

Using Traditional Competitive Advantage Analysis to Guide the Development of Action Plans to Grow the Creative Economy in a Community

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Purpose of presentation

1. Context: explain the role of the creative class and culture on local economic development
2. Showcase the Creative Economy Analysis Tool and how it can be used to:
 1. measure the creative economy in a community/region
 2. identify a community's/region's competitive advantages in the creative economy
 - Location Quotients
 3. inform the development of a local strategy/action initiatives to grow the creative economy in a community/region
3. Explain how communities have benefited from using the Creative Economy Analysis Tool

Impact of the creative class on local economic development

- Places with higher levels of human capital are more innovative and grow more rapidly (Richard Florida).



Impact of culture on local economic development

- Culture is central to quality of place that is one of the essential ingredients in attracting creative people and resources, as well as, stimulating creativity and innovation (Glen Murray).



What is the Creative Economy Analysis Tool?

2001-2006 Creative Economy Analysis - OCCUPATIONS Place of Residence		Employment Growth						Shift Share Values			Location Quotient
Mono *	# Jobs '01 Ontario	# Jobs '06 Ontario	# Resident Jobs '01 Mono CSD	# Resident Jobs '06 Mono CSD	Employment Growth Mono CSD	Actual Change (# Jobs) Mono CSD	% Employment Mono CSD 2006	Provincial Effect	Industrial Effect	Regional Effect	Location Quotient 2006 Mono CSD
A011 Legislators	1,850	1,460	0	0	na	0	0.0%	0	0	na	0
A012 Senior government managers and officials	8,965	6,645	30	0	-100.0%	-30	0.0%	2	-10	-22	0
A013 Senior managers - Financial, communications and other business services	24,380	24,190	10	25	150.0%	15	0.6%	1	-1	15	1.62
A014 Senior managers - Health, education, social and community services and membership organizations	6,650	8,070	60	15	-75.0%	-45	0.4%	5	8	-58	2.91
A015 Senior managers - Trade, broadcasting and other services, n.e.c.	19,990	19,110	105	30	-71.4%	-75	0.8%	8	-13	-70	2.46
A016 Senior managers - Goods production, utilities, transportation and construction	22,405	21,760	30	85	183.3%	55	2.2%	2	-3	56	6.12
A111 Financial managers	27,280	28,170	10	55	450.0%	45	1.4%	1	0	45	3.06
A112 Human resources managers	14,460	16,365	0	10	na	10	0.3%	0	0	na	0.95
A113 Purchasing managers	4,070	5,555	10	10	0.0%	0	0.3%	1	3	-4	2.82
A114 Other administrative services managers	13,815	15,595	10	10	0.0%	0	0.3%	1	1	-1	1
A121 Engineering managers	7,950	8,565	0	15	na	15	0.4%	0	0	na	2.74
A122 Computer and information systems managers	23,750	22,430	0	20	na	20	0.5%	0	0	na	1.39
A123 Architecture and science managers	2,460	2,905	35	10	-71.4%	-25	0.3%	3	4	-31	5.39
A131 Sales, marketing and advertising managers	66,010	72,615	20	70	250.0%	50	1.8%	2	0	48	1.51
A141 Facility operation and maintenance managers	22,705	16,245	65	10	-84.6%	-55	0.3%	5	-24	-37	0.96
A211 Retail trade managers	131,605	128,730	45	100	122.2%	55	2.5%	4	-5	56	1.21
A221 Restaurant and food service managers	48,460	40,190	10	20	100.0%	10	0.5%	1	-2	12	0.78
A222 Accommodation service managers	9,610	8,650	15	0	-100.0%	-15	0.0%	1	-3	-14	0
A301 Insurance, real estate and financial brokerage managers	13,355	12,840	10	10	0.0%	0	0.3%	1	-1	0	1.22
A302 Banking, credit and other investment managers	27,490	28,710	15	10	-33.3%	-5	0.3%	1	-1	-6	0.54
A303 Other business services managers	6,440	3,285	0	10	na	10	0.3%	0	0	na	4.77
A311 Telecommunication carriers managers	6,945	4,655	0	0	na	0	0.0%	0	0	na	0
A312 Postal and courier services managers	2,335	1,550	0	0	na	0	0.0%	0	0	na	0
A321 Managers in health care	8,840	7,925	10	10	0.0%	0	0.3%	1	-2	1	1.97
A322 Administrators, post-secondary education and vocational training	4,545	4,205	10	0	-100.0%	-10	0.0%	1	-2	-9	0
A323 School principals and administrators of elementary and secondary education	10,620	10,775	0	25	na	25	0.6%	0	0	na	3.63
A324 Managers in social, community and correctional services	5,210	6,510	0	0	na	0	0.0%	0	0	na	0
A331 Government managers, health and social policy development and program administration	2,160	1,780	0	0	na	0	0.0%	0	0	na	0
A332 Government managers, economic analysis, policy development and program administration	3,205	3,435	0	0	na	0	0.0%	0	0	na	0
A333 Government managers, education policy development and program administration	205	150	0	0	na	0	0.0%	0	0	na	0
A334 Other managers in public administration	2,115	1,765	0	0	na	0	0.0%	0	0	na	0
A341 Library, archive, museum and art gallery managers	1,625	1,285	0	0	na	0	0.0%	0	0	na	0
A342 Managers, publishing, motion pictures, broadcasting and performing arts	5,295	4,645	0	0	na	0	0.0%	0	0	na	0
A343 Recreation and sports program and service directors	3,870	3,730	0	0	na	0	0.0%	0	0	na	0
A351 Commissioned police officers	1,470	640	0	0	na	0	0.0%	0	0	na	0
A352 Fire chiefs and senior fire-fighting officers	665	615	0	0	na	0	0.0%	0	0	na	0
A353 Commissioned officers, armed forces	5,595	6,790	10	0	-100.0%	-10	0.0%	1	1	-12	0
A361 Other services managers	11,560	12,000	25	15	-40.0%	-10	0.4%	2	-1	-11	1.96
A371 Construction managers	22,000	21,555	0	20	na	20	0.5%	0	0	na	1.45

OMAFRA's Creative Economy Analysis Tool: information items

Ontario Employment Trends	<i>Jobs, 01 Ontario</i>
	<i>Jobs, 06 Ontario</i>
Local Employment Trends	<i>Jobs, 01</i>
	<i>Jobs, 06</i>
	<i>Employment Growth</i>
	<i>Actual Change Jobs, 01-06</i>
	<i>% Employment</i>
Local Shift-Share Analysis	<i>Provincial Effect</i>
	<i>Occupation Effect</i>
	<i>Regional Effect</i>
Local Location Quotient Analysis	<i>Location Quotient</i>

Creative Economy Analysis Tool: filters

- **Creative Occupations**

- Classified using Richard Florida's framework for the creative class
 - super creative core;
 - creative class;
 - service class,
 - working class.



Creative Economy Analysis Tool: filters

- **Cultural Occupations**

- Classified using Statistics Canada's Framework for Culture Statistics

- Culture occupations

- Creative and artistic production occupations, heritage collection and preservation occupations

- Culture Support Occupations

- Cultural management, technical and operational occupations, manufacturing occupations



Identifying a community's competitive advantages for the creative economy

- Location Quotient Analysis
 - Measures the relative concentration of each occupation in your local economy compared to a reference area (in our case, Ontario).

$$\text{LQ} = \frac{\% \text{ of } \textit{local} \text{ employment in occupation } i}{\% \text{ of provincial employment in occupation } i}$$

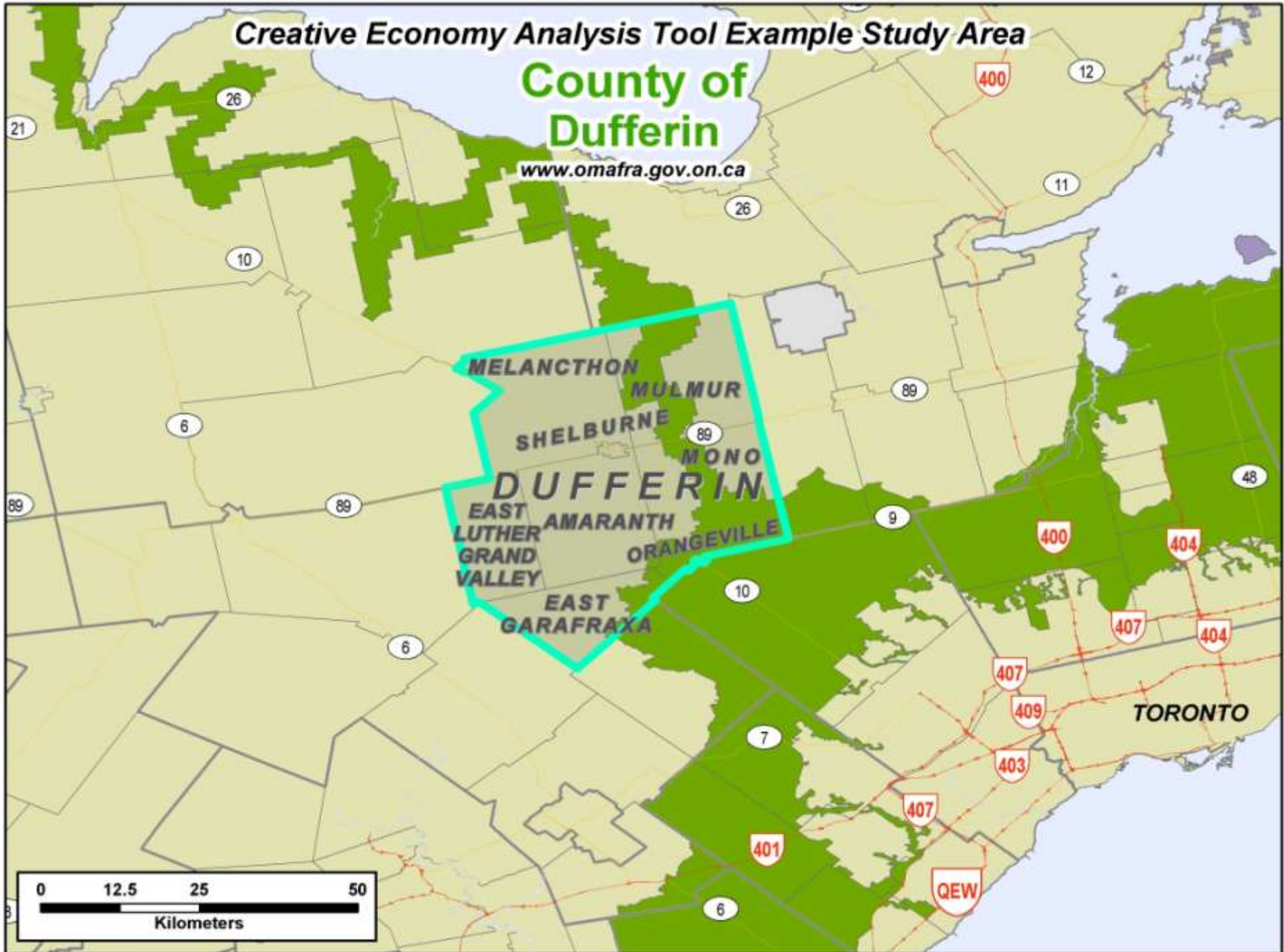
Identifying a community's competitive advantages for the creative economy

- Location Quotient Interpretation:
 - If $LQ > 1$, occupation i , over-represented or disproportionately concentrated
 - If $LQ = 1$, occupation i , is proportionately concentrated (represented)
 - If $LQ < 1$, occupation i , is under-represented
 - *Local occupation specializations signal local competitive advantages*
 - *To identify significant specializations, use a higher cut-off (e.g., 1.2)*

Creative Economy Analysis Tool Example Study Area

County of Dufferin

www.omafr.gov.on.ca



2006 Location Quotients for The County of Dufferin

	Employment		Location Quotients
	Total	%	2006
Analysis Summary	2006	Share	Dufferin
Culture Occupations			
Culture	500	1.7%	0.84
Culture Support	515	1.7%	1.01
Richard Florida Class Structure			
Super Creative Core	3,390	11.4%	0.68
Creative Class	7,455	25.1%	0.76
Service Class	12,735	42.8%	0.98
Working Class	8,365	28.1%	1.33
Fishing/Farming/Forestry	1,155	3.9%	1.54
Total	29,725	100.0%	1

2006 Location Quotients for The County of Dufferin

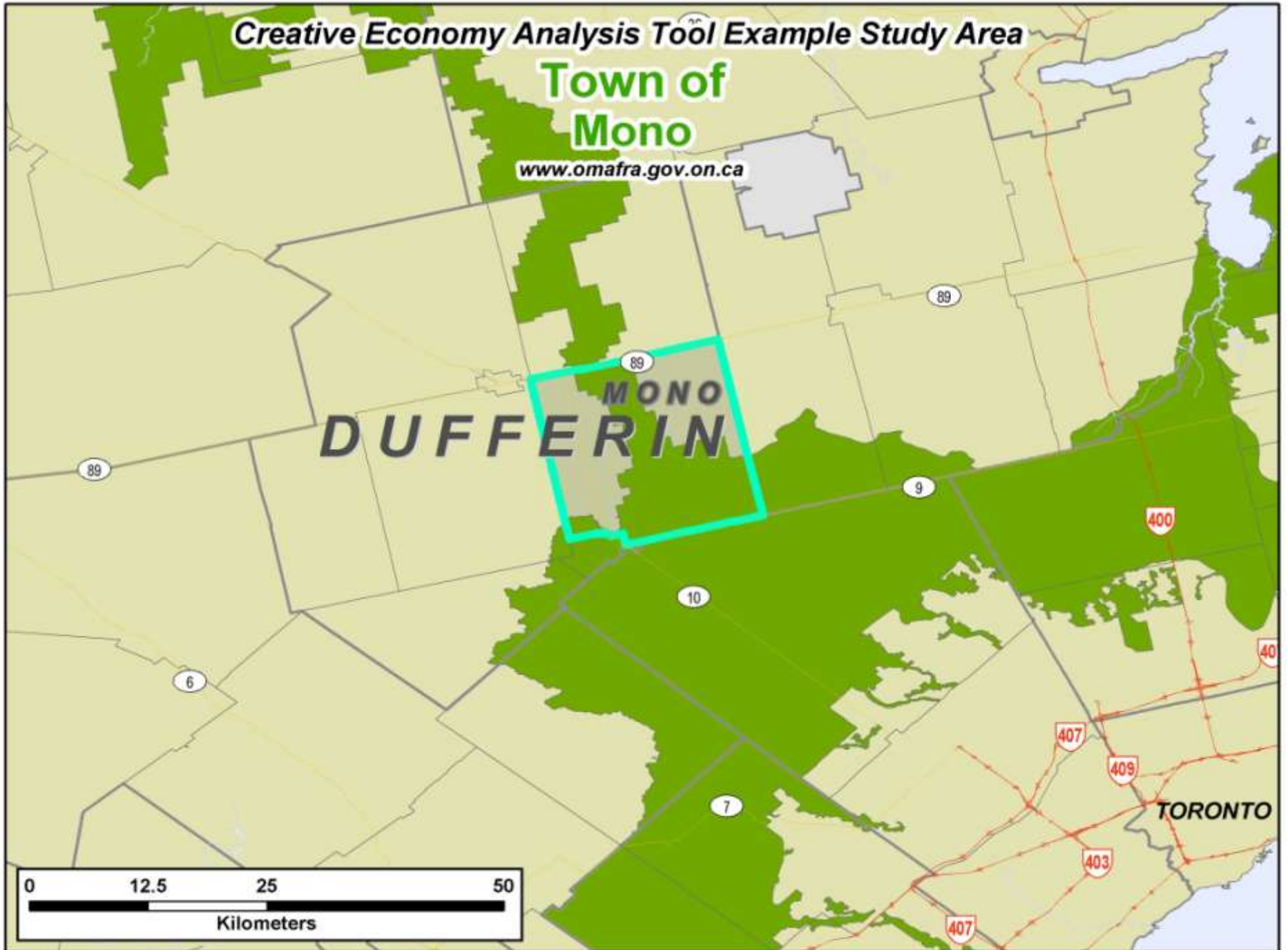
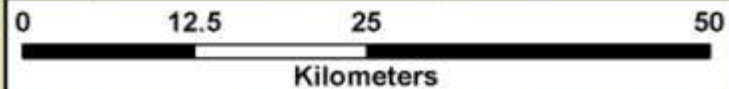
	Employment		Location Quotients
	Total	%	2006
Occupations (NOC-S): Super Creative Core	2006	Share	Dufferin
C172 Air traffic control and related occupations	45	0.2%	6.59
C045 Petroleum engineers	10	0.0%	5.05
C171 Air pilots, flight engineers and flying instructors	95	0.3%	4.53
C154 Land survey technologists and technicians	15	0.1%	3.86
C125 Landscape and horticultural technicians and specialists	75	0.3%	3.54
C164 Construction inspectors	75	0.3%	3.11
F125 Audio and video recording technicians	40	0.1%	2.05
E036 Recreation, sports and fitness program supervisors and consultants	45	0.2%	1.94
F032 Conductors, composers and arrangers	10	0.0%	1.88
C152 Industrial designers	35	0.1%	1.59
F036 Painters, sculptors and other visual artists	50	0.2%	1.55
C053 Urban and land use planners	25	0.1%	1.47
C133 Industrial engineering and manufacturing technologists and technicians	55	0.2%	1.32
C143 Industrial instrument technicians and mechanics	20	0.1%	1.18
C034 Chemical engineers	20	0.1%	1.15
F141 Graphic designers and illustrators	120	0.4%	1.06
C051 Architects	25	0.1%	1.01
C046 Aerospace engineers	10	0.0%	0.98
C141 Electrical and electronics engineering technologists and technicians	55	0.2%	0.97
C031 Civil engineers	70	0.2%	0.96
C013 Geologists, geochemists and geophysicists	10	0.0%	0.96
F031 Producers, directors, choreographers and related occupations	40	0.1%	0.94
F121 Photographers	25	0.1%	0.94
C181 Computer and network operators and web technicians	80	0.3%	0.85
F035 Actors and comedians	15	0.1%	0.85
F127 Support occupations in motion pictures, broadcasting and the perform. arts	10	0.0%	0.83
F144 Artisans and craftspersons	25	0.1%	0.81
F024 Professional occupations in public relations and communications	55	0.2%	0.79
C021 Biologists and related scientists	20	0.1%	0.79
F143 Theatre, fashion, exhibit and other creative designers	15	0.1%	0.76
Total	29,710	100.0%	1.00

Creative Economy Analysis Tool Example Study Area

Town of Mono

www.omafra.gov.on.ca

**MONO
DUFFERIN**



2006 Location Quotients for the Town of Mono

	Employment		Location Quotients
	Total	%	2006
Analysis Summary	2006	Share	Mono
Culture Occupations			
Culture	165	4.2%	2.11
Culture Support	80	2.0%	1.19
Richard Florida Class Structure			
Super Creative Core	710	18.1%	1.08
Creative Class	1550	39.4%	1.2
Service Class	1445	36.8%	0.84
Working Class	670	17.0%	0.81
Fishing/Farming/Forestry	165	4.2%	1.66
Total	3,930	100.0%	1

Informing the development of strategies to grow the creative economy

- Community Consultation:
 - The Creative Economy Analysis Tool can point to cultural and creative occupations that enjoy local competitive advantages. The information cannot, however, identify what the actual competitive advantages are.
 - It is important to identify what factors have contributed to the local competitive advantages:
 - Natural amenities
 - Outdoor recreation opportunities
 - Cultural opportunities
 - Quality of local schools
 - Social tolerance
 - Lifestyle attributes
 - Influence of local industries
 - Public green space
 - Walkable, mixed-use neighbourhoods
 - Sidewalk commerce
 - Old buildings
 - Public space design
 - Distinctive architecture
 - Viable transportation choices
 - Open markets
 - Alfresco dining

How communities have benefited from using the Creative Economy Analysis Tool

- *“Support a cultural mapping project”*
- *“Profiling the community, and zeroing in on the creative economy component”*
- *“Foster local understanding of the importance of the creative economy”*
- *“Support a statistical analysis of the creative economy”*
- *“Foster understanding of the status of the creative economy relative to other comparable communities”*
- *“Determine opportunities to grow the creative economy”*
- *“Demonstrate the size and significance of the creative class, which changes perception and creates positive environment for policies designed to grow and expand the creative class”*
- *“Having hard data adds to the credibility to the study and has gotten the attention of community leaders because it has provided new/unique perspectives”*
- *“Targeting consultations with the creative class. The consultations were extremely useful helping to inform recommendations to grow the creative economy”*

Questions?

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