

Economics and Experience

From Now to Wow in Tomorrow's City

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Cincinnati Is:

- River City
 - 7 Hills
- 27th MSA
- 70% Native

Cincinnati Is:

- **10 Fortune 500s HQ**
- **+ 5 Fortune 1000 HQ**

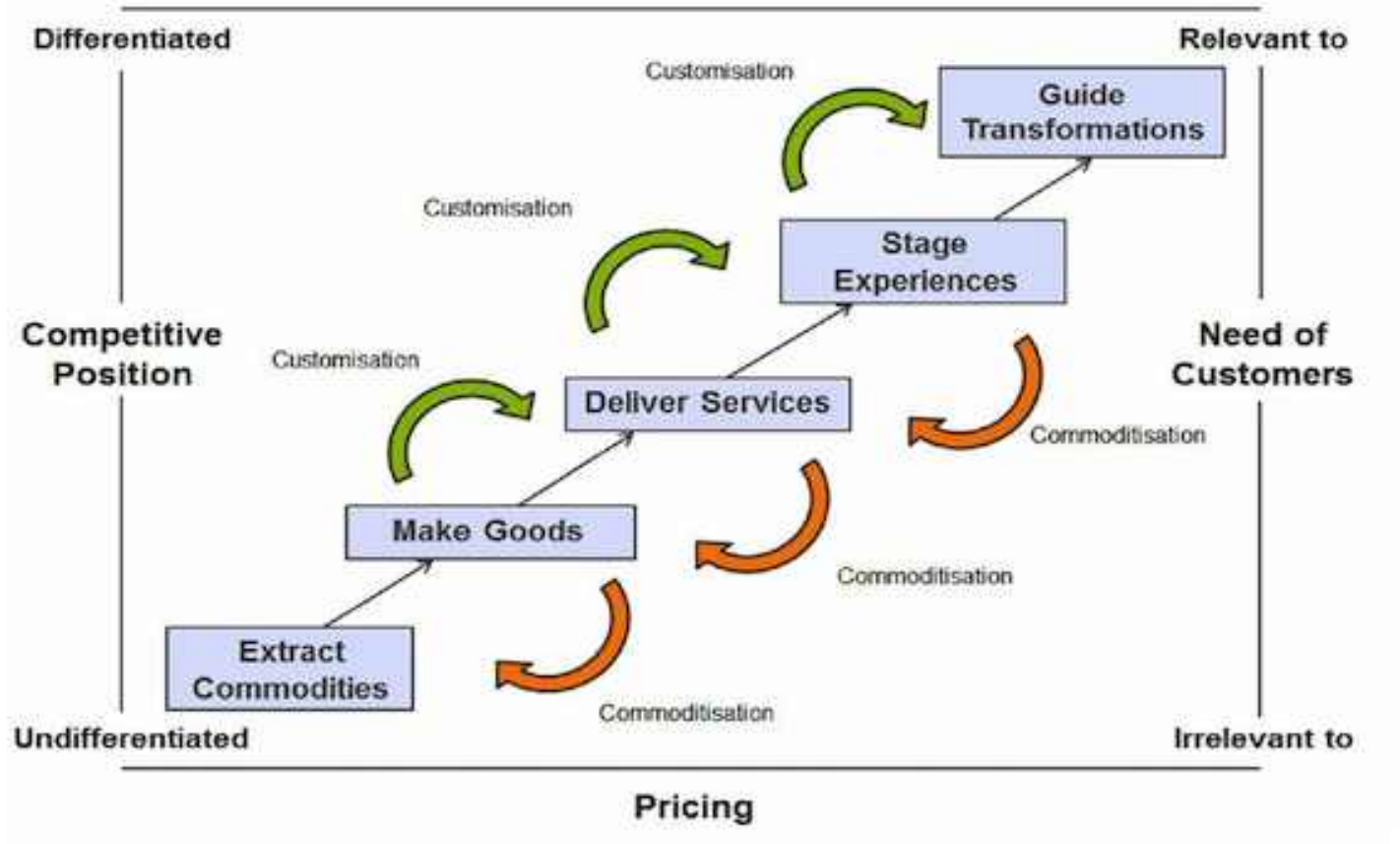
If you want to retain our
headquarters...

...You have to give us a city
we can recruit to.

A.G. Lafley
CEO
Procter and Gamble
c. 2003

HQ = Jobs
City = Place
Recruit = People
People = Desire

The Progression of Economic Value



Pine & Gilmore – Harvard Business Press

Commodity	Good	Service	Experience
<p>Prevailing prices for various coffee offerings</p> 			
<p>\$.01–\$.02 Per Cup</p>	<p>\$.05–\$.25 Per Cup</p>	<p>\$.75–\$1.50 Per Cup</p>	<p>\$2.00–\$5.00 Per Cup</p>

Graphic: BusinessWeek, 2005

Source: Pine and Gilmore, The Experience Economy, 1999





CBD – Fountain Square



Over The Rhine – Washington Park



CBD – Hotel 21 C



**People Go
Where
What They Want
IS**

**MAKE
THAT
PLACE**