently opened Ka Makana Ali‘i, making for some healthy competition.

Of course, no trip to the city is complete without strolling the refreshed and expanded International Market Place in Waikiki.

Long the shopping high street of paradise, the recently renovated epicenter of high-end retail and reimagined luxury heritage properties just keeps upping the ante, most recently with culinary innovation—leading to Honolulu’s #1 ranking in our Restaurants subcategory among American small cities.

Michelin-starred chefs and new culinary and nightlife concepts like James Beard Award–winning chef Michael Mina’s The Street have opened alongside Honolulu-born chef Ed Kenney’s Mahina & Sun’s. Closer to downtown, perpetually packed Senia was opened in 2017 by the crew behind New York’s Per Se and is a must-stop for the latest riffs on traditional Hawaiian cuisine.

But it’s not just hundred-dollar meals and fusion cocktails elevating the culinary scene in Honolulu. There will soon be 10 breweries in town, with Maui Brewing moving in for a piece of the Oahu action, and half of those breweries are within minutes of each other, elevating the Kaka‘ako neighborhood to must-visit status. The appropriation of the area’s high-ceilinged light industrial space and auto shops by Honolulu Beerworks first, followed by Aloha Brewing and dozens of other hospitality entrepreneurs in the past five years, has attracted arts festivals, street closures and real estate investment.

Of course, the city’s Chinatown—long the keeper of the real in town—is still the vanguard of cool in the city, anchored by two of Honolulu’s buzziest restaurants, Livestock Tavern and Lucky Belly, which keep satisfying locals and coaxing tourists off the Waikiki strip.

Authenticity and locavorism are table stakes in Honolulu these days, and the city is better for prioritizing sustainability and food security, strengthening the local supply chain, creating thousands of new jobs and—more important to visiting palates—delivering intense, fresh flavors only made possible by farm-to-table that doesn’t involve a side trip in a cargo airliner.

With the best shopping between Orange County and Tokyo, Honolulu is doubling down on the retail experience.
2. OMAHA

The discreet economic powerhouse of the Midwest lives large while keeping it small.

Despite Omaha’s prosperity, the cost of living remains low here (even if you’re not Warren Buffett). And while residents may be focused on business, the city hasn’t forgotten its prairie roots. With a respectable #23 ranking for Parks & Outdoors, Omaha takes pride in its natural areas and waterways, especially when viewed from the stunning $22-million Bob Kerrey Bridge, which connects Nebraska with Iowa across the river and, at 3,000 feet, is one of the longest pedestrian bridges in the world.

Perhaps most important, it is a place to stand, not just cross, and admire the ambition of a city in the heart of the country—and the big skies that have inspired people here for as long as anyone can remember.
3. CHARLESTON

The Holy City embraces you with small-town charm, big cultural swagger and unrivalled Southern hospitality.

**HIGHLIGHTED RANKINGS**

2. PROMOTION

1. MUSEUMS

More than two centuries ago, the Marquis de Lafayette—the French general and political leader who enthusiastically supported the American Revolution—concluded that "Charleston is one of the best built, handsomest and most agreeable cities" that he had ever seen. The sentiment is shared by the millions who visited in 2018.

A beguiling fusion of built environment and coastal transition landscapes—golden islands, channels and swamps—Charleston is one of North America’s most architecturally significant destinations. Wander the streets and you’ll catch glimpses of another time: flickering copper gas carriage lanterns, ornate hand-wrought ironwork and hitching posts for carriage horses. The city comes in at #2 for Place—just behind Honolulu—including a #3 ranking for Neighborhoods and #3 for Parks & Outdoors.

A city rich in cultural, natural and military heritage, Charleston nabs the top spot in our Museums category. A visit to “America’s First Museum” here is a chance to explore hundreds of artifacts that give insight into the city’s colonial, agricultural and wartime past.

Set to break ground in 2019 and open its doors in 2021 is the International African American Museum, which will illuminate the influential, under-reported histories of Africans and their descendants in South Carolina, highlighting their diasporic connections throughout the nation and the world. The museum's defining feature will be its location at the historic site of Gadsden’s Wharf. Nearly half of enslaved Africans forced to North America arrived through Charleston and today millions of Americans can trace their ancestors here.

According to new census estimates, the Charleston MSA (called the Tri-County Area) was the 12th-fastest-growing metro area in the U.S. Want proof of the talent torrent to Charleston? Just check its year-over-year ascent up our People category—a jump of 33 spots.

4. ALBUQUERQUE

Diverse cultures, authentic art and dynamic traditions have helped shape a centuries-old story in Albuquerque.

**HIGHLIGHTED RANKINGS**

2. RESTAURANTS

3. CULTURE

Albuquerque, the largest city in New Mexico, is home to transcendent natural beauty and a lifetime of outdoor pursuits. There’s the vintage neon glow of Route 66, the pink hues of the Sandia Mountains at sunset and the cottonwood bosque of the Rio Grande. ABQ ranks an impressive #2 among small cities in our Product ranking—indicative of deep infrastructure and local investment, and led with a #4 ranking in Museums.

‘Burque, in local parlance, is also a cultural hotspot (#3 among the nation’s small cities), stacked with more than 100 galleries, a symphony orchestra, theaters and even an opera scene that’s getting national attention.

Neighborhoods (ranked #16) are getting some attention and TLC, too. Just north of Historic Old Town, development continues in the Sawmill District, an area once dominated by warehouses and industrial buildings. Anchored by Hotel Chaco, the area is being re-envisioned into a vibrant, eclectic neighborhood with loft-style housing, artist studios and mixed-use buildings that are home to burgeoning businesses, entrepreneurial thinking and new attractions. In the near future, a warehouse that was once home to the Paxton Lumber business will be converted into the Sawmill Market, a 25,000-square-foot food and market hall.

In a city rich in cultural heritage from Spain, Mexico and, of course, its Indigenous peoples, the architecture is as diverse as the languages heard on the sidewalks. The cuisine is also influenced and inspired by a colorful (and spicy) palate: green and red chiles are staples—even in desserts. Despite this daring gastronomy, people still won’t believe you when you tell them that Albuquerque ranks #2 for Restaurants among all small cities. Even its Nightlife comes in at #15.
5. TULSA

The one-trick energy pony that was Tulsa has ambled into the sunset. In its place—American art, music and a dogged pursuit of talent attraction and livability.

For years, Tulsa was the Oil Capital of the World. Today, the buzzing center on banks of the Arkansas River is becoming what the Washington Post calls “a musical Mecca”—one that’s contributed to the city’s #4 ranking in our Product category, which tracks institutions (in this case, Museums) and Attractions. The recent opening of the $20-million, 6,000-object Bob Dylan Archive near the Guthrie Center (as in folk singer Woody Guthrie) makes Tulsa “the headquarters of Americana Music” according to Rice University historian Douglas Brinkley. Appropriately, Route 66 is nearby.

The city’s relative housing affordability and #2 ranking for Prosperity among small American cities means a steady influx of young talent. The latest example? Tulsa Remote attracts new residents, who already have full-time employment or are self-employed and can work from anywhere, with $10,000 in cash, a housing stipend of $1,000 and free-coworking space in Tulsa. More than 10,000 people applied in recent months. No wonder people are Googling this place so much.

6. RENO

A casino town goes all in on art, culture and innovation. Is it any wonder that young talent is pouring in?

By day, this sun-drenched town at the feet of the snow-capped Sierra Nevadas earns its #14 rank for Weather. By night, its neon-lit casinos help to score Reno a #4 rank for Nightlife. But it’s not just gamblers taking a chance on the “Biggest Little City in the World.” Increasingly, it’s tech companies and highly educated young workers, who come for the jobs and stay for the enviable location (Lake Tahoe is 30 minutes away) and accompanying year-round outdoor lifestyle.

But it’s also Reno’s built assets that are separating it from the pack. Its convention center ranks #2, just behind Atlantic City, while its Attractions—from the National Bowling Stadium to the new Urban Air Adventure Park trampoline emporium—are #4 in the country.

The city’s middling ranking of #29 for Fortune 500 Companies and its low household income are both poised to rise. Tesla opened its “Gigafactory” battery plant in 2016 and Amazon and Google-parent Alphabet have campuses at the Tahoe Reno Industrial Center, one of the largest industrial parks in the world.

7. ASHEVILLE

An arts and music city with uncommon spirit and smarts, Asheville is nothing less than awesome.

Nestled between the Blue Ridge and Great Smoky Mountains—and with spectacular views of both—Asheville celebrates its bohemian spirit and artsy roots year-round, with events, festivals and good times that rank second (just behind Honolulu) for Programming in the country. Dig down into the subcategories and this mountain gem boasts better-performing Nightlife (#1) and Shopping (#1) than the Hawaiian capital.

The #1 city for Nightlife is also a launching pad for musicians, offering what artists of all ages crave in a city: affordability, local beer and a lively after-hours scene. “We believe that music attracts visitors—and can attract more visitors—and enrich their experiences here,” says Stephanie Brown, president & CEO of Asheville CVB. Live music born of the region’s bluegrass roots harmonizes with new talent and innovative sounds to the tune of $383 million in the region’s tourism economy, according to the Economic Development Coalition.

Asheville also continues its ascent in the Museum category with a #2 finish, behind only Charleston.
8. COLORADO SPRINGS
This outdoor kingdom now fuels adventurer appetites with one of the best small-city culinary scenes in the country.

Situated at the base of Pikes Peak, Colorado Springs is a wonderland for those who love adventure, unsurprisingly ranking at #12 in our subcategory of Parks & Outdoors. But after you’ve burned off calories hiking the Garden of the Gods or biking Cheyenne Mountain State Park, there is no better town in the country to refuel.

What used to be a chain-dominated restaurant-scape has pivoted dramatically with new arrivals and old networks. Today, the fare is increasingly raised and grown locally and the long-standing brewing tradition adopted by start-ups. Even the Springs in Colorado Springs are being marketed for their terroir. It all comes together during mornings at Ivywild School, a local community marketplace for groceries or coffee to go, and during evenings at new spots that seem to open monthly. The city is also getting the word out about its rise, moving up seven spots to #4 in our Promotions category, including piquing plenty of interest with the most Google Searches among small cities in the country (other than Charleston) and #4 for both Facebook Check-ins and Instagram Hashtags.

9. MYRTLE BEACH
Come on in! The water in Myrtle Beach is fine, and so is the foreign direct investment.

Today, 19 million visitors climb aboard 50 direct flights from around the country into Myrtle Beach to frolic in calm waters, see the Ripley’s Odditorium and then go for a medieval dinner. After that, there’s the new, 1.2-mile-long Oceanfront Boardwalk and Promenade, perfect for walking off the feast. With so much to see and do, it’s no wonder that the city lands at #1 for Attractions. Myrtle Beach is a funhouse—in the water and out. All of which explains its #4 ranking for our deep Product category among small U.S. cities, which measures attractions, plus accessibility, infrastructure and more.

If the weather is almost always pleasant at the beaches, the climate for business is even better. Myrtle Beach is one of the fastest-growing small cities in the country; and, already home to 25 international companies, it’s in the Top 10 for foreign direct investment. The business community lauds the location as central, and the Conway–Horry County Airport (the city ranks #6 for Connectivity) is working to further position the city as a global hub strategically located halfway between New York and Miami and between the port cities of Charleston, S.C., and Wilmington, N.C.

10. MADISON
Some cities win the lottery, and this oft-cited example of livability, job creation and Millennial magnetism is no exception.

The city’s enviable position as both capital of Wisconsin and the site of the state’s largest university certainly fuels its #13 ranking in Prosperity among small cities in the nation, including #18 for Household Income and the 11th-highest number of Fortune 500 Companies.

A hive of healthcare, IT and manufacturing powered by pipelines of talent out of the University of Wisconsin creates a symbiotic, sustainable relationship between academic infrastructure and economic performance. Indeed, Madison lands in the Top 3 spot for Educational Attainment.

With a Millennial population approaching 30% (according to a recent Brookings study), Madison is set to welcome even more with its still-affordable housing and an unemployment rate under 3%. Neighborhoods and venues are adding to the urban fabric. Take East Cap and its new, 2,500-capacity Sylvee music venue, along with new restaurants and breweries that will sate residents missing the dance cards of larger cities.
AMERICA’S 50 BEST SMALL CITIES
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THE SIX PILLARS OF PLACE EQUITY

A deeper analysis of our Best Cities methodology and the places that excel in each of our six performance pillars.
Page 40 | Place
The quality of a city’s natural and built environments

Page 42 | Product
A city’s key institutions, attractions and infrastructure

Page 44 | Programming
The arts, culture, attractions and culinary scene in a city

Page 46 | People
The educational attainment and diversity of a city

Page 48 | Prosperity
A city’s employment, median household income and corporate head offices

Page 50 | Promotion
The quantity of stories, references and recommendations shared online about a city
Place

Our most layered category quantifies a city’s elusive sense of place.

To score a city within our Place category, we evaluate the perceived quality of its natural and built environment, specifically in the subcategories of Weather, Crime Rate, Neighborhoods & Landmarks and Parks & Outdoor Activities.

Both the natural and the built environment of a city are key factors in shaping our perception of a destination. From how often the sun shines to the air quality to the safety of the streets, several readily measurable, often-cited factors influence our perceptions of a city.

Less easy to quantify are the relative natural beauty and the quality of the built environment in a city or destination.

That’s why we consider placemaking, an approach to urban design that considers the built environment as a vehicle for creating a sense of place and fostering community within a destination. Whether through the beauty of their natural environments or through urban design, exceptional physical places can exist in destinations ranging from metropolitan centers to suburbs and islands.

To gauge the relative attractiveness of a city’s placemaking, Resonance identifies the number of Very Good and Excellent local-and traveler-recommended neighborhoods, landmarks, parks and outdoor activities on TripAdvisor for each destination.
A sense of Place in Santa Rosa, CA

As the saying goes, it takes a lot of beer to make good wine. Though maybe it’s just a saying in Santa Rosa, where wine country meets beer city. Located 55 miles north of San Francisco, Santa Rosa is a happening hub (and the biggest city) in Sonoma County. It’s also just 30 minutes from the stunning coast and even closer to California’s majestic redwood trees.

Home to approximately 186,000 people, Santa Rosa hums with activity all year, thanks to year-round pleasant temperatures and plenty of opportunities to be outside, whether at the patio of a craft brewery or a farm-fresh meal in a downtown restaurant patio. The city ranks #33 for Weather and #37 for Parks & Great Outdoors.

Overall, the city lands at #18 for Place, which looks at the perceived quality of a city’s natural and built environments, despite barely making it into our Top 50, at #45 overall.

Both the natural and the built environment of a city are key factors in shaping our perception of a destination.

Factors considered in each destination’s overall Place ranking are...

- Weather – Average number of sunny days
- Safety – Crime rate
- Urban Fabric – Number of quality neighborhoods and landmarks recommended by locals and visitors
- Outdoors – Number of quality parks and outdoor activities recommended by locals and visitors

Top 10 Large Cities for Place

1. NEW YORK
2. SAN DIEGO
3. LOS ANGELES
4. SAN FRANCISCO
5. LAS VEGAS
6. MIAMI
7. CHICAGO
8. VIRGINIA BEACH
9. TAMPA
10. PHOENIX

Top 10 Small Cities for Place

1. HONOLULU
2. CHARLESTON
3. NAPLES
4. SAVANNAH
5. PORT ST. LUCIE
6. HILTON HEAD ISLAND
7. EL PASO
8. CAPE CORAL
9. NORTH PORT
10. BOISE

1. National Climatic Data Center
2. Federal Bureau of Investigation
3. TripAdvisor.com
4. TripAdvisor.com
Product

A ranking of the “hardware” of a city—often the most difficult metric for cities to get right.

Our Product category studies a city’s key institutions, attractions and infrastructure, including the subcategories of University Rankings, Airport Connectivity, Convention Center, Attractions, Museums and Sports Teams.

A city’s infrastructure and institutions shape its identity via the quantity, quality and reputation of “products” such as institutions of higher learning, museums, convention centers and airports. University rankings and the number of institutional buildings can have considerable impact on reputation and are often top of mind when it comes to what outsiders know of and understand about a city or destination.

Expensive and difficult to develop and maintain, exceptional, recognizable “products” are often found only in large, cosmopolitan cities.
A city’s infrastructure and institutions shape its identity.

A good Product in Cape Coral, FL

Located within sight of the glimmering Gulf of Mexico, Cape Coral often gets overlooked in favor of glowing neighbors Sanibel Island and Fort Myers. But that’s slowly changing thanks to the recent christening of Southwest Florida’s first Westin property and a daring, booming culinary scene.

Cape Coral, which lands at #21 in our Product category despite an overall finish of #42 as a first-time Top 50 city in 2019, is serviced by Southwest Florida International Airport (RSW). A 30-minute drive after baggage claim, and you’ll find yourself in a kinetic, friendly community with all the beauty that you’d expect from Southwest Florida. It may not have the soft, sandy beaches of its neighboring islands but it makes up for that in riverfront vistas and all the activities that come with a location on the banks of the Caloosahatchee. Add to that verdant golf courses, nature preserves and family attractions like the popular Sun Splash Family Waterpark, and you’ve got an appealing year-round destination.

It’s also attractive to students, who are drawn to the easy lifestyle and a dozen colleges and community colleges within 50 miles of the city center. Cape Coral lands in the Top 3 for University Ranking, which also fueled its strong Product category performance.

<table>
<thead>
<tr>
<th>Top 10 Large Cities for Product</th>
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<tr>
<td>1. NEW YORK</td>
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<td>2. CHICAGO</td>
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<td>3. LOS ANGELES</td>
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<td>8. PHILADELPHIA</td>
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<td>9. ATLANTA</td>
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<td>10. DALLAS</td>
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Factors considered in each destination’s overall Product ranking are...

- Airline Connectivity – Number of direct destinations served by airports
- Attractions – Number of quality attractions recommended by locals and visitors
- Cultural Institutions – Number of quality museums and arts institutions recommended by locals and visitors
- Higher Education – Ranking of the top local university
- Convention Center – Size of the largest convention center
- Sports Teams – Number of major league sports teams

Top 10 Small Cities for Product

| 1. HONOLULU |
| 2. ALBUQUERQUE |
| 3. RENO |
| 4. MYRTLE BEACH |
| 5. OMAHA |
| 6. TULSA |
| 7. CHARLESTON |
| 8. DURHAM |
| 9. ASHEVILLE |
| 10. GREENVILLE, SC |

1. Google Flights
2. TripAdvisor.com
3. TripAdvisor.com
5. Official Convention Center Website
Programming

This category measures the experiential pillars of a great visit: food, shows, shopping and nightlife. If our Product category is the “hardware” of cities and destinations, the mosaic of cultural programming and lifestyle experiences they offer is the “software” that makes them run—including the subcategories of Shopping, Culture, Culinary and Nightlife.

While individually insignificant, the sum of programming initiatives fosters a community’s connection to place. To gauge the relative attractiveness of a city’s programming, Resonance identifies the number of Very Good and Excellent recommendations of culinary and cultural experiences on TripAdvisor.

Savannah gets with the Programming

Despite finishing #11 among America’s small cities in 2019, Savannah landed at #3 in our Programming subcategory. Impressive for a city of 164,444. So, what’s it doing right—other than claiming the title of America’s Most Haunted City?

For starters, it’s not relying solely on its beloved Spanish moss and cobblestone streets to attract visitors. With more than 150 festivals annually, Savannah knows how to celebrate—from the famous St. Patrick’s Day Parade (one of the largest in America) to the two-week Savannah Music Festival in the spring and the Savannah Craft Brew Fest to end the summer on Labor Day weekend. Music, art, culture and food are just a few of the excuses for city-wide parties—and its rise to a Top 3 spot for Programming.

Increasingly, Savannah is garnering more attention for its food than for its historic sights. The ingredients for the rising culinary scene? Fresh local seafood, Southern home cooking and chef-driven restaurants cropping up throughout the Landmark Historic District, Starland and Tybee Island.

Savannah takes the top spot in the nation among cities with less than a million people for Nightlife, and scores an impressive #2 for Shopping, Top 5 for Culture and #21 for Restaurants.
Top 10 Large Cities for Programming

1. NEW YORK
2. LOS ANGELES
3. CHICAGO
4. LAS VEGAS
5. SAN FRANCISCO
6. HOUSTON
7. NEW ORLEANS
8. SAN DIEGO
9. SEATTLE
10. PORTLAND

Factors considered in each destination’s overall Programming ranking are...

- Culture – Number of quality performing arts and cultural experiences recommended by locals and visitors¹
- Nightlife – Number of quality nightlife experiences recommended by locals and visitors²
- Dining – Number of quality restaurants and culinary experiences recommended by locals and visitors³
- Shopping – Number of quality shopping experiences recommended by locals and visitors⁴

Top 10 Small Cities for Programming

1. HONOLULU
2. ASHEVILLE
3. SAVANNAH
4. ALBUQUERQUE
5. CHARLESTON
6. OMAHA
7. RENO
8. MYRTLE BEACH
9. COLORADO SPRINGS
10. KNOXVILLE
People

The more diverse a city’s population, the more it produces global ideas... on a local scale.

Human capital is a city’s most valuable resource. To evaluate the relative strength of human capital from one city to the next, we consider the diversity of the city’s population, which is of proven importance when it comes to attracting talent. To measure the relative diversity of a city’s people, Resonance looks at data on the percentage of the population born in foreign countries and its post-secondary education among residents.

People power in Ann Arbor

Residents lean decidedly to the left in this friendly college town where the yogi on the next mat might just be the CEO of a tech start-up, a prize-winning pickle entrepreneur or a tenured engineering professor. In a city that takes the top spot in our People category, you never know who you’ll meet—but you know it’ll be interesting.

A quarter of Ann Arbor residents work at the University of Michigan, an intellectual powerhouse that helps earn this smartest small city our #1 ranking for Educational Attainment and #23 for Foreign-born Residents, the two subcategories of our People pillar. They’re drawn to higher education, and Ann Arbor ranks #4 for Universities. With smart graduates who tend to stick around, U-M can also take credit for Ann Arbor’s burgeoning tech sector, including companies like Duo Security (recently acquired by Cisco for $2.35 billion) and the headquarters of global software company LLamasoft.
On fall weekends, Ann Arbor’s population doubles as football fans pour into the massive stadium that locals call the Big House. But Ann Arbor isn’t all about the gridiron. Even though the calendar revolves around the University of Michigan, Ann Arbor truly shines when the students go home for the summer, and locals and visitors alike head outdoors to enjoy the city’s wealth of parks, abundant sidewalk eateries and busy festival calendar.

The University of Michigan Museum of Art makes routine showings on best-of lists, while the recently reimagined Museum of Natural History is a must-see for dinosaur buffs. Come sunset, downtown’s sophisticated restaurant scene heats up while intimate concerts take place at The Ark and art films are screened at the historic Michigan or State theaters (the latter recently reopened after a multi-year rehab).

Ann Arbor does pretty well in our Parks & Outdoors category (#38), not surprising when you take into account that locals affectionately call their city “Tree Town.” Ann Arbor’s leafy neighborhoods are dotted with more than 150 parks, which draw locals outside all summer. Families appreciate the excellent public schools, while foodies flock to Zingerman’s world-famous delicatessen and gourmet foods emporium, or the year-round Farmers Market, which celebrates 100 years in 2019.

Factors considered in each destination’s overall People ranking are...

- **Diversity** – Percentage of foreign-born residents¹
- **Educational Attainment** – Percentage of the population with a bachelor’s degree or higher²

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¹ American Community Survey 2013-17
² American Community Survey 2013-17
Prosperity

A well-paid, economically secure citizenry facilitates stewardship and innovation.

The great author and urbanist Jane Jacobs defined cities as places that produce wealth. If they cannot generate wealth, they cannot sustain the employment and quality of life needed to attract and retain people. In general, beliefs about the wealth and prosperity of a city are informed by statistics such as the income of citizens, and they are shaped by the presence or absence of large, recognizable corporations—despite the fact that start-ups and innovation increasingly drive a city’s development and economic growth.

Resonance ranks a city against our Prosperity category by its performance in the subcategories of Household Income and Fortune 500 Companies.
Toledo shares the wealth

Toledo has long been a major player in the glass manufacturing business; Libbey has called the city home since 1888. But it has steadily diversified its economy to include several Fortune 500 companies—Marathon Petroleum Corporation and Owens Corning, among others. In 2019, Toledo lands at #2 for Fortune 500 Companies in small cities and #4 overall in our Prosperity category. Not bad for a city with a population of 278,508.

“The Glass City,” as it’s affectionately known, is also an arts and culture hub. Positioned as its anchor is the world-renowned Toledo Museum of Art, which has a vast collection of works, including pieces by Picasso, Rembrandt and Monet. Ranking #37 in our Culture subcategory, Toledo boasts not only this world-class art museum but also an opera company, a ballet company and one of the country’s best zoos.

Art and glass aside, Toledo has two great loves: food and sports. The city is home to two successful minor league teams, the Toledo Walleye hockey club and the Toledo Mud Hens baseball team. The city has also long been said to have the most restaurants per capita in the country—ranging from Mediterranean hot spots like Beirut to fine dining at Brim House, giving it a #28 ranking in our Restaurants subcategory.

With a revitalized downtown, a tradition of corporate support of livability and plenty of job opportunities, things are bright for The Glass City.

Toledo lands at #2 for Fortune 500 Companies and #4 overall in our Prosperity category. Not bad for a city with a population of 278,508.

Top 10 Large Cities for Prosperity

1. NEW YORK
2. SAN FRANCISCO
3. SAN JOSE
4. WASHINGTON
5. CHICAGO
6. SEATTLE
7. MINNEAPOLIS
8. DALLAS
9. HOUSTON
10. BOSTON

Factors considered in each destination’s overall Prosperity ranking are...

- Economy – Number of Global 500 corporate headquarters
- Standard of Living – Average household income

Top 10 Small Cities for Prosperity

1. OMAHA
2. TULSA
3. WINSTON-SALEM
4. TOLEDO
5. BOISE
6. DES MOINES
7. LITTLE ROCK
8. DANBURY
9. NAPLES
10. ALLENTOWN

1. Fortune magazine
2. American Community Survey 2013-17
A city’s ability to tell its story (and help visitors do the same) depends on how it incentivizes and rewards the sharing of experience by locals and visitors.

The amount and frequency of media coverage, online articles, references and place-based recommendations influence our perception of cities, whether the news is good or bad.

While larger economic centers receive the most attention, effective promotion and communication for cities can have an outsized impact on perception: small cities like Savannah, Charleston and El Paso command more attention than their size alone would merit.

Today, residents, businesses and visitors promote a city to the world more than city marketers or chambers of commerce. But cities themselves still have an important role to play in developing and managing the ever-growing numbers of communication and media channels. Successful management fosters an integrated omnichannel experience and creates consistent and aligned messaging that can encourage investment, development and visitation.

Resonance ranks a city’s Promotion performance against its quantity of stories, references and recommendations shared online, including the subcategories of Google Search Results, Google Trends, Facebook Check-ins, Instagram Hashtags and TripAdvisor Reviews.
Knoxville turns it up

A walker’s paradise, downtown Knoxville is a treasure trove to explore and discover, from vibrant murals to local music venues, historic sites and museums.

Instead of playing second fiddle to nearby Asheville and Chattanooga, Knoxville is finding its own groove and becoming an increasingly prominent destination for food lovers of all tastes—the state’s first James Beard Award–winning chef, Joseph Lenn, operates J.C. Holdway right downtown. What makes the food scene so spectacular is the collaboration of local chefs with other chefs, brewers, distillers and wine makers. Group efforts, like a longtable dinner along the middle of a downtown street in 2017, have resulted in a number of unique culinary experiences.

The city’s location on the banks of the Tennessee River, just north of the Smoky Mountains, also helps to capture the hearts of romantic souls who are drawn to riverfront dining and a lively nightlife.

Knoxville’s scintillating fusion of small-town charm and big-city amenities inspires locals and visitors alike to share their findings across social media platforms. In doing so, they’ve helped the city rank #12 in our Promotion category, which looks at the quantity of stories, references and recommendations shared online about a city, despite Knoxville’s #20 overall finish.

Factors considered in each destination’s overall Promotion ranking are...

- Social Media (Facebook) – Number of Facebook check-ins
- Online Presence – Number of Google search results
- Travel Media – Number of TripAdvisor reviews
- Social Media (Instagram) – Most Instagrammed city
- News – Popularity on Google Trends in the past 12 months

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Top 10 Large Cities for Promotion

1. NEW YORK
2. CHICAGO
3. LOS ANGELES
4. LAS VEGAS
5. WASHINGTON
6. MIAMI
7. SAN FRANCISCO
8. ORLANDO
9. SAN DIEGO
10. ATLANTA

Top 10 Small Cities for Promotion

1. HONOLULU
2. CHARLESTON
3. MYRTLE BEACH
4. COLORADO SPRINGS
5. ALBUQUERQUE
6. TULSA
7. OMAHA
8. SAVANNAH
9. RENO
10. EL PASO

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1. Facebook
2. Google
3. TripAdvisor.com
4. Instagram
5. Google Trends
We hope you enjoyed this sample of our insight and expertise.

HERE’S HOW RESONANCE CAN HELP SHAPE THE FUTURE OF YOUR CITY

TOURISM DEVELOPMENT

Resonance helps countries, cities, communities and resorts understand market trends, assess strengths and weaknesses, engage local communities, plan for the future and create branding in order to realize their full economic potential. We recognize that tourism, economic development and urban planning are intimately interconnected, and our strategies offer research and roadmaps that connect the three. By doing so, we help ensure that the growth of tourism not only brings economic benefits to a community, but enhances quality of life for residents as well.

Consumer Research

Destination Assessments

Scenario Planning & Forecasting

Destination Development Strategy

Tourism Master Plans

Marketing Strategy

Branding & Marketing

ResonanceCo.com
REAL ESTATE DEVELOPMENT

Resonance specializes in complex mixed-use developments in both urban and resort environments. Major mixed-use developments often redefine a neighborhood or destination and must, therefore, engage and communicate with a diverse range of stakeholders and audiences—be they prospective home buyers, renters or commercial tenants. Working with developers and their design teams, we help define and articulate a vision for developments, then communicate it through community engagement, branding, marketing and placemaking that resonates with all desired audiences.

ECONOMIC DEVELOPMENT

Effective economic development is a powerful blend of tourism, talent attraction, urban planning and far beyond. Our economic development strategies offer a roadmap that links myriad factors—and by doing so, connects neighborhoods, cities and regions with current and future talent, investors, visitors and residents. Our proprietary data and innovative research help economic development organizations understand and prioritize authentic opportunities, create competitive identities, meaningfully engage communities and plan for the future to realize their full economic potential.

Performance Benchmarking
Economic Development Strategy
Marketing Strategy

Consumer Research
Development Strategy
Branding
Marketing Strategy
Placemaking