

MARTIN
Prosperity *Institute*

Martin Prosperity Institute Annual Report

Richard Florida, Director

May 2010 to April 2011



Table of Contents

I. Overview

II. Detailed Summary of Accomplishments

1. Activities and Events	4
<i>Speaking Events</i>	4
<i>Invited Lectures</i>	5
<i>Panel Discussions</i>	7
<i>Academic Presentations</i>	7
<i>Organized Conferences</i>	9
<i>MPI Salons</i>	9
2. Academic Service	11
<i>Teaching</i>	11
<i>Editorial</i>	11
<i>Research Supervision</i>	12
<i>MPI Brown Bag Lunch Presentations</i>	12
<i>Research Grants and Contracts</i>	12
3. Publications and Research	
<i>Books</i>	13
<i>Journal Articles Published</i>	13
<i>Accepted and Forthcoming</i>	14
<i>Articles in Books</i>	15
<i>Special Journal Issues</i>	15
<i>Reports</i>	15
<i>MPI Insights</i>	16
4. Work in Process	17
<i>Books</i>	17
<i>Working Papers</i>	17
<i>Articles in Submission</i>	18
5. Media Coverage	19
<i>Columns and Opinion Editorials</i>	19
<i>Broadcast and Stories</i>	19
6. Community Engagement	23
<i>Projects</i>	23
<i>Volunteer</i>	24
7. Honours and Awards <i>Volunteer</i>	25

I. OVERVIEW

The Martin Prosperity Institute (MPI) was established in 2007 as a research centre in the Rotman School of Management at the University of Toronto.

The mission of the Martin Prosperity Institute is to be the world's leading think tank on the role of sub-national factors - location, place and city-regions - in global economic prosperity. It will conduct relevant research to shape debate about economic prosperity and to inform private, public and civic decision-making at the highest levels. The Institute will be the world leader in developing an integrated view of prosperity, looking beyond economic measures to include the importance of quality of place and the development of people's creative potential. Its work will enhance the global prestige, reputation and relevance of the University of Toronto and the Rotman School of Management. The Institute will provide a special resource for the province of Ontario and the greater Toronto region.

This report summarizes our activities and outputs for the year ended April 30, 2011.

As an academic research centre, one of our core missions is to produce new knowledge and published academic papers in peer reviewed journals. This past year MPI staff published 18 articles in academic journals and another 8 are pending publication. In addition, MPI staff also published 9 book chapters and 5 research reports. The Institute published one major book, *The Great Reset* by Richard Florida. The book was a finalist for the National Business Book Award and has been translated into eight languages - Chinese, Japanese, Korean, Spanish, Portuguese, German, Swedish, and Hebrew. Florida is also completing the 10th anniversary edition of his book *Rise of the Creative Class*.

Our mission also includes teaching and developing new courses and course materials. MPI staff taught seven MBA courses.

A key aspect of our mission which differentiates us somewhat from traditional academic units is that MPI seeks to impact the broader public conversation. MPI staff authored more than 30 editorial and magazine articles over the past year. MPI's work was featured in a wide variety of media 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.

Our director, Richard Florida, launched a major new editorial venture with *The Atlantic*, TheAtlanticCities.com. It is designed to put cities and the whole question of place at the centre of the global conversation – on par with business, politics and culture.

Another differentiator is our commitment to community engagement in our city, province, country and around the world. For the Toronto 2010 Mayoral Election series, MPI researchers developed 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.

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 neighborhoods 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 conducted research on the 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 in June 2010.

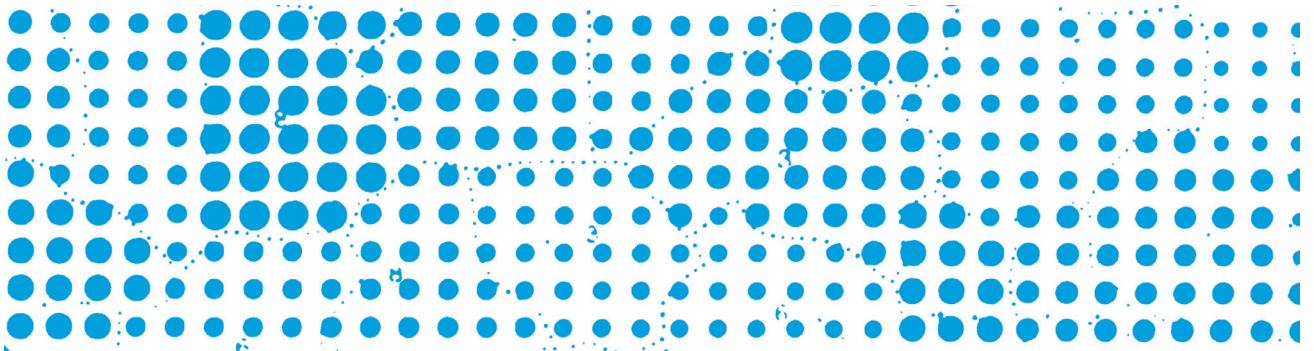
MPI staff are working with Monieson Centre (Queen's), OMAFRA (Ontario Ministry of Agriculture, Food and Rural Affairs), and Prince Edward County on understanding the nature and role of creativity and the creative economy in a rural setting. Businesses are relying less on physical labour and routinized tasks, and competing increasingly using talent and technology. MPI Research Director, Kevin Stolarick, is part of a SSHRC funded Partnership Development Grant at Monieson that is centered around this research agenda.

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, Karen King, one of our post-doctoral fellows, has joined Statistics Canada's Research Data Centre at the University of British Columbia; Ian Swain, one of the first members of our research team, is pursuing his music career full-time; Research Associate Mark Denstedt has joined OpenText in Waterloo, Ontario.

Below is a detailed summary of the year's activities.

II. Detailed Summary of Accomplishments

May 2010–April 2011



1. ACTIVITIES AND EVENTS

SPEAKING EVENTS

Richard Florida:

2011

- Apr 11 American Association of Homes and Services for the Aging, Washington, DC
- Mar 25 Prime Minister, David Cameron Senior Strategic Cabinet Members, London, UK
- Mar 25 Cultural Industries Development Agency, London, UK
- Jan 26 New World Symphony, Miami Beach, FL
- Jan 14 University of North Carolina, Wilmington, NC

2010

- Nov 17 Halton Industry Education, Halton, ON
- Nov 16 City of Toronto Service Summit, Toronto, ON
- Nov 12 Regional Municipality of Durham, Durham, ON
- Sept 16 Toronto International Film Festival, Toronto, ON
- Sept 15 Economist Magazine, Manhattan, NY
- Sept 14 Canadian Council & National Endowment for the Arts, Washington, DC
- Sept 10 Royal Geographic Society, London, UK
- Jun 08 University of Toronto Organizational Development & Learning, Toronto, ON
- Jul 07 Aspen Ideas Festival - Atlantic Monthly, Aspen
- May 17 Carlson School of Management, University of Minnesota, Minneapolis, MN
- May 05 Rotman School Book Launch Event, Toronto, ON

Kevin Stolarick:

2011

- Apr 13 Ontario Hospital Association Accessibility Conference, Ottawa, ON
- Jan 7-8 Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA

2010

- Dec 03 Winnipeg Conference on Disability Issues, Winnipeg, MN
- Nov 29 OHA Accessibility Conference, Toronto, ON
- Nov 19 Queen's University, Kingston, ON
- Nov 02 Canadian Conference of the Arts (CCA), Ottawa, ON
- Oct 18 Winnipeg Disabilities issues- Video conference

- Oct 15 Douglas Hyde Conference, Dublin, Ireland
- Sept 19 Economic Developers Association of Canada (EDAC) and the Quebec Association of Economic Development Professionals (Association des professionnels en développement économique du Québec/APDEQ), Congress Innovation and Creativity, Quebec City, QC
- Jul 14 Atlantic Business Summit presented by the Province of Nova Scotia, Toronto, ON
- Jun 16 Ontario Municipal Social Services Association's (OMSSA) Annual Learning Symposium, Quebec City, Quebec
- May 12 Rotman School of Management MBA Recruiting, Model D Speaker Series, Detroit, Michigan
- May 4 The Downtown Development District of New Orleans (DDD), LA

Charlotta Mellander:

2011

- Apr 08 Lund Grand Prix, Lund
- Feb 03 Culture for Regional Development, Västra Götalandsregionen, Uddevalla

2010

- Oct 08 Bostadsmarknadsdag, Boplats Göteborg
- Oct 06 UN Habitat, World Expo, Shanghai
- May 05 IBM Finance Forum, Stockholm
- May 12 Luleå Municipality, Luleå
- May 20 Kungsbacka Municipality, Kungsbacka
- May 25 IBM Finance Forum, Oslo

INVITED LECTURES

Richard Florida:

2011

- Apr 01 The York Region Arts Council, Markham, Ontario
- Mar 25 Prime Minister David Cameron's 10 Downing Street, London, England
- Mar 24 Cultural Industries Development Agency, London, England
- Feb 01 Scotiabank, Toronto, Ontario
- Jan 26 New World Symphony with Frank Gehry, Miami, Florida
- Jan 14 Greater Wilmington Business Journal in conjunction with University of North Carolina Wilmington, Wilmington, North Carolina

2010

- Dec 02 Nova Southeastern University, H. Wayne Huizenga School of Business & Entrepreneurship, Ft. Lauderdale, Florida
- Nov 17 University of Texas Arlington Arlington, TX
- Nov 12 Leadership Austin, Austin, TX
- Nov 5 Pulsating City, Ideas, Money & Noise - BMW World, Munich, Germany
- Oct 28 SAP, Toronto, Ontario
- Oct 26 SAP, Vancouver, British Columbia
- Oct 25 California State University, Fresno, California
- Oct 21 The UP Experience, Houston, TX
- Sep 22 Human Capital Institute, Reston, Virginia
- Sep 20 CoreNet Global, Inc., Phoenix, Arizona
- Sep 16 Toronto International Film Festival, Toronto, ON
- Sep 15 The Economist, Manhattan, NY
- Sep 14 National Endowment for the Arts, Washington, D.C.
- Sep 10 University of British Columbia, Okanagan campus, Vancouver, BC
- Sep 01 The Royal Geographical Society, London, England
- Jul 23 Hitachi's 100th Anniversary, Tokyo, Japan
- Jul 07 Aspen Ideas Festival, Aspen, Colorado
- Jun 24 The Atlantic, Washington, D.C.
- Jun 16 22@Barcelona, Barcelona, Spain
- May 17 University of Minnesota/Carlson School of Management Undergraduate Commencement Speech, Minneapolis, Minnesota

Kevin Stolarick:

2011

- Feb 16 City of Toronto Economic Developments and Culture Division, Toronto, ON

2010

- Dec 01 United States Department of Labor, Washington, D.C.
- Nov 15 Department of Geography, University of Toronto, Toronto, ON
- Nov 05 Canadian Society for Training and Development — 2010 Advocacy Summit
- Nov 03 The Department of Foreign Affairs and International Trade Canada, and University of Ottawa, Ottawa, ON
- Oct 21 Department of Geography, University of Toronto, Toronto, ON
- Jul 27-30 The Bellagio Conference, Rockefeller Foundation, Bellagio, Italy

Brian J. Hracs:

2011

- Mar 23 Research and Education Centre for urban Socio-Economic Development (RECOURSE), University of Gdansk, Poland
- Mar 01 GGR 328: Labour Geographies, University of Toronto, Toronto, ON
- Feb 10 University of Guadalajara, Puerto Vallarta, Mexico
- Feb 07 The 2011 Winter Speaker Series: The Department of Geography, Brock University, St. Catharines, Ontario
- Jan 31 University of Toronto, Toronto, ON

Ajay Agrawal:

2010

- Oct The Geography of Crowdfunding, MIT, Cambridge, Massachusetts
- May The Geography of Crowdfunding, Boston University, Boston, Massachusetts
- May The Geography of Crowdfunding, National Bureau of Economic Research, Cambridge, Massachusetts

PANEL DISCUSSIONS

2011

- Business for the Arts Panel Discussion, Toronto, ON, March 28, 2011 (Kevin Stolarick)
- Moderator at Creative Capital Initiative, Toronto, ON, March 24, 2011 (Kevin Stolarick)

2010

- “The Edible City: Where is Food on the Election Agenda?” Sponsored by The Canadian Urban Institute, in collaboration with the Cities Centre, Toronto, ON, July 15, 2010 (Kevin Stolarick)
- Microsoft’s Lync Customer Roundtable – discussion focused on research on performance and IT linked with talent and place, Toronto, ON, Nov. 17, 2010 (Kevin Stolarick)

ACADEMIC PRESENTATIONS

2011

- “Revisiting Reflexivity: Exploring the common experience of employment risk among ‘low skill’ service and ‘high skill’ creative workers.” Conference Presentation: American Association of Geographers (AAG) Annual Meeting, Seattle, Washington, April 12-18. (Brian J. Hracs)
- “The Geographic Variation of Earning Differentials in Canada: A Comparison of Immigrants and the Canadian-born in 2006.” Conference Presentation: American Association of Geographers (AAG) Annual Meeting, Seattle, Washington, April 12-18. (Karen King)

“Economies of Speed in Globalization and Variations in Regional Economic Performance.” Conference Presentation: American Association of Geographers (AAG) Annual Meeting, Seattle, Washington, April 12-18. (Patrick Adler)

“The Geography of Work in a Post-Fordist Economy: Major North American Cities.” Conference Presentation at the American Association of Geographers (AAG) Annual Meeting, Seattle, Washington. April 13. (Vass Bednar)

“Arts, creativity and economic development.” School of the Art Institute of Chicago,” Chicago, ILL. March 8. (Kevin Stolarick)

“Open Data: It’s Not Just for Geeks and Hackers.” Ontario Library Association Super Conference, February. (Kimberly Silk and Jacqueline Whyte Appleby)

2010

“Cultural facilities and collective memories.” Conference Presentation with Bryan Massam. Contained Memory Conference, Wellington, New Zealand, December 9–11. (Brian J. Hrats)

“D.I.Y. in Decline? The re-emergence of management and specialization in the music industry.” Conference Presentation: Ontario Division of the Canadian Association of Geographers (CAGONT), Ryerson University, Toronto, Ontario, October 15–16. (Brian J. Hrats)

“The Geography of Prosperity I: The Geography of Work in Major Canadian Cities.” Conference Presentation at the Canadian Association of Geographers, Ontario Chapter (CAGONT) Annual Meeting, Ryerson University, Toronto, Ontario. October 16. (Vass Bednar)

“The Geography of Prosperity I: Creativity, Tourism and Economic Development in a Rural Context: the Case of Prince Edward County.” Conference Presentation at the Canadian Association of Geographers, Ontario Chapter (CAGONT) Annual Meeting, Ryerson University, Toronto, Ontario. October 16. (Mark J. Denstedt).

“The Geography of Prosperity I: Geography of the Creative Economy in China.” Conference Presentation at the Canadian Association of Geographers, Ontario Chapter (CAGONT) Annual Meeting, Ryerson University, Toronto, Ontario. October 16. (Maggie Chen)

“The Geography of Prosperity I: Alternative Pipelines: the Role of Film Industry Events in Connecting Toronto to non-Hollywood Production Centres and Markets.” Conference Presentation at the Canadian Association of Geographers, Ontario Chapter (CAGONT) Annual Meeting, Ryerson University, Toronto, Ontario. October 16. (Amy Cervenan)

“The Geography of Prosperity II: A Comparison of Labour Market Outcomes of Immigrants and the Canadian Born in 2006.” Conference Presentation at the Canadian Association of Geographers, Ontario Chapter (CAGONT) Annual Meeting, Ryerson University, Toronto, Ontario. October 16. (Iris Migyung Lee)

“How to use Design Thinking to Enable Innovation,” Internet Librarian Annual Conference, Monterey, CA, October. (Kimberly Silk and Jeffrey Veffler)

“Fail! Learn! Share!” Internet Librarian Annual Conference, Monterey, CA, October. (Kimberly Silk and Sarah Houghton-Jan, Beth Gallaway, Andrew Shuping and Margaret E. Hazel).

“What’s Going On? The changing network ecology of musicians in Toronto.” Conference Presentation: Royal Geographical Society with IBG Annual International Conference, London, U.K., September 1–3. (Brian J. Hrac)

“‘Just-in-Time’ Networking? The changing network ecology of musicians in Toronto.” Conference Presentation ‘Experience the Creative Economy’ Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto. Toronto, Ontario, June 22–24. (Brian J. Hrac)

“Should I Stay or Should I Go Now: The Effects of Community Satisfaction on the Decision to Stay or Move.” Canadian Economic Association, Annual Meeting, Quebec City, May 29 (Kevin Stolarick)

“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, Ontario, May 4–8. (Brian J. Hrac)

ORGANIZED CONFERENCES

2011

Organizer of the session: ‘Working With Risk: Comparing the employment experiences of individuals who work in different sectors, industries, occupations and locations’: American Association of Geographers (AAG) Annual Meeting. Seattle, Washington, April 12–16. (Brian J. Hrac)

2010

Organizer of two sessions: ‘The Geography of Prosperity:’ Ontario Division of the Canadian Association of Geographers (CAGONT), Ryerson University, Toronto, Ontario. October 15–16. (Brian J. Hrac)

‘Experience the Creative Economy Conference. Martin Prosperity Institute, Rotman School of Management, University of Toronto, Toronto, Ontario. June 22–24.

Co-organized a conference on the Economics of Innovation and Entrepreneurship at Queen’s University, Kingston, Ontario. June. (Ajay Agrawal with Jean-Etienne de Bettignies at Queen’s and Douglas Cumming at York)

MPI SALONS

2011

Apr 14 Federal Election Panel Discussion:
“Who Cares About 15 Million Voters”

Apr 5 What Makes a Beautiful City? Toronto vs. Montreal

2010

Nov 04 Councillor Kyle Rae, Toronto Centre-Rosedale. “My Years at City Hall: The Highs and the Lows”

Oct 18 George Smitherman, Ontario’s former Deputy Premier & Minister of Energy and Infrastructure, Mayor Election Series

- Oct 17 A Conversation with Lori Martin
- Oct 04 Joe Pantalone, City Councillor, Ward 19, Deputy Mayor
Election Series
- Sept 29 His Excellency Dr. APJ ABDUL KALAM, The Former President of
India. “The Knowledge Economy: Exploring the benefits of Indo-
Canadian partnership”
- Jun 16 Nadia Amoroso, “The Exposed City: Mapping the Urban Invisibles”
- May 11 Steven Dale on Cable Transit

2. ACADEMIC SERVICE

Teaching

RSM 2115:

Creative Regional Strategies (Winter 2011) – Richard Florida & Kevin Stolarick

RSM 2082:

Prosperity and Competitiveness, 40 enrolled MBA (Fall 2010) – Richard Florida

RSM 2115:

Creative Regional Strategies (Fall 2010) – Richard Florida and Kevin Stolarick

RSM 2022:

Competition & Strategy in Creative Industries, 36 enrolled, MBA (Winter 2011) – Ajay Agrawal

RSM 2021-01:

Corporate Strategy, 58 enrolled, MBA (Spring 2011) – Ajay Agrawal

RSM 2021-07:

Corporate Strategy, 51 enrolled, MBA (Spring 2011) – Ajay Agrawal

RSM 2021-08:

Corporate Strategy, 59 enrolled, MBA (Spring 2011) – Ajay Agrawal

Editorial

Reviewer for: American Behavioral Scientist, Cartography and Geographic Information Science, City and Community, Innovation and Industry, National Science Foundation ARCTIC, Annals of Regional Science, City, Culture, and Society, Cambridge Journal of Regions, Economy and Society, Journal of Regional Science, Regional Studies Urban Studies, Economic Development Quarterly, Environment and Planning – A Geographical Analysis, International Journal of Urban and Regional Research International Regional Science Review, Journal of Economic Geography Journal of Planning Education and Research, Small Business Economics, Sociological Forum, Sociology Journal Review, Entrepreneurship and Regional Development Transportation Research Board, Journal of Rural Studies, Journal of the American Planning Association, Canadian Journal of Regional Science, Canadian Geographer Urban Policy and Research, Irish Geography, Geographical Analysis (Kevin Stolarick)

Reviewer for: The Canadian Geographer, The International Journal of Urban and Regional Research, and Urban Policy and Research (Brian J. Hrats)

Editorial Board: Strategic Management Journal, Management Science (Ajay Agrawal)

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

Research Supervision – Ph.D students

The following four doctoral students have benefited from financial support from the MPI through the program Agrawal leads on Innovation and Creative Industries.

Ajay Agrawal serves as the primary supervisor and thesis committee chair for doctoral student Christian Catalini. Christian has just completed his fourth year in the program and working on his dissertation currently titled: “Co-Location and Recombination: How Agglomeration Influences not only the Rate, but also the Direction of Innovative Activity.” He presented this work at the CCC at MIT this year and it seemed to be well received. Christian will be presenting this research at the MPI’s “Experience the Creative Economy” Conference in June 2011.

Ajay Agrawal also serves as the primary thesis advisor for Laurina Zhang. Laurina just completed her third year in the program and while she has not confirmed her thesis title yet, she is focused on the topic of strategy and market failures in the market for ideas. Ajay Agrawal also serve as the primary thesis advisor for Elizabeth Lyons. Elizabeth just completed her second year and is preparing for her comprehensive exams. Elizabeth is focused on research in the area of innovation, strategy, and developing economies.

Finally, Ajay Agrawal serve as a committee member for strategy PhD student Keyvan Vakili. Keyvan just finished his third year and is interested in innovation and industry evolution. His primary supervisor is Professor Anita McGahan.

MPI Brown Bag Lunch Presentations

2011

- Feb 08 “Drivers of Apartment Living in Canada for the 21st Century” with Wendy Waters, Manager, Analysis & Research Services, GWL Realty Advisors Inc., Vancouver, BC
- Apr 18 “ÅRE-Project”, How to design a city!” with Dag Holmgren, Professor in Industrial Design, Designer MSD, Department of Mechanical Engineering, Technical School of Engineering, Jönköping

2010

- Oct 29 “The Archaeology of Innovation” with Sander van der Leeuw, Dean, School of Sustainability, Director, School of Human Evolution and Social Change, Co-Director, Complex Adaptive Systems Initiative, Arizona State University; and External Faculty, Santa Fe Institute
- Jun 02 The Geography of Crowd-Funding: An Application to Entrepreneurship in the Arts Ajay Agrawal, Peter Munk Professor of Entrepreneurship, Director, Program on Innovation and Creative Industries, Martin Prosperity Institute, Research Associate, National Bureau of Economic Research, University of Toronto, Rotman School of Management

Research grants and contracts

Economic Developers Council of Ontario – Benchmarking the Creative Economy in Rural Ontario, with Kevin Stolarick, \$49,992.00, April 2011

3. PUBLICATIONS AND RESEARCH

BOOKS (1)

The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity. Harper Collins in the U.S. and Random House in Canada, 2011. Finalist for the National Business Book Award.

JOURNAL ARTICLES

Published (18)

Richard Florida, Charlotta Mellander, and Kevin Stolarick ““Here to Stay — The Effects of Community Satisfaction on the Decision to Stay,” *Spatial Economic Analysis* 6.1 (2011): 5-24.

Charlotta Mellander, Richard Florida, and Jason Rentfrow, “The Creative Class, Post-Industrialism and the Happiness of Nations,” *Cambridge Journal of Regions, Economy and Society* (2011): 1-13.

Richard Florida, Charlotta Mellander and Kevin Stolarick, “Geographies of Scope: An Empirical Analysis of Entertainment 1970-2000,” *Journal of Economic Geography* (2011): 1-22.

Richard Florida, Charlotta Mellander, and Kevin Stolarick, “Beautiful Places, the Role of Perceived Aesthetic Beauty in Community Satisfaction,” *Regional Studies* 45.1 (2011): 33-48.

Ajay Agrawal, and Jasjit Singh, “Recruiting for Ideas: How Firms Exploit the Prior Inventions of New Hires,” *Management Science* 57.1 (2011): 129-150.

Ajay Agrawal, Devesh Kapur, John McHale, and Alex Oettl, “Brain Drain or Brain Bank? The Impact of Skilled Emigration on Poor-Country Innovation,” *Journal of Urban Economics* 69.1 (2011): 43-55.

Ajay Agrawal, Iain Cockburn and Carlos Rosell, “Not Invented Here? Innovation in Company Towns,” *Journal of Urban Economics*, 67.1 (2010): 78-89.

Karen King and K.B. Newbold. “Later-Life Migrations in Canada in 2001: A Multilevel Approach,” *Journal of Population Ageing* 2.3 (2010): 161-181.

Richard Florida, Charlotta Mellander, and Kevin Stolarick, “Talent, Technology and Tolerance in Canadian Regional Development,” *The Canadian Geographer* 54.3 (Fall 2010): 277-304.

Richard Florida, Charlotta Mellander, and Kevin Stolarick, “Music Scenes to Music Clusters: The Economic Geography of Music in the US, 1970 – 2000,” *Environment and Planning* 42.4 (2010): 785-804.

Richard Florida and Charlotta Mellander, "There Goes the Metro: How and Why Artists, Bohemians and Gays Effect Housing Values," *Journal of Economic Geography* 10.2 (2010): 167-188.

Richard Florida and Scott Jackson, "Sonic City: The Evolving Economic Geography of the Music Industry," *Journal of Planning Education and Research* 29.3 (2010): 310-321.

Kevin Stolarick, Brian J. Hrac and Richard Florida. "Occam's Curse, Dialectics, and the Creative City." *City, Culture and Society* 1.4 (2010): 175-177.

Elizabeth Currid-Halkett and Kevin Stolarick, "Cultural Capital and Metropolitan Distinction: Views of Los Angeles and New York" *City, Culture and Society* 1.4 (2010): 217-223.

Kevin Stolarick, Charlotta Mellander, Richard Florida, Creative Jobs, Industries and Places, *Industry and Innovation* 17.1 (2010): 1-4.

Kevin Stolarick, Mark Denstedt, Betsy Donald and Gregory M. Spencer, "Creativity, Tourism and Economic Development in a Rural Context: the Case of Prince Edward County." *Journal of Rural and Community Development* 5.1 (2010): 238-254.

Patrick Adler, Vass Bednar and Zara Matheson. "The Geography of Service Work in Toronto." *Martin Prosperity Institute Election Series Working Paper*. Toronto. August 2010.

Patrick Adler and Vass Bednar. "Towards a World Class Service Class: the Role of Toronto's Service Workers in Generating Jurisdictional Advantage." *Martin Prosperity Institute Election Series Working Paper*. Toronto. August 2010.

Accepted and Forthcoming (8)

Richard Florida, Charlotta Mellander, Tim Gulden. "Rise of the Global Metropolis: The Role of Cities and Metropolitan Areas in the Global Economy," *Professional Geographer*. Forthcoming 2011.

Richard Florida, Charlotta Mellander, Tim Gulden. "Assessing Economic Activity in Urban Centres Based on Nighttime Satellite Images," *Professional Geographer*. Forthcoming 2011.

Richard Florida, Charlotta Mellander, and Jason Rentfrow. "City Happiness." *Regional Studies*. Forthcoming 2011.

Brian J. Hrac. "A Creative Industry in Transition: The rise of digitally-driven independent music production," *Growth and Change*. Forthcoming 2011.

Brian J. Hrac and Kevin Stolarick. "Satisfaction Guaranteed? Talent mobility and regional satisfaction." In Jill. L. Grant (Ed.). *Seeking Talent for Creative Cities: The Social Dynamics of Economic Innovation*. Toronto: University of Toronto Press. Forthcoming 2011.

Brian J. Hrac, Jill L. Grant, Jeff Haggett and Jesse Morton. "A Tale of Two Scenes: Civic capital and retaining musical talent in Toronto and Halifax," *The Canadian Geographer*. Forthcoming 2011.

Charlotta Mellander, Richard Florida, and Jason Rentfrow. "The Creative Class, Post-Industrialism and the Happiness of Nations," *Cambridge Journal of Regions, Economy and Society*. Accepted April 2011.

Charlotta Mellander, Lars Pettersson, Özge Öner. "Culture City," *Journal of Town and City Management*. Accepted April 2011.

Articles in Books (9)

Richard Florida and Charlotta Mellander (2011, in press). "The Role of Human, Social and Creative Capital in Regional Economic Growth." In Jacques Poot, Manfred Fischer and Peter Nijkamp (Eds.). *Handbook of Regional Science*.

Richard Florida (2011, in press), "The Creative City." In Mark Lorenzen (Ed.) *Oxford Handbook of Creative Industries*.

Richard Florida, Charlotta Mellander and Patrick Adler (2011, in press). "Occupational Cluster Analysis." In Martin Andersson and Charlie Karlsson (Eds.) *Handbook of Research Methods and Applications in Economic Geography*. London, UK: Edward Elgar Publishing.

Richard Florida (2011, in press). "Globalization." In John Agnew and James Duncan (Eds.) *The Wiley-Blackwell Companion to Human Geography*.

David Andersson and Charlotta Mellander, *Analysing Creative Cities* (2011, in press). *Handbook of Creative Cities*, David Andersson, Charlotta Mellander, Åke E Andersson (Eds.). London UK: Edward Elgar.

Richard Florida and Jason Rentfrow (2011). "Place and well-being." In K. Sheldon, T. Kashdan, and M. Steger (Eds.) *Designing the Future of Positive Psychology: Taking Stock and Moving Forward* (pp. 385-395). New York: Oxford University Press.

Richard Florida, Charlotta Mellander and Patrick Adler (2011), "The Creative Class Paradigm," In David Emanuel Andersson, Charlotta Mellander, Åke E Andersson (Eds) *Handbook of Creative Cities*. Edward Elgar: Cheltenham.

Robert Wuebker, Zoltan Acs, and Richard Florida, Richard (2010). "The Globalization of Innovation and Entrepreneurial Talent." In Zoltan J. Acs and David B. Audretsch (Eds.) *Handbook of Entrepreneurship Research* (pp. 457-484), Second Edition. New York: Springer.

Richard Florida, Kevin Stolarick and Brian Knudsen (2010). "The University and the Creative Economy," in D. Araya and M. Peters (Eds.) *Education in the Creative Economy: Knowledge and Learning in the Age of Innovation* (pp. 45-76). Peter Lang: New York.

Special Journals Issues (1)

Kevin Stolarick, Brian Hrac, and Richard Florida (guest editors), "City, Culture and Society." *Elsevier Journal*, 1.4 (December 2010).

Reports (5)

"The Global Creativity Index." Forthcoming 2011

“The Rise of Women in the Creative Class.” Forthcoming 2011

“Who Cares About 15 Million Urban Voters?” April 2011

“The Concentration and Effect of Training and Education on Weekly Wages and Job Satisfaction Using Florida’s (2002) Occupational Classes,” April 2011

“Occupational distribution within Industries, FORA, Denmark,” 2010

MPI Insights

2011

- Time to Re-Invest in Creative Capital Gains: A \$1 Investment from the City Leverages \$17.75 for Cultural Organizations
- Transit Deserts & Hulchanski’s Three Cities
- The Paradox of Unlimited Choice: Place Matters More than You Think in e-Commerce
- Needs Improvement: Immigrants to Canada Still Make Less than the Canadian Born
- The Rise of The Creative Class, Since 1800
- Unpacking the Creative City: Better is Better
- Jobs and Amenities: Modelling Talent Mobility and Job Satisfaction
- Large Creative Employment in a Region Associated with Higher Levels of Entrepreneurship and Regional Growth
- HELP WANTED. But at What Cost?

2010

- All Over the Map: The Geography of Service Work in Toronto
- Strength in Diversity: The Different Facets of Toronto’s Key Strength
- How Toronto Measures Up: Comparing the City to its North American Peers
- Zoning for a Better Toronto
- Open Data, Open City, Toronto 2010 Election Series
- Towards a World-Class Service Class: the Role of Toronto’s Service Workers in Generating Jurisdictional Advantage
- Knowledge-based Clusters of U.S. and Canadian Metropolitan Areas
- Recognize Skills to Improve Ontario’s Competitive Advantage
- Did Population Growth Make Metro Areas More Vulnerable to the Downturn?
- Cities of Different Sizes Draw on Different Types of Skills
- Why Playing Well With Others Makes You More Money
- The Best Cities to Be a Kid on Christmas Morning

4. WORK IN PROGRESS

Books (3)

David Andersson, Charlotta Mellander, Åke E Andersson, Edward Elgar, *Handbook of Creative Cities*. Forthcoming 2011.

Richard Florida, *The Rise of the Creative Class, Revisited*. Basic Books, 2012.

Richard Florida and Meric Gertler, *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 U.S., UK, France, Italy, Sweden, Denmark, Germany, the Netherlands, Finland, Norway, Australia, China and others.

Working Papers (15)

Richard Florida and Charlotta Mellander, Jason Rentfrow, and Brian Hrac, “The Geography of Music Preferences.”

Richard Florida, Charlotta Mellander, and Kevin Stolarick Florida, Mellander, and Stolarick, “Human Capital in Cities and Suburbs.”

Richard Florida, Kevin Stolarick, and Katherine Richardson, “Microsoft Canada- A Case Study of the New Development Centre in Richmond, BC,” Ontario in the Creative Age Working Paper Series.

Richard Florida, Charlotta Mellander and Haifeng Qian, “Creative China?”

Richard Florida and Jerry Mayer, “Disconnect: The Unsettled Politics of the Creative Age.”

Richard Florida and Charlotta Mellander, “Music Clusters: A Preliminary Analysis.”

Tairan Li and Richard Florida, “Talent, Technological Innovation and Economic Growth in China.”

Robert Axtell and Richard Florida, “Emergent Cities: The Microfoundations of Zipf’s Law.”

Brian Knudsen, Richard Florida, Kevin Stolarick and Denise Rousseau, “Bridging and Bonding: A Multidimensional Approach to Regional Social Capital.”

Karen M. King and Iris M. Lee. “The Geographic Variation of Earning Differentials in Canada: A Comparison of Immigrants and the Canadian-born in 2006.”

Karen M. King and Kevin Stolarick. “Geographic Features of Labour Markets: A Geographic History of Occupations in Canada from 1971 to 2006.”

Karen M. King. “The Geography of Employment Structures in Canada: A Comparison of Immigrants and the Canadian-born in 2006.”

Ajay Agrawal, Christian Catalini and Avi Goldfarb, “The Geography of Crowd-Funding.”

Ajay Agrawal, Carlos Rosell and Tim Simcoe, “R&D Tax Incentives: Evidence from the Canadian SRED Program.”

Ajay Agrawal, Iain Cockburn, Alberto Galasso, and Alex Oettl, “Regional Innovation Market Structure and Growth.”

Articles in Submission (9)

Karen M. King and Kevin Stolarick. “Industrial Mix of Employment in Canada Between 1971 and 2006.” *International Labour Review*. Submitted April 2011.

Charlotta Mellander, “The University, Tolerance and Talent in Chinese Regional Development.” Submitted March 2011.

Karen King, Charlotta Mellander and Kevin Stolarick, “What You Do, Not Who You Work For: A Comparison of the Occupational and Industry Structures of the United States, Canada and Sweden.” Submitted March 2011.

Karen M. King and Kevin Stolarick. “The Occupation-Industry Mix in Canada: Evidence from the 2006 Census of Canada.” *The Canadian Geographer*. Submitted February 2011.

Brian J. Hracs, “Working as a Creative Entrepreneur: The individualization of employment risk for musicians in Toronto.” *Transactions of the Institute of British Geographers*. Submitted February 2011.

Brian J. Hracs, Doreek Jakob and Atle Hague. “Standing Out In The Crowd: The rise of exclusivity-based strategies to compete on the contemporary marketplace for music and fashion.” *Social & Cultural Geography*. Submitted February 2011.

Richard Florida and Charlotta Mellander, “Socioeconomic Structures, Smoking and Obesity.” Submitted June 2010.

Richard Florida and Charlotta Mellander, “Skills and Cross-National Economic Performance.” Submitted June 2010.

Richard Florida, Charlotta Mellander, Kevin Stolarick and Adrienne Ross, “Cities, Skills and Wages” Submitted March 2010.

5. MEDIA COVERAGE

COLUMNS & OPINIONS EDITORIALS (SAMPLE ONLY)

2011

Kevin Stolarick, Eric Miller and Shauna Brail, “Toronto belongs in spotlight during Federal election – but it’s not,” *Toronto Star*, (April 14)

Richard Florida, “The New American Dream: Denser, Smaller, Closer, But Still Private,” *The Atlantic*, (April 13)

Richard Florida, “The Metro Story: Growth Without Growth,” *The Atlantic*, (April 5)

Richard Florida, “Why Are Some Cities Happier Than Others?” *The Atlantic*, (March 22)

Richard Florida, “U.S. No Longer a Top-25 Globalized Nation,” *The Atlantic*, (March 18)

2010

Richard Florida, “Best Cities to be Single on New Year’s,” *The Daily Beast*, (Dec. 30)

Richard Florida, “Best Christmas Cities for Kids,” *The Daily Beast*, (Dec. 21)

Richard Florida, “No Longer One Toronto,” *Globe and Mail*, (October 22)

Kevin Stolarick, “City’s diversity should be more than a slogan,” *Toronto Star*, (Sept. 10)

Richard Florida, “Why Canada Needs a Great Reset,” *Ottawa Citizen*, (July 7)

Charlotta Mellander, “The media who went into the cold,” *Monocle* (Alpino), (January)

BROADCAST & STORIES

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

2011

- Apr 25 WOSU public radio, “All Sides with Ann Fisher”
- Apr 18 CTV News Channel (Kevin Stolarick)
- Apr 14 CBC Radio One Metro Morning (Kevin Stolarick)
- Mar 31 Atlantic Press
- Mar 31 WSKG, Binghamton: The Innovation Trail (Kevin Stolarick, Vass Bednar)
- Mar 30 NPR Wired

Mar 25 The Economist
 Mar 17 Fast Company
 Mar 8 National Radio of Spain
 Mar 7 NPR Wired
 Mar 4 CNN
 Mar 1 Harvard Business Review (Japanese version)
 Feb 24 ESPN Radio, “The Herd with Colin Cowherd”
 Feb 20 NPR San Francisco
 Feb 15 Leadership Leverage with Dr. Rob Denker
 Feb 4 CNN, “Money”
 Feb 2 LA Times, Alana Semuels
 Jan 27 NPR with Dan Bobkoff
 Jan 25 MSNBC with Dillian Ratigan
 Jan 18 Talent and Leadership with Victoria Griffith, Korn Ferry Briefings

2010

Dec 14 Bulgarian Newspaper Capital Weekly
 Dec 9 It Sole 24 ore tiancial newspaper
 Nov 23 National Geographic
 Nov 23 Japan Works Magazine
 Nov 17 Bloomberg Business Week
 Nov 16 CNN International, and CNN Urban Planet
 Nov 10 New York Magazine
 Nov 9 CTV local news
 Nov 9 Radio Canada
 Nov 9 The magazine of Veolia Environnement
 Nov 5 BMW World Munich
 Nov 4 CBC.ca (Kevin Stolarick)
 Nov 1 The Agenda, “Rethinking Home Ownership”
 Oct 29 NPR Washington
 Oct 29 CBC Radio LIVE
 Oct 29 CFRB, “The John Tory Show”
 Oct 29 Global TV
 Oct 14 Christine Congdon, “Threesixty Magazine”
 Oct 5 Herr Mueller- German media
 Sept 30 CBC with Kristine Stewart
 Sept 28 The 21st Century Challenges Series (Webcam)
 Sept 9 CNN
 Sept 8 Seattle Public Radio
 Sept 8 SonntagsZeitung (Sunday paper in Switzerland)
 Aug 23 Associate Press

Aug 11	NPR show Tropical Currents
Aug 6	HGTV
Aug 5	CNN- Fareed Zahkaria
Aug 3	USA Today
Jul 29	Australian Broadcasting
Jul 26	WSJ
Jul 16	CNBC Street
Jul 15	MSNBC
Jul 13	CNN Money
Jul 12	Age, Matt Carmichael
Jun 30	BBC World News America
Jun 29	Brickwork Documentary
Jun 29	Charlotte Observer
Jun 23	KKZZ, “ That Thing You Do”
Jun 14	Bloomberg
Jun 11	KAJX, local Aspen NPR affiliate
Jun 9	CBC Newsworld
Jun 9	CBC Radio
Jun 9	Ottawa Business Journal
Jun 9	CTV, News at Six
Jun 9	The Ottawa Citizen
Jun 9	The Hill Times
Jun 9	CFRA radio, “The Steve Madely Show”
Jun 8	Wall Street Journal
Jun 4	CBS Radio with Minnesota Governor
Jun 3	Classical 96 Radio, GTA
Jun 2	National Post
May 28	Burlington Free Press (Kevin Stolarick)
May 26	CNN, “Your Money Show”
May 25	LA Times
May 25	Wirtschaftsmagazin (German)
May 25	Milwaukee Journal Sentinel
May 25	WWRL News Talk Radio
May 20	Bloomberg with Moria Herbst
May 19	CITY TV Breakfast
May 19	Big Think
May 18	WDET, “The Craig Fahle Show”
May 18	WBIX, “Stu Taylor Show”
May 14	WDET FM 101.9 Detroit (Kevin Stolarick)
May 13	American Radio with Ric Bratton

May 13	Wisconsin Public Radio, “The Joy Cardin Show”
May 12	Dallas Fort Worth NPR, KERA
May 11	KKZZ, “The Business Life
May 11	Christian Science Monitor
May 11	“The Thom Hartmann Program”
May 10	KNUU, “Good Morning Show”
May 5	CFRB with John Moore
May 3	CTV Canada AM
May 1	The Globe and Mail

Here is a 2010/2011 small sampling of media coverage of our work in major outlets.

The Huffington Post

“What New Technology Firms Can Learn from Detroit Rock and Roll,”
April 5, 2011

Fast Company

“Values of the Creative Class,” April 5, 2011

Financial Times

“Uncontained passion and sensible wisdom,” April 1, 2011

New York Times

“How Not to ‘Save’ a City,” March 29, 2011

“How Portable Is Your Life?” November 11, 2010

New York Daily News

“Bike lane critics are wrong: Why New York needs to make way for cyclists,”
November 29, 2010

TVO

“The Case Against Home Ownership,” November 11, 2010

Toronto Star

“Why Toronto is better than U.S. cities for trick or treating,” November 1, 2010

“Arts meets high-tech in the new Stratford,” June 21, 2010

The Globe and Mail

“No longer one Toronto,” November 1, 2010

“Closing Toronto to newcomers would lead to economic collapse,”
September 13, 2010

The Wall Street Journal

“How SoHo Can Save the Suburbs,” October 13, 2010

CBC Metro Morning

“Buses The Answer?” September 2, 2010

6. COMMUNITY ENGAGEMENT

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.
- **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 provided a short insight into election issues that were of importance for the 2010 Toronto Mayoral election.
- **Library Conferences** - MPI Librarian, Kimberly Silk, regularly presents at Library conferences on Social Knowledge Management in an Academic Environment.
- **Workshop** - Kimberly Silk, "Entering the New Knowledge Economy: Professional Preparation Strategies for New Information Professionals", iSchool Institute, Faculty of Information, University of Toronto.
- **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 neighborhoods 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.

- **Creative Capital Gains** - In early 2011, the City of Toronto Economic Development committee called on three prominent Toronto citizens to assemble and co-chair the Creative Capital Advisory Council to update the City's Culture Plan. The Advisory Council, led by Robert Foster, Karen Kain and Jim Prentice, and which included special advisors Richard Florida and Kevin Stolarick, as well as other key members of the cultural community, worked together to create new culture plan. The report, entitled "Creative Capital Gains: An Action Plan for Toronto" was released on May 4, 2011. This report makes a set of recommendations to the City of Toronto. There are three broad overarching themes that fit this framework: (1) Focusing on service; (2) Using the City's convening power, (3) Making cultural investments where only the City can.

VOLUNTEER

- Girls 20 Summit – Scored Applications (MPI)
- Toronto Doors Open (MPI)
- Ontario Professional Planners Institute – Judge for Excellence in Research Awards (Kevin Stolarick)
- George Brown College Innovation Advisory Board (Kevin Stolarick)
- Greater Toronto CivicAction Summit – several pre-planning roundtable meetings and summit (Kevin Stolarick)
- Business for the Arts – Led discussion on value of the arts (Kevin Stolarick)
- Chair of the Board for student organization "Impact Consulting" (Ajay Agrawal)
- Founding academic director for new Centre for Innovation and Entrepreneurship (Ajay Agrawal)
- Virtual Reference Librarian, AskON Service, Knowledge Ontario (Kimberly Silk)
- President, Faculty of Information Alumni Association, University of Toronto (Kimberly Silk)
- Member, Artscape Knowledge Exchange Online Platform Committee (Kimberly Silk)
- Technology Director, Special Libraries Association Toronto Chapter (Kimberly Silk)
- Member, Special Libraries Association 2012 Annual Conference Planning Council (Kimberly Silk)

7. HONOURS AND AWARDS

- *The Great Reset* was announced one of the five finalists for May 2011 National Business Book Awards
- Received acknowledgement from the MBA Class of 2011: “Professor of the Year” and “Most Challenging Professor” (Ajay Agrawal)
- *Rise of the Creative Class* named to 100 Best Books by CEO Read; Fast Company Leadership Hall of Fame, 2011
- Honorary degree from Niagara University, 2011 (Richard Florida)
- Royal Geographic Society, Invited Lecturer in London, England, 2010 (Richard Florida)
- *Business Week*, Voices of Innovation, 2010 (Richard Florida)

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