

# Building a Home for Creativity to Thrive

Presented by Presented by: Greg Baeker, Director of Cultural Development, MDB Insight  
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## The Panel

- Greg Baeker, Director, Cultural Development, MDB Insight
  - **Culture Economies: What Are They and How Do We Build Them?**
- Christina Kakaflikas, Manager, Markham Economic Development and Culture
  - **Integrated Culture and Economic Development in Markham**



## The Panel

- Regina Smith, Managing Director - Arts and Culture, The Kresge Foundation
  - **Place-Based Strategies**
- Stephen L. Swisher, Lead Principle, GTS Development & Justin Belliveau, former CAO, Salt Lake City Redevelopment Agency
  - **Street Theater – New Broadview Theater Anchors New Downtown District**



# Cultural Economies: What Are They and How Do We Build Them?

IEDC Economic Development Journal

1. From Arts and Culture to Cultural Resources
2. Untangling Creativity and Culture
3. Dimensions of Culture-Led Economic Development

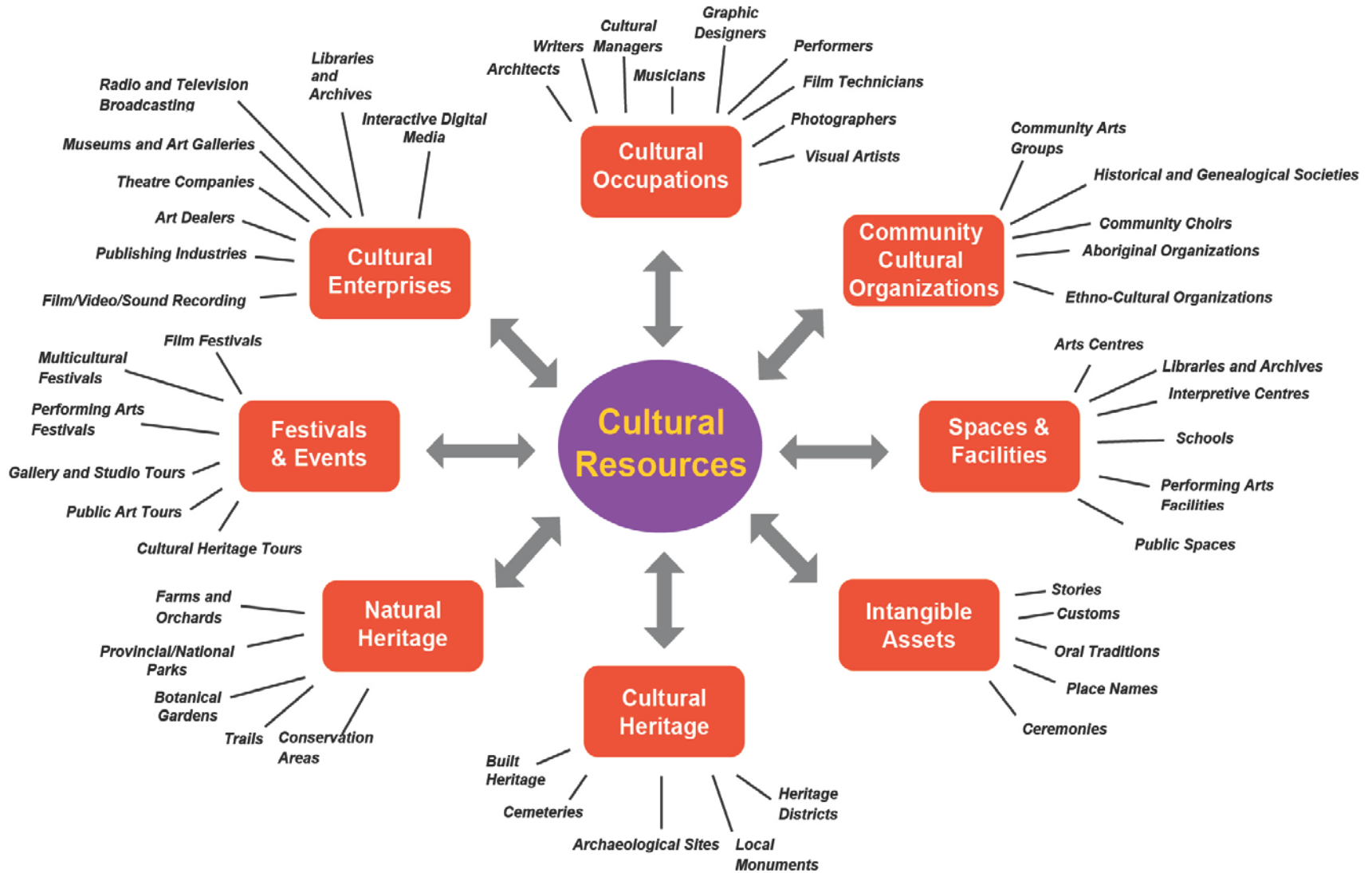
*“A cultural turn is occurring in the world’s cities and towns” – Colin Mercer*



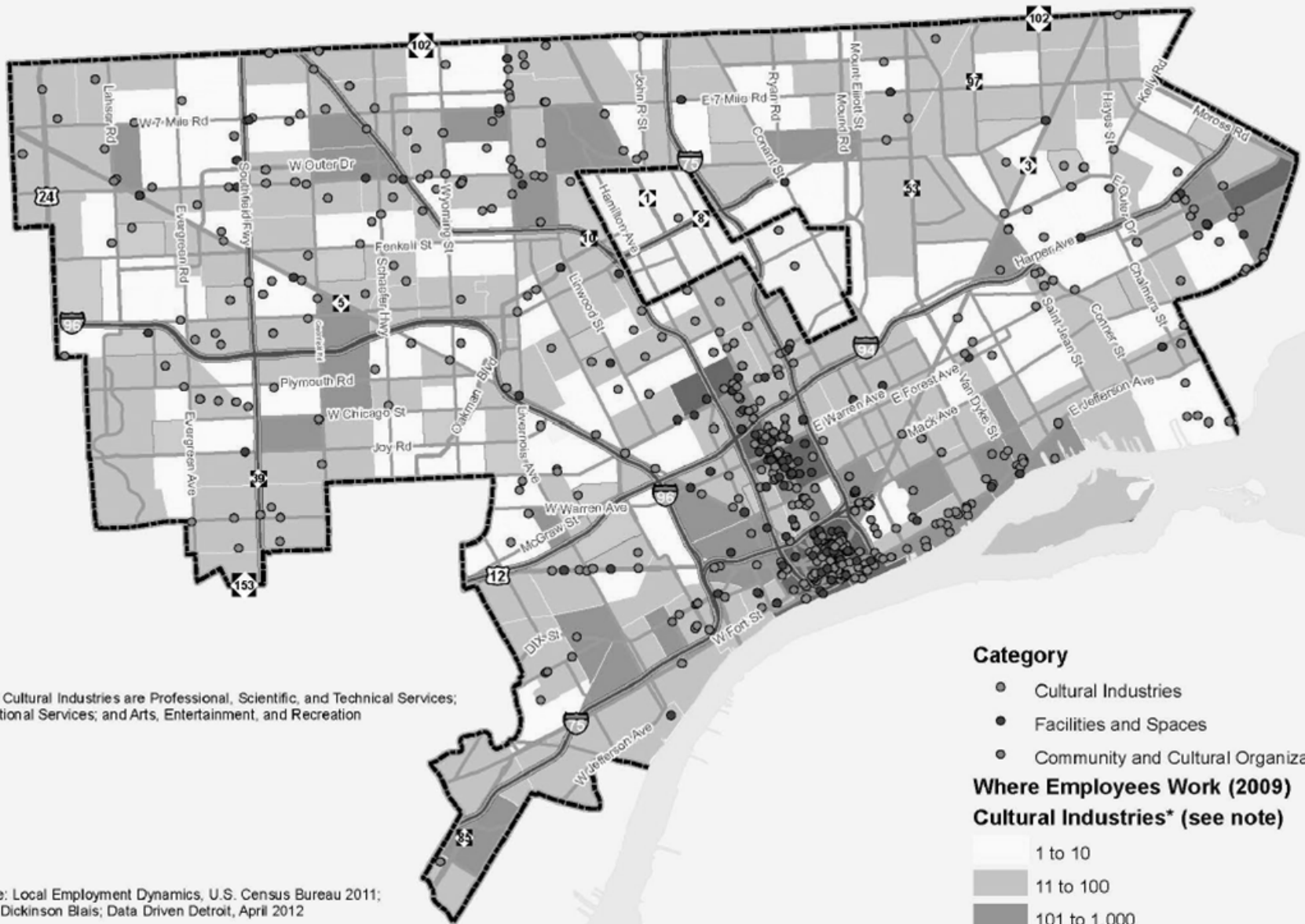
## **From Arts and Culture to Cultural Resources**

- Arts and culture
  - The part and the whole
    - Broccoli and vegetables – cardiology and Medicine
  - Cultural resources - a broader canvas with more links to social and economic development agendas
  - Place-based not sector-based definition

# Cultural Resource Framework



Map 5: Cultural Workforce – Where Employees Work



\*Note: Cultural Industries are Professional, Scientific, and Technical Services; Educational Services; and Arts, Entertainment, and Recreation

**Category**

- Cultural Industries
- Facilities and Spaces
- Community and Cultural Organizations

**Where Employees Work (2009)  
Cultural Industries\* (see note)**

- 1 to 10
- 11 to 100
- 101 to 1,000
- 1,001 to 14,074
- No Cultural Industry Workers

Source: Local Employment Dynamics, U.S. Census Bureau 2011; Millier Dickinson Blais; Data Driven Detroit, April 2012





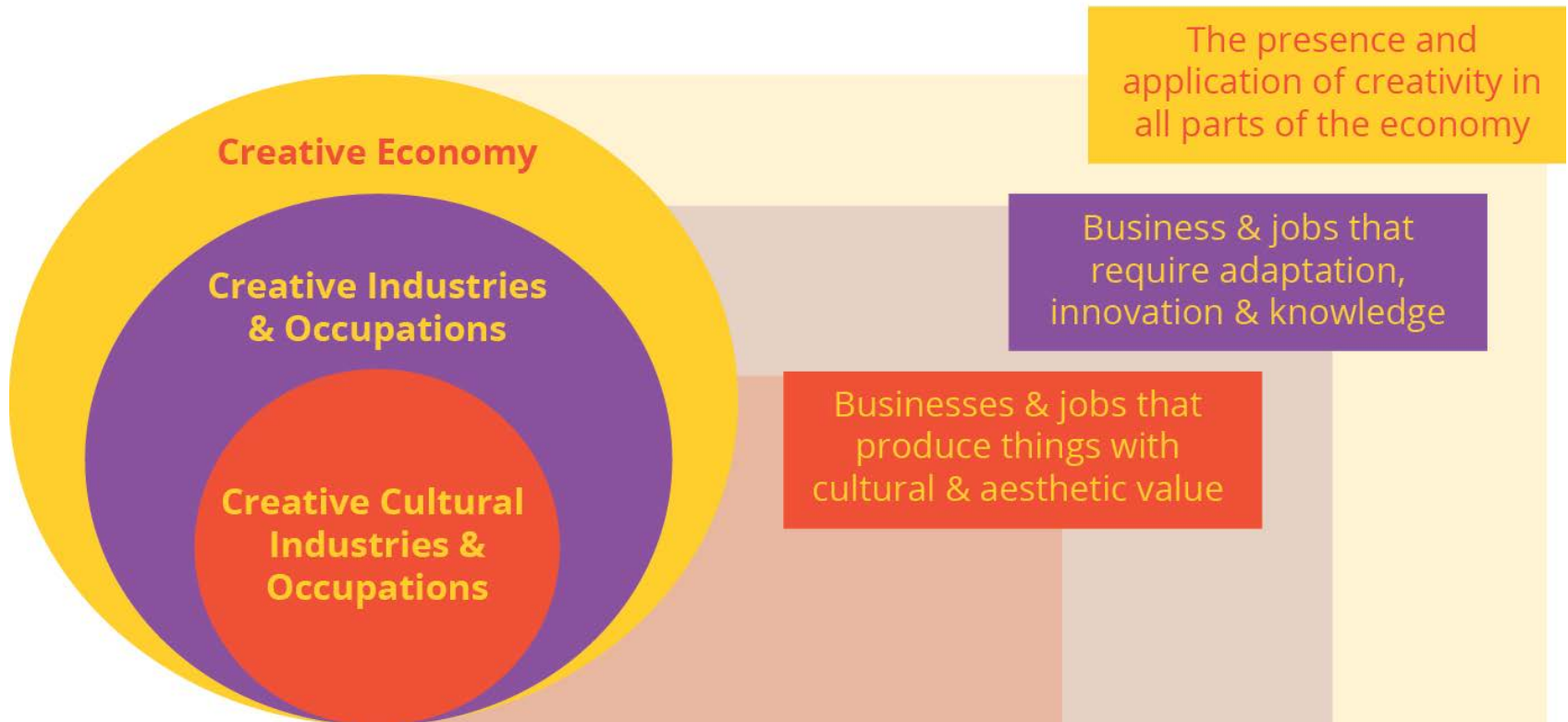
## Untangling Creativity and Culture

- From the *arts and culture or cultural sector* to *creative industries/ occupations* (UK Policy Task Force 1998)
  - Expanding digital media and content delivery
  - Stronger economic brand for culture
  - Taken up by many nations and the United Nations
    - UN Creative Economies Reports (2010, 2013, 2016)





## Dimensions of the Creative Economy





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## Dimensions of Culture-Led Economic Development

- Growing small business
- Expanded employment
- Rapid expansion of creative cultural enterprises – low \$ barriers to entry
- Growing creative (cultural industries programs growing in universities and colleges)



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## Dimensions of Culture-Led Economic Development

- Quality of place as a magnet for talent and investment – public art, urban design, quality in built environment
- Cultural tourism
- Urban aesthetics as one of highest ranking factors in community satisfaction
- Rapid expansion; cultural tourism spend more and stay longer



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## Dimensions of Culture-Led Economic Development

- Place branding
- Digital imperative for infrastructure and content
- The ‘cultural offer’ in amenities, festivals, interesting history, heritage and built environment, etc. define place identity
- Support for creative cultural enterprises, university and industry research, etc. all require technology support and content creators

**Thanks**

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