THE HIDDEN COST OF



What is



What is

BEAUTIFUL

Are Beautiful









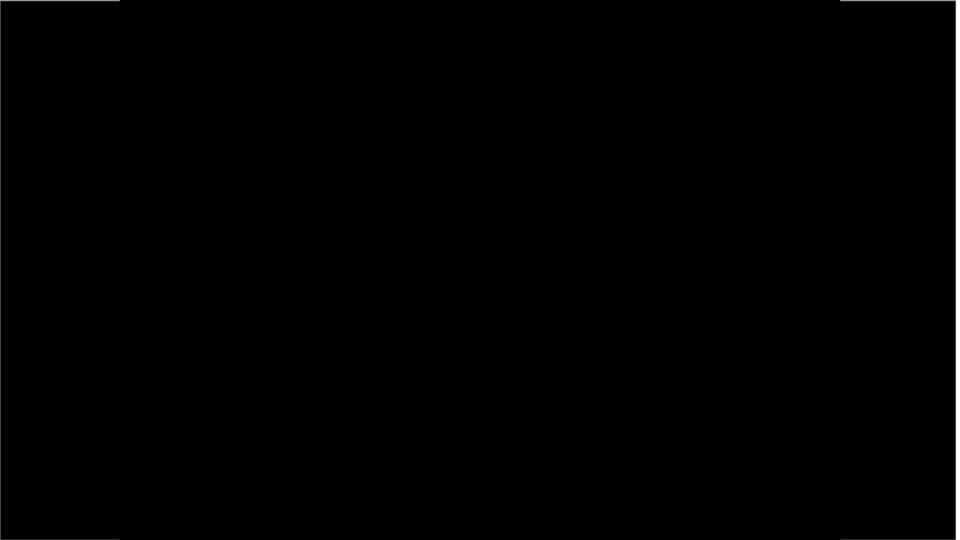












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'They were saying no one would ride it': 10 years on, Burrard bike lane is N. America's busiest, officials say





cross bridge every year





After outcry over effect on traffic and business in 2009, more than a million cyclists

CBC News · Posted: Jul 15, 2019 9:46 AM EDT | Last Updated: July 15, 2019



'Chaos and congestion'

"The no one would ride it, Vancouver's too rainy," he said.

"When it were week and those predictions of chaos and congestion just did not altition subsided pretty quickly."

One of those naysayers was Charles Gauthier, president and CEO with the Downtown Business Improvement Association.

Based on an ill-launched bike lane pilot project in 1996, it wasn't an unreasonable position to take

• 'It was disastrous': The Burrard bridge bike lane experiment of 1996

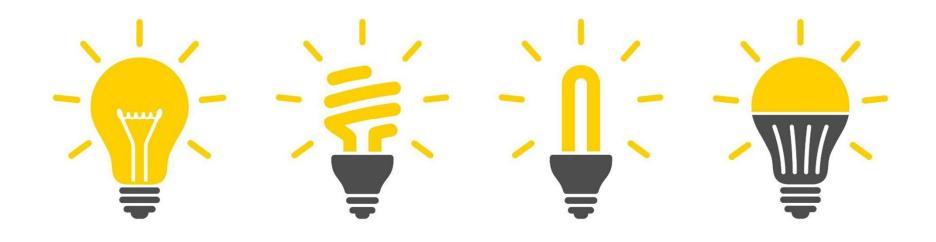
When city council voted to accept a permanent lane, Gauthier said it should have chosen to widen the bridge instead as taking a vehicle lane away would not be in the best interests of businesses downtown.

"None of us had a crystal ball back then," he said. "We couldn't have predicted how popular cycling would become if you made it safer for people."



SMALL BUSINESSES

Are Beautiful



LARGE RETAIL

INEFFICIENT TAXBASE

NO ONE GOES TO COSTCO ON A BIKE

STORIES

Are Beautiful



10 millionth tree in Sudbury, Ont., planted with Jane Goodall pitching in











British primatologist, Trudeau among dignitaries at 'globally significant' event Thursday



Angela Gemmill · CBC News · Posted: Jul 07, 2022 7:09 PM EDT | Last Updated: July 8, 2022



Prime Minister Justin Trudeau and Jane Goodall help plant the 10 millionth tree in Greater Sudbury in northern Ontario on Thursday. The city and its partners have been working to ecologically reclaim the land since 1978. (Ashishvangh Contractor/CBC)



THE GASTOWN STEAM CLOCK

RAYMOND L. SAUNDERS

HOROLOGIST

THE WORLD'S FIRST STEAM POWERED CLOCK HAS BEEN CREATED FOR THE ENJOYMENT OF EVERYONE. THE LIVE WINDS THE WEIGHTS AND BLOWS THE WHISTLES. 4.5 MINUTES ONE STEEL WEIGHT WILL TRAVEL BY POWER TO THE TOP OF THE CLOCK. THE GRAVITY FALLING BALL" DRIVE WAS 'ENGINEERED' BY L. SMITH. EACH QUARTER HOUR THE CLOCK WILL D THE WESTMINSTER CHIMES, THE LARGE WHISTLE L SOUND ONCE ON THE HOUR. THE STEAM IS SUPPLIED BY THE UNDERGROUND SYSTEM OF CENTRAL HEAT DISTRIBUTORS LIMITED. THE COMPONENT PARTS COST \$42,000 AND THE CLOCK WEIGHS OVER TWO TONS.









V Vancouver Is Awesome Iconic Gastown steam clock smashed



Glenn Clarkson, ph Gastown Steam Clock.



dimas_muksin Seeing very unique and very old steam clock

#vancouver #canada #gastown #steamclockvancouver

#beautifulcity #nicecity #trip2023→ #latepost

V Vancouver Is Awesome Gastown steam clock - Vancouver

dimas_muksin · Follow The Gastown Steam Clock, 305 Water St.

hujiji00 🚸 🚸 wicked_juu ***

in Gas Town, Vancouver Canada



Tripadvisor Steam Clock (Vancouver) - All You Need ..



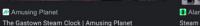
Wikimedia Commons File: Vancouver Gastown S...



V Vancouver Is Awesome Gastown Steam Clock in Vancouver



Amusing Planet





Steam Clock at Gastow...



Fine Art Ameri... In stock Vancouver Gastown Steam ...



Vancouver Gastown STEAM CLOCK Sound at .







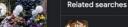














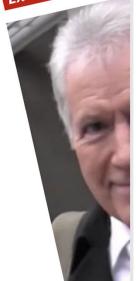
ART

is Beautiful



ALEX TREBEK HOMETO' PLANNIN HOMAGI





exclaim!*@# MUSIC FILM COMEDY CO

FEATURES () REVIEWS () STREAMS ()

MATCH



Alex Trebek's hometown in canada Seeks to honor him with a public work Mayor of Greater Sudbury, Ontario has been fielding requests for a way to honor the 'Jeopardy!" star PRE-ORDER NOW - AVAILABLE JUNE .

Sudbury's Three-Storey Alex **Trebek Mural Is Complete**

Check out that 'stache!







EXCLAIM! IRL



А

How an abandoned hospital in Sudbury became home to the largest mural in Canada











kinoumawm - Follow Sudbury Community Arena



kinoumawm Tell me you're from Sudbury without saying you're from Sudbury...#dogsofinstagram #dogstagram #blackdog #stompintom #stompintomconors #canadian #plaiddog #labsofinstagram #sudbury #sudburyarena #stompintomstatue #walking #outdoors #downtown #downtownsudbury #active #shewasafraid #cute #dog #pupper #doggo #sudburydogs #oldpupper #puppyforever #trekking #downtownmonuments #statue #bandana



riot_sh55 Your dog is so adorable **



— View replies (1)



alovepawzshop7890 Sweetie, DM us @lovepawzshop



Stompin' Tom Connors ...

₩ CBC





Downtown Sudbury - T...



W Wikipedia Stompin' Tom Connors ...



M SaltWire Stompin' Tom immortalized in bronze ...



· Flickr Stompin Tom Statue | A monument to ...



⊕ CBC

Stompin' Tom Connors statue unveiled in ...



SooToday.com Stompin' Tom makes an appearance at ...



Sudbury Sudbury's Stompin' Tom statue will be ...



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SooToday.com Stompin' Tom makes an appearance at ...



■ CBC Stompin' Tom Connors sculpture unve...















EARNED MEDIA VALUE

CPM (COST PER THOUSAND) IMPRESSIONS MUJI TIPI IFR

EARNED MEDIA VALUE

LIGHT

is Beautiful



INCLUSIVE

is Beautiful



IS EXPENSIVE

BEAUTY

PAYS DIVIDENDS



BUT

MONEY!!

THINK OF THE

CHILDREN

























CITIZEN LIFETIME VALUE

TAXPAYING YEARS

1.87 (average adults per household)

X

AVERAGE TAX RATE

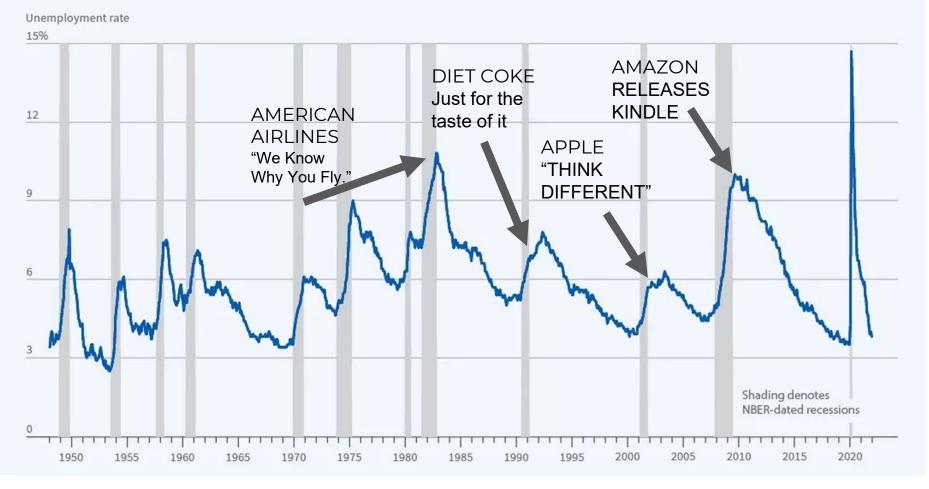
CITIZEN LIFETIME VALUE

RISK

AVERSION

RO

RISK OF INACTION



Source NBER

50%

Of my marketing works, I just don't know what half

EVERY TOWN HAS A

STAR

A CITY IS A

STAGE

A CITY IS A

STAGE