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www.hillstrategies.com

**Are we a creative
community?**

Kelly Hill
President, Hill Strategies Research

 **GREATER KITCHENER WATERLOO
Chamber of Commerce**
The Voice of Business - Helping Business Succeed - Helping Our Community to Succeed

Presented by the Greater Kitchener-
Waterloo Chamber of Commerce,
January 25, 2007

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***K-W theme: moving
from good to great***

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***K-W theme: moving
from good to great***

***A "great" community
includes culture***

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K-W: create a vibrant cultural centre

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1) Impacts

2) K-W: creative?

K-W: create a vibrant cultural centre

3) How to get there from here

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Arts research

Oxymoron???

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Evidence-based Stats~Facts~Insights

Arts research

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Statistical Insights on the Arts

16 reports to date

- Volunteers in the arts and culture
- Donors to arts and culture organizations
- Artists in Canada
- Consumer spending on culture
- Who buys books
- Arts attendance

Available for free at HillStrategies.com

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Other research
evidence

Arts research

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Arts Research Monitor

- Free monthly report
- Summaries and links to research evidence
- Free, categorized, searchable information at ArtsResearchMonitor.com

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ArtsResearchMonitor.com

- Evidence-based management for the arts ...
 - Arts advocacy
 - Arts attendance & participation
 - Arts education
 - Arts funding & finances
 - Copyright and the arts
 - Creative class, cities, people, neighbourhoods
 - Diversity & immigration
 - Facilities
 - Human resources
 - Internet, technology & the arts
 - Miscellaneous resources
 - Nonprofit sector information
 - Organizational planning, management, governance & marketing
 - Partnerships
 - Provincial and local information
 - State of the artist: earnings, growth, etc.
 - Volunteers & donors
 - Women in the arts

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ArtsResearchMonitor.com

- Evidence about arts disciplines
 - Performing arts
 - Media arts
 - Reading, writing, publishing and literacy
 - Visual arts
- Impacts of the arts

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Evidence?

1) Impacts of a vibrant cultural centre

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Canadian Council
of Chief Executives

Harvard Business
Review

Reliable sources

Hill Strategies Research

Economics
researchers

Richard Florida
Ryerson Univ.
Univ. of Minnesota

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Impacts

Economic importance

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Consumer spending on cultural goods and services ... is more than consumer spending on ...

- Furniture
 - Appliances
 - Tools
- ...combined

Consumer Spending on Culture in Canada in 2005
Hill Strategies Research
(forthcoming, Feb. 2007)

3 case studies of neighbourhoods with new artistic and cultural infrastructure

- Compared with control locations
- Strong association between cultural development and ...

- Growth
- Development
- Gentrification
- Investment

Beyond Anecdotal Evidence
Ken Jones, Ryerson University for Toronto Artscape

Indicators of the neighbourhood impacts of cultural development

- Demographics**
- higher education levels
 - higher incomes
 - more white-collar workers
 - lower unemployment
 - more middle-aged
 - more single couples

- Economic impacts**
- higher property values
 - building permits grew
 - high business turnover
 - new business creation
 - retail sales increased

Beyond Anecdotal Evidence

Impacts

Economic importance

Destination of choice

Knowledge workers have the skills and mobility to locate anywhere in the global economy.

Key arguments

creative workers like to live in creative places

Richard Florida
The Rise of the Creative Class

Talent

Creativity

Diversity

...lead to growth in the technology sector and overall economic growth

"artistic and cultural creativity plays an important role in transforming communities into destinations of choice for skilled people in any occupation"

Canadian Council of Chief Executives

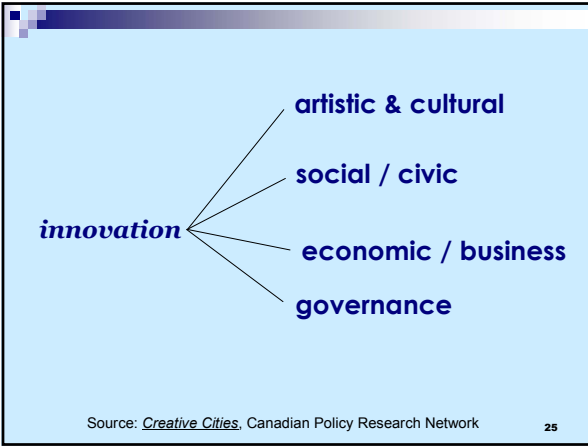
"A community's cultural infrastructure has a direct impact on quality of life" and therefore on the competitiveness of communities in attracting people and investment"

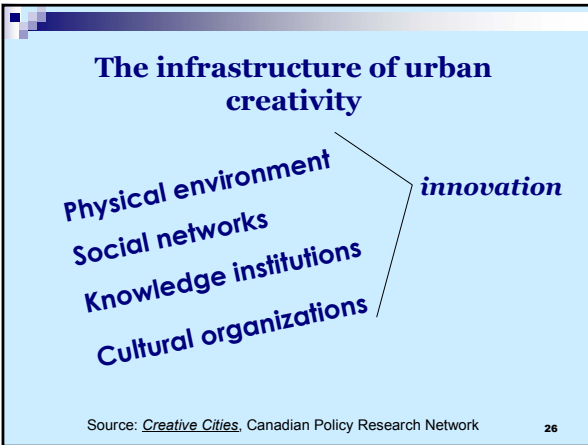
e.g., Perimeter Institute's world-class arts series

Canadian Council of Chief Executives

Impacts

- Economic importance
- Destination of choice
- Creativity & innovation







Factors in creativity

Ability to think in new ways
e.g. artists push boundaries of
new technologies (Flash)

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Artistic innovations
can lead to
innovations in how
businesses create
brand value

Economic value
depends on the
ability to embed
creativity and
cultural content
(design)

*Different spheres of
innovation are
interconnected*

Sources: *The Artistic Dividend*, Ann Markusen, University of Minnesota
and Steven Jay Tepper, Vanderbilt University,
Interview in *Rotman Magazine*, Spring/ Summer 2006

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Impacts

Economic importance
Destination of choice
Creativity & innovation
Social & educational
benefits

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Impacts of community-based
arts programs
... on children in low-
income communities

National Arts and Youth Demonstration Project

*McGill University
Dept of Social Work*

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Comparison of arts participants vs.
control group of children

Children participated well
Children developed artistic skills
Children behaved well in a social
setting

*National Arts and Youth
Demonstration Project*

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Comparison of arts participants vs.
control group of children

Increased confidence
Fewer emotional problems
Better conflict resolution skills
Improved problem-solving skills

*National Arts and Youth
Demonstration Project*

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Evidence?

2) *K-W = creative?*

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Characteristics of creative cities

- Talented and diverse people
- High-quality built and natural spaces
- Uniqueness
- Authenticity

Source: *Creative Cities*, Canadian Policy Research Network

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Key stats on artists

	Canada	Waterloo Region
Number of artists	131,000	1,700
# per 1,000	8.0	6.7
Average earnings	\$23,500	\$21,200
"Earnings gap" compared with overall labour force	26% gap	38% gap

Source: *A Statistical Profile of Artists in Canada*, Hill Strategies Research, 2004

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3) How to get there?

Leadership

Collaboration

Leadership and collaboration

Create a strong psychological & physical connection between downtown Kitchener and near-downtown arts organizations

e.g., Kaufman Lofts marketing includes map of downtown cultural amenities

How to get there?

Leadership and collaboration

Networking and coordinating organizations an important part of the infrastructure of urban creativity

Increase cooperation among arts organizations, just as the Chamber of Commerce does for businesses

How to get there?

Leadership and collaboration

Increase cooperation between
community spheres

Businesses, government and
educational partners

Also need strong cultural partners and
other non-profits at the table

How to get there?

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Leadership and collaboration

•Get involved in / support
Kitchener's Culture Plan II

•Build on your existing diversity
•Provide opportunities for cultural
expression

How to get there?

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Leadership and collaboration

•Tax as employee benefit

•Volunteer

•Support arts in schools

How to get there?

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Leadership and collaboration

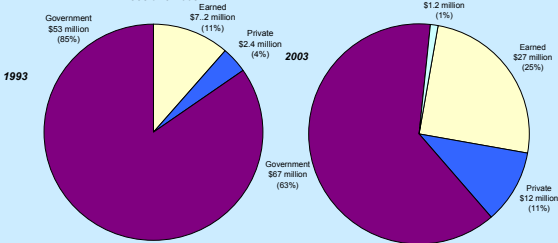
- Donate / sponsor
- Increased importance of private support for a vibrant artistic scene

How to get there?

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Art gallery finances in Ontario Before (1993) After (2003)

Chart 4: Revenue sources of 21 Ontario public art galleries, 1993 and 2003



Source: *A Profile of Art Galleries in Ontario, Phase One: A Statistical Profile*, prepared for the Ontario Association of Art Galleries by Hill Strategies Research, April 2005. 53

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Thank you!

Questions?

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Facts~Stats~Insights

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