



1 Quick Definitions

- Creative Class – Richard Florida
- Creative City – Charles Landry
- Creative Economy – John Howkins
- Creative Industries







Bottom line ...



All about talent

Creative, innovative people of all kinds.




2 Challenge of Attracting Talent

It is related to everyone's job but not specifically outlined in anyone's job



#3 – Talent is not just young people

Talent (and value) exists in every age group:

- Recent Grads
- Young Professionals
- Married with Kids
- Empty Nesters
- Retirees



BTW- 77% of Households Live Without Kids



#4 - Want to attract Google to Tampa Bay?



"We go to the coolest, hippest place in a region where we think young, smart, energetic people will want to live and work."

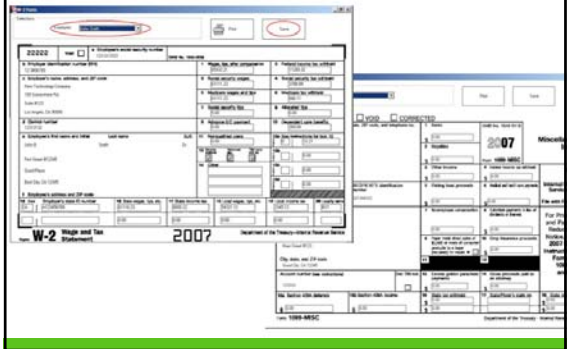
Grady Burnett, Google – Ann Arbor

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#5 Creative Economy is about whales & krill



BTW - Counting W2s in 1099 World



#6 – Young talent is tribal



#6 – Young talent is tribal



#6 – Young talent is tribal



#7 We Don't Believe Marketing



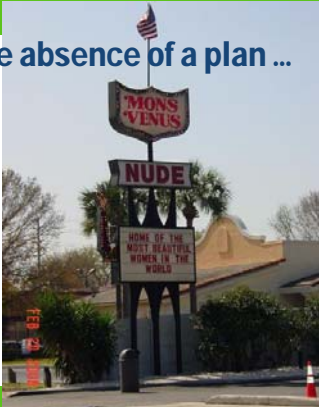
Need New Media Models



#8 Make Community Values Visible & Persistent



In the absence of a plan ...



#9 Current Values



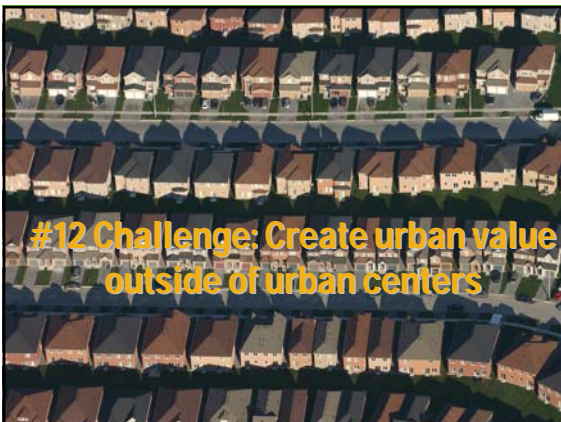
#10 The war for talent is a shooting war



#11 We want the iPhone of cities



#12 Challenge: Create urban value outside of urban centers



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