

Cool Cities Growth Initiative

Initiative Name	Attack Inequality in the Creative Sector			
Description of Initiative	<p>Critics of the new creative economic theory will use the inequality argument against using the theory or funding it. Hence, the best defense is a good offense, and special housing programs (homesteading) can help diffuse these arguments. MDA is in a strong position to help promote and implement such programs, and Catalytix recommends piloting these programs in Syracuse and then promoting them in other cities within the Upstate region. Many are geared at special-needs segments of the economy, such as the disabled, elderly and homeless.</p> <p>The creative economy is not a panacea for our social and economic problems. Every single human being is creative. Until we learn how to harness the creativity of everyone, we aren't close to hitting on all cylinders -- or to having the kind of society we could.</p> <p>Recent research by Dr. Kevin Stolarick of Carnegie Mellon shows inequality is most pronounced in great creative centers like San Francisco, New York and Boston -- where the gap is growing between hyper-busy creative professionals and the armies of service workers who feed, care for and clean up after them. This can't be allowed to persist. Not only is it "unjust," it is a massive waste of human talent. See www.creativeclass.org for a special issue newsletter (Volume 1, # 5-February 2003) on this subject.</p>			
Action Type	X	Build New	Expanding Existing	Attract From Elsewhere
Timing	- 2005-2006: Year two or three into implementation of the Upstate Creative Economy Plan.			
Champions	<ul style="list-style-type: none"> - Downtown Committee and MDA. - Minority community group(s). - Selected state and federal legislators. - Selected foundations. 			
Resources	<ul style="list-style-type: none"> - Moderate to high. - HUD grants. - Low-interest financing vehicles. - Other creative funding ideas. 			
Performance Measures	<ul style="list-style-type: none"> - Amount of funding raised. - Number of properties financed. - Number of training programs held. - Number of program attendees. - Number of referrals from homesteaders. - Other metrics to be added. 			
Model or Case Study References	<p>Virginia Tech students helped develop a housing matrix as part of a 1999 housing policy graduate course taught by Dr. C. Theodore Koebel. It helped identify local housing policies and programs throughout the country. The Matrix will be expanded as visitors provide additional examples of local housing policies. The matrix is broken into segments by income group and special needs. You can link to each segment of the matrix by clicking on the highlighted segment listed below. Illustrations of local housing policy principles and examples from the matrix follow the links to the matrix segments.</p> <p>The Homesteading Act and Creativity Zones in Providence, RI, are another example of programs MDA can model.</p>			

Alternative Strategies	Many
Synergy with Other Initiatives	Moderate, but it has a strong fit with Building the New Infrastructure.
Marketability or Buy-in Potential	Low
Risk Factors	Moderate
Supporting Documentation	See www.arch.vt.edu/caus/research/vchr/hpminintro.html
Success Factors	<ul style="list-style-type: none"> - Buy-in from cities. - Rezoning for mixed-use housing.
Tactic and Action Plan	<ul style="list-style-type: none"> - Identify and recruit MDA Program Manager. - Identify and recruit minority group(s) champions. - Refine program objectives, success factors and performance metrics. - Identify target-market segments (special-needs groups, selected income ranges, etc.). - Use Upstate's state and federal legislative clout to obtain funding commitments; consider foundation grants. - Visit and benchmark "best practice" regions (West Philadelphia, Providence, etc.). - Review Virginia Tech project on housing policies. - Meet with local regional housing and zoning authorities. - Legislate and help pass new zoning ordinances. - Decide on year-one rollout targets and recruit first wave of participants. - Monitor and track progress. - Hold homesteaders to commitments for training, awareness and helping recruit additional program candidates.
Notes	We did entertain the suggestion to make this recommendation part of the Building the New Infrastructure strategy. It does fit within that from an implementation standpoint; however, as a defensive strategy to help retard future wage-inequality situations and negative press, Catalytix recommends keeping this strategy separate to help call attention to it and the fact the MDA recognizes these issues and has a specific strategy to address them.