

THE HIDDEN COST OF

UGLY



1980



2008

What is

UGLY

Greater Summit
Road 55

What is

BEAUTIFUL

PEOPLE

Are Beautiful





KITCHEN
Augusta
235



ARMY
SURPLUS

MILL'S SWEETS





Johnston St

PUBLIC MARKET

Ferries



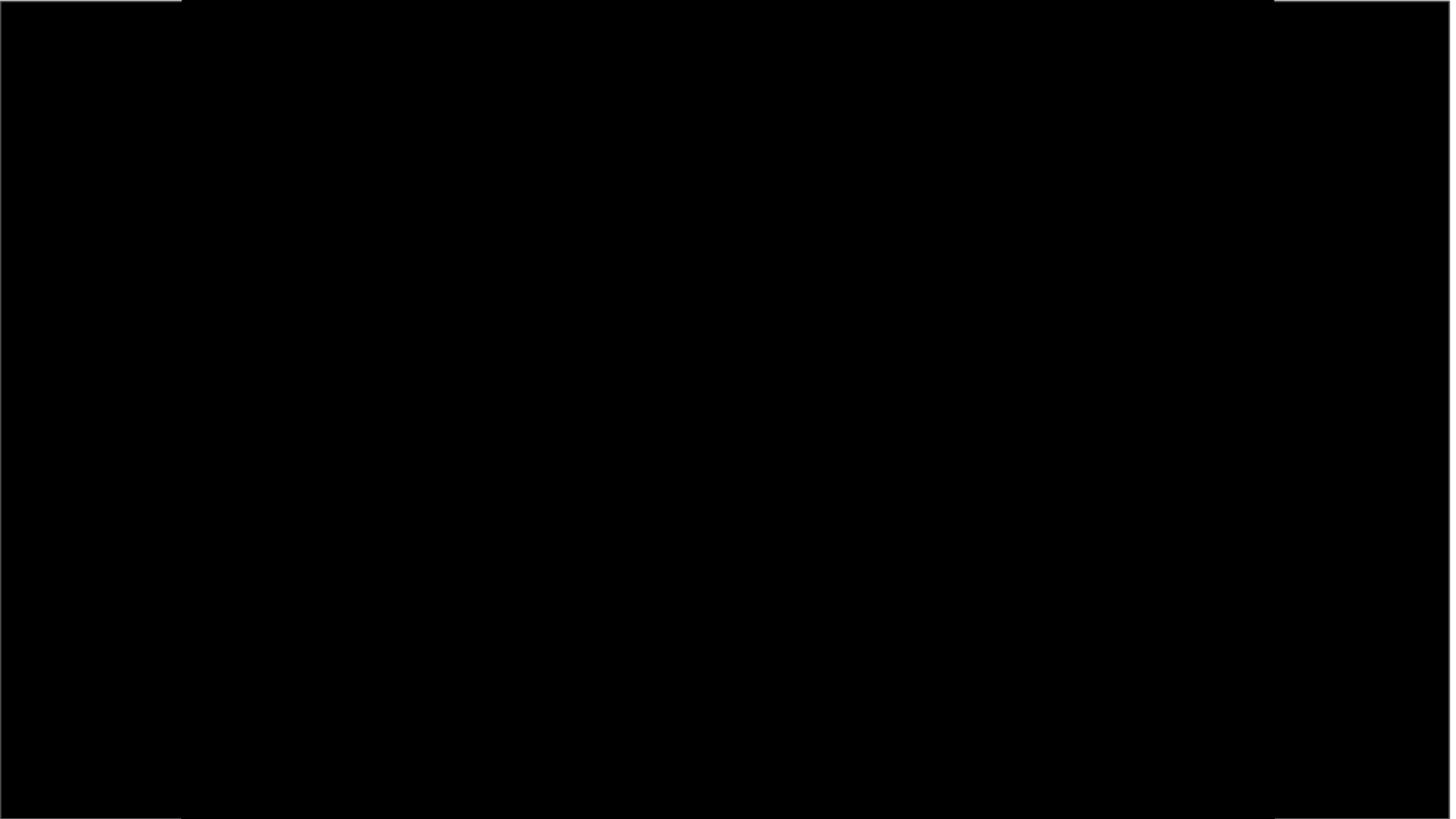


Rue Saint-Paul









British Columbia

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



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

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



'Chaos and congestion'

"There was no one who said no one would ride it, Vancouver's too rainy," he said.

"When it went live last week and those predictions of chaos and congestion just did not materialize, a lot of opposition 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



Sudbury · Audio

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.

(Ashishvagh Contractor/CBC)

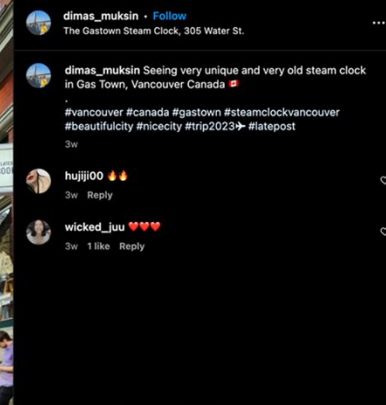
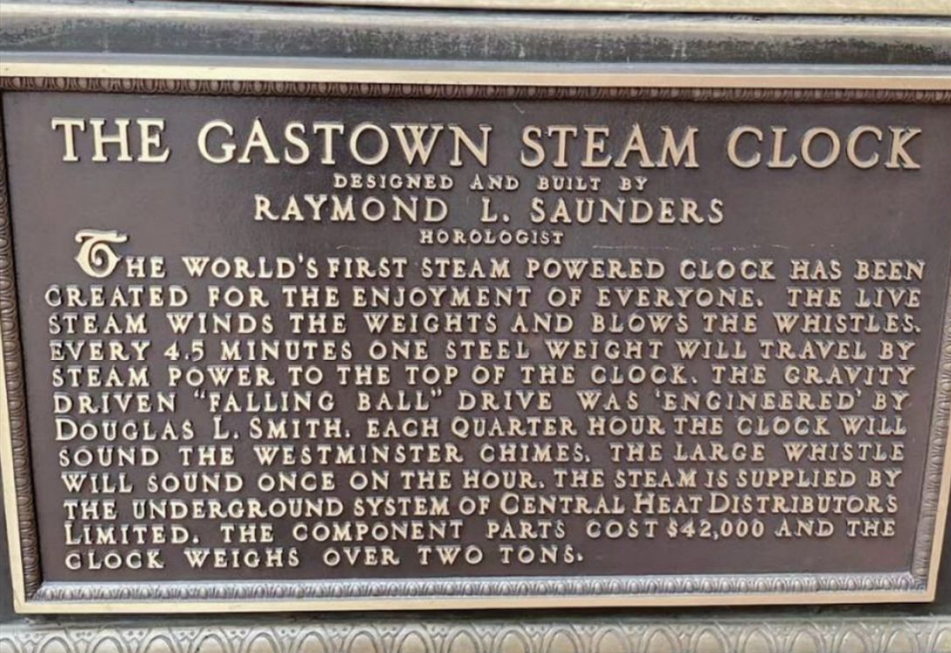
tree-planted-sudbury-regreening-1.6513393



1980



2008



Atlas Obscura
Gastown Steam Clock - ...



Vancouver Is Awesome
Iconic Gastown steam clock smashed ...



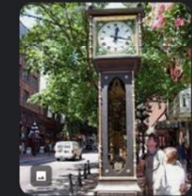
Glenn Clarkson, ph...
Gastown Steam Clock, ...



Vancouver Is Awesome
Gastown steam clock - Vancouver ...



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



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File:Vancouver Gastown S...



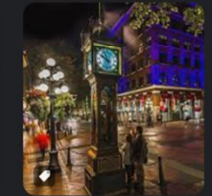
Vancouver Is Awesome
Gastown Steam Clock in Vancouver ...



Amusing Planet
The Gastown Steam Clock | Amusing Planet



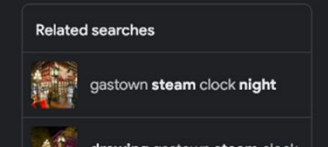
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Alex Trebek's Canadian Hometown Plans to Honor Him in Big Way

exclaim!

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the tragically hip

YER VOLUMES

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Sudbury's Three-Storey Alex Trebek Mural Is Complete

Check out that 'stache!



Photo: Up Here (uphere.com)

Alex Trebek's hometown in Canada seeks to honor him with a public work of art: report

Mayor of Greater Sudbury, Ontario has been fielding requests for a way to honor the 'Jeopardy!' star

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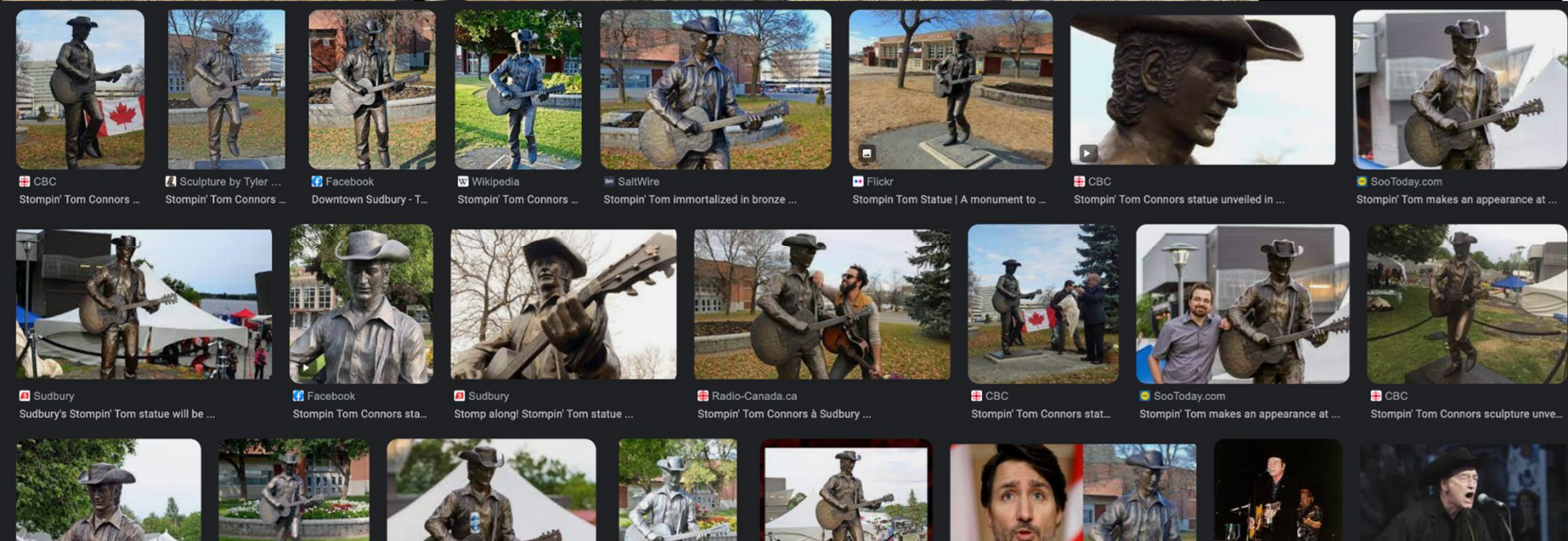
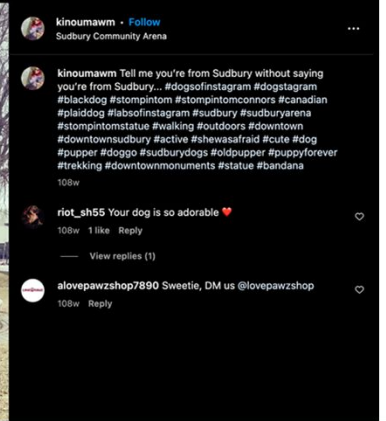
EXCLAIM! IRL



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







EMV

EARNED MEDIA VALUE

CPM (COST PER THOUSAND)

X

IMPRESSIONS

X

MULTIPLIER

EARNED **M**EDIA **V**ALUE

LIGHT

is Beautiful



INCLUSIVE

is Beautiful



UGLY

IS EXPENSIVE

BEAUTY

PAYS DIVIDENDS



BUT

MONEY!!!

THINK OF THE

CHILDREN!!!

























CLV

CITIZEN LIFETIME VALUE

TAXPAYING YEARS

X

1.87 (average adults per household)

X

AVERAGE TAX RATE

CITIZEN **L**IFETIME **V**ALUE

RISK

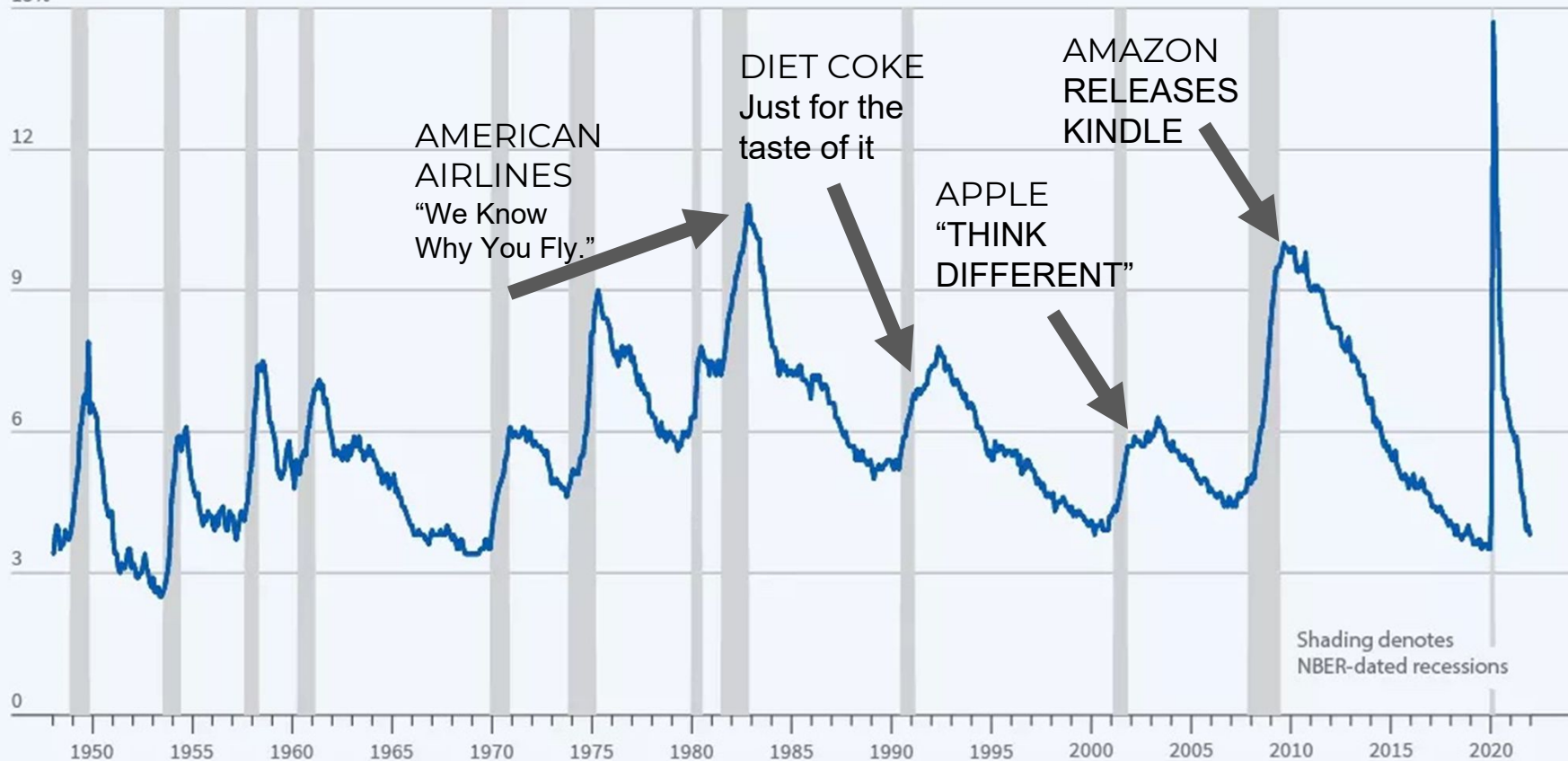
AVERSION

ROI

RISK OF INACTION

Unemployment rate

15%



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