
THE CREATIVE ECONOMY IN ONTARIO

Data analysis of the Creative Economy in Prince Edward County

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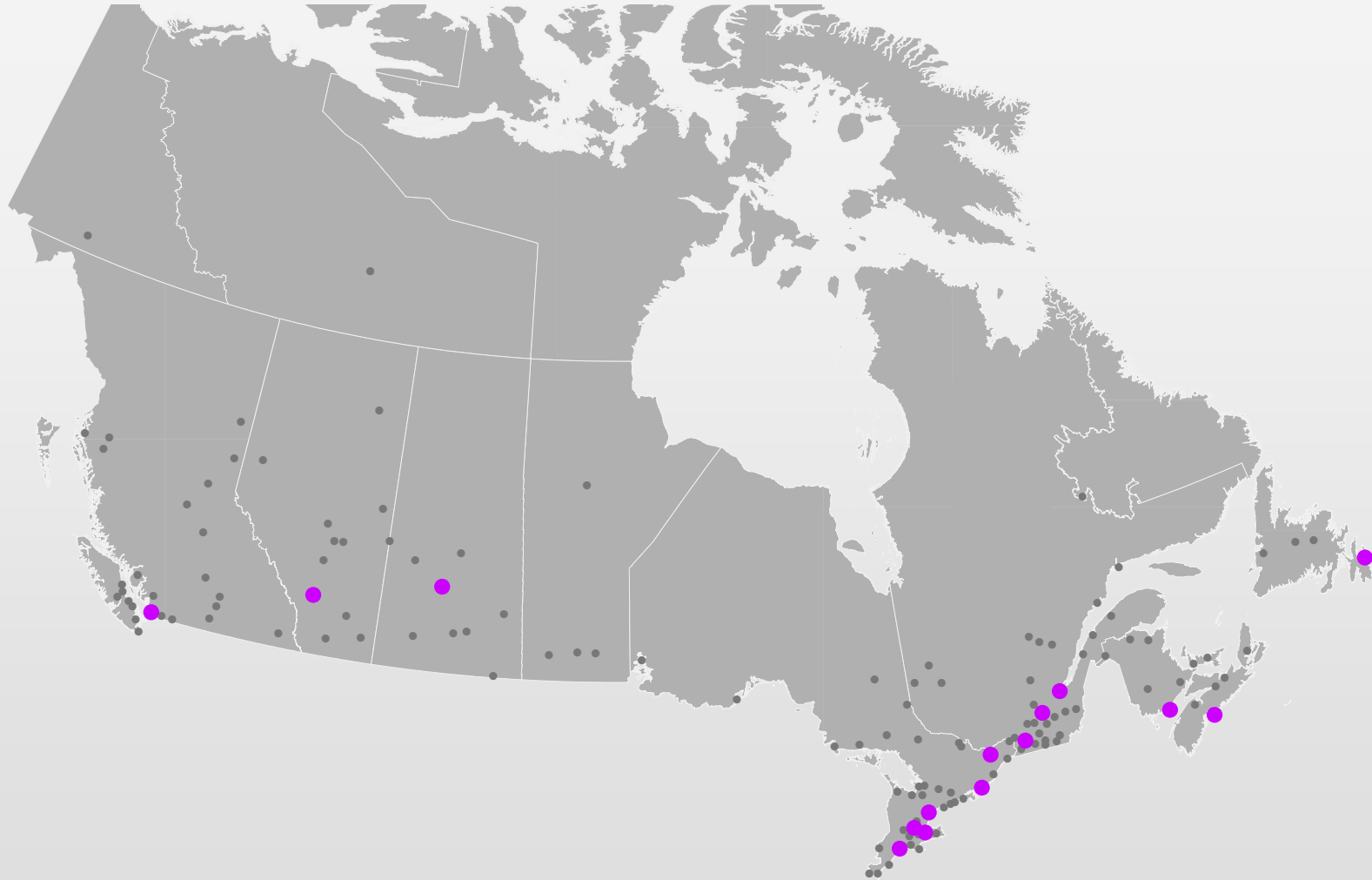
Program on Globalization and Regional Innovation Systems
Munk Centre for International Studies
University of Toronto



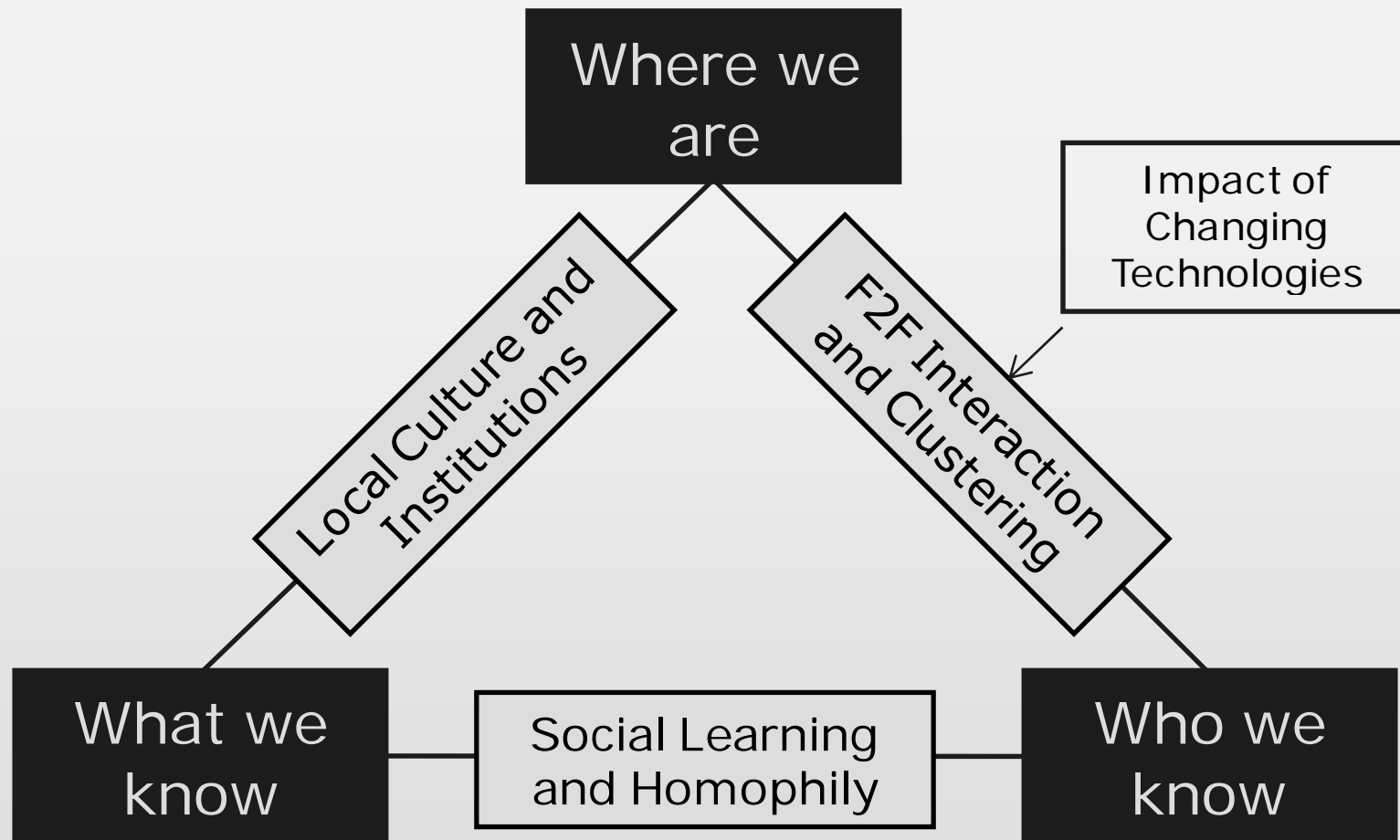
background of innovation systems research network

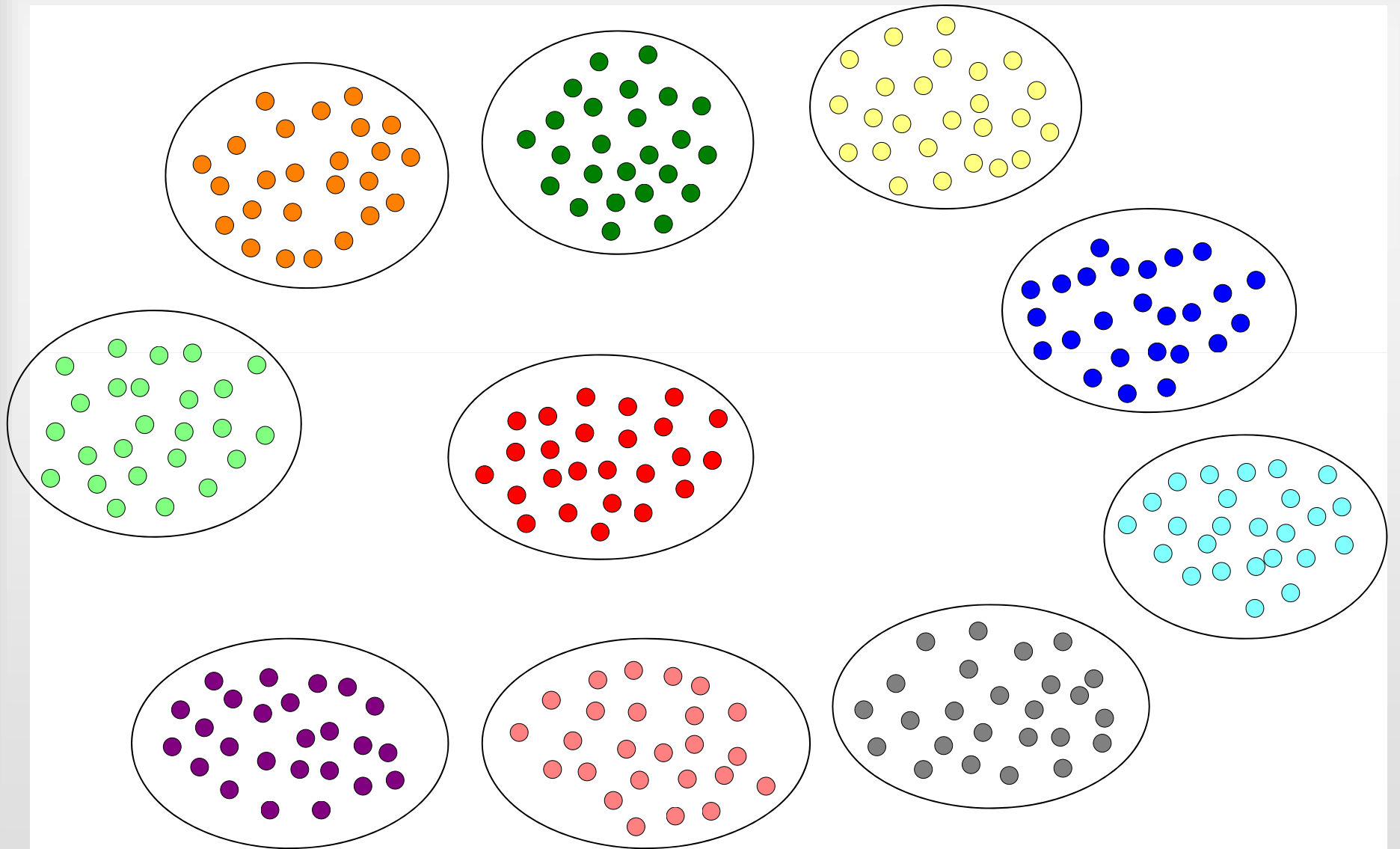
- goals of *cluster-based* research
 - 5-year SSHRC-funded project (2001-2005) directed by the Innovation System Research Network (ISRN)
 - better our understanding of what makes for 'successful' clusters
 - consider what (if any) impact clusters have on regional economic performance
- goals of *city-region* research
 - ISRN's second 5-year SSHRC-funded project (2006-2010)
 - How do local social characteristics and processes in city-regions interact to affect their economic vitality and dynamism as centres of innovation and creativity?

ISRN case studies

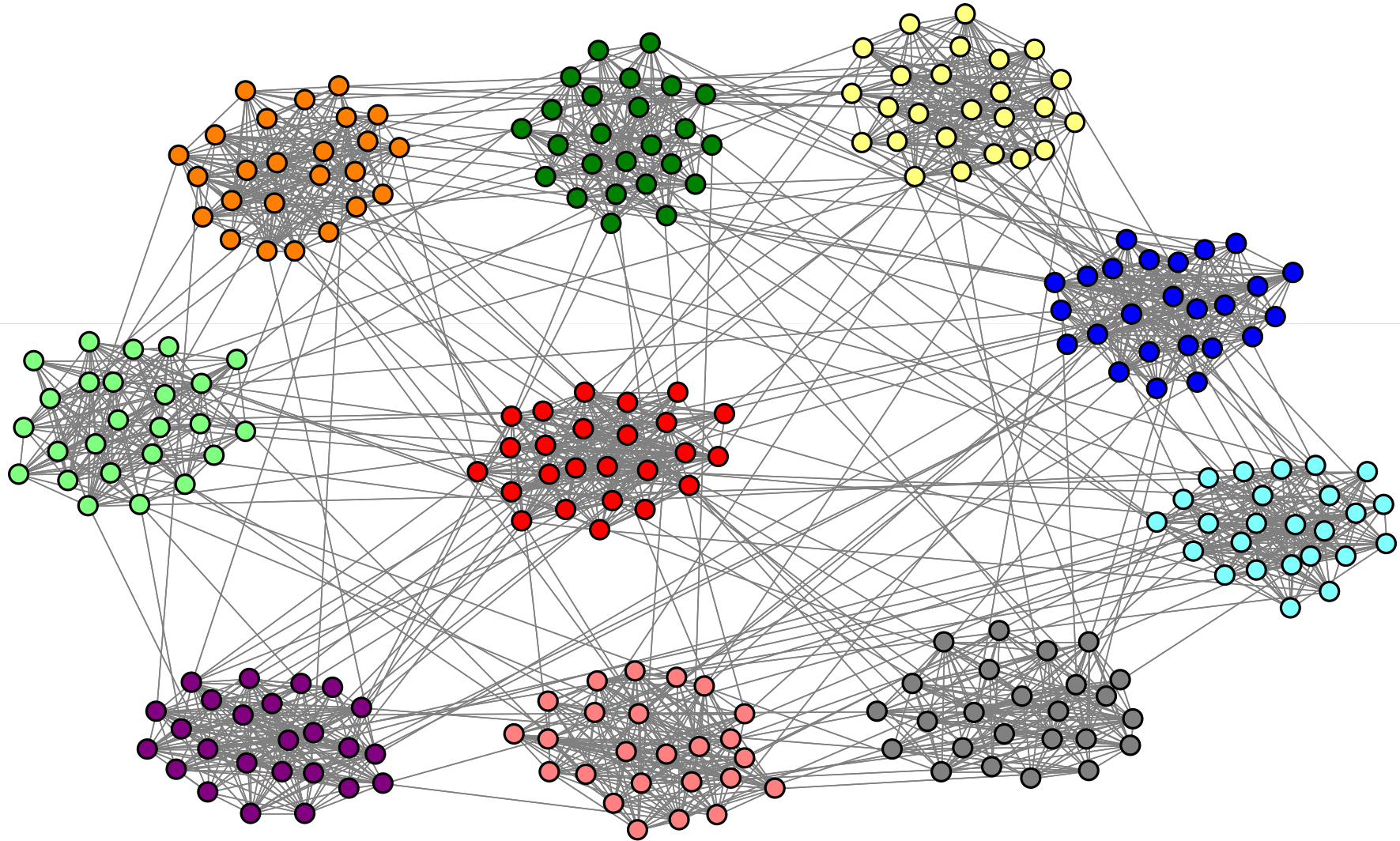


understanding knowledge, relationships, and location

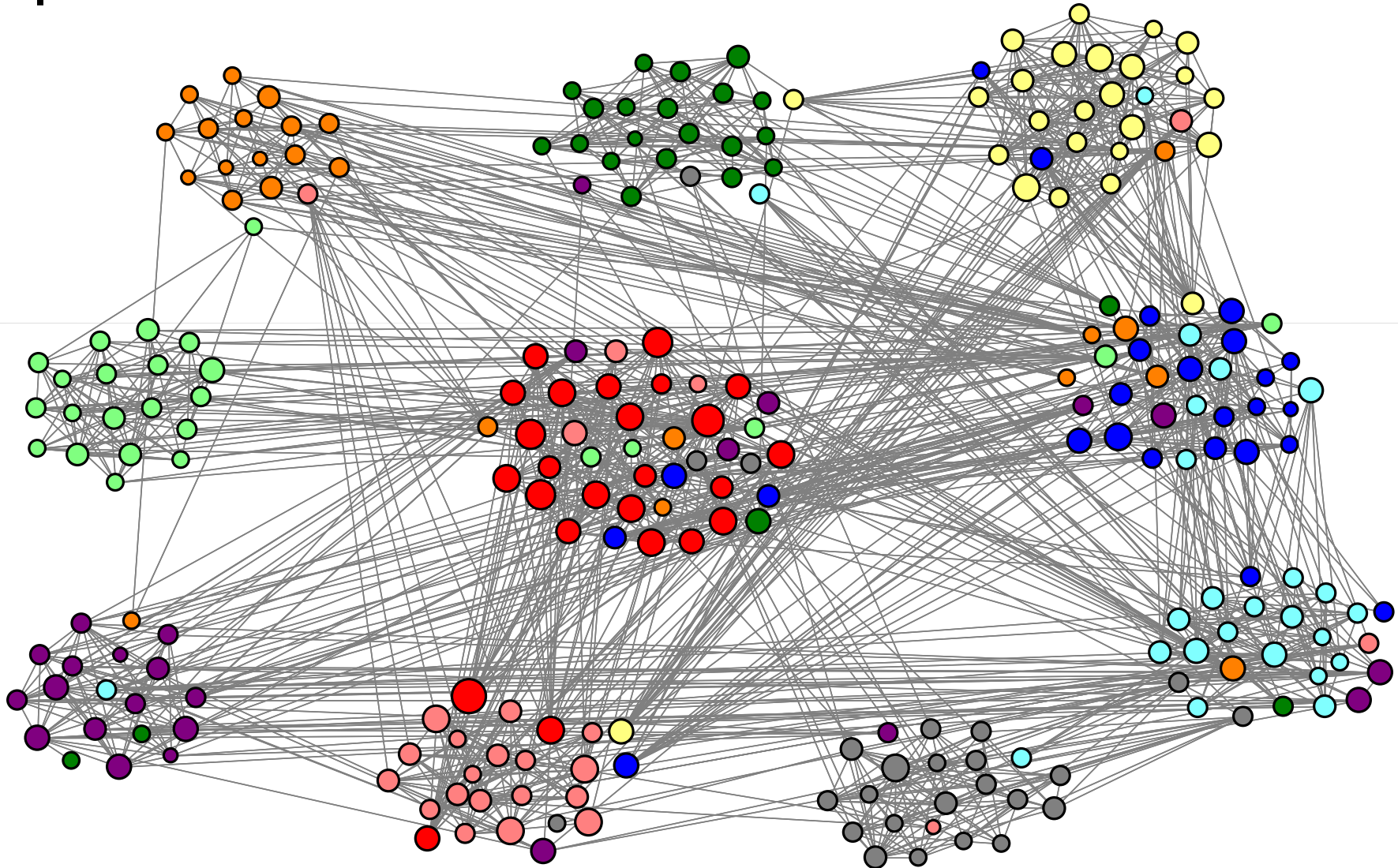




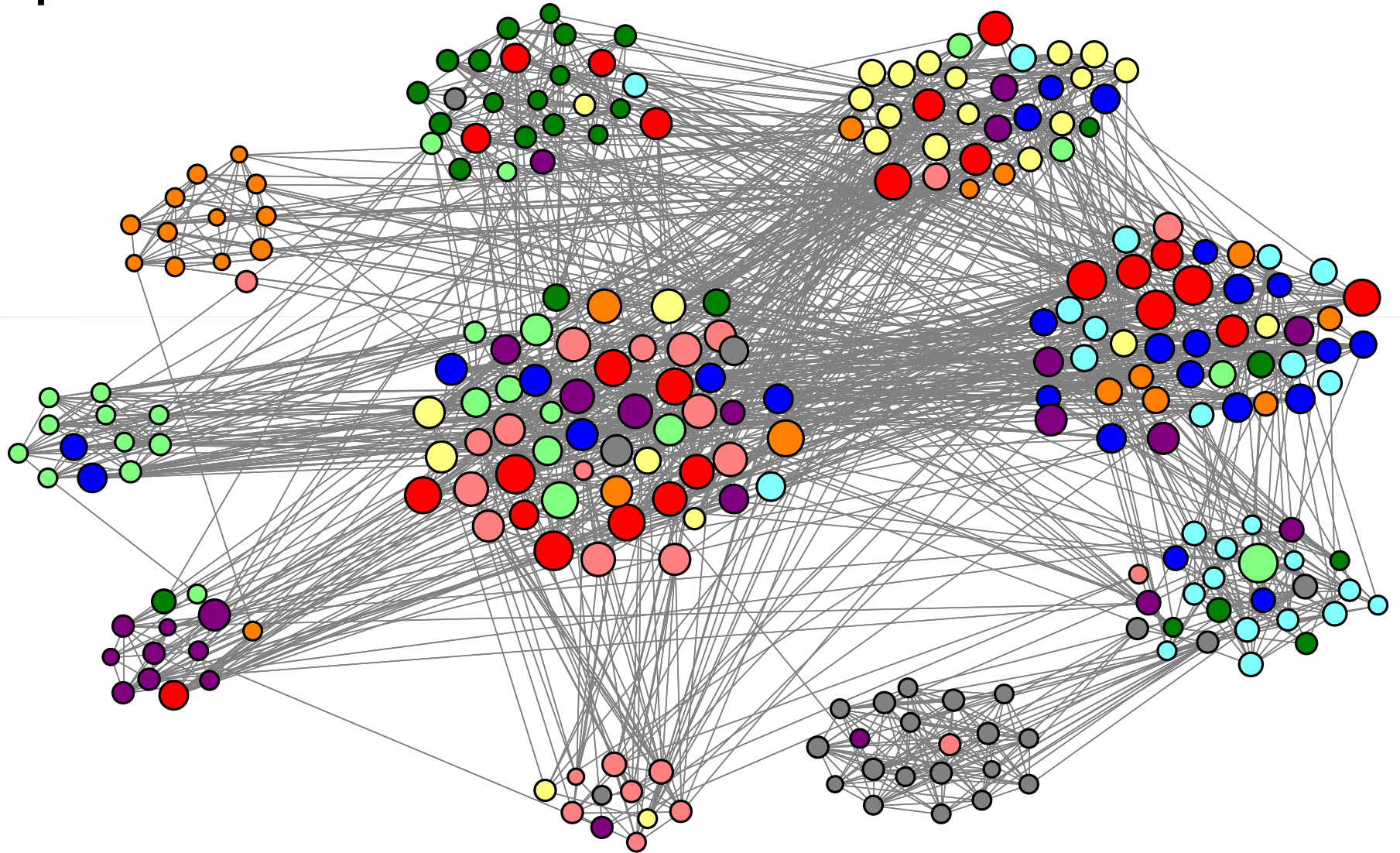
initial Set of Interactions



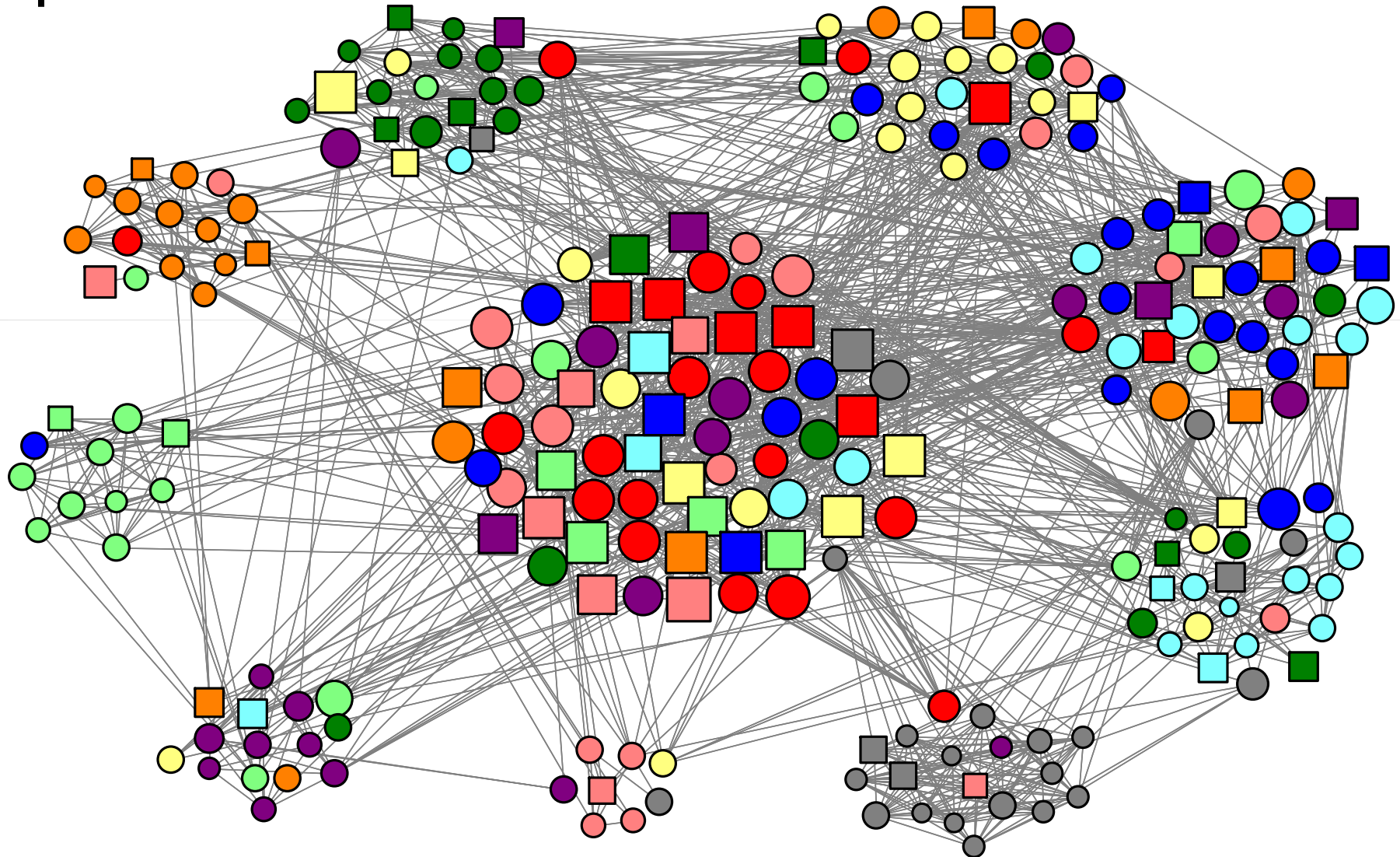
pattern of interactions after 10 units of time



pattern of interactions after 20 units of time



pattern of interactions after 30 units of time



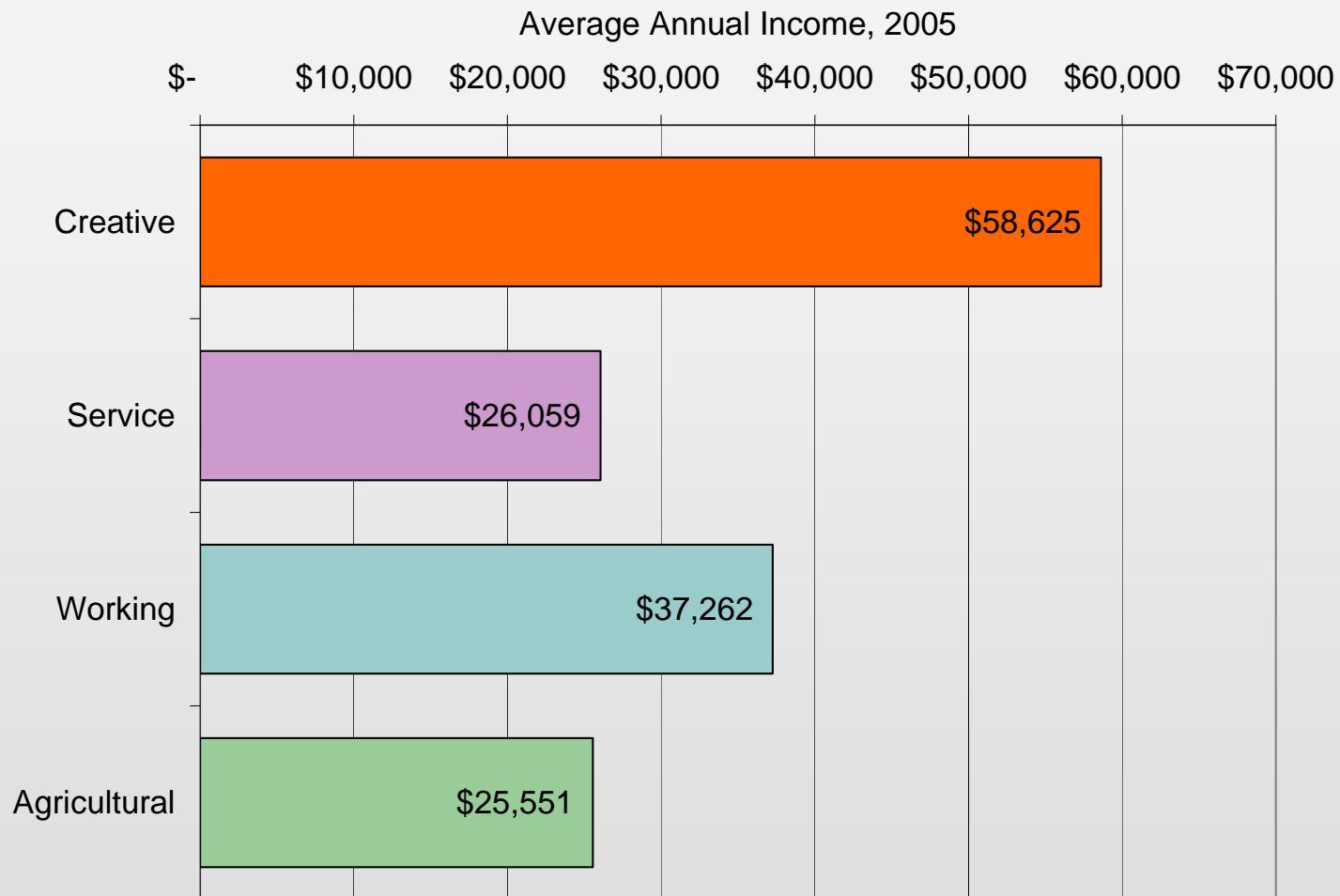
mapping knowledge intensive industries

| Rank | 'Creative' Industries | | 'Innovative' Industries | | 'Discovery' Industries | |
|------|-----------------------|------|-------------------------|------|--------------------------|------|
| | Geography | LQ | Geography | LQ | Geography | LQ |
| 1 | Toronto | 1.58 | Kitimat | 4.73 | Ottawa - Hull | 2.95 |
| 2 | Vancouver | 1.41 | Labrador City | 4.50 | Salaberry-de-Valleyfield | 2.32 |
| 3 | Calgary | 1.25 | Wood Buffalo | 3.56 | Québec City | 2.20 |
| 4 | Regina | 1.23 | Baie-Comeau | 2.79 | Brockville | 2.12 |
| 5 | Montréal | 1.22 | Thompson | 2.45 | Montréal | 2.05 |
| 6 | Halifax | 1.15 | Sept-Îles | 1.92 | Sherbrooke | 1.76 |
| 7 | Yellowknife | 1.09 | Estevan | 1.83 | Hawkesbury | 1.76 |
| 8 | Ottawa - Hull | 1.05 | Chicoutimi - Jonquière | 1.82 | Guelph | 1.48 |
| 9 | Kelowna | 1.04 | La Tuque | 1.78 | Saint-Hyacinthe | 1.43 |
| 10 | Whitehorse | 1.02 | Timmins | 1.77 | Charlottetown | 1.23 |
| 11 | London | 1.01 | Fort St. John | 1.67 | Saskatoon | 1.22 |
| 12 | Victoria | 1.01 | Rouyn-Noranda | 1.66 | Brantford | 1.21 |
| 13 | Winnipeg | 0.99 | Calgary | 1.64 | Swift Current | 1.20 |
| 14 | Kitchener | 0.97 | Powell River | 1.62 | Toronto | 1.19 |
| 15 | Hamilton | 0.97 | Granby | 1.58 | Vancouver | 1.12 |
| 16 | Oshawa | 0.97 | Shawinigan | 1.54 | Kingston | 1.05 |
| 17 | Moncton | 0.96 | Alma | 1.53 | Victoria | 1.01 |
| 18 | Rimouski | 0.96 | Brockville | 1.51 | Saint-Jean-sur-Richelieu | 0.94 |
| 19 | Barrie | 0.94 | Lloydminster | 1.49 | Brandon | 0.86 |
| 20 | St. John's | 0.93 | Sarnia | 1.47 | Lethbridge | 0.85 |

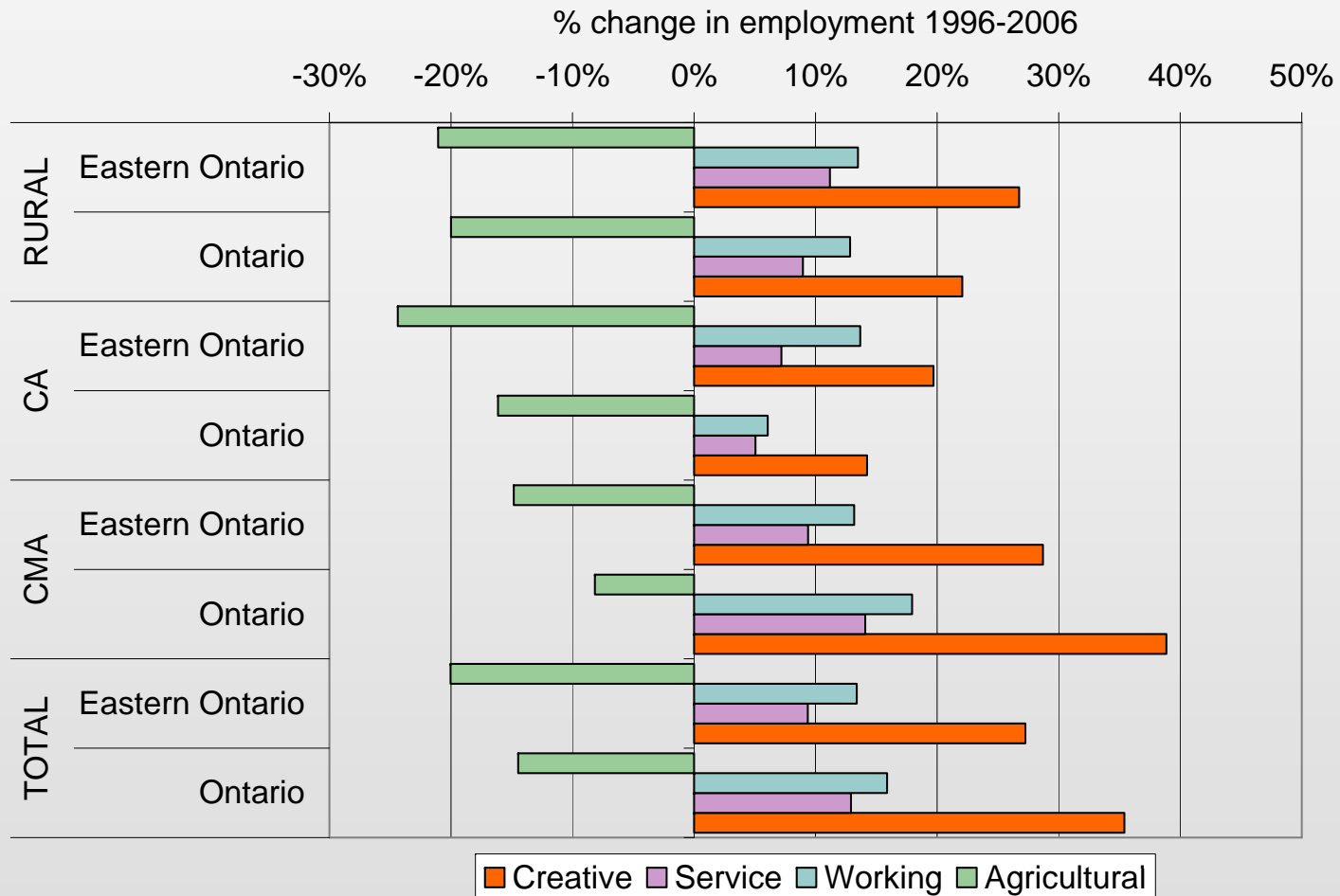
background of creative economy in rural ontario & PEC

- Three reports:
 - South-eastern Ontario
 - South=western Ontario
 - Prince Edward County
- Data analysis
- Local Case Studies

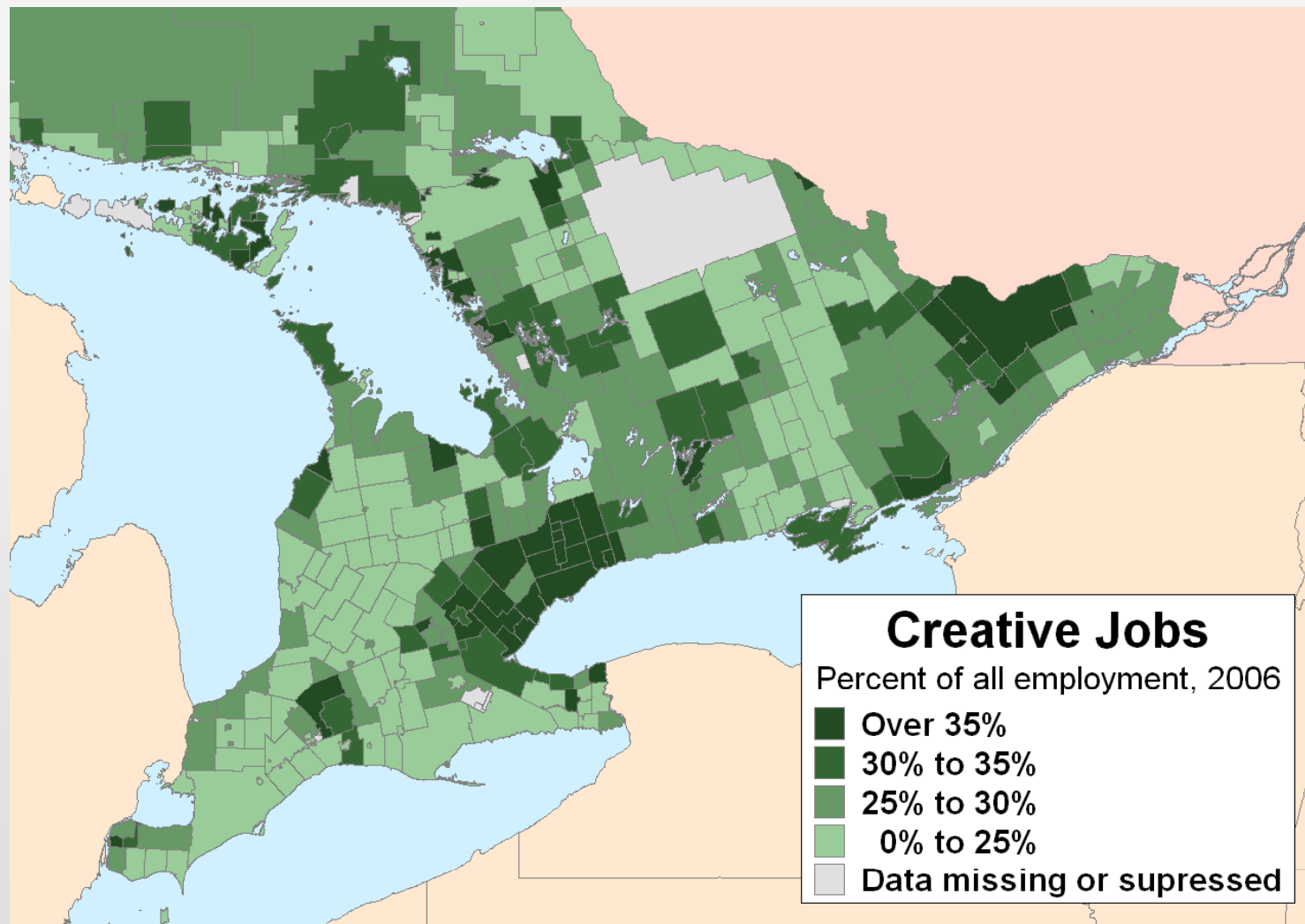
income by occupational group



employment growth by occupational group & geography



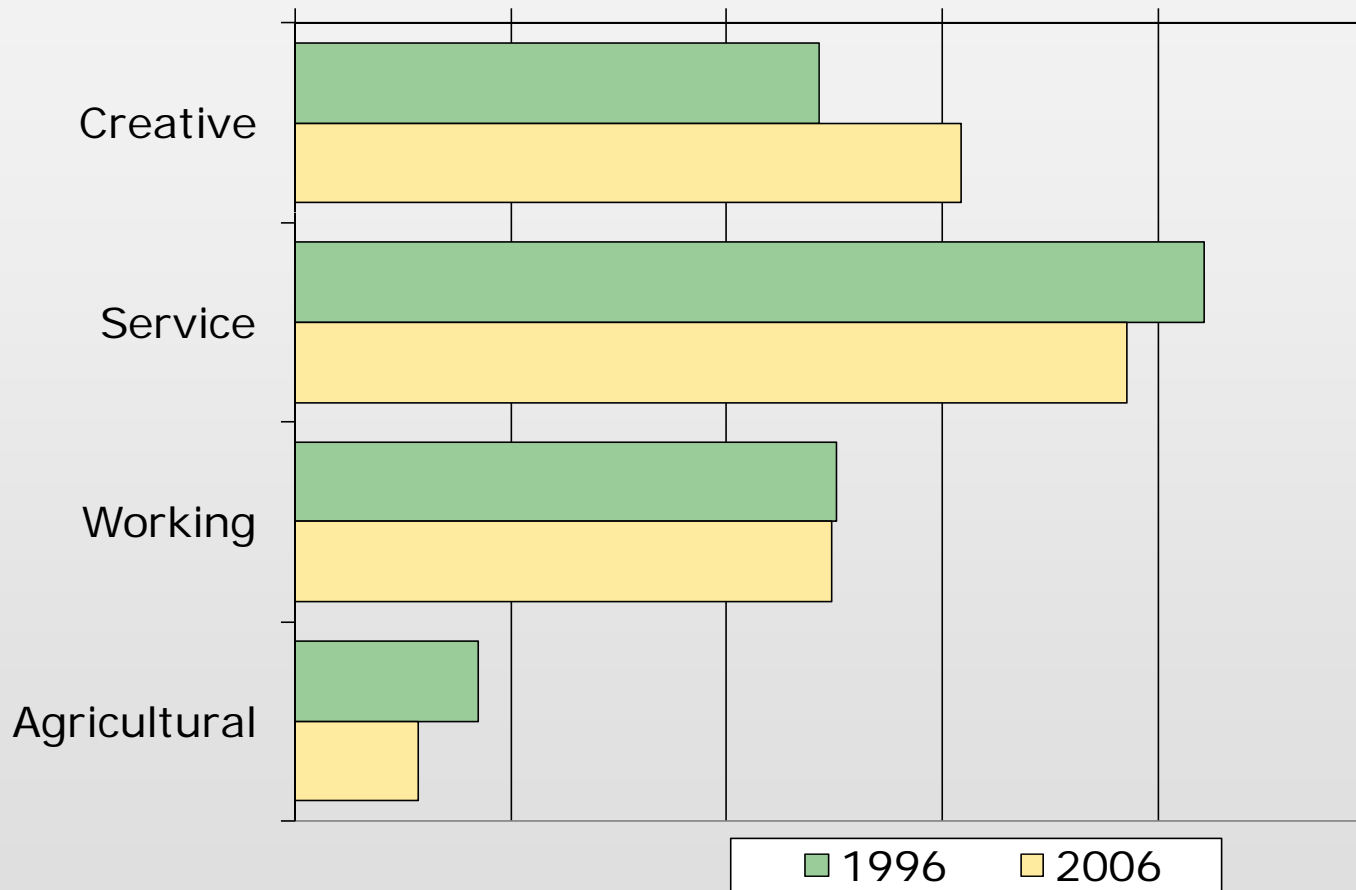
mapping 'creative' employment in southern ontario



PEC employment by occupational group & year

% of labour force by occupational group, 1996, 2006

0% 10% 20% 30% 40% 50%



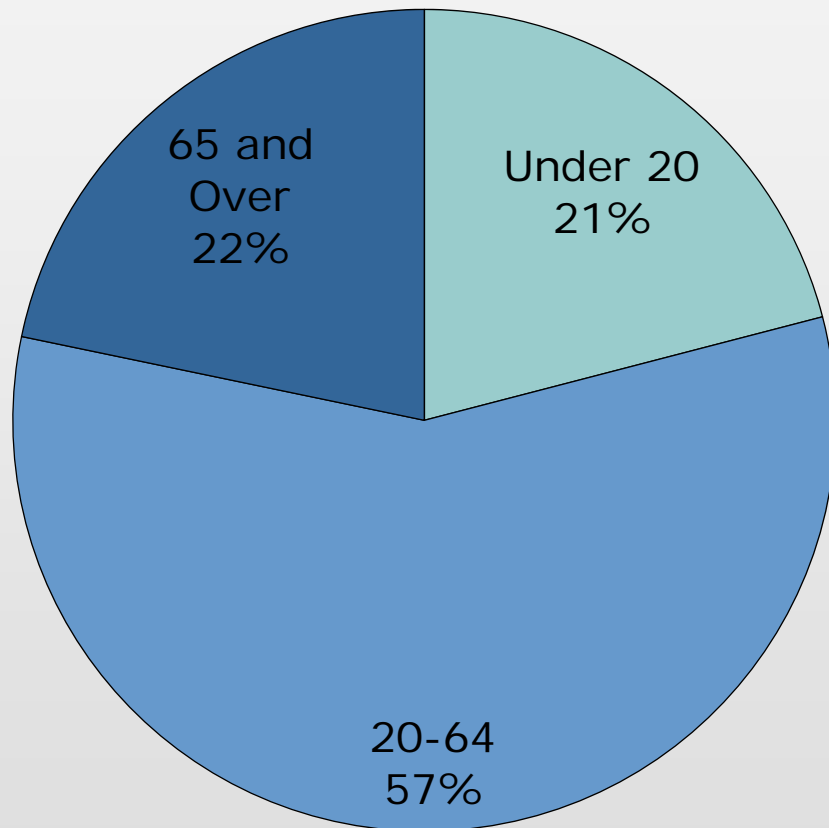
creative business establishments in PEC, 2008

number of business establishments, 2008

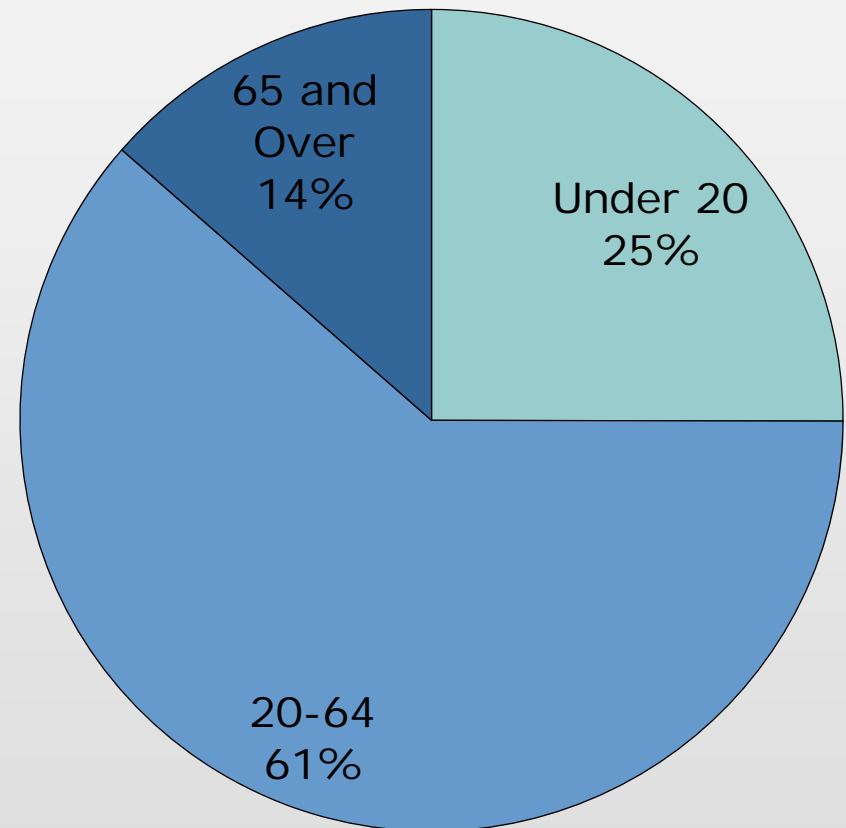


basic demographics of PEC and ontario

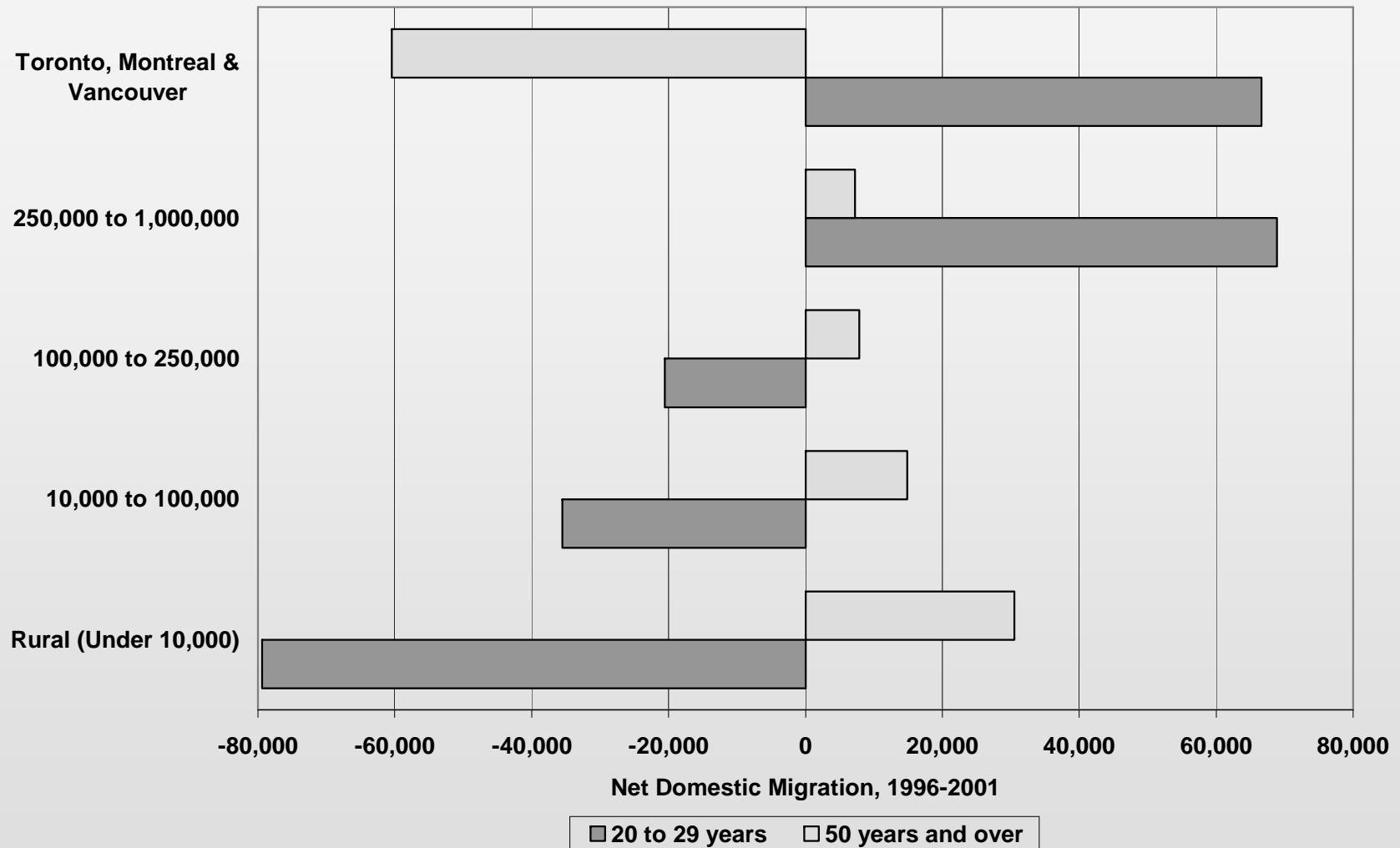
PEC



Ontario

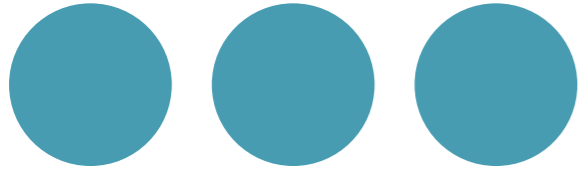


quality of place for whom?



key findings and messages for PEC & rural areas

- Rural and peripheral areas suffer from lack of 'creative advantage'
 - Sparse local networks and learning opportunities
 - Low diversity
- Need to make use of unique local physical and cultural resources (i.e. wine growing)
- Perhaps a larger role for public sector involvement in network building
 - Need for local connections and connections to other places (cities)
- Attraction and retention of younger workers in rural areas a serious problem felt in many developed countries
 - Not just due to economic opportunity but social (marriage)



Prince Edward County

Creative Rural Economy
Case Study

CRE

Creative (Rural) Economy it's
the real deal

<http://ow.ly/1p6WO>

Creative Rural Economy

- Theory
- Definition
- Beyond Borders: Rural-Urban
- Our Journey
- Rural Renaissance
- Case Studies
- Beyond Theory - It's Real!

prosperity
innovation
opportunity

What do you mean rural?

- Creative Economy - [Urban Concept](#)
- My Theory - Why not rural?
- BoHo, QoP, Talent, Tolerance, Technology, Territory
- Rural-Urban Interdependencies
Golden Triangle to Mega-Region

creative
rural
economy

What is it?

- Prosperity, Innovation, Wealth
- Quality of Place is our competitive advantage
- Creative Workers
- Small business&entrepreneurs
1's & 2's

of quality
place

Our Journey

- 70's Bohemians
- 80's Urban Boomers
- 90's Upscaling Tourism
- 21st Century Wine & Creativity
- Theory to Practice

bohemians
boomers
wine: creatives

Branding Canada's 1st Creative Rural Economy

- Creativity Evident
- Anecdotal and Statistical
- 30/50/70
- 31% Creative Workers - Under Provincial Average 35% well above Rural
- 46% of overall income / represents 60% disposable income

Canada's
First Creative
Rural Economy

Wine

- [Who Wine](#) - Talent
- Why Wine - Territory
- How Wine - Technology
- [What Wine](#) - Tolerance
- [Wine & Creativity](#)

Economic
Game
Changer

Artisan & Green Cheese

- Why...What goes better with Wine than Cheese
- Artisan- Fifth Town
- Green
- Talent
- Technology
- Territory

Economic Wine & Cheese Party

Youth & Creativity

- [Spark Box Studios](#)
- Local Young Queen's Grads
- Innovative Shared Atelier Workshop / Talent
- Old Technology with New
- Residency
- Territory Local/Global

Spark
Box
Youth

Full Steam Ahead

- [WhistleStop Productions](#)
- Doubling in [Size](#)
- [Vision Shared Creative Space](#)
- [Technology / Talent](#)
- [Territory](#) Local/Global

WhistleStop
The Headland
Collaboration

Pipe Dream

- Global Digital Media no longer a pipe dream
- High Speed fibre makes us competitive on a global scale
- Creative Class Coming Big Time. Tech/Talent/Territory
- \$20Million 150 Jobs!
- Territory Local/Global

High Speed
Fibre Optic
Pipeline

Net...works

- [Stolarick “3 Networks”](#)
- Digital, Social, Business
- [Creative Minds](#)
- [Quarterly, Now Monthly](#)
- Uncover and [Reveal Talent](#)
- Celebration & Awareness

Creative
Minds
Networks

The Good

- Prosperity
- Wealth
- Growth
- Innovation
- Job Creation & Opportunity

Good
Bad
Quality

The Bad

- Rural Gentrification
- High Housing Costs
- Faster Pace
- Loss of Innocence
- Loss of Charm & Culture

Rural Gentrification Chandina ID

The Ugly

- Fear of Change
- Indignant
- Lack of Tolerance
- Some grasping at straws
- Never Good Enough

Fear
of
Change

Summary

- [Prince Edward County Economy Clearly a Creative Rural Economy](#)
- [Adapting to Change](#)
- Wine & Now Fibre Game Changers
- Regional / [Global](#)
- [Prosperity](#) is possible Rural Renaissance
- Quasi Sustainable Economy
- Not perfect
- [Dan's CRE Blog](#)