Building Creative Communities

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The Power of Creative Communities:

Why Place Matters

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March 6, 2016
The Question of Where...
What?

Who?

Where?
“There is no global economy but a collection of local economies.”

– Harvard Business School Professor Michael E. Porter
In a world driven by creativity and ideas, place drives innovation.
4 Reasons Why Our Communities Matter.
**One:** We are living through the greatest shift in the global economy.
The future economy will be driven by the rise of the creative economy.
The Rise of the Creative Economy
Creativity will fuel further development of the economy.
In 1972, a university-educated man, 25 to 34, could expect to earn 22% more than a peer without a degree.

Today, that premium has risen to 70%.

Source: Urban Institute 2014
Creativity and innovation are the drivers of our new economy.
Two: The Creative Class is the core force of future economic growth.
When you think of creativity, what comes to mind?
...and innovation?
The Creative Class are thinkers, leaders and innovators.

Creative Class

Engages in problem-solving that requires independent judgment and high levels of education
Creatives drive cultural and innovative influence.

- Technology
- Arts and culture
- Professional and management
- Education
The Creative Class is diverse.

- 6 in 10 have a college degree
- 52% women
- 35% minority

Unemployment rate for the Creative Class never surpassed 5%, even during the great recession that topped 12%.
The Creative Class: By the Numbers

150 million worldwide

USA
- 42 million
- 1/3 of workforce
New York’s Creative Economy

Location Quotient (National Average = 1.0)

-5.0% 0.0% 5.0% 10.0% 15.0%

5-Year Employment Growth

1.00 1.50 2.00 2.50 3.00

Size of Bubble: Total Employment

Source: QCEW Employees, Non-QCEW Employees - EMSI 2014.1 Class of Worker
The Creative Class has a significant economic impact.

Production... & Consumption
Three: As we urbanize, our cities and suburbs are more alike than ever before.
2008: Year the World Went Urban

More than 50% of the world’s people live in cities & metro areas – that’s more than 3 billion people.
...with an estimated 60 million more moving to cities and metros each year.
Our Urban Trajectory

By 2050: 70% of the world’s population will live in urban areas.

Source: UN Population Estimates 2014
Cities and metros are the basic social and economic organizing unit of the knowledge-based, creative economy.
Jane Jacob’s Fundamental Insight

Jobs, innovation and all of economic development flow from cities and communities.
Cities provide the basic platform for human progress.
“The very categories of urban and suburban are becoming increasingly outmoded.”
Four: Clustering is a driving force...both economically and socially.
“A cluster allows each member to benefit as if it had greater scale or had joined with others without sacrificing its flexibility.”

Innovation and Competitiveness
The Creative Class is geographically sorted.
The Creative Class differs from city to city.
The Creative Class is driving other demographic traits to concentrate.
...Personality traits too.
And not to mention, startup capital.
Within cities, the creative types are concentrating in specific neighborhoods.

San Francisco
Review…

**One:** We are living through the greatest shift in the global economy.

**Two:** The Creative Class is the core force of future economic growth.

**Three:** As we urbanize, our cities and suburbs are more alike than ever before.

**Four:** Clustering is a driving force… both economically and socially.
...and the recent economic downturn has intensified these trends.

Place matters more, requiring greater efficiency and connectivity.
What does this mean for communities?
Locations must embody the 4Ts.

- Technology
- Talent
- Tolerance
- Territory
- Assets

→ Economic Prosperity
Universities are a key driver of the creative economy, but engagement is key.
Why Universities Matter

**Technology:** University research has been found to make corporate innovation more efficient.

**Talent:** Universities affect talent both directly and indirectly.

**Tolerance:** Research universities help shape a regional environment open to new ideas and diversity.
How do we nurture a creative community?
Technology: Best Practices and Initiatives
Technology Tools

- Innovation Districts
- Accelerators
- Incubators
- Meet-Ups
- Convenings
- Pitch Days/ Evenings
- Public Private Partnerships
A city-developed initiative, the Innovation District capitalizes on regional strengths in technology and public/private partnerships to transform a formerly industrial waterfront district into an ecosystem for startups and a 24-hour live-work-play hub for creatives. Not just a boom for business but an urban laboratory for the city, providing opportunities to experiment with clean energy, innovative transportation alternatives and participatory social infrastructures.
Miami attracts a significant amount of venture capital ($329 million, 16th in the U.S.), but it is better-known as a vacation destination and a banking center for Central America. A partnership between the Knight Foundation and The Atlantic, Start-Up City Miami assembled national and local business and technology leaders, placemakers and development experts for a wide-ranging discussion on how to raise Miami and South Florida’s profile as a platform for technology and startups.
Tech City UK

A private/public initiative that is anchored in East London’s Shoreditch, where there is already a rising tech scene, but with a growing presence in other English cities, Tech City UK provides data, research and informational programs to digital and multi-media entrepreneurs and advocates for the industry with government decision-makers and in the media.
Campus London

A co-working community accelerator space in East London that is founded and funded by Google. As well as providing physical space, wi-fi and networking, mentorship and collaboration opportunities, the campus hosts speakers, meetups, hackathons and other entrepreneurship-related events.
A program created by the Chilean government to attract tech entrepreneurs to Chile and at the same time raise Chile’s international profile as a tech platform. Entrepreneurs are chosen by a Chilean Innovation Board and Silicon Valley notables and provided with visas, seed money, space and expert advice. Startup Chile hosts one of the largest meetups in the world and is helping to turn Chile into Latin America’s preeminent tech hub.
A manifesto, written by the entrepreneurs and business leaders who make up the BudapestHUB working group and published by the State Secretariat for Parliamentary and Strategic Affairs of the Ministry for National Economy, that lays out a path and a strategy to turn Budapest into an ecosystem and hub for the entire Central Eastern Europe region, from Krakow to Ljubljana, from Prague to Bucharest. Its key emphases are education and training, access to capital, relaxed taxation and regulation and an enabling environment.
Founded as a non-profit by Finland’s leading entrepreneurs, its goal is to transform Helsinki into Northern Europe’s leading technology and startup hub. Its efforts are divided between Startup Life, an internship program that sends Finnish students abroad to work at global startups; Startup Sauna, a five-week accelerator program for the most promising regional startups; and the annual Slush Conference, one of Europe’s leading conferences for entrepreneurs and investors.

Startup Foundation, Finland
Talent: Best Practices and Initiatives
Talent Tools

• Specialized Training Programs and Initiatives
• Summits and Convenings
• University-City Partnerships
• Anchor Companies
• Apprentice and Internship Programs
• Community Engagement Funds/ Organizations
• Leadership Development
Campus Philly

A non-profit organization that fuels regional economic growth by encouraging college students to stay in the Philadelphia region after graduating. Provides pipelines between students and local community-building organizations; works primarily on promoting internships with local employers.
Sustained by foundation grants and other donations, the Sprout Fund invests in educational, cultural, arts and other community-building initiatives, events and organizations in the Pittsburgh area. It has funded ventures ranging from Spring, which promotes community-based projects that advance biodiversity, to SIX (Social Innovation Exchange), which creates events that support innovative civic design and community placemaking projects.
Below 40 Summit, Syracuse

A non-profit organization of young professionals and placemakers who are working together to promote Central Upstate New York. In addition to meetups, forums, networking events and public arts and civic engagement initiatives, it has built the Syracuse Co-Works space in downtown Syracuse.
A biennial ideas festival that promotes Tijuana internationally as a technology, arts, culinary, cultural, entrepreneurial and ideas community in its own right, not just a source of cheap labor. It builds bridges between Mexico and the U.S. and the rest of the world. Even more importantly, it helps reconnect the Mexican diaspora to its homeland.
Intern to Earn, Louisville

A partnership between HIRE (Higher Income Requires Education — an alliance of colleges in the Greater Louisville, Kentucky region) and the Greater Louisville metro Chamber of Commerce, Intern to Learn is a comprehensive program to develop paid internships while building a cohesive tech culture in the region. Like Campus Philly, its ultimate mission is talent retention.
South by Southwest, Austin

A phenomenally successful set of film, interactive and music conferences and festivals that has done much to raise global awareness of Austin as a brand for cutting-edge innovation, not just in technology but in culture at large. SXSW has spun off other conferences on education, the environment and startups. It’s a model for how a city can leverage its existing strengths to create something that’s bigger than the sum of its already potent parts.
Tolerance: Best Practices and Initiatives
Tolerance Tools

- Community Engagement Programs
- Public Art
- Mentoring
- Ideas Tank
- Public Meeting Places
- Community-Wide Events and Initiatives
Elevator Project, Guelph

Like Sprout, a community engagement initiative that funds modest projects and events, but in this case, the community itself votes on the projects that receive the funding and each proposal must come with a fleshed-out business plan. Run as a partnership among the city government, the Guelph Community Health Centre, 10 Carden (a co-work space) and Innovation Guelph (a business and community-building organization).
Founded in the Bay Area in 1999, BUILD offers a hands-on curriculum in entrepreneurship for underserved high school students in the Bay Area, Boston and Washington, DC, which both teaches them practical skills and steers them into four-year colleges and beyond.
Bi-National Art Wall, El Paso

A biennial bi-national art exhibit co-curated and sponsored by the El Paso Museum of Art and Museo de Arte de Ciudad Juarez that celebrates the works of local artists on both sides of the border. Each artist submits multiple works, which are displayed in both museums. The exhibit promotes the idea of a greater region, joined by a common landscape and shared culture; its organizers hope to expand it to other border cities and eventually the entire border region.
Mexico City’s new office for civic innovation and urban creativity, the first city government department of its kind in Latin America. Its mission is to rethink, reimagine and reinvent the way citizens and government work together, to test the most promising ideas on social innovation, sustainability, economic development, infrastructure, participation, public space and common good, test them and, if they show promise, scale them.
New World Symphony, Miami

A private/public partnership that is funded in large part by the largesse of Carnival Cruise Line founder Ted Arison, the symphony performs more than 60 concerts a year, many of them free to the public. “America’s Orchestral Academy” is a major educational resource, both for its musicians, recent music school graduates who are being prepared for leadership positions in classical music, and to South Florida schools.
Territory Assets: Best Practices and Initiatives
Territory Assets Tools

- Public Art
- Public Spaces
- Greenways
- Arts and Design
- Anchor Developments
- Simple Solutions
Free Space, San Francisco

Free Space is both the symbol of the hacker’s ethos and an actual physical place, a 14,000-square-foot building in San Francisco that was leased to community activists for $1 in conjunction with the 2013 National Day of Civic Hacking. It is a place where people come together to create, innovate and experiment with ideas that will lower barriers of entry, increase sustainability and democracy and empower disadvantaged and marginalized communities. The space has hosted more than 300 events and sparked a global movement. Other Free Spaces are being developed in 26 locations around the world.
A one-and-a-half mile elevated rail spur on the West Side of Manhattan that has been transformed, with a mix of private and public money, into a lavishly landscaped greenway. The park has been a boom to tourism and real estate development, spurring a rash of new construction and attracting countless high-end eateries and retail establishments.
An abandoned quarry and industrial site in Toronto that has been converted into an environmentally focused community and cultural center and educational facility. An urban green space and a monument to Toronto’s industrial past, it offers programs ranging from organic gardening to clay-making and includes a farmer’s market, a retail nursery, a café and Cityworks, an initiative, partly underwritten by Cisco, on smart, sustainable urban design and development.
A non-profit organization created in 1993 to coordinate and oversee the revitalization of the area one block east and west of Broad Street between Washington and Glenwood Avenues in downtown Philadelphia. Working with the city, foundations, local businesses and other placemakers, the AAI helped create the Kimmel Center, the Clef Club and the Freedom Theater, attracted retail, hotels and high-end restaurants and brought both businesses and residents back into what is now a lively 24-hour live-work-play neighborhood.
Once a notorious drug trafficking center, Medellín, Colombia was voted the World’s Most Innovative City by the Urban Land Institute in 2013. A striking symbol of its regeneration is the 385-meter outdoor escalator that opened in 2011, which connects Comuna Trece, a hillside shantytown that was once feared as the city’s most violent neighborhood, with Medellín’s commercial district in just six minutes (the grueling climb, the equivalent of a 30-story building, used to take half an hour). Other hillside neighborhoods have been connected by cable cars. As the city’s narco-economy has faded, such major international companies as Hewlett Packard, Kimberly Clark, and Unisys have opened facilities in it.
Downtown Project, Las Vegas

Tony Hsieh’s much-hyped, now-challenged initiative combines venture capital finance and real estate development in an effort to remake the neighborhood around his Zappos’ downtown Las Vegas headquarters as a live-work-play startup ecosystem that emphasizes the “3 Cs of Collisions, Co-learning, and Connectedness.”
Happiness and engagement with our community is driven by 5 traits.

Source: Gallup Place and Happiness Survey. N = 27,000 responses
The Question of Where...
Who, what, where: Our communities drive creativity and innovation.
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#NLCDC
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