



# Building Healthy, Thriving Communities

Creative Enterprise Zones

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La Boca District, Buenos Aires, Argentina

# A Vernacular Creative Economy: Meaningful & Sustainable Enterprises Rooted in Local Cultures, Assets, and Skills

*Tom Borrup, Ph.D., University of Minnesota*



# CAMEMBERT

SOFT SURFACE RIPENED CHEESE

PRODUIT DE FRANCE

PRODUIT DE FRANCE



PRODUCT OF FRANCE

## CLAUDEL

MA / MF 22%

HUMIDITÉ MOISTURE 56%

GARDER AU RÉFRIGÉRATEUR • KEEP REFRIGERATED  
MEILLEUR AVANT / BEST BEFORE: VOIR CÔTÉ / SEE SIDE

POIDS NET : 230 g / NET WEIGHT : 8.02  
Emb. 50.45 / 01

INGRÉDIENTS : LAIT PASTEURISÉ, CULTURE BACTÉRIENNE, SEL, PRESURE, CALCIUM CHLORIDE, P. CARBONUM • MANUFACTURED FOR LOCALS INTERNATIONAL TRADE S.A. FRANCE





C 2

CAMEMBERT



D 933

PÉRIGUEUX

AGEN

ESTIGARDE  
HOUILLES

ROQUEFORT









Price tag with red apple icon and text: 295

Charles Heidsieck  
CHAMPAGNE  
EXTRA DRY  
100% VITIGRAPHY

Charles Heidsieck  
CHAMPAGNE  
EXTRA DRY  
100% VITIGRAPHY

POL ROGER  
CHAMPAGNE  
EXTRA DRY  
100% VITIGRAPHY

MARC CART-SALMON  
CHAMPAGNE  
BRUT RÉSERVE

MARC CART-SALMON  
CHAMPAGNE  
BRUT ROSÉ

F. P. Vigneron  
CHAMPAGNE  
EXTRA DRY  
100% VITIGRAPHY

Price tag with red apple icon and text: 110

Price tag with red apple icon and text: 78

Price tag with red apple icon and text: 64

Bottom row of champagne bottles, showing necks and labels.





THE  
*Vermont*  
COUNTRY STORE  
MAPLE SYRUP  
GRADE A - GOLDEN - DELICIOUS  
8 FL. OZ (236 mL)

GOLDEN









**Traverse City**











What Makes a City Creative and Economically Resilient?



# Creative Class

- According to Richard Florida  $\approx 1/3$  of workers make up Creative Class
- They produce 60+% of wealth





# Creative Class

Richard Florida = Talent Attraction





# Creative Class

Richard Florida = Talent Attraction  
Competition and Zero-Sum Game





# Big Fish / Small Fish

- *For too long, creative enterprises have been overlooked by economic developers and public services that have consistently cast their nets for the big fish, rather than the more abundant—and ultimately more self-sustaining—schools of small fish.*

—Stuart Rosenfeld, 2004



# Growing Creative People

Vernacular Creativity = Growing Local Talent





# Vernacular Creativity

Seeing & Nurturing Creativity in the Everyday



Bangkok, Thailand



# “Vernacular”

1. (*language*) spoken as one’s mother tongue; not learned or imposed as a second language; a dialect
2. (*architecture*) concerned with domestic and functional rather than public or ornamental buildings





# Vernacular Creativity

- Regional differences in creativity and culture
- Rooted in natural materials, skills, traditions, and cultures of each place
- Greater variety and distinction



798 Art Zone, Beijing, China





# **Vernacular Creativity**

**“ordinary or everyday  
creative practice...  
grounded in contextual  
specificity”**

**Jean Burgess, 2010**





# Cultural Planning:

## *Finding Vernacular Creativity*

- Determine unique identity, assets, and creative skills
- Assess where city fits into larger creative economy – how they contribute to and benefit from it
- AND, discover ways that unique assets build on place identity and promote distinctive products and services



# Your City, Town, or District

- What's distinctive, unique, or unusual?
- Is it in the:
  - History
  - Geography
  - People
  - Stories
  - Proximity
  - Natural or built environment
  - Collective imagination of residents



“The 20th century was about getting around.  
The 21st century will be about STAYING in a  
place worth staying in.”

—James Howard Kunster via GlobalGrid

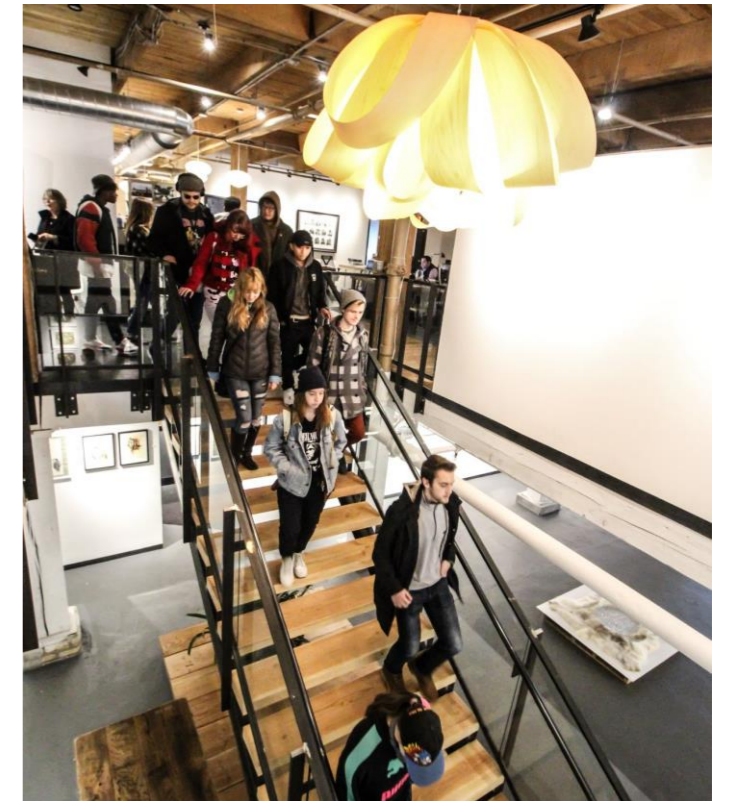


# Under the Hood of the Creative Enterprise Zone

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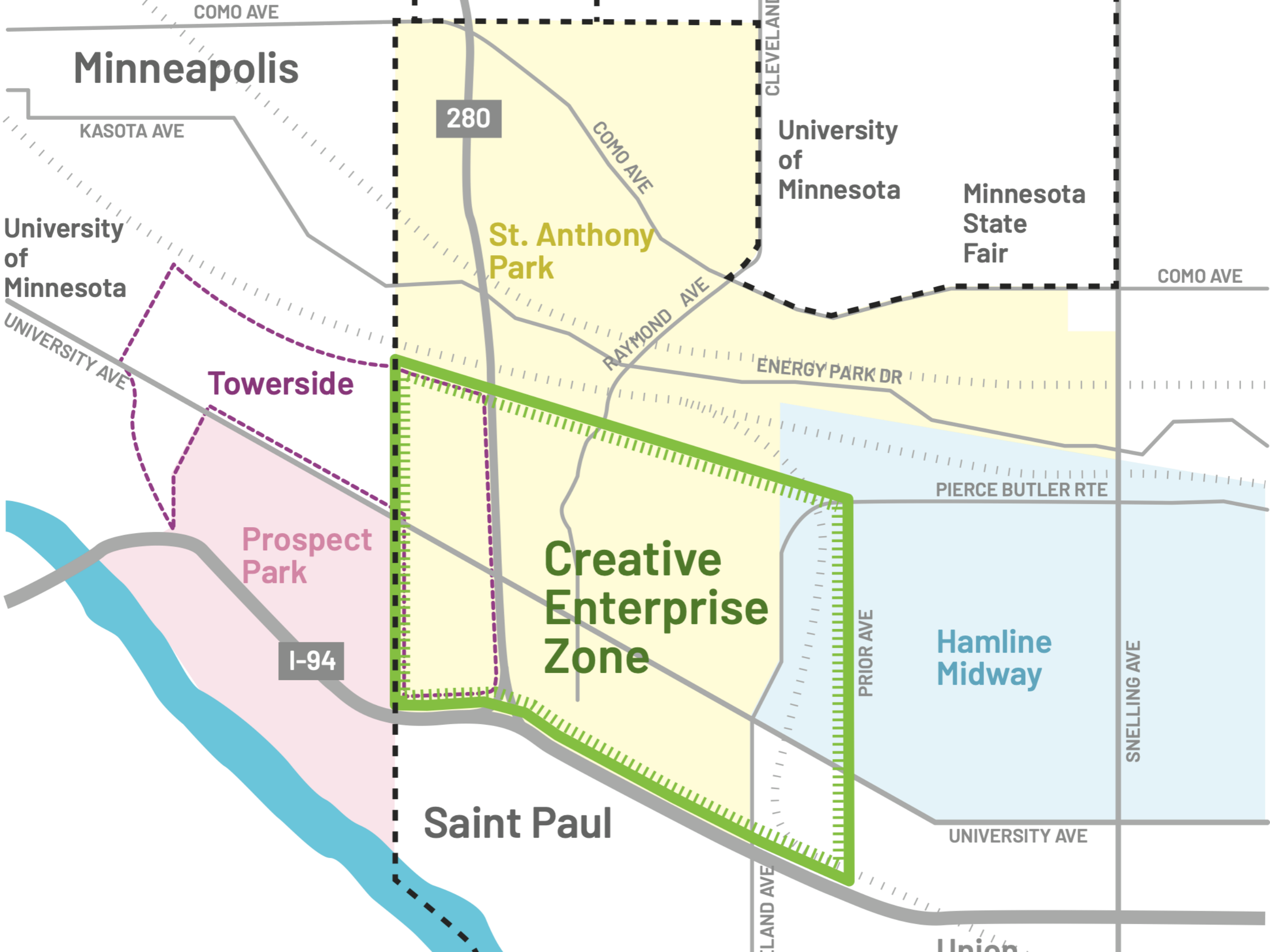


New Studio Architecture moved from a suburb to the city—attracted to a brand, a place, and clustering









Minneapolis

COMO AVE

KASOTA AVE

280

COMO AVE

CLEVELAND

University of Minnesota

Minnesota State Fair

COMO AVE

University of Minnesota

St. Anthony Park

RAYMOND AVE

ENERGY PARK DR

UNIVERSITY AVE

Towerside

Prospect Park

I-94

Creative Enterprise Zone

PIERCE BUTLER RTE

Hamline Midway

PRIOR AVE

SNELLING AVE

Saint Paul

UNIVERSITY AVE

LAND AVE

Union



The logo features a central black sign with white text. The background is a vibrant collage of geometric shapes and patterns in orange, teal, and red. On the left, there's a teal grid pattern with a teal circle and a green circle above it. On the right, there's a red silhouette of a house. The central sign has a white border and contains the text 'creative enterprise zone' in a white, lowercase, sans-serif font.

# creative enterprise zone

We want more people to  
#MakeItHere

@cezmsp [www.creativenterprisezone.org](http://www.creativenterprisezone.org)





Foreclosures led to  
displacement of creative  
workers

2009 demonstration





Formed During  
Disruption

2009 through 2014





Historic District + Industrial +  
Jobs Center + Residential.  
Main Street meets Main Street + LRT

Public investment leverages growth







# Creative Enterprise Zone Mission and Goals

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- Focused on community-driven cultural economic equitable development —Job center of 37,000 jobs
- Attract and retain creative jobs and businesses and increase bump factor of clustering
- Promote affordable maker spaces for creative entrepreneurs. Work with our warehouses and trucks.
- Provide support systems that build an interconnected district.
- Collaborate for greater outcomes with civic entities





# Our Brand Attracts

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- Post industrial — no there there becomes MORE
- Authentic brand with vibe
- Start up funding for several fast growing companies (Can Can, Urban Growler)
- Reuse of spaces (Wycliff, Vandalia Tower, Prior Works, Fairview Business Center).







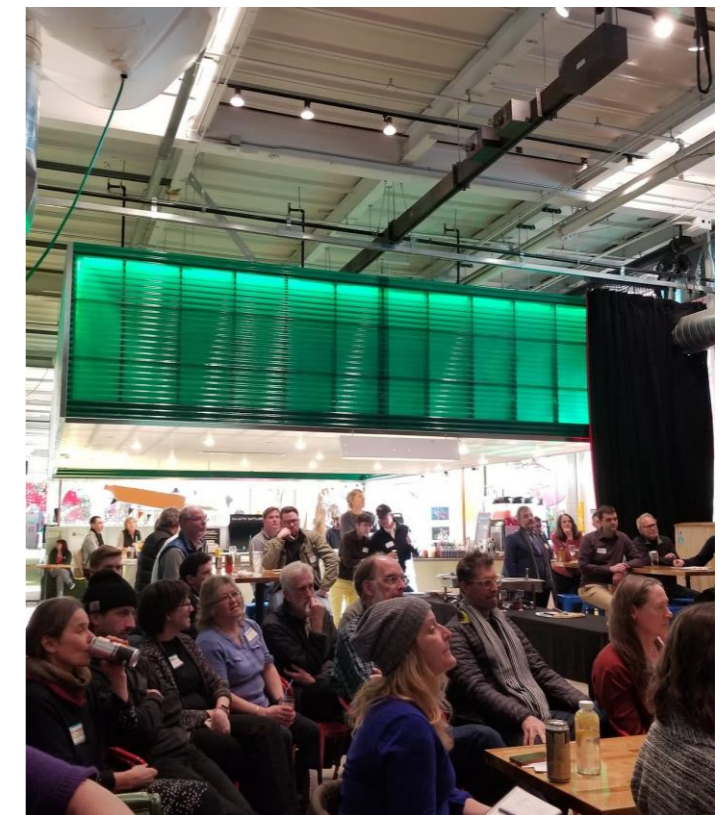
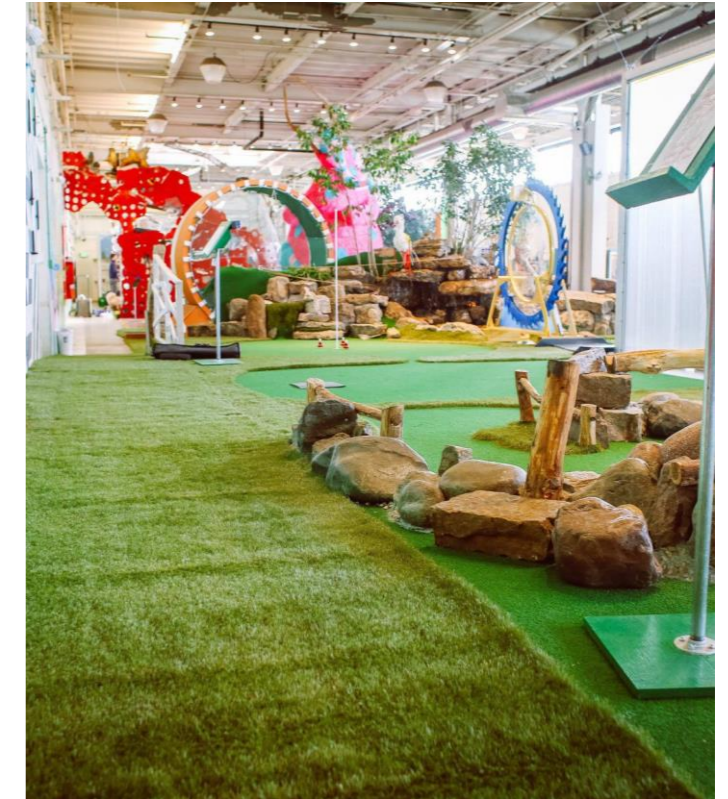
CEZ introduced Orton Development to this location.  
Acquired 2013  
440,000 industrial sq. ft.  
to revision, reclaim, reuse.

Former Canning Company



# WINNER, WINNER.

AND THE WINNER IS... @NYJABROWN! CONGRATULATIONS ON YOUR AWARD-WINNING SHOT THAT CAPTURED THE SPIRIT OF CAN CAN PERFECTLY. EVERYONE ELSE, KEEP SHOOTING. TAG YOUR PHOTOS WITH #CANCANWONDERLAND FOR YOUR CHANCE TO WIN NEXT WEEK.





# ANNUAL BENEFIT REPORT



## Can Can Wonderland

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Artist designed indoor entertainment center.

In it's first year:

- produced 20 events per week
- welcomed 180,000 visitors
- paid \$570,000 in wages and
- created 57 FTEs



**A MINNESOTA SPECIFIC PUBLIC BENEFIT CORPORATION**

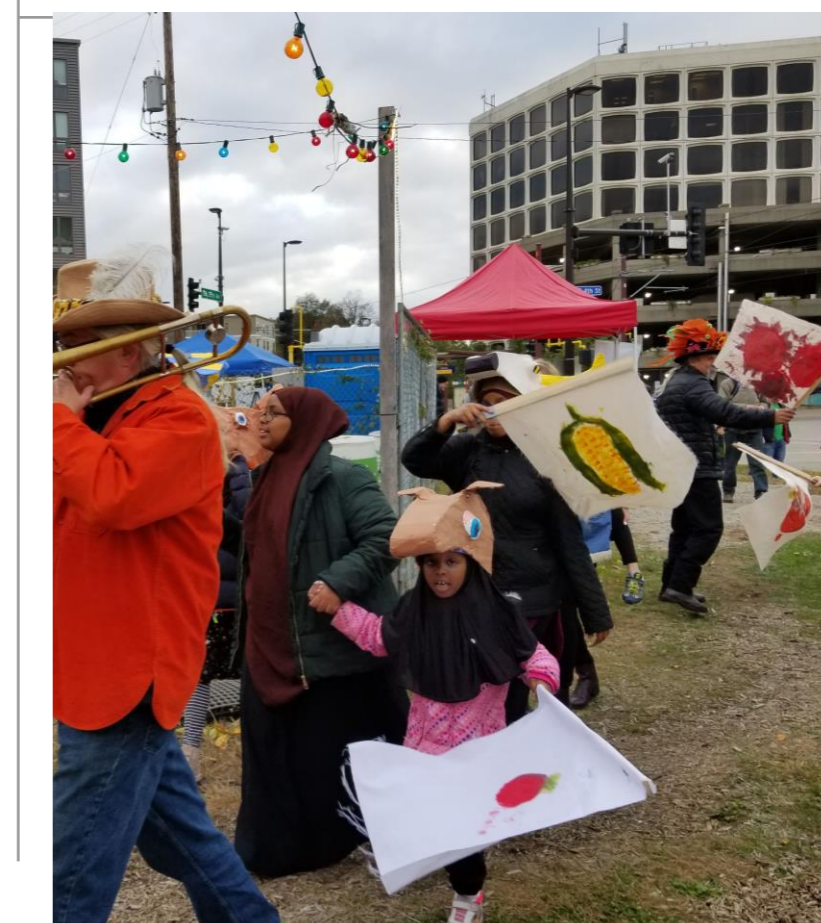
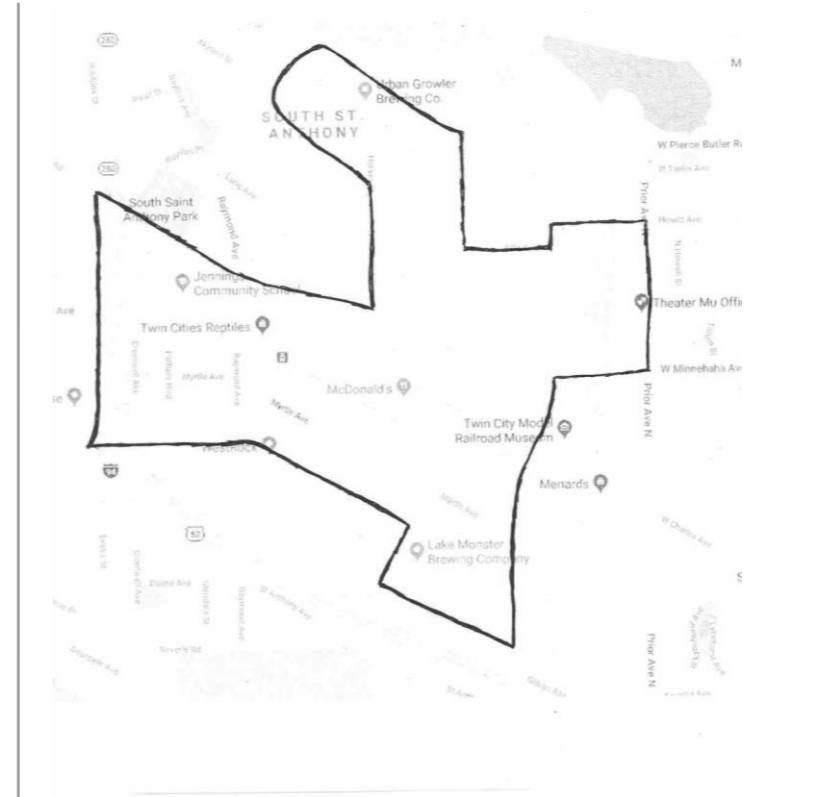




Once Can Can Wonderland came,  
so did beer, coffee, tear drop  
trailers, wood artists, and more

Creative Clustering





New CEZ Entertainment District Adopted by City Council—adding vitality to community events



**C H R O M A**

The intensity of a color

**ZONE**

Our neighborhood, the  
Creative Enterprise Zone

**CHROMOSOME**

Threads of genetic information  
which make up living things

**C H R O M A**  
**ZONE**

A celebration of the CEZ  
neighborhood, explosive color,  
and the unique threads of  
creative energy which join  
together to create something  
larger





Former Nut Processing  
becomes hub for food,  
wellness, makers, innovators.

Wycliff—PAK properties







# Key Factors that lead to thriving community

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- Public investment in livability e.g. transit, pedestrian, bike
- People—know who lives, works, and plays there
- Assets—what do you have to work with?
- Threats—Disruptions & your unique way to address
- Choices: what to Activate for connectivity, growth
- Identity and Brand. Coalitions and Advocacy.





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# Your presenters

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