

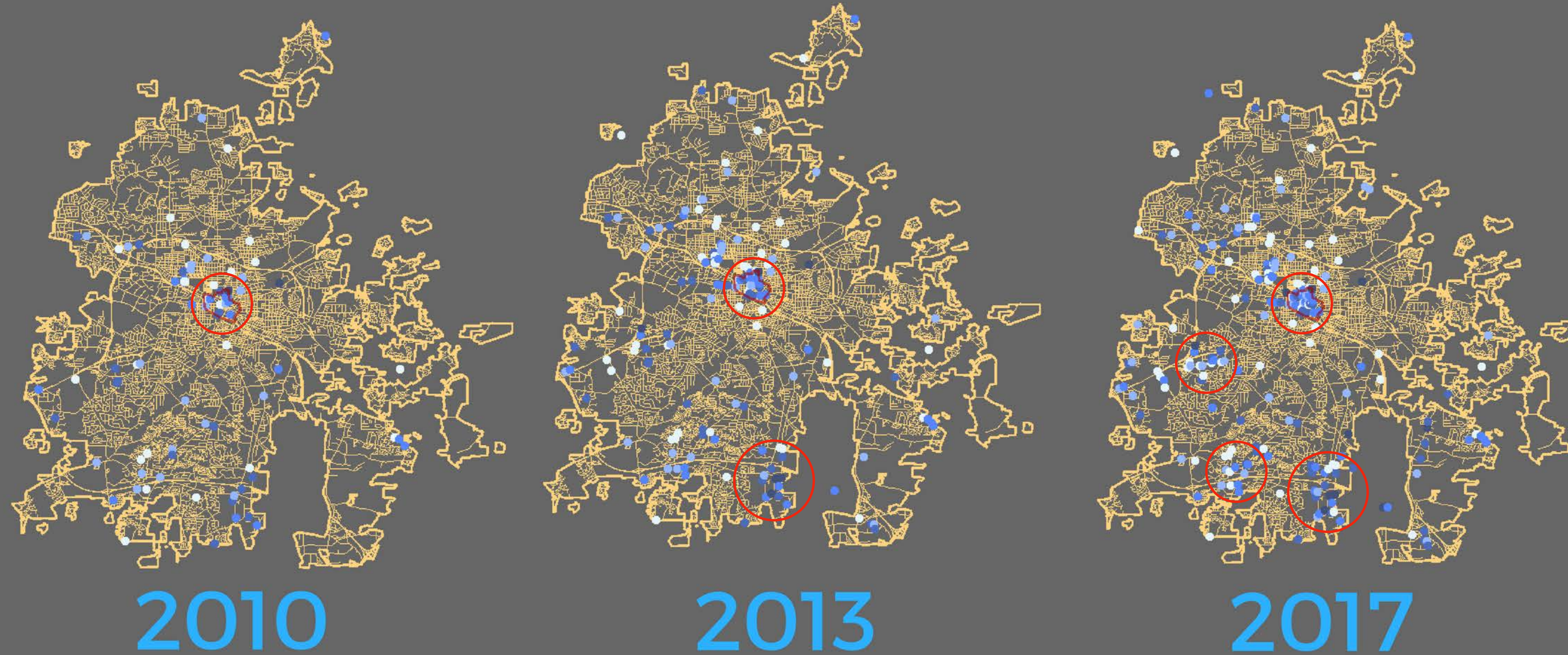
# CREATIVE INDUSTRIES & THE URBAN ENVIRONMENT



TEAM 2 & TEAM 4 (L. Ritchie, G. Fitch & F. Álvarez de Toledo)

The number of Creative Industries in Durham has increased gradually over the past 7 years:

1. Downtown
2. South Durham



As these creative industries continue to **cluster** together, sales volume also increases. The rise of creative industries in Durham is indicative of its economic growth.

Source: ReferenceUSA Historical Business Data, 2010-2017 (n=1052).

TEAM 5 (B. Ayto) & TEAM 6 (D. Lilienthal & M. Frattaroli)

TEAM 4 (F. Álvarez de Toledo)

## MEASURING DURHAM'S TOLERANCE & DIVERSITY

According to Richard Florida in the Rise of the Creative Class, the presence of the LGBTQ community and a prominent foreign-born population signals a tolerant and diverse community, which, in turn, attracts the Creative Class. Team 5 is now developing new metrics to measure tolerance in relation to the LGBTQ and its effects on Creative Industries, while Team 6 is investigating the role of the growing Latinx population on Durham's economic health.

## DURHAM'S DOWNTOWN REVITALIZATION AND ECONOMIC GROWTH

Since 1999, the Durham Government has invested...

**\$76M** in DPAC

**\$18M** in The Arts

**\$15M** in Downtown



Source: Durham Government Financial Reports (durhamnc.gov)

## PRELIMINARY RESULTS

- The Durham government's public policy has pushed the growth of the creative industries sector, which has led to an increase in Durham's economic wellbeing.
- This growth is unequally distributed across neighborhoods.
- Clustering of Creative Industries in Durham, in the Downtown and South Durham neighborhoods, has led to economic growth.
- While Creative Industries in Downtown Durham are on the rise, the 'Arts & Culture Ecosystem' has begun migrating eastward, away from the Downtown area.
- In Durham, the Creative Class was the most economically resilient to the 2008 recession.