

“Creative Cities”

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Society is always in flux (Peter Druker, 1993). Our current society is fast transitioning to a knowledge society. In this society, knowledge and creativity will replace natural resources and physical labour as the sources of wealth and economic growth (Richard Florida, 2005). As a society, we will have to adapt and evolve our ways of thinking and doing, in order to move into this new economic paradigm. Cities must find ways to attract, retain, and produce skilled people and technology in order to create further economic growth and become an innovative city.

The ability to attract outside talent will be a major contributing factor to how a region or city compares itself to others. Skilled creative workers often have the ability to live and work wherever they want, so a region must make itself appealing to the potential knowledge labour. These workers will seek a city that has a high quality of living as well as areas that support a wide variety of equality, diversity and lifestyles. The open-mindedness of an area is also very attractive to workers. For example, in a community with a large gay population, there will be more recreational activities tailored for couples without children (Richard Florida, 2005). Amenities play a huge role in the attractiveness of an area, natural amenities such as bodies of water have the power to sway a ones decision when looking for a place to live and work. Other life style amenities include biking, hiking, rock climbing, outdoor restaurants, and vibrant music scenes (Richard Florida, 2005). Regions/cities that can offer these traits to creative workers hold the economic advantage.

The ability to retain talent is just as important as attracting talent, regions/cities that can hang on to their skilled workers are areas with thick labour markets and high-quality colleges and universities (Richard Florida, 2005). Saturated labour markets such as Silicon Valley (Richard Florida, 2005), are areas where creative workers can move from job to job until they find the one they love the most. High-quality colleges and universities are important because they allow a person to get an education and research in the same city/region that they may just be working in, in the future. People that have talent are mobile which makes them the most critical resource to any economy (Richard Florida, 2005). Together rich labour markets and high-quality colleges and universities make an ultimate combo when trying to retain creative workers.

If a region is to produce skilled workers, then that region must have a college or university where one can learn the skills required to make it in the knowledge society. Universities produce a lot of talent, and having a high-quality university leads to high school

graduates staying in the region and studying at the university. Universities also allow for research and development, which can lead to *new innovations*. With the training acquired at the local college or university, graduates are ready to go out and thrive in the knowledge society.

Regions/cities that want to produce technology will have to attract workers to the region to create new innovative technologies. As a region starts to attract knowledge workers, companies begin to take notice and become attracted to where the talented people move. As soon as those companies start produced the economic growth of the region increases there by attracting more creative workers to the area, this cycle is known as the "virtuous circle of economic growth" (Richard Florida, 2005). Companies that prosper in these regions also fuel the universities by offering more opportunities for research and development. With more than just one company taking interest in an innovative city, a common occurrence is the formation of oligopolies. An Oligopoly in one region means that a handful of companies have situated themselves within the region and have a plethora of job opportunities, as mentioned above, saturated labour markets attract talent, which in turn drives the innovation of new technologies. We can conclude that it will be vital for a city's economic survival to have a "virtuous circle of economic growth" operating within the city.

These cities produce technology by observing the function of both innovation and high technology concentration in a region (Florida, 2005). As we reach a knowledge society, talent plays a role where the role in the development of a city is to be the knowledge holders. In addition, tolerance is involved by attracting these talented people into the environment where they are attracted by it openness, inclusiveness, and the diversity to all ethnicities, races, and the walks of life (Florida, 2005). In order to produce technology within the city, the city must contain all the elements of the virtuous circle. Doing so will create a growth rate based on the city's ability to attract people from outside of the community (Cities and the Creative Class, year). With the balance and understanding of the importance of the 3 T's (Talent, Tolerance, and Technology), cities can harness the economical development in attracting new talent/knowledge workers to become and maintain a innovative city.

Works Cited

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