

Be the  
Destination  
City!

Cultivating and Sustaining your

# CREATIVE ECONOMY

Summit

Attract Creative Clusters | Leverage Your Unique Advantages | Increase Tax Revenue  
Adopt New Models for Growth | Market to the Creative Class

Tuesday, February 28th and Wednesday, February 29th, 2012 | Metropolitan Hotel | Toronto, Ontario

## Source critical insights from these leaders:



**Kevin Stolarick,**  
*Research Director,*  
**Martin Prosperity Institute**



**Liz Hanson,**  
*Economic Vitality Coordinator,*  
**City of Boulder (Colorado)**



**Rod Regier,**  
*Executive Director of*  
*Economic Development,*  
**City of Kitchener**



**Don Duval,**  
*Vice President,*  
**MaRS Discovery District**



**Pru Robey,**  
*Director, Knowledge Exchange,*  
**Artscape**

Silver Sponsor:



Partner:

EcDevJournal.com

## Source key insights from these 12 leaders:

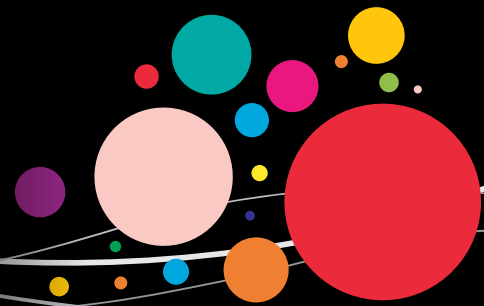
1. Martin Prosperity Institute
2. City of Boulder (Colorado)
3. Artscape
4. MaRS Discovery District
5. World Business Chicago (Illinois)
6. City of Lowell (Massachusetts)
7. City of Kitchener
8. City of St. Catharines
9. SFMade (San Francisco)
10. Toronto Fashion Incubator
11. Prince Edward County
12. Sky Power Limited

## Hear from industry leaders and take away 13 practical benefits:

1. **Source** proven strategies from North America's most prominent clusters
2. **Network** directly with businesses and creative industries
3. **Adopt** novel financing and partnership models to develop new projects
4. **Source** the latest insights on how to attract and retain the Creative Class
5. **Leverage** your strengths to build competitive advantage
6. **Collaborate** at all levels of government to drive growth
7. **Refresh** your development and attract new investments into your community
8. **Design** and build world class innovation centres for your region
9. **Rejuvenate** your traditional manufacturing landscape
10. **Develop** creative and effective marketing strategies for your municipality
11. **Cultivate** a culture of entrepreneurship within your community
12. **Utilize** arts and culture as catalysts for prosperity
13. **Enhance** growth in both urban and rural economies

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

# STRENGTHEN Job Growth, BOOST Tax Revenue, and BUILD a Vibrant, Sustainable Economy!



**Source best practices, top case studies, and develop the most innovative strategies to grow your creative economy.**

After years of trial and error, what are some of the practices that have flourished and failed?

Meet with and benefit from the insights of the visionaries furthering successful cluster initiatives across North America. They will share proven strategies that will drive your economic growth.

Network directly with businesses, creative industries, and municipalities to gain a combination of perspectives on how to: increase job growth, boost tax revenue, attract new investments, and develop a successful cluster.

How will your city maximize opportunities to become a creative community?

***Your first step: This conference!***

**Source key insights from these 12 leaders:**

1. Martin Prosperity Institute
2. City of Boulder (Colorado)
3. Artscape
4. MaRS Discovery District
5. World Business Chicago (Illinois)
6. City of Lowell (Massachusetts)
7. City of Kitchener
8. City of St. Catharines
9. SFMade (San Francisco)
10. Toronto Fashion Incubator
11. Prince Edward County
12. SkyPower Limited

*Emulate their successes. Learn from their insights and experiences to save time and money. Establish your organization as the next leader!*

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12. **Utilize** arts and culture as catalysts for prosperity
13. **Enhance** growth in both urban and rural economies

**Take away five ADDITIONAL benefits from this exclusive event:**

1. Source strategies to build your world class creative cluster
2. Face-to-face interaction with businesses and creative industries
3. Q & A after each session – get your answers on the spot
4. Structured networking times
5. Take away presentation materials

*Take advantage of this opportunity to discover what your peers are doing; share your experiences and exchange ideas and strategies! If you want to meet with leaders in the field and form valuable alliances, this is your best opportunity of the year.*

**REGISTER TODAY – SPACE IS LIMITED AND SURE TO SELL OUT**

Don't miss your chance to participate in these critical discussions and to network with leaders in economic development, innovation and cultural growth. Register for our limited spaces by calling 1-866-298-9343 or emailing [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com) today.

## Benefit from best practices and innovative strategies specific to the following organizations:

### Municipalities, Provincial & Federal Government and Affiliated Public Institutions

Managers/Directors of Economic Development | Planning and Development | Community Development | Mayors | Councillors | Policymakers

- **Develop** the right policies and incentives to foster creative clusters
- **Leverage** your local strengths to enhance business and cultural growth
- **Attract** and cultivate entrepreneurial communities
- **Understand** strategic value of creative industries to drive growth

### Chambers of Commerce, BIAs, Business Incubators, Think-Tanks, Innovation Centres, Universities & NGOs

Presidents and CEOs | Executive Directors | VPs/Directors/Managers of Policy | Research & Development | Business Development

- **Collaborate** with all stakeholders to develop a more vibrant and sustainable economy
- **Promote** creativity and innovation as key drivers of growth
- **Appraise** strategies to secure funding for your projects

### Planners, Developers, Design-Build Firms & Architects

Presidents and CEOs | Principals and Partners | Associates | Project Development

- **Understand** aesthetic and geographic implications of cluster formation
- **Implement** flexible zoning plans to accommodate diverse industries
- **Produce** visionary developments that demand attention
- **Contribute** to important discourse on creativity as an engine for growth

### Consultants in Economic Development/Cluster Formation, Communications & Technology Firms

Presidents and CEOs | VPs/Directors in Business Development and Marketing

- **Showcase** your firm's solutions to an audience of decision-makers
- **Learn** what clients are looking for and meet their needs
- **Build** relationships with key stakeholders
- **Get** on the shortlist of multi-million dollar contracts

### Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact **George Pollard** at **1-866-298-9343 ext. 272**, or email **pollard@strategyinstitute.com**.

### Don't take our word for it, hear what your peers have to say about our similar events:

"This conference has been a fantastic opportunity to network, share ideas and learn from other people. The speakers have been very relevant to the diverse audience."

- Shelley Hirstwood, *Economic Development Manager*,  
**Town of Gananoque**

"The topics covered in the conference are extremely relevant to my day-to-day work in the office."

- Francis Wu, *Infrastructure Policy Advisor*,  
**City of Edmonton**

"I keep coming back for the solid presentations and networking opportunities. The annual conference is helpful to gather ideas and determine potential solutions."

- Kyle Toffan, *Director, Grants Administration*,  
**Government of Saskatchewan**

Attend for  
**FREE!**

Send 3 delegates and the  
4<sup>th</sup> delegate attends for FREE!



# DAY ONE

Tuesday,  
February 28<sup>th</sup>, 2012

7:45 AM **Registration and Continental Breakfast**

8:30 AM **Opening Comments From the Chairperson**



**Richard Remillard,**  
*Executive Director,*  
**Canada's Venture Capital & Private Equity Association**

8:45 AM **Keynote Address**

## The Role of Government in Growing and Sustaining Your Creative Economy

Governments around the world are now actively competing for innovative industries. These businesses are expected to be the future of economic activity and growth. Take away key strategies that government is implementing to help you:

- Attract and retain creative companies and organizations
- Increase job growth and tax revenue in communities
- Enhance local business and cultural development

*Learn how government can drive economic development through creative commerce for your community.*



**The Honourable Gary Goodyear,**  
*Minister of State*  
*(Science & Technology; Federal Economic Development Agency for Southern Ontario),*  
**Industry Canada**

9:30 AM **Case Study: MaRS**

## How to Build Successful Innovation Centres that will Drive Research and Economic Prosperity

MaRS has been at the forefront of developing novel programs and incubation facilities to support entrepreneurial ventures. Insights from this session can be used to further development of your research centres. Source solutions on how you can:

- Develop a model for your innovation centre to strengthen long-term economic growth
- Design programs and services to nurture your start-ups
- Measure your achievement and success

*Learn from the business model at MaRS and establish your own innovation centre.*



**Don Duval,**  
*Vice President,*  
**MaRS Discovery District**

10:15 AM **Mid-Morning Networking Break**

Interact with conference speakers and fellow attendees.

10:45 AM **Case Study: City of Boulder**

## Take Advantage of Your City's History, Culture, and Geography to Develop Successful Clusters

The City of Boulder has cultivated unique industry clusters, including natural and organic products, the outdoor products industry, and clean technology. The city is also one of the most entrepreneurial municipalities in North America. Learn how to:

- Take your city's history and culture into account when building clusters
- Leverage your geography to foster innovative industries
- Cultivate a culture of entrepreneurship

*Develop your competitive edge by capitalizing on your geographical and cultural advantages.*



**Liz Hanson,**  
*Economic Vitality Coordinator,*  
**City of Boulder (Colorado)**

11:30 AM **Creative Industries Panel**

## Using the Arts and Cultural Industries as Catalysts to Grow Your Economy

Fashion, media, and other cultural industries all have unique characteristics that contribute significantly to your region's economic success. Take away key strategies to enhance growth in your community.

- Understand how creative industries spark economic development
- Investigate mechanisms that foster success in such industries
- Identify the industry that your city can capitalize on
- Recognize how smaller communities can tap into such opportunities

*Understand the dynamics of various creative industries and their role in sparking and rejuvenating your economy.*



**Shelley Carroll,**  
*City Councillor, City of Toronto; Board of Directors,*  
**Toronto Fashion Incubator**



**Norm Bolen,**  
*President & CEO,*  
**Canadian Media Production Association**



**David Buchbinder,**  
*CEO / Artistic Director,*  
**Diasporic Genius**



**Jacqueline Nuwame,**  
*Productions Programs Manager,*  
**Canadian Film Centre**

**MODERATOR**



**Frank Miele,**  
*CAO,*  
**Town of Gravenhurst**

12:15 PM **Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM

**Technologies Panel**

**Leveraging Technologies to Fast Track and Exceed Your Economic Development Goals**

To compete today and in the future, economic development needs to evolve with advancing technologies. Hear about the innovative tools that will save you time, increase the effectiveness of your strategies, and improve your marketing activities and cluster developments.

- Design interactive elements in your marketing content to engage visitors
- Use state-of-the-art technologies to develop your city
- Analyze and benchmark your progress and performance

Take away innovative strategies and tools to enhance your municipal development.



**Anya Codack,**  
CEO,  
Yfactor

➔ More panelists to come...

2:15 PM

**Marketing Case Studies: Chicago | St. Catharines**

**Implementing Inventive Marketing Strategies to Attract Talent and Businesses into Your City**

Many cities are cutting budgets in this tough economic environment. Hear how World Business Chicago has developed external partnerships and how the City of St. Catharines is leveraging digital channels to help market and brand their city. This combination of perspectives will help you:

- Stretch your budget through effective marketing practices
- Extend your reach by collaborating with external partners
- Take advantage of Youtube and other social media channels

Develop and implement progressive, cost-effective marketing strategies to bring artists and businesses to your community.



**Carolyn Kae Phillips,**  
Director of Strategic Initiatives,  
World Business Chicago (Illinois)



**David Oakes,**  
Director of Economic Development and Tourism,  
City of St. Catharines

3:00 PM

**Mid-Afternoon Networking Break**

Interact with conference speakers and fellow attendees.

3:30 PM

**Case Study: Prince Edward County**

**Unique Strategies to Develop Creative Clusters in Rural Economies**

Smaller municipalities often find themselves struggling to compete with bigger cities. However, rural towns can use their unique assets to draw in talent and businesses. Hear how the successes of Prince Edward County and other regions can apply in your community.

- Conduct market intelligence to identify your existing talent pool
- Appeal to the Creative Class using unique rural amenities
- Build a dynamic rural community consisting of artists, businesses and investors

Emulate the success of other rural economies in your community.



**Dan Taylor,**  
President & CEO,  
Greater Peterborough Area Economic Development Corporation;  
(Former) Economic Development Officer,  
Prince Edward County



**Jeff Dixon,**  
Associate Director, The Monieson Centre,  
Queen's School of Business, Queen's University

4:15 PM

**Closing Address**

**What the Government of Ontario is Doing to Help You Attract New Investments and Create High Skill Jobs**

The province of Ontario recently introduced the Attracting Investment and Creating Jobs Act. If passed, this bill would create development funds that will drive businesses forward and strengthen the local economy.

- Take advantage of provincial incentives to develop your local economy
- How the Ontario Development Funds will work
- What the provincial government is planning to introduce in the future

Understand how you can leverage aid from the Government of Ontario to support development.



**Donna Cansfield,**  
Parliamentary Assistant to the Minister,  
Ontario Ministry of Economic Development and Innovation

Donna Cansfield was first elected as MPP for Etobicoke Centre in 2003 and in 2011 was re-elected for a third term. In 2005, she was appointed Minister of Energy; in 2006, Cansfield was appointed Minister of Transportation and in 2007 she was appointed Minister of Natural Resources.

5:00 PM

**Conference Adjourns to Day Two**

5:15 PM

**Evening Social Activities**

Network with industry leaders and stakeholders while enjoying some of the best Toronto has to offer. Start by joining fellow delegates and speakers for complimentary appetizers.

**ABOUT THIS CONFERENCE**

**Cultivating and Sustaining Your Creative Economy Summit** is a forum that provides best practices and insights for governments, business associations and other stakeholders to nurture and expand their creative economy.

This senior level conference was developed with the thoughtful input of industry leaders. In an exclusive setting, senior stakeholders connect with their peers to exchange best practices, build referrals, and enhance decision-making.

# DAY TWO

Wednesday,  
February 29<sup>th</sup>, 2012

7:45 AM **Registration and Continental Breakfast**

8:30 AM **Opening Comments From the Chairperson**



**Kevin Stolarick,**  
Research Director,  
Martin Prosperity Institute

8:45 AM **Engaging the Creative Class**

## Understanding the Latest Trends on Their Demographics, Motivations, Behaviours, and Lifestyles

Gaining insights into the characteristics of the Creative Class will help you attract this diverse group. Take away timely information and updates on this socioeconomic class to enhance future economic development.

- Understand the demographic profile of the Creative Class
- Align city development with their needs, wants, and expectations
- Maximize the benefits of their contribution to your city

*Develop strategies to engage and attract talent into your municipality.*

**Kevin Stolarick,**  
Research Director,  
Martin Prosperity Institute

9:30 AM **Building Competitive Advantage**

## Leveraging Your Existing Economic Strengths to Map Your Unique Competitive Advantage

To compete for talent, cities need to leverage their existing assets. Before economic development plans are established, you need to know where your existing strengths lie. Take away strategies for:

- Mapping assets to understand your advantages and weaknesses
- Conducting SWOT reviews to generate competitive advantage
- Developing effective strategies to cultivate clusters that fit your city's advantages

*Capitalize on local strengths to build a vibrant economy in your community.*



**Ken Greenberg,**  
Principal,  
Greenberg Consultants Inc.

10:15 AM **Mid-Morning Networking Break**

Interact with conference speakers and fellow attendees.

10:45 AM **Case Study: Artscape**

## How to Establish Innovative Financing and Partnership Models to Support the Growth of Creative Industries

For over 25 years, Artscape has developed a reputation as Canada's leading practitioner in multi-tenant space development for the cultural and creative sector. Hear about their new generation of projects and learn how you can:

- Design the infrastructure needed to sustain and grow your cultural industries
- Engage in inventive partnerships with public and private sectors
- Adopt innovative financing models to fund new projects

*Take away new strategies to finance social initiatives and implement your creative economy.*



**Pru Robey,**  
Director, Knowledge Exchange,  
Artscape

11:30 AM **Interactive Industries Panel**

## Understand the Business Decision: Why Do Businesses Choose One Region Over Another and What Can You Do?

Regions around the world are pursuing leading innovators to set up businesses in their locations. But what do companies actually want? Hear directly from industry participants and understand what you can do to draw them into your region.

- Identify government policies that are 'hot' with businesses
- Understand what companies look for when choosing locations
- Learn how governments can help companies innovate

*Be aware of what companies are really looking for to attract the industries you want.*



**Bruce Good,**  
Executive Director,  
Conference Board of Canada;  
(Former) VP,  
Stakeholder & Partnership,  
Rx&D



**Anya Codack,**  
CEO,  
Yfactor



**MODERATOR**  
**Frank Miele,**  
CAO,  
Town of Gravenhurst

➔ *More panelists to come...*

### ABOUT STRATEGY INSTITUTE

Strategy Institute is proud to be a facilitator of information sharing for senior executives for over 15 years. We strive to strengthen the foundation of Canada's economy through annual conferences such as "Transforming & Revitalizing Downtown", "Retrofitting and Planning Sustainable Suburbs", "The Future of Urban Waterfronts", "The Future of Canada's Infrastructure", "Urban Transportation Summit", and many more. Our higher purpose is to provide decision makers with the knowledge and tools they need to ensure a higher standard of living for all Canadians.

12:15 PM **Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM **Drive New Developments**

**Effective Strategies to Increase New Investments Into Your Community**

After years of high economic activity, many cities find themselves at crossroads. Declining innovation can quickly cause a city's development to lose steam. Learn how you can constantly inject fresh blood into your economy by:

- Enhancing your value proposition to attract businesses
- Identifying challenges and opportunities that will affect the future of your region
- Adopting best practices to ensure long term growth of your economy

*Take away strategies to raise the level of new investments in your city.*

2:15 PM **Case Study: San Francisco**

**Revive and Boost Your Traditional Industrial Economy through High Value Manufacturing**

Cities that were built on manufacturing now face high unemployment and population decline. Benefit from key insights on how you can revive your traditional industrial economy.

- Understand how today's economy impacts the manufacturing industry
- Employ high value manufacturing to increase job growth
- Leverage creative approaches to revitalize your industrial sector

*Take away practical strategies to renew your traditional economy.*



**Janet Lees,**  
*Director of Programs and Communications,*  
**SFMade (San Francisco)**

*SFMade is a non-profit corporation whose mission is to build and support a vibrant manufacturing sector in San Francisco. It is the only organization of its kind focused on building San Francisco's economic base by developing the local manufacturing industry.*

3:00 PM **Mid-Afternoon Networking Break**

Interact with conference speakers and fellow attendees.

3:30 PM **Case Study: City of Lowell**

**How to Improve the Quality of Life in Your City to Attract Creative Talent**

Creative individuals need to be engaged in the places they live in. They generally choose where to live based in part, on the lifestyle amenities and character of their communities. As a result, much value is placed on these factors in addition to economic incentives.

- Identify quality of life factors that impact Creative Class location decisions
- Capitalize on your community's assets and strengths as established by both public opinion research and planning analysis
- Use quality of life to overcome other disadvantages you may have

*Ensure your city appeals to talented professionals and artists by enriching your quality of life.*



**Adam Baacke,**  
*Assistant City Manager, Director for Planning and Development,*  
**City of Lowell (Massachusetts)**

4:15 PM **Case Study: City of Kitchener**

**How to Build Upon and Sustain the Momentum of Your Creative Clusters**

The Kitchener-Waterloo area has one of the most dynamic and exciting high tech clusters in Canada. The region is continuously improving its cluster and keeping it vibrant by securing world-class companies such as Google. Emulate their success by:

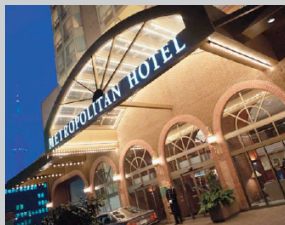
- Understanding what it takes to sustain creative economies
- Exploring key challenges to long term sustainability and identifying solutions
- Continuously finding new ways to build and expand

*Take away strategies to sustain and expand upon your past success.*



**Rod Regier,**  
*Executive Director of Economic Development,*  
**City of Kitchener**

5:00 PM **Conference Ends**



**Metropolitan  
Hotel Toronto**

108 Chestnut St.  
Toronto, ON, CANADA M5G 1R3  
(near the corner of Armoury and University Ave.)  
Call toll-free: 1-800-668-6600

Our conference venue is situated at the centre of the city's financial and shopping districts at The Metropolitan Hotel Toronto. This premier downtown hotel offers a quiet retreat set amongst a vibrant urban locale.

*For more information about our venue, please visit [www.creativecitiescanada.com/venue](http://www.creativecitiescanada.com/venue)*

*Book your accommodations before **February 13th, 2012** by calling toll-free 1-800-668-6600 to take advantage of the Strategy Institute rate of **\$197/night**. Book your room early as this block will sell out!*

**DIRECTIONS:**

**Public Transportation:** Take the subway to St. Patrick Station.

**Parking:** \$22/overnight at hotel, or \$21/day.

A more affordable option for parking, is across the street from the hotel in the 89 Chestnut building underground lot for \$12/day before 9AM, and \$19 up to 7PM.

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Adopt New Models for Growth | Market to the Creative Class

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ATTENTION MAILROOM: If undeliverable to addressee, please forward to:  
**VP/Director of Economic Development, Community Development, Business Development, Industry Initiatives, Policy, Research, Innovation, and Cultural Growth**



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using your smartphone

Please register this person for:  
**Cultivating and Sustaining your Creative Economy Summit**

**1 CONFERENCE PRICING**

	<b>SAVE \$200!</b> Register by <b>Nov. 18</b>	<b>SAVE \$100!</b> Register by <b>Dec. 23</b>	<b>REGULAR</b>
Think Tanks, Business Incubators, Innovation Centres, Universities	<input type="checkbox"/> \$ 795	<input type="checkbox"/> \$ 895	<input type="checkbox"/> \$ 995
Government, NGO, BIAs	<input type="checkbox"/> \$ 795	<input type="checkbox"/> \$ 895	<input type="checkbox"/> \$ 995
Regular Investment	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,495

**2 CONTACT DETAILS**

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COMPANY/FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV/STATE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

TELEPHONE: ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_

MOBILE: ( ) \_\_\_\_\_ EMAIL: \_\_\_\_\_

APPROVING MANAGER'S NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

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Phone: 1-866-298-9343

E-Mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)

On-line: [www.creativecitiescanada.com](http://www.creativecitiescanada.com)

Mail: Strategy Institute  
401 Richmond St. West, Suite 401  
Toronto, Ontario M5V 3A8

**Regular investment: \$1,495** (Plus 13% HST)  
This rate applies to consultants, lawyers, engineers, investors and other related companies and organizations with a stake in economic and urban development

**Government, NGO, BIAs: \$995** (Plus 13% HST)  
This rate applies to officials (elected & civil servants) in municipal (including local government authorities), provincial and federal governments; non-governmental organizations (Registered Charitable number is required at the time of registration).

**Think-Tanks, Business Incubators, Innovation Centres, Universities: \$995** (Plus 13% HST)  
This rate applies to individuals in organizations supporting research, innovation and cultivation of start ups and creative industries

**Group Discount:**  
A Group Discount is offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

**Cancellations:**  
Cancellations must be received in writing by February 14th, 2012. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

**CONFERENCE CODE: 112003**

Disclaimer: Strategy Institute reserves the right to change or adjust the agenda without notice.

Admission Policy: Strategy Institute reserves the right to restrict entry to the conference to any individual. Any such person requested to leave the conference site shall do so immediately upon request, whether previously issued a badge permitting entry. There is no refund payable with respect to anyone refused entry. Any information obtained at the conference cannot be relied upon for any particular set of circumstances, cannot be taken as professional advice or opinion. Attendees must consult with the appropriate professional before acting in response to information obtained at the conference. Evening Social Activities: Please drink responsibly. Strategy Institute shall not be liable for any consequential damages and/or personal injuries caused by excessive or irresponsible alcohol consumption.

MULTIPLE ORDERS PLEASE PHOTOCOPIY