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Building Affordable and Sustainable Spaces: A Study of Cultural Development

Cultural-creative spaces? Observations on edge cities in the new creative economy

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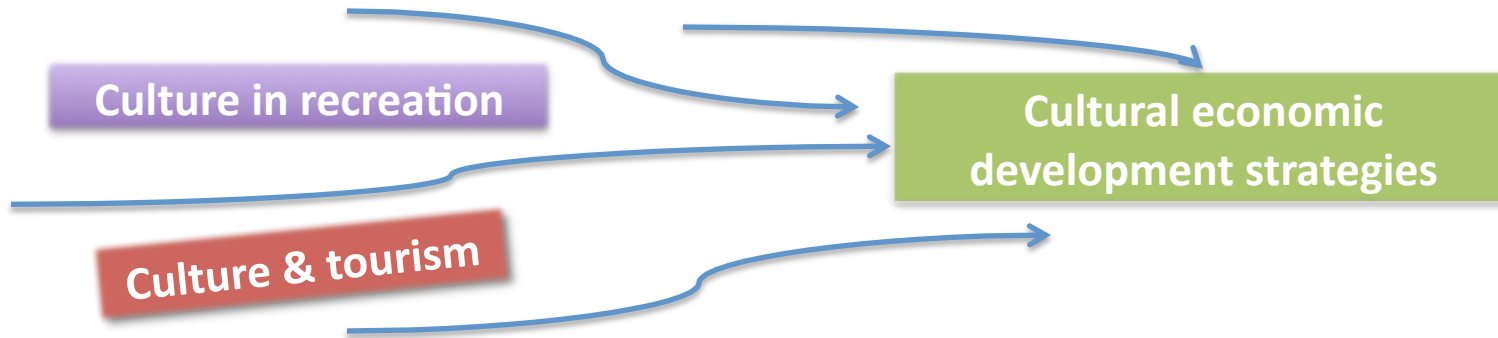


Background studies

- **Edge Cities: Competitive and Collaborative Creative Economy Strategies for Surrey** – Discussion paper (Catherine Murray 2008)
- **Developing and Revitalizing Rural Communities through Arts and Creativity** – Literature review and resource compilation project, 2009
 - Overview (Nancy Duxbury & Heather Campbell, CPCC, SFU)
 - Australia (Kim Dunphy, Cultural Development Network)
 - Europe (Lidia Varbanova, Lab for Culture)
 - United States (Patrick Overton, Front Porch Institute)
- **Under Construction: The State of Cultural Infrastructure in Canada** – National research report (Duxbury et al. 2008)

Related Resources

Paradigm Shifts in the New Economy



Three factors are driving the need to differentiate **cultural economic development strategies** from tourism and recreation:

1. Boundary spanning and growth

- Cultural sector boundaries broadening under the impact of new digital technologies
- Production and distribution more accessible, flexible, mobile, and affordable

2. Shift to creative city focus

- A shift from a global to a local lens in understanding the creative economy
- Cities and their communities increasingly driving forces

3. The Integrated Planning Model

- ICSPs – The Integrated Community Sustainability Planning challenge
- Culture + Social + Environment + Economic

Context: On the ground

Broader context:
Shortage of creation spaces

Potential comparative advantage:
Lower cost and available spaces
(excess manufacturing space stock)

Edge /
post-suburban /
bedroom cities

Rapid growth!!!

Some economic
migration of 'creatives'
from centre

Opportunity for strategic positioning:
To **complement but differentiate** from
the cultural competencies of the core
cities, while seeking **new cooperative
partnerships** with others at the edge.

Preconditions for migration:
Rising property taxes, rents
and inflation in value of
industrial and office property
– and housing

Situation

Issues and challenges for edge cities (in positioning vis-à-vis their cores)

1. Managing rapid growth & development

- Internal city planning issues / Maturing communities

2. Core cities have “head start” in established support, activity, and infrastructure

- Tangible and intangible assets, stickiness

3. Edge cities focused on local/amateur participation ...

- with larger/professional amenities and opportunities in core

4. Parks & Recreation framework insufficient

- Lacks breadth & scope, conceptual perspective needed to develop “creative city/industries strategy”

Cultural infrastructure: underdeveloped / inadequate

Built infrastructure

- Cultural centres as necessary community gathering places; viewed for leisure/recreation services, touring venues, local productions
- In place but limited, and distributed
- Cultural investments often secondary to (other) recreation investments
- City growth levies not directed to culture (may be prevented by legislation)

Organizational/intangible infrastructure

- Limited government support (City, Canada Council for the Arts, etc.) – Limited NFP organization development
- Underdevelopment in the high wage cultural/creative labour sector, often unionized, including film or TV or sound recording

Many knowledge blind spots

1. Rapid change – Population may be growing so quickly that some of the new **creative entrepreneurial activity is invisible** + **Rapidly evolving cultural practices** too.

2. Many blind spots in creative economy mapping

- E.g., Activities and assets in culturally-defined / ethnic communities
- E.g., Music/dance scenes – organizers live in edge city, spaces and support for festival/event in core; international stars resident, not recognized “at home”
- E.g., Commercial and blended (P and NFP) activities

3. What are other edge cities doing?

Increasingly, laboratories for a variety of policy experiments, e.g.:

- Enterprise and empowerment zones
- Urban development corporations (like the City of Ottawa)
- Public-private partnerships
- Business-incubator projects
- New strategies of social enterprise development

The Strategic Challenge: Cooperation and Competition

Literature: ability to adapt to change • minimize negative consequences of rapid economic growth • take advantage of the opportunities that change provides • ability to attract inward investment and attract and maintain talented people

- effective local and regional governance: effective leadership, sound governance, sufficient fiscal capacity, coordinated public policies
- high quality social services
- enhanced cultural facilities and physical infrastructure
- attractive natural environment
- mixed, diverse economy
- proactive local agents of change
- lower levels of income inequality and environmental pollution

In short, the literature is not that helpful: **cooperative strategies** internal to the city, involving all the stakeholders are foundational, and **competitive strategies** are assumed externally, or not discussed

Emerging strategies of complementarity

1. New ideas about regionalism emerging:

- **Get away from the idea that everyone has to have their own** hockey rinks, soccer fields, or major theatres ... duplicating amenities at the core
- Base on a competitive assessment of **strengths and weaknesses** and new thinking about **service standards**
- Reject a cookie-cutter creative city strategy, and seek to define **'authenticity'** (i.e., **unique, local differentiation**)
- **Intraregional complementarities, cooperative strategies?**

2. New opportunities through blurring ... of artistic disciplines, core and periphery, rural and urban, professional and community arts practices characteristic of the creative economy

3. Opportunities to develop selective specialization through

- **Fostering creative labour**, and attracting more in-migration of artists
- **Fostering emergent organizations**
- **Attracting micro enterprises and mid-size arts organizations** to do some of their business (by offering storage, or rehearsal areas), or access to travelling performance or exhibition space at preferential rates

opportunities



"One step at a time"

Internal to municipality

- **Cultural vision, collaboratively developed over time**
- **Integrated cultural planning office and broad community networks**
 - Integrated development planning (ICSPs+)
 - Youth and multicultural advisory boards for the creative/economy/city plan
- **Place-making strategies of revitalization – start small**
- **Dream big – Range of proactive initiatives:**
 - **Innovative financing** and new **public/private partnerships**, including better ties with colleges and universities
 - **Physical investments:**
 - Planning for **live/work space** incentives
 - **Intercultural creative space**
 - **Creative economy enterprise initiatives**, including creative enterprise start-up assistance, skills training, small business incubation
 - More **operational funding** for City activities and spaces
 - **Capacity building** support for artists and organizations

Inter-municipal / Regional planning & coordination

- Regional cultural-creative (infrastructure) plan

opportunities

Thank you

For more information:

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