Advanced Urban Analytics
Using Real-Time Data & City Benchmarking to Plot the Future

The Business Of Cities
Why Is City Performance Important To Monitor?

- Performance benchmarks shape the perceptions and decisions of businesses and investors as they look to place assets and capital.
- Their public visibility means they influence the choices of mobile talent, and appetites of global visitors and entrepreneurs.
- They motivate city governments and higher tiers of government as they make plans for the future.
- They help to spot some of the disruptors in the way urbanisation plays out (new models of liveability, affordability stresses, etc) and identify the risks of failing to address them.

We Provide Benchmarking For:

- **Cities.** We help Cities assess their performance and become more visible in global benchmarks.
- **Businesses and Investors.** We provide Businesses and Investors with customised groups of cities identified for business development purposes.
- **Regions and Nations.** We help Larger Metropolitan Areas audit their performance, assets and tools against global peers, and enable national governments and industry bodies to review how their cities are competing.
- **Districts.** We help Urban Locations and Projects to assess their progress and future impact on citywide performance.

The Data We Deploy

- **500+ public benchmarks** of city performance and perception: 30,000 scores underpinned by 2 million data points.
- **Frontier real-time datasets** on innovation, connectivity, density and governance.
- **Machine learning-powered perception analysis** of cities and locations in global media, social media and digital platforms.
- **Our unique ELO Rating Algorithm** to accurately combine all data to assess current and future performance.

What does Benchmarking Offer?

- An **evidence base** of how a city (or group of cities) is really performing
- **Insights** on how and why cities are moving, winning, stagnating, or recovering
- **Priorities** for governments and investors
- **Advocacy** for negotiations with higher tiers of government and external investors
- **Narrative** that can engage prospective investors, talent and visitors.
Our last 5 years of Benchmarking Projects for city governments, global firms, business leadership, think tanks and international organisations

CITIES AND REGIONS
- Oslo
  - Holland Metropole
    - The Hague, Amsterdam, Utrecht, Eindhoven, Rotterdam
- Sydney
- Brisbane and South East Queensland

GLOBAL BUSINESSES AND INVESTORS
- JLL Global Typologies of City Performance
- Meyer Bergman
  - European Cities
- Blackrock
  - Asian Cities

INTERNATIONAL ORGANISATIONS AND ADVOCATES
- ULI Competitiveness Benchmarking
  - Brussels, Antwerp, Milan, Turin
- PCA Benchmarking Australian Cities
- Brookings
  - Columbus, Louisville, Atlanta and Philadelphia
  - 42 city studies of Global Fluency Analysis
- OECD Benchmarking Strategies
We welcome invitations to devise new benchmarking reports for individual cities, groups of cities and whole markets. To discuss an opportunity to work with us, please contact our team directly.

About Us

The Business of Cities is an urban intelligence firm whose mission is to help organisations to make the most of the changing 21st century relationships between businesses and cities.

We help cities to adopt business tools. We help businesses to make decisions about cities. We work with leadership teams at city, national and international level to respond purposefully to urbanisation and globalisation.

Today we ally frontier datasets and benchmarking tools with our team’s experience of working for more than 25 years with senior leaders in business and at all levels of government in more than 30 countries. We use these to guide our clients on the strategies and tactics needed to manage growth, organise and succeed.

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