



# THE MONIESON CENTRE

TRANSFORMING BUSINESS IN THE KNOWLEDGE ECONOMY

## **CREATIVE ECONOMY SEMINAR SERIES**

***"THE CREATIVE ECONOMY IN ONTARIO: A PRINCE EDWARD COUNTY CASE EXAMPLE"***

**Dan Taylor, Prince Edward County Economic Development**

### **Abstract**

The Creative Economy is primarily seen as an urban phenomenon. However, its principles – talent, tolerance, technology and now territory – involving quality of place, public space, community amenities, culture, etc. are hardly unique to cities. Prince Edward County has branded itself as Canada's First Creative Rural Economy. In this seminar, the county's Rural Renaissance will be described. The practical application of creative economy theories in a real and rural place will be discussed.

Rural does not exclude urban. This presentation will touch on regional and rural-urban interdependencies, and the importance of trading relationships in developing a creative rural economy. It will outline Prince Edward County's journey of creative economy discovery and realization via case studies about real people, real businesses and real economic development. The focus will be on real-life examples of how a community is capitalizing on, and excelling at developing, its creative rural economy and how benefits are rippling throughout the broader economy. As dramatic socio-economic change unfolds in what was once a somewhat forgotten static community in decline, the "Good, Bad and Ugly" will be described.

**Dr. Greg Spencer, Munk Centre, University of Toronto**

### **Abstract**

Creative advantage and rural areas: strategies for overcoming sparse networks.

This research begins with an examination of the social dynamics of the creative process which highlights the importance of dense and diverse connections that provide a wide range of knowledge and opportunities. The main implication of this is that large cities tend to possess a 'creative advantage' over places that present fewer local learning opportunities. To this end this research contends that there is a larger role for the public sector in rural areas in the creative economy, particularly in terms of building and maintaining local networks and connections with places further afield. The case of Prince Edward County provides an instructive case of effective local policy making.