

Making the Case | Culture as an economic engine

REFERENCES

Alberta Foundation for the Arts. (2004). Economic impact of the arts in Alberta: Questions & answers. Alberta: Government of Alberta, Community Development
In 2004 the Alberta Foundation for the Arts (AFA) and the Arts Development Branch of Alberta Community Development commissioned Econometric Research Limited to prepare an independent analysis of the importance of the Arts Sector to the Alberta economy.

Baeker, Greg. (2002, April). Beyond garrets and silos: Concepts, trends and developments in cultural planning. EUCLID, Canada.
Canada has fallen behind a number of other countries in embracing cultural planning as an alternative framework for local cultural development, but is moving quickly in this direction through emerging practice and current directions in research and development in the field.

Bianchini, F., & Parkinson, M. (1993). Cultural policy and urban regeneration: The West European experience. Manchester; New York: New York: Manchester University Press.
This book stems from a conference held by the Centre for Urban Studies in Liverpool in 1990. The hosts felt that, while the American experience of the importance of cultural policies as a strategy contributing to the regeneration of cities had been reasonably well discussed, there was relatively little material available on the history and outcome of similar projects in Europe. The papers gathered in this text are intended to "begin to fill a rather large gap in theoretical and empirical knowledge about urban development strategies in contemporary western Europe." To this end there are case-studies of Glasgow, Rotterdam, Bilbao, Bologna, Hamburg, Montpellier, Liverpool and Rennes, sandwiched between an introduction and conclusion (both by the same author), one of which dwells on the role of cultural policies in 'remaking European cities' and the other on the issues and prospects for such policies in the 1990s.

Bradford, Neil. (2004, August). Creative cities structured policy dialogue backgrounder.

Canadian Policy Research Network. (2005, June).
Provides a thorough and detailed backgrounder on the phenomenon of creative cities, as well as providing a list of case study examples, focusing specifically on Canada, of Canadian cities adopting creative city policies and mandates.

Canada Council for the Arts. (2004). Creating jobs and economic impact. Making the Case.

The arts and cultural sector makes a very significant contribution to the Canadian economy and it employs hundreds of thousands of skilled workers.

City of St. Catharines. (2003). Niagara wine festival impact study.
The Niagara Wine Festival is an award-winning, premier cultural festival in St. Catharines and area. Drawing over 500,000 visitors in a ten-day period, the festival was part of a province-wide economic impact survey to assess attendance, visitor spending

and economic impact. In addition, the survey measures some of the non-economic impact of the event, such as likeliness of visitors to return, name-recognition and impact on image of the region.

City of Toronto. (2003). Toronto's cultural corridor. Culture Plan for the Creative City. Toronto: City of Toronto.

Toronto city council's 2003 Culture Plan for the Creative City includes seven major capital projects, dubbed Toronto's Cultural Renaissance Envisioned is a new Cultural Corridor – an Avenue of the Arts along University Avenue – anchored by marquee cultural institutions such as an Opera House and the Royal Ontario Museum.

Canadian Policy Research Network. (2004, August). Arts and culture: Key to creative cities. E-Network, CPRN.

Creative cities are vital to meeting our community and national economic and social goals. By happy coincidence, the conditions that foster creative cities also foster economic innovation, social inclusion, democratic engagement and environmental sustainability.

Culture et Communications Quebec. (2004). Economic impact of activities in the cultural sector in the five regions of greater Montreal and the island of Montreal. City of Montreal.

Activities in the cultural sector in the Greater Montreal region have an impressive economic impact. They generate \$5.6 billion in gross total spending, 89,916 direct and indirect jobs, calculated in person-years, and \$1.181 billion in government revenue, or \$670 M for Quebec and \$511 M for the federal government. This includes a direct impact of \$3.5 billion, resulting from spending by cultural enterprises themselves, and an indirect impact of \$1.2 billion, resulting from spending by the suppliers of cultural enterprises and the suppliers of these suppliers.

Cultural Human Resources Council (CHRC). (2001). Colleges and the cultural sector: Building productive partnerships. Roundtable report. Summary report. (Friday and Saturday, December 7-8). Montréal, Quebec: Springhill Suites Hotel.

Duxbury, Nancy. (2004, August). Creative cities: Principles and practices. CPRN. This paper is designed to inform emerging policy discussions about how to enable Canadian cities to cultivate their creativity and reap the benefits for all citizens. The discussion is organized in four parts. The paper begins with a brief overview of some key principles guiding community-based innovation and the factors involved in successfully moving new ideas into action. Second, the paper highlights several different "creative city" frameworks presently informing new visions and local initiatives. The third and largest part of the paper reports on recent experiences in implementing creative city approaches in four Canadian cities. Finally, the paper considers the attempts to assess creativity progress and returns on cultural investments in selected cities.

Edmonton Arts Council and Edmonton Economic Development Corp. (2005). Economic impact of "arts & culture" in the Greater Edmonton Region. Edmonton, AB: Edmonton Arts Council.

2005 economic impact study released by the Edmonton Arts Council and Edmonton Economic Development Corp. demonstrates the growing impact arts and culture organizations have on our regional economy and quality of life.

Gertler, Meric. (2004, August). Creative Cities: What are they for, How do they work, and how do we build them? CPRN.

The twin objectives of enhancing economic dynamism and improving quality of life for the many rather than the privileged few are strongly linked through the key concept of quality of place. Quality of place should be understood as both a means to an end (achieving economic dynamism) and – perhaps most importantly – an end in itself (attaining a better life for urban residents).

Hassan, Salah S. (2000). Determinants of market competitiveness in an environmentally sustainable tourism. *Journal of Travel Research*, Vol. 38(3), pp. 239-245.

This article introduces a detailed new model of competitiveness that focuses on environmental sustainability factors associated with travel destinations. The multiplicity of industries involved in destinations' planning and development requires the use of a competitiveness model that examines the relationships among all stakeholders involved in creating and integrating value-added products to sustain resources while maintaining market position relative to other competitors. The development of future destinations must be guided by effective and efficient management with a focus on sustainable customer base. Thus, destination management should focus on a systematic examination of unique comparative advantages that provide a special long-term appeal to the target travel customer segments. Therefore, sustaining the longevity of a given destination becomes a function of responding to market demand and competitive challenges. It is critical for future destination development plans to be compatible with market needs and environment integrity for the industry to maintain its economic viability.

Heritage Canada. (2003). Economic benefits framework.

In the past, whenever economic arguments were used by cultural/heritage institutions in support of their programs, the main thrust centred on the economic impacts or spin-off effects related to the spending by the institution and its visitors. Although it can be viewed as better than no economic argument at all, this approach was never very successful or persuasive with funding organizations.

Herrero, Luis C., Sanz, José A., Devesa, María, Bedate, Ana, del Barrio, María J. (2006).

The economic impact of cultural events. A case-study of Salamanca 2002, European Capital of Culture. *European Urban and Regional Studies*, 13(1): 41-57.

Estimated measurement of the economic impacts of Salamanca 2002 - the local impacts of the European Capital of Culture programme.

Holden, John & Jones, Samuel. (2006). Knowledge and inspiration: the democratic face of culture. Evidence in making the case for museums, libraries and archives. London: Museums, Libraries and Archives Council.

King, A.D. (Ed.). (1996). Re-presenting the city: ethnicity, capital, and culture in the 21st century metropolis. New York: New York University Press.

Kuly, M., Stewart, E. and Dudley, M. (2005). *Enhancing Cultural Capital: The arts and community development in Winnipeg*. Winnipeg, MN: Institute of Urban Studies, University of Winnipeg.

Study of the contributions that community-based arts organizations are making in Winnipeg 's inner city. The researchers find that the arts contribute to building community capacity, energizing community-based revitalization efforts, educating young people, improving our public spaces, and invigorating local economies.

Ladner, Peter. (2002, July). The case for festivals – Festivals add to city life while spinning job-creating profits. *Business in Vancouver Magazine*. Vancouver, BC
With all the important work being done by various associations to attract meetings, conferences and conventions to town, another aspect of economic development gets relatively little attention: treating festivals and participatory sporting events as businesses that can be nurtured to grow jobs and economic spin-offs.

Landry, Charles. (2000). *The creative city: Toolkit for urban innovators*. UK: Comedia. As the seminal text on the notion of “creative cities”, this book aims to change the mindset of decision makers and offer a mental toolkit to influence policies, strategies and actions undertaken in cities. An example is to perceive transport as accessibility instead of mobility, or citizens as potential instead of victims. This ambitious book is a vehicle to disseminate the Creative Town Initiative (CTI) of Huddersfield, the first urban strategy project of its kind, which won EU Urban Pilot Project status in 1997.

Landry, C., Greene, L., Matarasso, F., & Bianchini, F. (1996). *The art of regeneration: urban renewal through cultural activity*. UK: Comedia.
Cultural projects have played an increasingly important role in British urban regeneration since the mid-1980s, but recent developments have focused less on capital projects, and more on the capacity of arts activity to support community-led renewal. Charles Landry and François Matarasso from Comedia summarise recent experiences of arts programmes in British cities.

Mahon, John. Economic impact of the arts and festivals on the Edmonton region. (2001, October). Edmonton Arts Council. Red Deer, AB: ARPA Conference.
The Edmonton Arts Council and Economic Development Edmonton have collaborated on two studies of the economic impact of Edmonton's non-profit arts and festival organizations on the economies of the Edmonton region and on the Province of Alberta. Those studies were conducted on data gathered on 1996 and 1999 expenditures.

Markusen, Ann and Johnson, Amanda (February 2006). *Artist centers: evolution and impact on careers, neighborhoods and economies*. Minneapolis: Project on Regional and Industrial Economics Humphrey Institute of Public Affairs, University of Minnesota.

Multiple Authors. (2003). *The creative city anthology*. Partners for liveable communities, pp. 117.

A comprehensive collection of articles backgrounding the issues of Partners' Creative City initiative. Authors include New Economy heavy-hitters Richard Florida and Joel Kotkin, policy advocates Bruce Katz and Thomas Hylton, and business developer John

Howkins. The twenty-five complete articles are divided according to issue area, and are accompanied by a full reading list.

Niagara Wine Festival. (2005). Niagara grape and wine festivals.

Office of the Minister of Canadian Heritage and Minister Responsible for Status of Women. (2005). Government of Canada matches funds raised during Symphony Nova Scotia Society's fundraising campaign. [Jean-Philippe Côté. Director of Communications. (819) 997-7788.]

Minister of Fisheries and Oceans and Member of Parliament (Halifax-West) Geoff Regan, on behalf of Minister of Canadian Heritage and Minister responsible for Status of Women Liza Frulla, today announced \$50,000 in funding for the Symphony Nova Scotia Society. This funding matches the amount collected during its private-sector fundraising campaign and deposited in its foundation.

Okanagan Valley. The Okanagan Valley – A corridor of cultural experience. The overall objectives of this study are: (a) to profile the cultural economy, as it exists today; (b) to identify and analyze opportunities within the cultural economy; and (c) to make recommendations to develop the cultural economy.

Ontario Arts Council. (2002, February). Economic and employment impact of the arts and culture sector in Ontario. Vol. 6, No. 1.

In addition to the strong contribution that arts and culture make to the quality of life in Ontario, the sector has a positive impact on the economy. This issue of ArtFacts summarizes the most recent data calculated by Statistics Canada on the economic impact of the arts and culture sector in Ontario in 1996.

Ontario Trillium Foundation. (2003). Economic impacts of 97 festivals and events funded by the Ontario Trillium Foundation, the Ontario Arts Council and the Ontario Cultural Attractions Fund. Hamilton, Ontario: Hill Strategies.

Ontario's festivals and events provide significant economic benefits for the province through spending by the festivals themselves and by their visitors. Indeed, 97 culture, sports, recreation and community festivals and events funded by OTF, OAC and OCAF contribute nearly \$80 million to the province's Gross Domestic Product (GDP). The 97 festivals and events also generate over \$30 million in taxes for all levels of government and help create 2,600 jobs and over \$50 million in wages and salaries.

Ottawa Jazz Festival. (2005).

Palmer, Robert. (2003). Creative cities: The role of culture. [Presentation.] Department of Canadian Heritage.

Reeves, Michelle. (2002, May). Measuring the economic and social impact of the arts: A review. UK: Arts Council.

The aim of the Review is to provide an overview of arts impact research to complement a recent Arts Council-commissioned review on arts and social exclusion. This review covers this area of policy in more depth. Inevitably there is some overlap between the two publications.

Scottish Executive. A Literature review of the evidence base for culture, the arts and sport policy.

Smith, Richard. (2004). A model for the study of clustering: A case study from new media firms in Vancouver. In L. Morel-Guimaraes (Ed.), *Key Success Factors for Innovation and Sustainable Development*. Oxford: Elsevier.

Smith, Richard, McCarthy, J., & Petrusevich, M. (2004). Cluster or whirlwind? The new media industry in Vancouver, In D. Wolfe & M. Lucas (Eds.), *Clusters in a cold climate: Innovation dynamics in a diverse economy*. Montreal & Kingston: McGill-Queen's University Press & School of Policy Studies, Queen's University, pp. 195-221.

Statistics Canada Canada. (2005, June). Labour force findings. Recent labour force findings from statistics Canada show an increase in employment in the cultural and recreational industries in Canada, and especially in Western Canada.

Stratford Festival. (1997). About Stratford – history. Stratford, ON. It wasn't until 1953 that Tom Patterson, a Stratford-born reporter for Maclean's Magazine, and a group of local supporters opened the Stratford Festival. As the CNR shops closed and the success of the furniture industry waned, the Festival helped make tourism a significant industry for the city. Today Stratford has a diversified economy featuring manufacturing, finance and service-related businesses.

Western Economic Diversification Canada. (2003). Guidelines for federal policy priorities in urban areas. Considering the recent in interests in innovation and cluster building, and in of quality of life and urban regional governance, looks at case studies across Canada in which different industries are flourishing. Profiles Winnipeg and refers to other Canadian cities that have adopted “culture” and the “arts” as key sectors.