

MARTIN
Prosperity*Institute*

**Martin Prosperity Institute
Annual Report**
from Richard Florida, Director

May 2009 to April 2010



EXECUTIVE SUMMARY

This has been a great year for the MPI and we are pleased to share the highlights and our perspective on future opportunities. This overview summarizes the year; a more detailed listing of research, publications, and presentations is attached.

OUR KEY RESEARCH SUCCESSES

The Great Reset

Richard Florida's latest book, *The Great Reset* was published in May by Random House in Canada and Harper Collins in the United States with book tours and media appearances in both countries, including articles and op-eds in the Financial Times, Wall Street Journal, Globe and Mail, and Toronto Star and television and radio appearances on CNN, NPR, CBC and City TV. *The Great Reset* provides a sweeping examination of major economic crises which Florida dubs "resets," distilling the deep forces that shaped their physical and social landscapes, reshaping economies and societies. Looking toward the future, the book identifies the patterns that will drive the next *Great Reset* and simultaneously reshape virtually every aspect of our lives—from how and where we live to how we work to how we invest in individuals and infrastructure, and how we shape our cities and regions. It shows how these core elements, when taken together, will spur a fresh era of growth and prosperity, define a new geography of progress, and stimulate surprising opportunities for each of us. The book has stimulated widespread policy debate in Canada and the US, calling attention to the limits of home-ownership and the need to upgrade service jobs among other things.

The Great Reset has received critical acclaim and has generated significant awareness for the Martin Prosperity Institute.

Music and the entertainment economy

While much attention is paid to high-tech industries, we believe the study of entertainment industries also provides insight into what makes the idea-driven creative economy tick. Entertainment is in many ways a mirror on the broader economy and a precursor for future trends. Many technological innovations—the use of the CD and other media for storage and use of information, for example—were first seen in music.

This project includes an effort to develop data and research on the organization and geography of the music business in the 20th and 21st centuries. We are also examining the role of management in developing musicians and turning artistic excellence in financial success, something preliminary findings suggest is, in many ways, more important than ever. The ongoing mandate is to develop a scholarly examination of the economic, geographic, and social history of popular music.

MPI Program on Innovation and Creative Industries

Through the Program on Innovation and Creative Industries, Rotman professor and MPI faculty affiliate Ajay Agrawal has run two major workshops in Canada bringing together leading students of innovation, creativity and entrepreneurship worldwide. The program supports Agrawal's research in this area broadly. Agrawal has developed a new study of crowd-source funding by music lovers around the world. With special access to data from Dutch start-up, SellaBand, Agrawal has been able to trace the impact of network effects on the growth in popularity of new music bands. This research is providing new insights into the creation, commercialization, and diffusion of ideas. This research supports the central objective of the Innovation and Creative Industries project—to draw economic insights from the creative industries that are broadly applicable to strategy and competition across many industries.

The creative economy

The MPI continued to deepen the understanding of the creative economy and creative class—workers in occupations drawing on an individual's knowledge and experience to make decisions autonomously. We identified state- and metropolitan-level impacts of the size of the creative class on economic activity and on personal happiness. We also conducted research on the size and scope of the creative class in China—with results to be published in 2010/11. We are developing a major new report on women and the creative class in collaboration with University of Toronto Arts & Sciences Dean and MPI faculty affiliate Meric Gertler and Bjorn Asheim of CIRCLE, Lund University in Sweden, Richard Florida is assembling a collection of studies of the creative class and regional development in 18 countries.

Occupations, industries, and skills

The MPI continues to lead the way in synthesizing the impact of occupations, industries, and skills to shed light on the competitiveness of a jurisdiction. Following on our project for the Ontario Government, *Ontario in the Creative Age* we have further developed our methodology for understanding how economies value skills that are embedded in occupations and expect to publish these results in academic journals in 2010/11. We continue to explore the powerful interaction of occupations and industries, particularly the combined impact of the creative class working in clustered industries.

Regional food quality

The MPI's Food Economy Project investigates variation in the food economy across North American Cities. Through the construction of a Regional Food Quality Index (RFQI), this project examines how variables like food cost, food selection, food quality, and food variables differ from city-region to city-region. By focusing on the "3As" of regional food quality (access, availability, and assurance), the index will not only create a score that can be used to compare and benchmark regions with each other, it will also allow for deeper analysis of the regional relationships between food and food quality with public health, social welfare, and other public goods. The objective of this research is to contribute to

the growing public policy interest in North America and beyond regarding the role of the food economy in sustaining and enhancing economic, environmental, social and cultural life in North American city-regions.

CONTRIBUTIONS TO OUR COMMUNITIES

We think it important to be valued members of our regional, provincial, and national communities and to that end we ensure that we do significant work, including volunteer efforts in these communities.

The Toronto city region

Our major contribution to the city region was the *Strength in Services* summit, a collaborative effort with the City of Toronto in November 2009. Following a presentation by Richard Florida to City Council on the important role and unmet potential of the service class, the City asked us to develop a summit of opinion leaders, service class members, and academics to explore the potential for greater creativity and economic impact from workers in the service class. The summit met the objective the City and we had set out—to raise awareness of the service class challenge and to identify areas for further research.

The MPI partnered with Artscape, MaRS, and the City of Toronto in presenting the “Creative Places + Spaces: The Collaborative City” conference. The conference focused on the new imperative to collaborate to solve persistent multi-dimensional problems and to explore how collaboration fuels innovation.

Working with Toronto Public Health and a team of NGO, private sector and City partners the MPI helped map the food environment all across the city, create an indicator of neighbourhoods most in need of better access to affordable food stores, and identify opportunities to use planning and other municipal levers to enable change.

MPI staff volunteered time to assist the Creative Oakville Mayor’s Advisory Group in developing its long term strategy.

MPI researchers began work on the Toronto 2010 Election series of *MPInsights*—a series of short publications to help frame the issues in this year’s mayoral election. We were approached by leading candidates for Mayor and our senior staff met with them to discuss the challenges and opportunities for the City.

Ontario

Our most important work for the province this year has been the analysis of the potential benefits from the Accessibility for Ontarians with Disabilities Act. The disability community saw the legislation as a milestone in the government’s commitment to creating a level playing field for all Ontarians. But many businesses and municipalities across the province responded with skepticism, believing the act would result in increased costs and result in few benefits. The Province asked the MPI to lead a study to identify the economic and social benefits from the legislation. The report, *Releasing Constraints: The Impacts of Increased Accessibility on Ontario’s Economy* was released after year end in June 2010.

In support of the Ontario-Quebec economic co-operation agreement the MPI prepared a report that set out priority areas for collaboration between the provinces in order for them to reach their potential as one of the most competitive and prosperous regions in North America and the world.

The MPI contributed significantly to TVO's ongoing research and broadcast of Ontario's economic opportunities and challenges. Senior staff members appeared on various episodes of its prestigious show, *The Agenda*. MPI staff also provided much of the research backbone for the series *Agenda Camps*.

Furthermore, we are working with Monieson Centre (Queen's), OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs), and Prince Edward County on understanding the nature and role of creativity and the creative economy in a rural setting. Businesses are relying less on physical labour and routinized tasks, and competing increasingly using talent and technology. The series focuses on Ontario in the Creative Age, exploring how rural businesses and communities need not get left behind.

Canada

Drawing on Statistics Canada micro data, the MPI produced for the first time a linkage of occupations with industries thus identifying the varying importance of creative occupations across key sectors of the national economy.

The MPI collaborated with the Institute for Competitiveness & Prosperity to produce the 2009 report on Canada's economic agenda, *Opportunities in the turmoil*. This report set out an agenda for Canada based on creativity and innovation.

OUR STAFF MOVING ON

We are proud of our research staff and one reason for that pride is the high regard they are held in by prospective employers. In the past year, Kathrine Richardson, in our first class of post doctoral students, accepted a teaching position as an Assistant Professor at San Jose State University; Scott Pennington, one of our first researchers joined a select group of Urban Fellows at the City of Toronto; Ronnie Saunders, another one of our first researchers, joined the newly formed Invest Toronto as a Coordinator.

NEW INITIATIVES FOR THE COMING YEAR

In addition to building on our research successes and community involvement from last year, we will be advancing in new areas. While we have great hopes and aspirations for significant output in the coming year, our priorities in these new areas will be as follows:

Upgrading service sector jobs

We are continuing to explore the potential for increasing the creative content of service class occupations, such as clerks, food service and hospitality workers,

and call centre operators. Our analysis of government employment projections indicates that the service class will grow as much or more than the creative class. Labour market outcomes in wages and unemployment differ dramatically for the two types of occupations and left unaddressed this difference could mean reduced social cohesion. Equally important, businesses are not realizing the full potential of their workers in service occupations—not drawing on the creative capabilities of these workers. MPI is conducting research to identify the economic benefit of tapping in to service workers’ creative potential and to document business strategies and models that are successful in this area.

The mayoral papers

This mayoral election this year is an important one. The MPI will obviously not be involved in the political campaign. However, through our series of MPInsights and Toronto Election 2010 discussion papers we intend to be a key contributor to the discussion of issues during the election.

The creative class and creativity

Our work in understanding the impact of the creative class on local and national economies will continue to be a driving force in our research agenda. We are about to publish our research on the creative class in China and are in discussions with partner-researchers to carry out similar analysis in the other BRIC economies—Brazil, Russia, and India. We expect to complete our work on the global creativity index.

Mega-regions

Place is the key organizing unit of the global economy and the bulk of global economic activity takes place in roughly two dozen global mega-regions that function as the key nodes and drivers of the world economy. The MPI has already built a considerable set of data and indicators for the Mega-regions. In the coming year we intend to deepen our understanding of the key differences between mega-regions along occupational, skills, and industry lines as well as indicators of successful innovation and prosperity outcomes.

New teaching course on prosperity and competitiveness

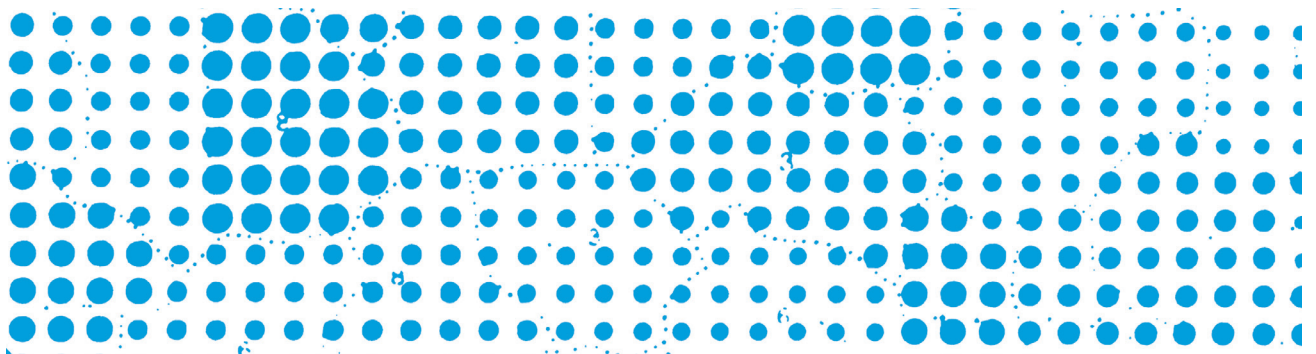
Under the leadership of Richard Florida, the MPI is creating a new graduate course on Competitiveness and Prosperity for the MBA program. This course will help MBA and other professional degree students better understand how companies shape community prosperity and the ways that companies and communities can best interact to forge lasting prosperity

Below is a detailed summary of the year’s activities. I have also included selected activities from our directors, Jim Milway, Executive Director, Kevin Stolarick, Research Director, post-doctoral fellows and research assistants.

Detailed Review of Activities & Outputs

May 2009 – April 2010

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ACTIVITIES AND EVENTS

SPEAKING EVENTS

Richard Florida:

2010

- Feb 22 Financial Times
- Jan 22 Massachusetts Municipal Association

2009

- Nov 17 Halton Industry Education
- Nov 16 City of Toronto Service Summit
- Nov 12 Regional Municipality of Durham
- Oct 29 Artscape Conference
- Oct 09 The Agenda—Steven Paikin/Jim Balsillie
- June 12 Michael Porter Reception
- June 09 Placing Creativity conference
- June 08 Diverse City Nexus Roundtable, Toronto City Summit
- May 15 David Stonehouse, Don Valley, Brickworks presentation
- May 13 Toronto Council Meeting on the Economy, Councillor Rae and Economic Development General Manager Mike Williams
- May 08 Random House/Rotman/Globe & Mail event

Kevin Stolarick:

2010

- Mar 23 Keynote Speech to University of Southampton Conference, Southampton, UK
- Mar 05 Keynote Speech to Brantford Arts Council, Brantford, ON
- Feb 16 Speech at the Monieson Centre, Queen's University, Kingston, ON
- Feb 02 EDCO annual conference, Prince Edward County, ON
- Jan 28 Keynote speech to International Ticketing Association, Toronto, ON

2009

- Dec 04 Keynote Speech Hamilton Music Awards, Hamilton, ON
- Jun 16 Keynote Speech to POLE, Quebec City
- May 24 Keynote Speech Mohawk College
- May 14 Keynote Speech Land and Development Conference

Charlotta Mellander:

2010

- May IBM Finance Forum, Stockholm
- May Kungsbacka kommun
- May Luleå kommun
- May IBM Finance Forum, Oslo

2009

- Nov Oppegard, Norway
- Oct Svensk Handel, Gothenburg
- Oct Club Mecena, Malmö University
- Oct Svensk Handel, Malmö
- Sept Herbert Felix Institutet, Eslöv
- Sept Svensk Handel, Stockholm
- Aug Svensk Handel, Sundsvall
- July Creativity, Innovation, People, EYCI Flagship Conference
- June Arendals kommunkonferens, Arendal, Norge,
- May Vaggeryd Municipality
- May Expansiva Växjö

Ajay Agrawal:

- 2010 Volunteer panel speaker in Ottawa at the OECD Roundtable on Innovation 2010
- 2009 Speaker at Artscape: Creative Spaces and Places Conference (2009)
- 2009 Volunteer keynote speaker at Toronto City Summit Alliance conference for the Emerging Leaders Network

INVITED LECTURES

(Richard Florida, Kevin Stolarick, Jim Milway)

2010

- Apr 29 Q Gathering, Chicago, IL
- Apr 14 Urban Land Institute, Boston, MA
- Apr 07 Presentation at FORA Denmark (Kevin Stolarick)
- Apr 07 Creative Cities Summit 3.0, Lexington, KY
- Mar 10 Global Metropolitan Forum of Seoul, Seoul, South Korea
- Feb 22 Financial Times, Vancouver, BC
- Feb 12 Joint Venture Silicon Valley Network, San Jose, CA
- Feb 12 Planning Prosperity: Tourism and sustainable development in Puerto Vallarta. Centro Universitario de la Costa, University of Guadalajara, Puerto Vallarta, Mexico (Brian Hrats)
- Feb 05 Texas Tech University, Lubbock, TX
- Jan 22 Massachusetts Municipal Association, Boston, MA

2009

- Dec 09 Philips Videoconference Amsterdam, The Netherlands
- Nov 19 Mediacorp Canada Inc., Toronto, ON
- Nov 17 Ontario Hospital Association, Toronto, ON
- Nov 12 Canadian Marketing Association, Toronto, ON
- Nov 12 The Regional Municipality of Durham. Economic Development & Tourism, Durham, Whitby
- Oct 31 Keynote Speech, Creative Oakville Mayor's Advisory Council, Oakville, ON (Jim Milway)
- Oct 30 Ottawa-Carleton District School Board, Ottawa, ON
- Oct 29 Toronto Artscape, Toronto, ON
- Sep 30 Festival Transart Videoconference South, Tyrol, Italy
- Sep 25 University of Texas at Arlington, Arlington, TX
- Sep 24 Center for Economic Growth, Albany, NY
- Sep 22 Ministry of Government Services, Toronto, ON
- Sep 15 Brisbane City Council 2009 Asia Pacific Cities Summit, Incheon, Korea
- Sep 01 Columbus State University, Columbus, GA
- Jul 15 OECD Seminar on Innovative Approaches to Turn Statistics Into Knowledge, Washington, DC (Kevin Stolarick)
- Jun 18 Thunder Bay Regional Research Institute, Thunder Bay, ON
- Jun 12 Convocation Speech, Rotman School, University of Toronto, Toronto, ON
- Jun 11 John St., Toronto, Ontario
- Jun 10 Talent Strategies for Enterprise Saskatchewan, Regina, SK
- Jun 09 Fort Worth Chamber of Commerce, Fort Worth, TX
- May 22 Certified Management Accountants, Calgary, AB
- May 21 CMA Creative Leadership Awards Panel of Judges (Kevin Stolarick)
- May 20 Economic Development Council of Collier County, Naples, FL
- May 08 The Globe and Mail Open House Festival, Toronto, ON
- May 08 OPPI Awards of Excellence (Kevin Stolarick)
- May 07 Association des économistes québécois Montreal, QC

INVITED LECTURES

(Ajay Agrawal)

- 2010 *Brain Drain or Brain Bank? The Impact of Skilled Emigration on Poor Country Innovation*, Harvard University, Cambridge, MA
- 2010 *The Geography of Crowd-Funding: An Application to Entrepreneurship in the Arts*, Boston University, Boston, MA
- 2010 Not Invented Here? Innovation in Company Towns, NBER, Cambridge, MA

2009 *Recruiting for Ideas: Inventor Mobility and Access to Knowledge*,
University of Barcelona, Barcelona, Spain

ACADEMIC PRESENTATIONS

2010

“A Tale of Three Scenes: Attracting, incubating and retaining music talent in Toronto, Montreal and Halifax.” Conference Presentation with Jill Grant Innovation Systems Research Network (ISRN) Annual Meeting, Toronto, ON, May 4–8. (Brian Hracz)

“Technology, Talent and Tolerance and Internal Migration: Evidence from the 2001 Census of Canada.” Conference Presentation: American Association of Geographers Annual Conference, Washington, D.C, April. (Karen King)

“Finding the Tail: Curators and Cultural Products in the age of Selection.” Paper presented at the American Association of Geographers, Washington D.C, April 2010 (Patrick Adler)

“Standing Out In The Crowd.” Conference Presentation American Association of Geographers (AAG) Annual Meeting, Washington, D.C, April 14–18. (Brian Hracz)

“A Brief Prosperity Profile of Brockville, Ontario.” Presented at the 2010 Agenda Camp Series as part of the TV show The Agenda with Steve Paikin, March 2010. (Mark Denstedt)

“London’s Performance on the 3 T’s of Economic Development.” Presentation for TVO’s Agenda Camp, London, Ontario, Canada, January 2010. (Patrick Adler)

“Firms, Clusters, Cities and Regions Growing National Competitiveness” Video conference, McGill University Executive Management Class January 29. (Kevin Stolarick)

2009

Beyond Bohemia: Geographies of everyday creativity for musicians in Toronto. Conference Presentation ‘Experience the Creative Economy’ Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, ON, June 23–25. (Brian Hracz)

“The Baltic Sea Regions?” Paper presented at the Baltic Sea Region Inno Net Conference, Riga, Latvia, December 2009. (Patrick Adler).

“Creativity in the Rural Economy: Opportunities in Rural Areas and Smaller Centres” Presentation for the Ministry of Northern Development, Mines and Forestry to the visiting Russian Delegation in Toronto, Ontario, November. (Mark Denstedt)

“Precariousness on the Menu: Restaurant Work and Labour Mobility within the Low-wage Service Industry.” Presentation for the Martin Prosperity Institute to the Strength in Services Conference Organization Committee, November. (Mark Denstedt)

“What You Do, Not Who You Work For: A Comparison of the Occupational and Industry Structures of Canada, the United States, and Sweden.” North American Meetings of the Regional Science Association, San Francisco, CA, November. (Karen King)

“What You Do, Not Who You Work For: A Comparison of the Occupational and Industry Structures of the United States, Canada and Sweden.” North American Regional Sciences, San Francisco, CA, November 16. (Kevin Stolarick)

“Culture: Arts and Artists Not Necessarily the Same Thing.” Demography workshop (co-sponsored with the Cultural Policy Centre. Presentation at University of Chicago on Urban Policy Analysis, Chicago, IL, November 5. (Kevin Stolarick)

“Technology, Talent and Tolerance and Internal Migration: Evidence from the 2001 Census of Canada.” International Union for the Scientific Study of Population Conference, Marrakech, Morocco, September. (Karen King)

“Geography of Equilibria: Occupations and Industries across Canada.” Martin Prosperity Institute Experience the Creative Economy Conference, Toronto, ON, June. (Karen King)

“The Occupation-Industry Mix in Canada: Evidence from the 2006 Census of Canada.” Statistics Canada Socio-economic Conference 2009, Ottawa, ON, May. (Karen King)

“The Geography of Equilibria: Occupations and Industries across Canada.” Canadian Association of Geographers Conference, Ottawa, May 28. (Kevin Stolarick)

“Recent History of Occupations Across Canada.” Statistics Canada Socio-Economic Conference, Ottawa, May 5. (Kevin Stolarick)

ORGANIZED EVENTS

2010

“Cultural Mapping and Cultural Planning: Making the Connection”. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, ON, March 2–3.

Co-Organizer: conference on the “Economics of Innovation and Entrepreneurship” at Queen’s University with Jean-Etienne de Bettignies (Queen’s). May 2010. (Ajay Agrawal)

Co-Organizer of three sessions: ‘Standing Out in The Crowd: Competing in the dynamic marketplace for cultural products’ with Atle Hauge and Doreen Jakob: *American Association of Geographers (AAG) Annual Meeting*, Washington, D.C, April 14–18. (Brian Hraes)

Organizer of two sessions: “Economic Development Theory and Practice: Creative Class and Human Capital Perspectives” and “Migration and Creative Class Theory.” *American Association of Geographers Annual Conference*, Washington, D.C, April. (Karen King)

“The Canadian Music Paradox: Management matters” featuring Brent Bain. Martin Prosperity Institute, April 21.

“The Canadian Music Paradox: Go Canada go vs. who do you think you are?” featuring Alan Cross. Martin Prosperity Institute, March 23.

“Welcome to the Jungle: Toronto’s independent music system in the digital era” featuring Brent Bain. Martin Prosperity Institute, February 10.

2009

“Strength in Services Conference” in affiliation with the City of Toronto (November)

“Experience the Creative Economy Conference.” Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, ON, June 21–23.

Organizer of two sessions: “The Geography of Creativity: Regional Competitiveness in Canada” and “The Geography of Creativity: International Perspectives on Regional Competitiveness and Innovation.” *American Association of Geographers Annual Conference*, Las Vegas, Nevada, March. (Karen King)

Co-Organizer: conference on “Innovation and Productivity at the NBER with Ben Jones (Northwestern University). December 2009 (Ajay Agrawal)

Organizer of two sessions: “Regional Trajectories of Education, Skills and Innovation” and “Human Capital: The Case of Talent, Tolerance and Technology.” *North American Meetings of the Regional Science Association*, San Francisco, CA, November. (Karen King)

ACADEMIC SERVICE

Teaching

MGT 2115: Creative Regional Strategies and **RSM 2082:** Competitiveness and Prosperity (Fall 2010)

MGT 2115: Creative Regional Strategies (Winter 2010)

MGT 2115: Creative Regional Strategies (Fall 2009)

MGT3090 Reading Course: Creativity & Business (Fall 2009)

Supervision of PhD students—Ajay Agrawal

Agrawal was the thesis committee chair for strategy doctoral student **Alex Oettl** whose thesis was on the topic of “star scientists: labor mobility and knowledge flows.” Alex completed his dissertation in August 2009 and began a tenure track assistant professor position at Georgia Tech in September. I am very pleased with his placement there as he will have several excellent senior colleagues to work with who focus on innovation-related research. His job market paper received a “revise and resubmit” from Management Science and the Rotman School nominated him for the Governor General’s Gold Metal Award.

Also the thesis committee chair for doctoral student **Christian Catalini**. Christian has just completed his third year in the program and is exploring potential thesis topics in the area of open source software development, market design, and performance. Agrawal also supervised doctoral student **Joel Blit** from the economics department along with his other committee members Ig Horstmann, Joanne Oxley, and Dan Trefler. Joel defended his thesis in July 2010. Joel's dissertation topic is "Seeking capabilities: knowledge diffusion and the boundaries of the firm." Joel went on the market this year and accepted a tenure track position at George Washington University that will begin in the fall of 2010.

Finally, Agrawal is the primary supervisor for strategy PhD students **Elizabeth Lyons** and **Laurina Zhang**. Elizabeth just completed her first year of courses and did very well. Elizabeth is interested in strategy and innovation in developing economies. Laurina is entering her third year and is interested in markets for ideas. She is planning for an empirical thesis using licensing data.

Editorial

Reviewer for the following journals: Industry & Innovation, and The International Journal of Urban and Regional Research (Brian Hraacs)

Reviewer for the following journals: International Migration Review, Industry and Innovation, Papers in Regional Science; American Journal of Sociology (Karen King)

Editorial Board for Strategic Management Journal and Management Science (Ajay Agrawal)

Ad hoc referee for: American Economic Review, Journal of Urban Economics, Research Policy, Journal of Economic Geography (Ajay Agrawal)

OUTREACH

Projects

- *Agenda Camps*—The Agenda with Steve Paikin in Brockville: This project involved the collection of data to complete a benchmark exercise of Brockville, Ontario, the facilitation of community seminars on various topics concerning prosperity in Ontario.
- *AODA*—Ministry of Community and Social Services: This project, completed in summer of 2010, examine the prosperity impacts of increased accessibility in Ontario and the adoption of inclusive design as a guiding principal for the provision of services and the development of products
- *Leveraging Inclusion and Diversity as Canada's Digital Advantage for the Knowledge Synthesis on the Digital Economy*: This collaborative research project explores insights, evidence and effective practices needed to develop a Canadian digital economy strategy that leverages inclusion.

- *Understanding the Creative Economy in China*: This research project examines the creative assets that exist in China as it seeks to become a global leader in the 21st century.
- *The Service Class*: This research project examines the business case for providing improved service jobs and the career paths of service workers.
- *Regional Food Index*: This research project seeks to develop a regional food index by examining the quality, affordability and availability of food in Canada and the United States across regions.
- *Canada's Digital Economy*: This project examines policy in Canada and in other countries regarding the ICT industry and government procurement of ICT services. (Completed for CGI)
- *Mayoral Paper Series*: This project seeks to provide a short insight into election issues that are of importance for the upcoming 2010 Toronto Mayoral election
- *Wal-Mart Project*: This project is in partnership with Dr. Betsy Donald from Queen's University and seeks to develop a history of Wal-Mart in Canada. This project has been temporarily put on hold.
- *Library Conferences*: Kimberly Silk, MPI Librarian, regularly presents at Library conferences on Social Knowledge Management in an Academic Environment.
- *City of Toronto Food Strategy Group*—Working with Toronto Public Health and a team of NGO, private sector and City partners to map the food environment all across the city, create an indicator of neighbourhoods most in need of better access to affordable food stores and identify opportunities to use planning and other municipal levers to enable change.
- *City of Toronto Cultural Mapping Project*—The purpose of this project is to develop a new model for visualizing local cultural resources using mapping and GIS and involves working with a group of people from the city of Toronto and other academic institutions to generate maps and a report for the city.

MPI Insights

2010

- Food Deserts, Enterprise Communities and Empowerment Zones in Chicago
- Food Deserts and Priority Neighbourhoods in Toronto
- High Speeds, High Costs, What Else is There? The Hidden Benefits of High-Speed Rail
- Releasing Constraints: The Impacts of Increased Accessibility on Ontario's Economy
- The Geography of the Service Class Mayoral Paper
- The Geography of Immigrant Outcomes in Canada

2009

- Supersized and Precarious: The Service Class in Canada
- The Great Musical North
- Cities and CO₂—Bigger is Better
- Creativity in the Rural Economy: Opportunities in Rural Areas and Smaller Centers
- Inside the Creative Class: A Closer Look at U.S. Unemployment Rates

MPI Salons

“The Canadian Music Paradox: Management matters” featuring Brent Bain. Martin Prosperity Institute, April 21, 2010

“The Canadian Music Paradox: Go Canada Go vs. Who Do You Think You Are?” featuring Alan Cross. Martin Prosperity Institute, March 23, 2010

“Welcome to the Jungle: Toronto’s independent music system in the digital era” featuring John Switzer. Martin Prosperity Institute, February 10, 2010

MPI Blog Post

“Hanging out with a purpose?”—Music and the Entertainment Economy by Brian Hrats

“Urban Economics: Atlanta, the Rap and R&B Capital of the World” by Daniel Silver and Ian Swain

“The post-file sharing era?” by Ian Swain

“The Great Musical North” by Ian Swain

“Deathwatch or Green Shoots?” by Ian Swain

“The Business of Music in Developing Countries” by Ian Swain

“Business Learns From Music” by Ian Swain

“New data released on state of the Canadian music industry” by Ian Swain

“The Great Musical North” by Ian Swain

“From LES to LAX” by Ian Swain

“The Champ is (Still) Here” by Ian Swain

“Shifting Recording Costs from Labels to Markets” by Ian Swain

“Hypebot on ‘Music & the Creative Class’ by Ian Swain

“New paper on music in Halifax” by Ian Swain

“A social and geographic history of modern dance music” by Ian Swain

PUBLICATIONS AND RESEARCH

BOOKS (2); FOREWARD (1)

Florida, Richard, *The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity*. Harper Collins US; Random House Canada, April 2010.

Andersson, D., Mellander, C., Andersson Å E, (Eds.) (2011). *Handbook of Creative Cities*, Cheltenham, UK and Northampton MA: Edward Elgar.

Florida, Richard, Foreward to *The Evolution of Great World Cities* by Chris Kennedy. Upcoming in 2010 on University of Toronto Press.

JOURNAL ARTICLES

Published (11)

Agrawal, A., I. Cockburn, and C. Rosell. (2010) Not Invented Here? Innovation in Company Towns. *Journal of Urban Economics*, 67(1), 78–89.

Bathelt, H., Kogler, D., and Munro, A. (2010). A knowledge-based typology of university spin-offs in the context of regional economic development. *Technovation*, 30(9–10), 519–532.

Hauge, A. and B. J. Hracs. (2010). See the Sound, Hear the Style: Collaborative linkages between indie musicians and fashion designers in local scenes. *Industry and Innovation*, 17(1), 113–129.

Hracs, B. J. (2009) ‘Beyond Bohemia: Geographies of everyday creativity for musicians in Toronto’. *Spaces of Vernacular Creativity: Rethinking the Cultural Economy*. Eds T. Edensor, D. Leslie, S. Millington and N. Rantisi. London: Routledge

Florida, R., Mellander, C., and Stolarick, K. (2010). Music Scenes to Music Clusters: The Economic Geography of Music in the U.S., 1970–2000. *Environment and Planning*, 42(4), 785–804.

Florida, R., Mellander, C. (2010). “There Goes the Metro: How and Why Artists, Bohemians and Gays Effect Housing Values,” *Journal of Economic Geography*, 10(2), 167–188.

Florida, R., and Jackson, S. (2010). Sonic City: The Evolving Economic Geography of the Music Industry. *Journal of Planning Education and Research*, 29(3), 310–321.

Mellander, C. (2009) “Creative and Knowledge Industries: An Occupational Distribution Approach”, *Economic Development Quarterly*, 23(4): 294–305.

Rosell, C. and A. Agrawal. (2009). Have University Knowledge Flows Narrowed? Evidence from Patent Data, *Research Policy*, 38(1), 1–13.

Stolarick, K., Mellander, C. & Florida, R. (2010). Creative Jobs, Industries and Places. *Industry & Innovation*, 17(1), 1–4.

Stolarick, K., Swain, I., & Adler, P. (2010). Making high-speed rail work for Ottawa: Benefits and success factors Public Transit in Ottawa, 1(1).

Accepted and Forthcoming (13)

Agrawal, A., D. Kapur, and J. McHale (2010) Brain Drain or Brain Bank? The Impact of Skilled Emigration on Poor Country Innovation. *Journal of Urban Economics*, forthcoming.

Florida, R., Mellander, C., and Stolarick, K. (Fall 2010). Talent, Technology and Tolerance in Canadian Regional Development. *The Canadian Geographer*, 54(3), 277–304.

Florida, R., Mellander, C., and Gulden, T. (2010). “Rise of the Global Metropolis: The Role of Cities and Metropolitan Areas in the Global Economy,” *Professional Geographer*, forthcoming.

Florida, R., Mellander, C., and Stolarick, K. (2010). “Beautiful Places: The Role of Perceived Aesthetic Beauty in Community Satisfaction,” *Regional Studies*, forthcoming.

Florida, R., Musante, L., and Stolarick, K. (2010). “Montréal’s Capacity for Creative Connectivity: Outlook & Opportunities,” *American Scientific Journals*, forthcoming.

Florida, R., Mellander, C. (2009). “There Goes the Metro: How and Why Artists, Bohemians and Gays Effect Housing Values.” *Journal of Economic Geography*, accepted.

King, K.M. & Newbold, K.B. Forthcoming. Later-Life Migrations in Canada in 2001: A Multilevel Approach. *Journal of Population Ageing*.

King, K.M. & Newbold, K.B.. Forthcoming. Internal Migration of Canadian Immigrants, 1993–2004: Evidence from the Survey of Labour and Income Dynamics. *Canadian Studies in Population*.

Mellander, C., and Palmberg, J. (2010). “Household Migration and the Attractiveness in Consumer Service Supply”, in C. Karlsson, B. Johansson and R. Stough (Eds.): *Entrepreneurship and Innovation in Functional Regions*. Cheltenham, Edward Elgar., forthcoming.

Mellander, C., and Adler, P. (2009). “The Baltic Sea Regions? BSR Performance According to the Three T’s of Development”, *Polaris—Navigating Transnational Innovation and Cluster Policy*, accepted.

Singh, J. and A. Agrawal (2010) Recruiting for Ideas: How Firms Exploit the Prior Inventions of New Hires. *Management Science*, forthcoming.

Stolarick, K. and Currid, E. (2009). The Occupation-Industry Mismatch: New Trajectories for Regional Cluster Analysis and Implications for Economic Development. *Urban Studies*.

Stolarick, K., Denstedt, M., Donald, B. & Spencer, G. (2010). Creativity, Tourism and Economic Development in a Rural Context: the case of Prince Edward County. *Journal of Rural and Community Development*, Special Issue, Summer, 2010, forthcoming.

Articles in Books (2)

Florida, R., Mellander, C., & Adler, P. (2011). The Creative Class Paradigm. In D. Andersson & C. Mellander (Eds.), *Handbook of Creative Cities*. London: Edward Elgar.

Mellander, C., & Adler, P. (2010). The Baltic Sea Regions?: BSR Performance According to the Three T's of Development Polaris: *Navigating Transnational Innovation and Cluster Policies*.

CONFERENCE PROCEEDINGS

King, K.M. Technology, Talent and Tolerance and Internal Migration: Evidence from the 2001 Census of Canada. *International Union of the Scientific Study of Population 2009 Conference*, Marrakech, Morocco.

WORK IN PROGRESS

Books

Florida, R. and Gertler, M. *The Global Creative Class*. This is an academic book, based on an edited collection of studies of the creative class and regional development in a 18–20 countries worldwide – Canada, the US, UK, France, Italy, Sweden, Denmark, Germany, the Netherlands, Finland, Norway, Australia, China and others. The studies are completed in draft and we have developed an outline and proposal.

King, K.M. “Technology, Talent and Tolerance and Internal Migration: Migration Propensities of the Creative, Service and Working Classes in Canada.” Revise and Resubmit to Handbook of Creative Cities (Book Chapter in Submission)

Working Papers (30)

Adler, P., M. Denstedt & B. J. Hracs. “Towards a Strength in Service Research Agenda”

Agrawal, A., C. Catalini, A. Goldfarb (2010) The Geography of Crowd-Funding: An Application to Entrepreneurship in the Arts. Working paper, University of Toronto.

Agrawal, A. and C. Rosell (2010) The Canadian SRED Program: Estimating how the Marginal Effects of R&D Tax Credits on Innovation Vary Across Technology Fields, Working paper, University of Toronto.

Agrawal, A., I. Cockburn, and A. Oettl (2010) Regional Innovation Market Structure and Growth. Working paper, University of Toronto.

- Agrawal, A., I. Cockburn, and C. Rosell (2010) Innovation in College Towns and Company Towns
- Agrawal, A. and J. Singh (2010) Big Cities, Big Ideas? Regional Agglomeration and High Impact Innovation, working paper, University of Toronto.
- Axtel, R. and Florida, R. “Emergent Cities: The Microfoundations of Zipf’s Law”
- Florida, R. & B. J. Hrac. “Why Music? A research agenda”
- Florida, R. and Mayer, J. “Disconnect: The Unsettled Politics of the Creative Age”
- Florida, R. and Mellander, C. “Music Clusters: A Preliminary Analysis”
- Florida, R. and Mellander, C. Skill and Cross-National Economic Performance, Martin Prosperity Institute Working Paper
- Florida, R. and Mellander, C. Skill and Cross-National Economic Performance, Cesis Working Paper, Royal Institute of Technology
- Florida, R., Stolarick, K., & Richardson, K. “Microsoft Canada—A Case Study of the New Development Centre in Richmond, BC,” *Ontario in the Creative Age Working Paper Series*.
- Hague, A., B. J. Hrac & D. Jakob. ‘Standing Out In The Crowd: The rise of exclusivity-based strategies to compete on the contemporary marketplace for music and fashion.’
- Hrac, B. J. ‘Working as a Creative Entrepreneur: The individualization of employment risk for musicians in Toronto.’
- Hrac, B. J. ‘The rise of digitally-driven independent music production.’
- Hrac B. J. & K. Stolarick. ‘D.I.Y. in Decline? The re-emergence of management and specialization in the music industry.’
- Hrac, B. J. & F. Huber. ‘On the Limitations of Personal Networks for Creative and Innovative Practice.’
- Hrac, B. J. & D. Leslie. ‘Living Under the Lights: The growing importance of performativity for musicians in Toronto.’
- King, K.M. & Stolarick, K. The Occupation-Industry Mix in Canada: Evidence from the 2006 Census of Canada. To be submitted to The Canadian Geographer
- King, K.M. & Lee, I.M. The Geographic Variation of Earning Differentials in Canada: A Comparison of Immigrants and the Canadian-born in 2006. To be submitted to Canadian Public Policy
- King, K.M. & Stolarick, K. Changing Industrial Employment in Canada: Evidence from the 1971 to 2006 Census of Canada.
- King, K.M. & Stolarick, K. Geographic Features of Labour Markets and Innovation for Productivity: A Geographic History Occupations
- Knudsen, B. & Florida, R., Stolarick, K., Rousseau, D. “Bridging and Bonding: A Multidimensional Approach to Regional Social Capital”

Lee, I. M. *A Comparison of Labour Market Outcomes of Immigrants and the Canadian-born in 2006*. White Paper. Toronto: Martin Prosperity Institute.

Li, T. & Florida, R. “Talent, Technological Innovation and Economic Growth in China”

Rentfrow, J., Mellander, C., and Florida, R. *Happy States of America: A state-level analysis of psychological, economic, and social well-being*, Martin Prosperity Institute Working Paper

Silk, Kimberly. *The impact of libraries on creative economies in collaboration with the Stratford Public Library*

Stolarick, K. and Bird, E. (2010). *Cultural Mapping: A Picture is Worth a Thousand Words*. In G. Baeker (Ed), *Rediscovering the Wealth of Places: A Municipal Cultural Planning Handbook for Canadian Communities*. Toronto: Municipal World.

Stolarick, K., Denstedt, M.J, Bednar, V., and King, K. (2010) *Understanding Job Transitions and Career Paths amongst Service Class Workers in Canada from 1993 to 2009*. Research Proposal for access to Statistics Canada’s Research Data Centre at the University of Toronto

Articles in Submission (11)

Florida, R., Mellander, C., and Stolarick, K. “Here to Stay: The Effects of Community Satisfaction on the Decision to Stay, summer 2010, submitted.

Florida, R., Mellander, C., and Stolarick, K. “Geographies of Scope. An Empirical Analysis of Entertainment, 1970–2000,” summer 2010, submitted.

Florida, R., Mellander, C., and Rentfrow, J. “Happiness of Cities,” summer 2010, submitted.

Florida, R., and Mellander, C. “Socioeconomic Structures, Smoking and Obesity,” summer 2010, submitted.

Florida, R., and Mellander, C. “Skills and Cross-National Economic Performance,” summer 2010, submitted.

Florida, R., Rentfrow, J., and Mellander, C. “Socioeconomic Structures and Happiness,” 2010, submitted.

Hracs, B. J., J. L. Grant, J. Hagget and J. Morton. “A Tale of Two Scenes: Civic capital and retaining musical talent in Toronto and Halifax,” summer 2010, submitted.

Hracs, B. J. “What’s Going On? The changing networking ecology of musicians in Toronto,” summer 2010, submitted.

King, K.M. & Stolarick, K. *Geography of Equilibria: Occupations and Industries across Canada*. Revise and Resubmit to *The Professional Geographer*

King, K.M. *Technology, Talent and Tolerance and Inter-regional Migration of the Creative Class: Evidence from the 2001 Census of Canada*. Submitted to *International Migration Review*

King, K.M., Mellander, C. & Stolarick, K. What You Do, Not Who You Work For: A Comparison of the Occupational and Industry Structures of Canada, the United States, and Sweden. Submitted to *Economic Development Quarterly*

Special Journal Issues (3)

Kevin Stolarick, Ian Swain, and Patrick Adler, “Making high-speed rail work for Ottawa: Benefits and success factors”. In *Journal of Public Transit* in Ottawa. Winter 2010. (White Paper)

Kevin Stolarick and Richard Florida (Guest editors), “Creative Cities, Cultures and Societies.” Special issue of *City, Culture and Society*, 2(1), forthcoming March 2011.

Kevin Stolarick, Charlotta Mellander and Richard Florida (guest editors), *Industry and Innovation*, December 2009 issue, 16(6).

Columns & Opinion editorials (sample only)

Richard Florida, “Toronto could use a good civic crisis,” *The Toronto Star*, (May 22, 2010)

Richard Florida, “Korea’s need for the X factor,” *JoongAng Daily*, (May 19, 2010)

Richard Florida, “Housebound: why owning a home can be bad for Canada,” *Globe and Mail*, (April 30, 2010)

Richard Florida, “When Small Countries Hit the Olympic Big-Time,” *Globe and Mail*, (February 25, 2010)

Richard Florida, “Toronto’s mosaic an example for American cities,” *Globe and Mail*, (May 2, 2009)

Richard Florida, “Our cities are good, but they’ll need to be a lot better,” *Globe and Mail*, (April 11, 2009)

Richard Florida, “The creative compact,” *Globe and Mail*, (April 10, 2009)

Reports (7)

The Martin Prosperity Institute. (2010). *Releasing Constraints: Projecting the Economic Impacts of Increased Accessibility in Ontario*. Report for the Ministry of Community and Social Services.

The Martin Prosperity Institute. (2010). *Placing Creativity in Toronto*. Report for the City of Toronto.

The Martin Prosperity Institute. (2010). *Global Creativity Index*, Florida, R., Mellander, C., Stolarick, K.

The Martin Prosperity Institute. (2010) *The Rise of the Creative Class Women*, Florida, R., Mellander, C., King, K.

King, K., Stolarick, K. Mellander, C., Vaarst Andersen, K. (2010). *Occupational and Industrial Distribution in Denmark: A Comparison Study with Sweden, the United States and Canada*. FORA Denmark.

The Martin Prosperity Institute. (2010). Understanding the Creative Economy in China. Work in process.

The Martin Prosperity Institute. (2010). *Creative Toronto: Mapping Jobs and Businesses in the Creative and Cultural Industries*. Report for the City of Toronto. Work in process.

RESEARCH GRANTS AND CONTRACTS

February 2010 — received \$5,000 Grant from Social Sciences and Humanities Research Grant of Canada (SSHRC). [Betsy Donald (Queen’s University) and Kevin Stolarick to study the Creative Food Industry of Canada.

December 2009 — \$70,000 contract with FORA— Occupational and Industrial Distribution in Denmark: A Comparison Study with Sweden, the United States and Canada. [Kevin Stolarick and Charlotta Mellander (JIBS)].

October 2009 — \$48,000 contract with City of Toronto — Creative Toronto: Mapping Jobs and Businesses in the Creative and Cultural Economy. [Kevin Stolarick, Tara Vinodrai (Waterloo) and OCAD].

June 2009 — \$220,488 contract with the Ontario Ministry of Community and Social Services. The Martin Prosperity Institute in partnership with the Institute for Competitiveness and Prosperity and the Adaptive Technology Resource Centre is conducting an analysis of the economic and prosperity impact of the Accessibility for Ontarians with Disabilities Act (AODA) [Kevin Stolarick, Alison Kemper, Jutta Treviranus (ATRC), and Jim Milway (ICP)].

MEDIA

We average roughly 50 media contacts/impressions per week from a broad range of North American, US and global media. Here is a sampling of the most high-profile broadcasts and stories.

RADIO AND TELEVISION

2010

- Apr 30 CBC Toronto, Here and Now with Matt Galloway
- Apr 29 First Business TV
- Apr 27 The New York Times, WNYC Radio, Big Think
- Apr 26 Atlantic.com, The Economist
- Apr 23 BNN (Business New Network), NPR Morning Edition, CBC
- Apr 16 Newsweek
- Apr 06 New York Times
- Apr 06 BNET and CBC interactive
- Apr 01 CBC
- Mar 23 Washington Post
- Mar 02 This Morning at TBS eFM in Seoul, South Korea
- Feb 27 Business Journal re. Music
- Feb 24 Wall Street Journal
- Feb 18 New York Post
- Jan 26 NPR Lubbock
- Jan 20 Toronto Life

2009

- Dec 18 MPI Research cited by Nashville Mayor in Fox Business Interview
- Dec 14 Big Think Interview
- Dec 11 Der Spiegel (Europe's largest news magazine), also interviewed MPI researchers
- Dec 09 Fortune Magazine
- Nov 13 Panelist on TVO's The Agenda (Strength in Services)
- Nov 05 German Television ZDF
- Nov 05 New York Time Magazine
- Oct 28 University of Toronto VP Research Magazine
- Oct 23 Martha Stewart (Body and Soul)
- Oct 14 Swedish National Public
- Oct 13 Eye Weekly
- Oct 13 Morgantown AM Radio Live
- Sep 23 SOMA Magazine

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| Sep 11 | WAMC Northeast Public Radio, Albany, NY |
| Sep 10 | The Wall Street Journal |
| Aug 31 | CBC Radio The Current |
| July 31 | The New York Times |
| July 16 | The New York Times |
| June 19 | ABC Prime time |
| June 04 | Spacing Magazine |
| May 28 | London Free Press |
| May 28 | Wisconsin Public Radio |
| May 12 | ABC, Late Night Live |
| May 05 | CJAM 91.5 Windsor |
| May 04 | ABC News, Good Morning America |

NEWSPAPER, MAGAZINE AND PRINT

This is just a 2009/2010 small sampling of print coverage of our work in major outlets.

Toronto Star

“Toronto a ‘Laboratory of Urban Innovation,’” May 3, 2010

“Diverse, talented city a laggard on innovation,” August 17, 2009

BusinessWeek

“The U.S. Economy Needs a Host of Angel Investors,” April 19, 2010

The New York Times

“Do Smarter Workers Work Less?” April 12, 2010

“Does Education Make You Happy?” February 18, 2010

“A Nation of Hunkered-Down Homebodies,” January 10, 2010

Toronto Life

“Richard Florida, an American in Canada, predicts talent will leave the U.S. for other countries,” March 16, 2010

National Post

“The TTC that could be,” February 27, 2010

“A great city, if you can afford it,” October 6, 2009

The Globe and Mail

“Queen West’s cool crowd meets CAMH caseload,” January 2, 2010

The Hamilton Spectator

“Human history has not seen change like this,” November 18, 2009

The Gazette

“Canadian music businesses per capita: 5,” November 12, 2009

Ottawa Citizen

“Ottawa lags U.S. cities in wedding culture, business,” October 30, 2009

The Wall Street Journal

“Art Wars,” October 30, 2009

“The Next Youth-Magnet Cities,” September 30, 2009

Financial Post

“Smart Shift,” October 27, 2009

Eye Weekly

“The Creative Class is now in Session,” August 19, 2009

“Build a better think-tank,” August 19, 2009

HONOURS

Roger Martin Award for Excellence in Teaching, 2010 — Ajay Agrawal

Named a Voice of Innovation by Business Week magazine, 2010 —
Richard Florida

Served on Board of Directors for TV Ontario — Ajay Agrawal

Served on Board of Directors for AGO (Art Gallery of Ontario) — Richard Florida

Commencement Speaker, Sheridan College, 2009 — Jim Milway

University of Toronto Commencement Speech, 2009 — Richard Florida

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