



# Creative Tacoma

A case study in building community capital

Presented to the Statewide Nonprofit Conference

Bellevue, WA • April 9, 2008

By: John Folsom and David Graybill



## Context

**2004 – Tacoma-Pierce County named one of America’s Most Livable Communities**

**2004 – Prosperity Partnership launched**

**2005 – Dr. Florida addresses community leadership**

**2006 – World’s inaugural Creative Cities Leadership Seminar**



# Creative Tacoma

a catalyst for creative change in Tacoma-Pierce County

*Began with the World's First Creative Cities Leadership Seminar in Tacoma in Sept. 2006*

- 30 **Tacoma-Pierce County** residents
- 6 **Steering Committee** Members
- 14 **Sponsoring Organizations**
- Significant **Volunteer Effort**
- Hosted by the **Tacoma-Pierce County Chamber of Commerce**



# Creative Tacoma

*a catalyst for creative change in Tacoma–Pierce County*

## Creative Tacoma Steering Committee

- **Chair: John Folsom**, Brown & Brown
- **Nancy Davis**, Metro Parks
- **Julia Garnett**, Russell Investment Group
- **David Graybill**, Tacoma-Pierce County Chamber of Commerce
- **Rose Lincoln**, Greater Tacoma Community Foundation
- **Ryan Petty**, City of Tacoma Community & Economic Development Department



## Creative Tacoma Sponsors

*Making Tacoma-Pierce County an even better place to live, work and play*

- **The Boeing Company**
- **The Cheney Foundation**
- **City of Tacoma**
- **Columbia Bank**
- **Greater Tacoma Community Foundation**
- **Heritage Bank**
- **Key Bank**
- **Metro Parks**
- **MultiCare Health System**
- **Rainier Pacific**
- **Pierce County**
- **Port of Tacoma**
- **Russell Company**
- **Sequoia Foundation**



Purpose:

**Attracting and retaining the “creative sector” talent that drives prosperity in today’s global business economy.**



## Why Creative Tacoma is Important

**“ . . .The key factor in the global economy is no longer simply natural resources or political boundaries; it’s also the supply of smart and diverse people.”**

*The Honorable John Ladenburg, Pierce County Executive, President Puget Sound Regional Council; Bob Drewel, Executive Director, Puget Sound Regional Council from the 2005 Regional Economic Strategy for the Central Puget Sound Region Summary*



## Background

Based on the work of noted economic development expert **Richard Florida, Ph.D.**

Identifies **innovation and creativity** as key to the new commerce



## The Four T's

Identifies **Talent, Technology, Tolerance and Territorial Assets** as Critical for future growth

- Compares Tacoma-Pierce County to other regions on these indicators
- Tacoma-Pierce County is experiencing **positive growth** in many key measures



What is a creative worker?

**Breakthroughs, New Products, and Innovations**

All fields

- **Technology**
- **Research & design**
- **Arts & culture**
- **Professional & managerial occupations**
- **Education & training**



## Tacoma-Pierce County Ranking

US **Creative workers** will grow by **20%** in the next 10 years

- Outpacing service or working sector jobs

Creative workers **currently**

- **30% of US workforce; 26% of Tacoma-Pierce County workforce**
- **48.9% US wages; 40% Tacoma-Pierce County wages**



# Creative Tacoma

*a catalyst for creative change in Tacoma–Pierce County*

## Creative Sector Workers

**Choose to live in areas rich in the four T's:**

- **Talent**
- **Technology**
- **Tolerance**
- **Territorial Assets**



## Talent

**Innovators, thinkers, and doers** who contribute to the growth of regional economies

### Measures

- **Bachelor's degrees**
- **Knowledge & professional workers**
- **Supercreatives: scientists, engineers, artists, musicians, designers**
- **Brain drain: college graduates who leave the area**



## Technology

Investments in **innovation** and **cutting edge technology**

## Measures

- **Concentration & growth of high-tech companies**
- **# of patented innovations per 1,000 people**
- **Growth in patented innovations**



## Tolerance

**Inclusivity** and **active acceptance** from people from all walks of life

### Measures

- **Melting Pot Index**
- **Gay Index**
- **Non-whites**
- **Interracial marriage**
- **Composite diversity index**



# Creative Tacoma

*a catalyst for creative change in Tacoma–Pierce County*

## Territorial Assets

Unique **features** of a region that act as **magnets** for “creative workers”

### Measures

- **# of Arts workers & establishments, parks & rec. workers, post-secondary institutions & students**
- **Climate, % of water, crime statistics**
- **Housing affordability, own to rent ratio, commute time**



## Tacoma-Pierce County

### **Talent:**

- Middle of the pack/nationally & regionally
- Above average/brain drain

### **Technology:**

- Middle of the pack/nationally
- Needs work/regionally

### **Tolerance:**

- Above average/nationally
- Middle of the pack/above average/regionally

### **Territorial Assets:**

- 6: Better than average
- 9: Below average



# Creative Tacoma

a catalyst for creative change in Tacoma-Pierce County

## Tacoma-Pierce County

### Positive News: **GROWTH**

- Five of seven indicators
- Job growth
- Firm growth
- Housing values
- Household income
- Per capita income growth

### Opportunities for Improvement:

- Population growth
- Creativity Index



## Tacoma-Pierce County Strengths

### **Creative Sector** Talent

- Medical Professionals/Therapists
- Recreation
- Education

### **Growth** 2000-2005

- Real estate
- Research & Science
- Environmental Technology
- Tourism



# Creative Tacoma

*a catalyst for creative change in Tacoma–Pierce County*

## Tacoma-Pierce County Distinct Advantages

- **Green Design**
- **Recreation**
- **Ecology**
- **Tourism**

Linking green technology, green design and green manufacturing with environmental technology, recreation and tourism



# Creative Tacoma

*a catalyst for creative change in Tacoma-Pierce County*

## Creative Tacoma Goals

- Develop a shared vision **for Tacoma-Pierce County's future**
- **Expand** community participation and collaboration to **leverage our territorial assets**
- Build upon the cultural diversity and richness **of Tacoma-Pierce County**
- **Create** a sustainable approach **that supports community and economic development**



## Six Teams

- **Arts Technology Ecosystem**
- **Connected Individuality**
- **Communications**
- **Love Tacoma**
- **Project Eden**
- **Team Green**



## Arts Technology Ecosystem

Fostering art careers and the arts

- Collaborative development of a multi-use **arts incubator**
- A South Sound **TV show**

### Team members:

**Paul Schrag (Co-Lead)**, Business Examiner; **Andrew Fry (Co-Lead)**, University of Washington-Tacoma; **Jean Jackman**, MultiCare Health System; **Michele Johnson, Ph.D.**, Pierce College; **John Kelly**, Russell Investment Group; **Mark Lindquist**, Pierce County Attorney's Office; **Tom Luce**, Executive Council of Tacoma; **Stephanie Stebich**, Tacoma Art Museum



## Connected Individuality

Partner with business, schools and students to build a more inclusive workforce

- Local internships for minority students

### Team Members:

**Vazaskia Caldwell (Lead)**, YWCA Pierce County; **Georgia Lomax**, Pierce County Library System; **Kim Piotrowski**, Columbia Bank; **Julie Willis**, Pierce County



## Communication

- **Share** the “Creative Tacoma” **story**
- **Involve** the **Community**

## Team Members:

***Marty Campbell (Lead)***, Buzzards and Stadium Video. ***Dave Andrus***, The Boeing Company; ***Randy Balogh***, Greater Tacoma Community Foundation; ***Joanne Buselmeier***, Tacoma-Pierce County Chamber of Commerce; ***Jean Jackman***, MultiCare; ***Paul Schrag***, Business Examiner.



## Love Tacoma

- Expand cultural and recreational activities for **Creative Workers** in the area
- Partner with School for the Arts, Metro Parks, other Tacoma-Pierce County events

## Team Members:

**Theresa Bastian (Lead)**, Keller-Williams Realty; **Gina Breukelman**, Emergency Food Network; **Jon Ketler**, Tacoma School for the Arts; **Amy McBride**, City of Tacoma; **Seong Shin**, McGranahan Architects, **Stuart Young**, BCRA.



## Project Eden

- Highlight Hilltop's International Dining District
- Expand the types of international cuisine available in the Hilltop District

### Team Members:

***Marilyn Strickland (Lead)***, Tacoma Public Library ***Karen Jenkins***, Key Bank; ***Ryan Mello***, Cascade Land Conservancy



# Creative Tacoma

a catalyst for creative change in Tacoma–Pierce County

## Team Green

- **Green Alliance** for environmentally friendly businesses and companies that offer green products and services
- **Green Baseline** to make Tacoma-Pierce County “a great place to do some green business”

## Team Members:

**Benji Bittle (Co-Lead)**, City of Tacoma; **Lynette Claire, Ph.D.**, University of Puget Sound; **Diane Lachel, Click!** Network/Tacoma Power; **Evette Mason (Co-Lead)**, Port of Tacoma, **Jane Shanaman**, Shanaman Strategies, Inc.; **Stuart Young**, BCRA



# Creative Tacoma

*a catalyst for creative change in Tacoma–Pierce County*

## Creative Tacoma Links Us to Other Creative Cities

- **El Paso, Juarez, 2006**
- **Duluth, MN, 2007**
- **Tallahassee, FL, 2007**
- **Charlotte, SC, 2007**



Our opinion is that Tacoma-Pierce County is on track for a positive future, indeed its location in a world-class metro and mega-region and its niche as an affordable, green alternative can help ensure considerable growth over the next decade.

— Richard Florida, Ph.D., author of *The Rise of the Creative Class*



# Creative Tacoma

*a catalyst for creative change in Tacoma-Pierce County*

Become involved

For more information or to, please contact Creative Tacoma:

[www.creativetacoma.com](http://www.creativetacoma.com)

[info@creativetacoma.com](mailto:info@creativetacoma.com)

**(253)627-2175**