

2017 Annual Conference  
Tuesday, Sept. 19 – 4:00 – 5:30 p.m.  
Entrepreneurship and Innovation Round Robin  
Read Ahead

### **How Creating a Startup Ecosystem Saved My City**

**Speaker:** [Ray Corpuz](#), City Manager, City of Salinas, Salinas, CA

It's no secret that support for entrepreneurship is crucial for economic development, particularly as cities across North America work to find their niche in the new economy. This speaker will explore how for many cities, building a strong startup ecosystem can be the impetus needed for a major economic turnaround.

Salinas, Calif., is a prime example of a city that took a bold approach to rebuilding its economy after one of its largest employers shuttered operations four years ago and left hundreds jobless. Rather than focusing on how to return to the status quo, Salinas economic developers set out to build a new economic engine for the city, with a long-term strategy centered around startups and innovation in agriculture technology—a bold task in a largely low-income farming region with little to no existing startup culture. In just a few short years, this strategy led to major economic successes, including a new incubator downtown that houses more than 20 startups and an accelerator program that has received hundreds of applications from around the world. What's more, Salinas has been lauded by the Los Angeles Times, NPR, and other national media for its efforts to engage its disadvantaged residents in its new high-tech economy.

### **Urban Tech Sector Growth Drives Economic Resilience – Examining Resilience in the Toronto Tech Ecosystem**

**Speakers:** Jaxson Khan, Marketing Lead, Nudge.ai – and – Global Shaper of World Economic Forum of Toronto, Canada and Olivia Labonté, Executive Director, Young Diplomats of Canada – and – Risk Management, City of Toronto, Canada

Khan and Labonté will discuss their article that appeared in the IEDC Economic Development Journal Spring 2017 edition. IEDC members can access an e-copy of the Journal at this website (<http://www.iedconline.org/web-pages/resources-publications/economic-development-journal-spring-2017/>). A summary of their article is available below:

Urban centres around the world have shifted to focus on economic development through Business Improvement Areas (BIAs) and innovation. Particularly, as Toronto is evolving as a technology centre and a artificial intelligence 'supercluster',

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there are many interesting outcomes and strategies that could apply to other urban centres.

The key findings of their research include:

- Toronto's tech ecosystem is one of the fastest growing in the world (recently ranked by CBRE as the fastest growing in North America)
- Tech sector growth increases diversification in urban centres
- The growth of tech enables cities to decentralize their economic engines
- Tech growth fosters an increase in high-wage jobs with lower income inequality
- Challenges include improving education/training and ensuring gender/race equity

**The Greatest Show on Earth: People, Places, Brands and the Making of Innovation Districts**

*Speaker:* [Travis McCready](#), President and CEO, Massachusetts Life Sciences Center, Waltham, MA and [Daren Bascome](#), Managing Director // Creative Director, Proverb, Boston, MA

These speakers will explore how to unleash the power of an innovation district. Traditional economic development theory takes a reductionist approach to understanding innovation districts: if you cluster together enough anchor institutions, technology transfer, venture capital, commercialization, and government support, innovation is sure to follow. In practice, however, the sum is not greater than the whole, and too little attention is paid to understanding or appreciating the role of individual actors, great places that people love, and building a brand for the environment that empowers and calls to the outside world. Using examples like Kendall Square, Cambridge, MA; Brooklyn Heights, New York City, NY; and Silicon Valley, California, this speaker will uncover the true heart and soul of innovation districts, reveal the idiosyncratic, iconoclastic and oft-times underappreciated leaders that power these districts, and provide economic development professionals with concrete recommendations on how to find a place's inner muse. Part community development theory, economic development analysis, and creative economy, this session will ensure that you never look at an innovation district as simply an aggregation of institutional assets again.

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**Creating Inclusive Incubators and Accelerators: Strategies to Increase Participation Rates of Women and Minority Entrepreneurs**

**Speaker:** Zach Nieder, Manager of Strategic Initiatives, ICIC, Roxbury, MA

ICIC published a paper last spring, entitled [\*Creating Inclusive Incubators and Accelerators: Strategies to Increase Participation Rates of Women and Minority Entrepreneurs\*](#). Business incubators and accelerators have emerged as a popular strategy to support the growth of entrepreneurship (especially in high-tech), yet women and minorities are not participating in these organizations at the same rates as their white, male counterparts. The report highlights barriers for women and minority entrepreneurs looking to access the resources of incubators and accelerators, and recommends strategies to increase their participation rates. Following the release of the report, ICIC hosted a convening in Boston on the topic attracting over 150 attendees (incubator/accelerator leaders, economic development professionals, industry experts, etc.) from across the U.S.