# Boom & Buzz:

## *Characterizing 'Creative' Calgary*

**ISRN 2 Annual Conference**

**Vancouver - May, 2007**



- Cooper H. Langford
- Richard Hawkins
- Patrick Feng
- Cami Ryan
- Ben Li
- Terry Ross

# The Calgary ‘Boom’

- 2nd highest population growth (CMA)  2001-2006 (16%)

- **Economic Outlook**
  - Lower GDP growth – 6.6% in 2006 to 3.9% in 2007
  - Increased Inflation rate – 5.4% for 2007 (est) up from 3.7%  in 2006
  - Lower employment growth – 1.9% down from 7% estimates in 2006
  - Increased unemployment rate – 3.7% in 2007 up from 2.4% forecasted in 2006

# The Calgary ‘Boom’

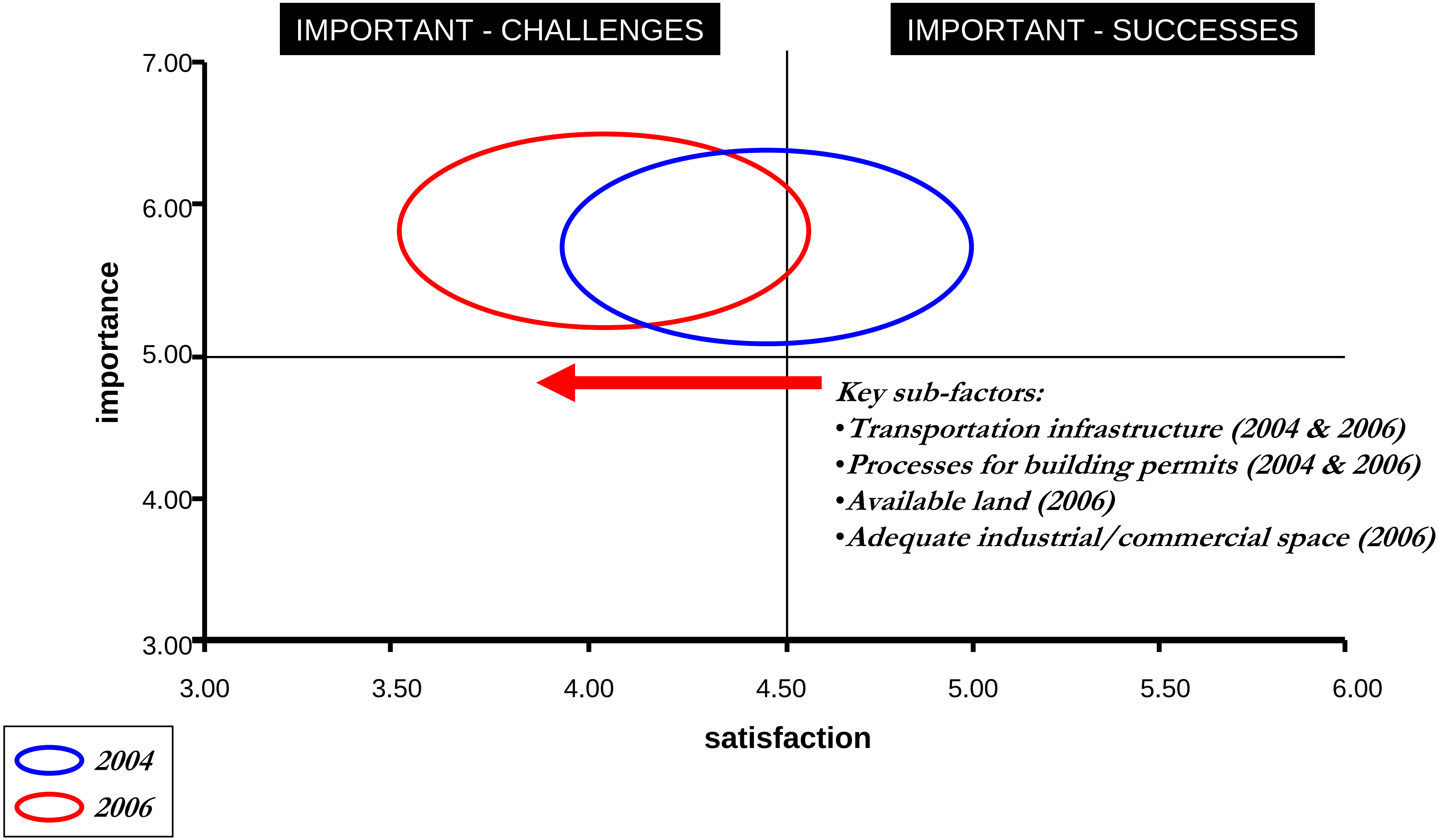
- Housing starts
  - Down but still above national average
    - 2007: 15,000 (down from 17,500 predicted in 2006)
  - Calgary & Edmonton in ‘top 4’ of housing starts in Canada
- Pressure points “…that will … brake… the local economy” (Legge 2006)
  - 1) Labour shortage, 2) Lack of affordable housing, 3) Lack of commercial space.

*Source: Legge, Adam. (2006). Economic Outlook 2007 Commentary (CED). Presentation at the Economic Outlook Luncheon. October 5, 2006. Available online at: http://www.calgaryeconomicdevelopment.com/files/Misc/2007_Outlook_Commentary_Adam_Legge.pdf. Accessed on: February 23, 2007.*

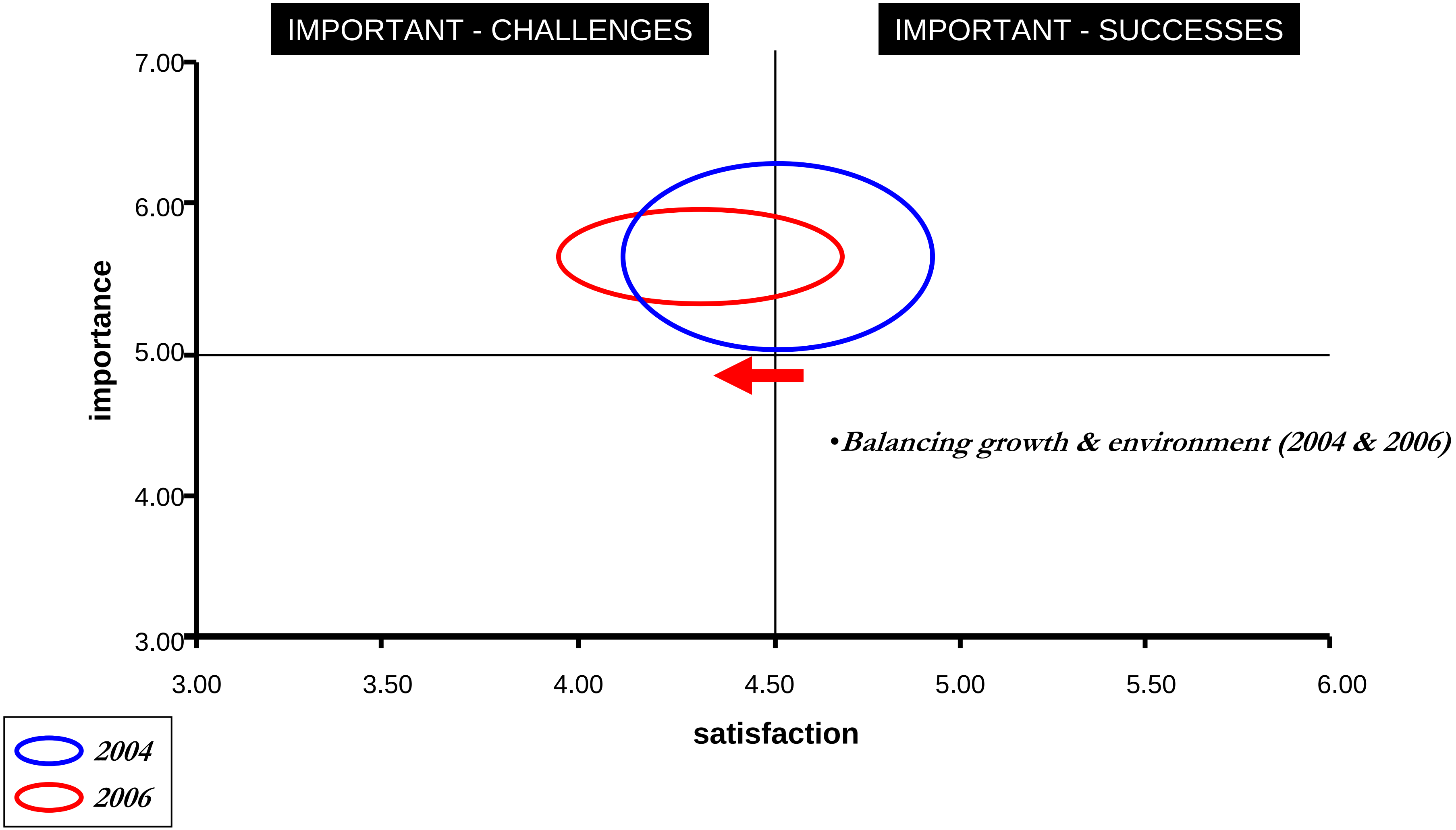
# Shift in perceptions - 2004 to 2006

- **CED Business Survey**
  - **Analyzed across <u>6 factors</u> (and several sub-factors):**
    1. Business Infrastructure
    2. Quality of Life
    3. Communications and Education
    4. Markets and Capital
    5. Strategic Intelligence
    6. Labour resources

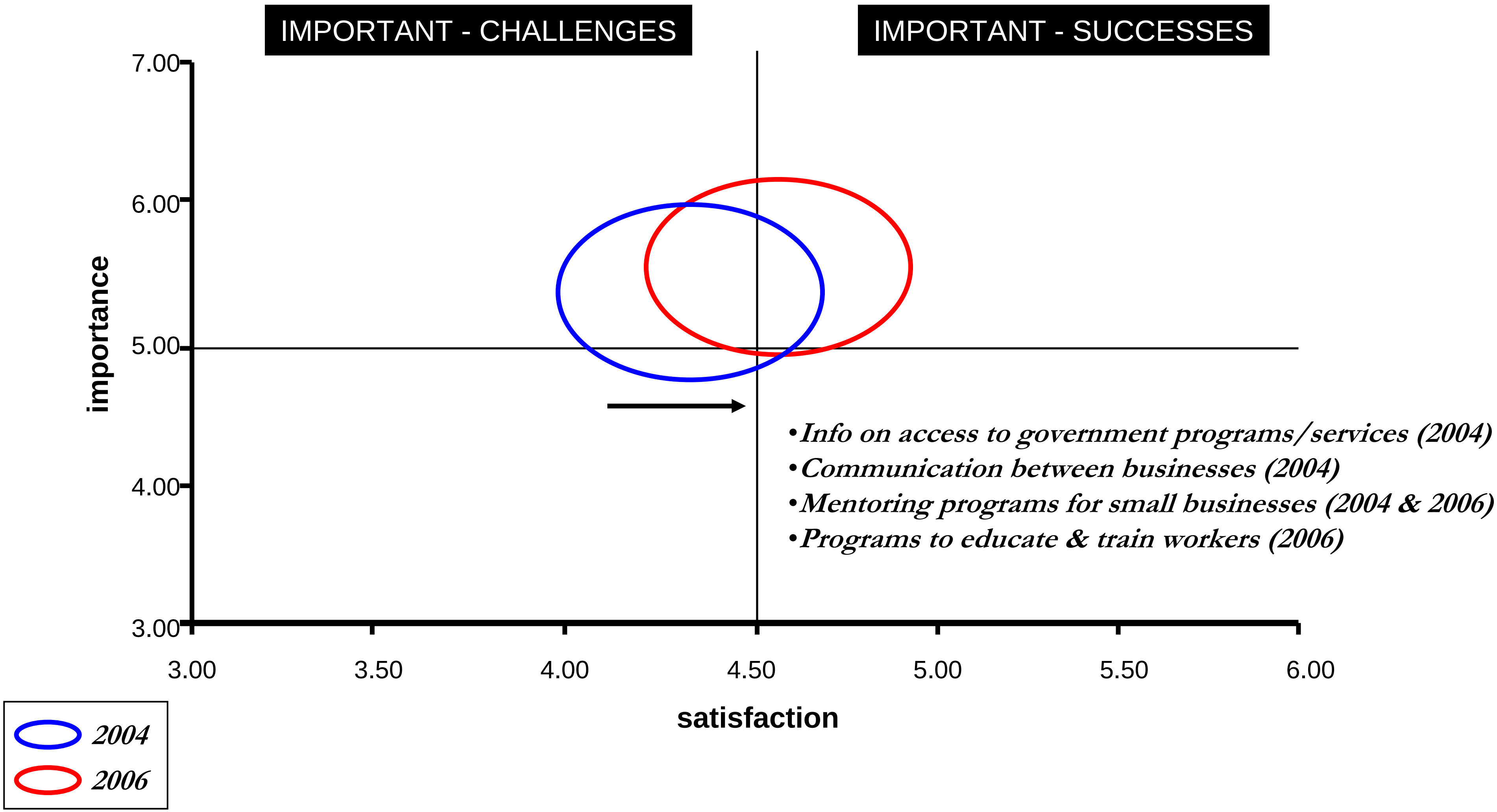
# Factor 1: Business Infrastructure



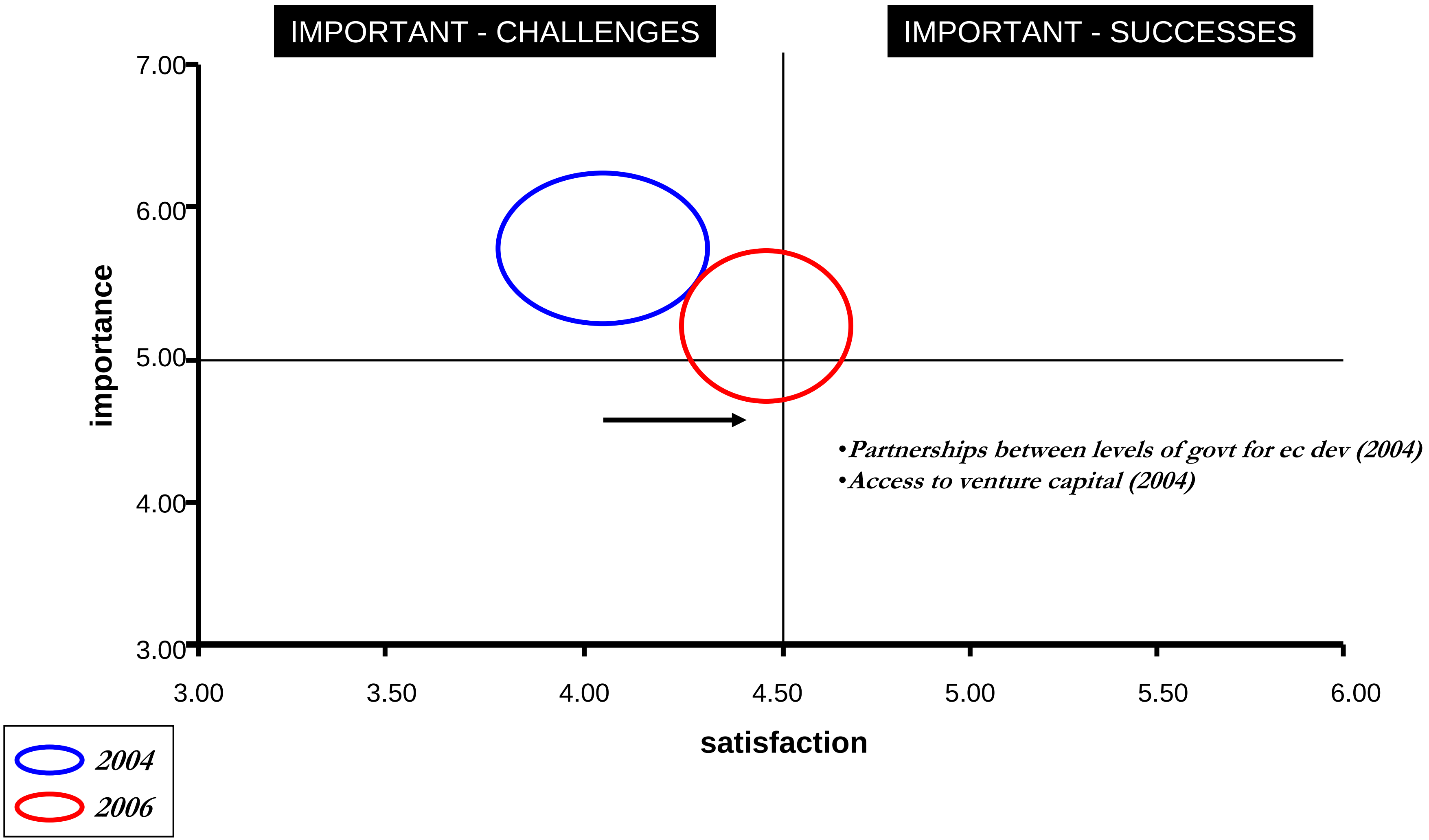
# Factor 2: Quality of Life



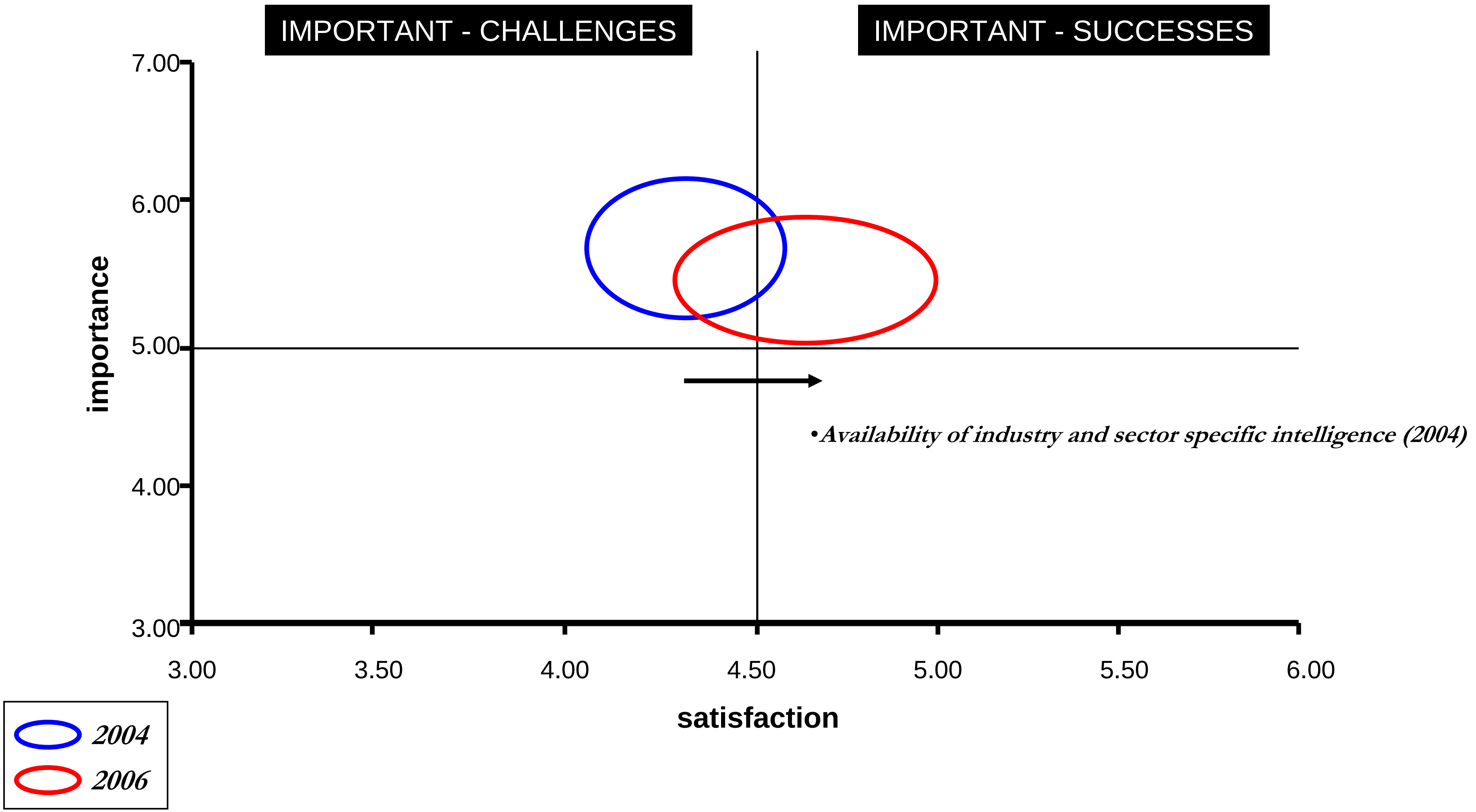
# Factor 3: Communication/Education



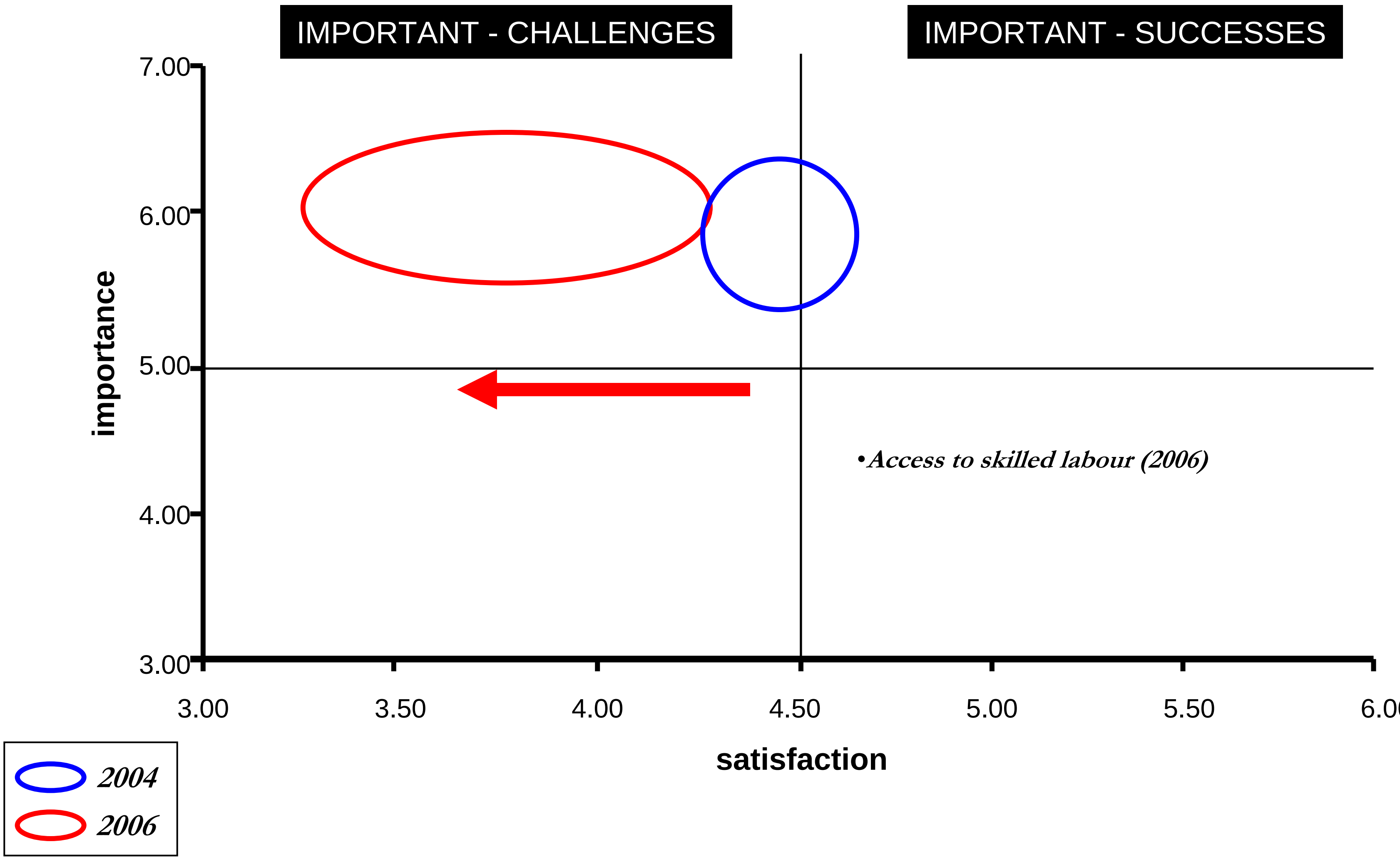
# Factor 4: Markets & Capital



# Factor 5: Strategic Intelligence

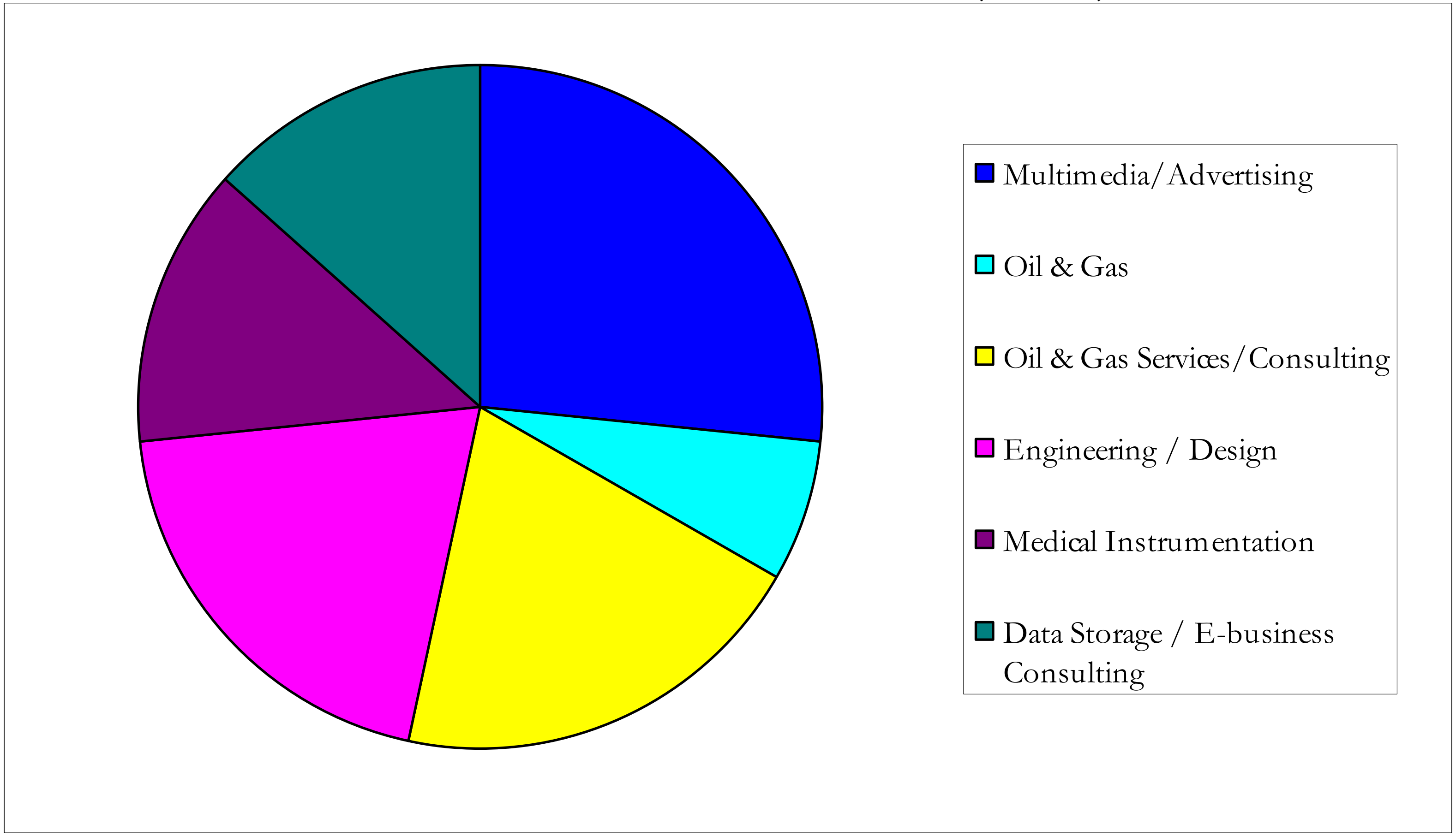


# Factor 6: Labour Resources



# Calgary's 'Creative' Buzz

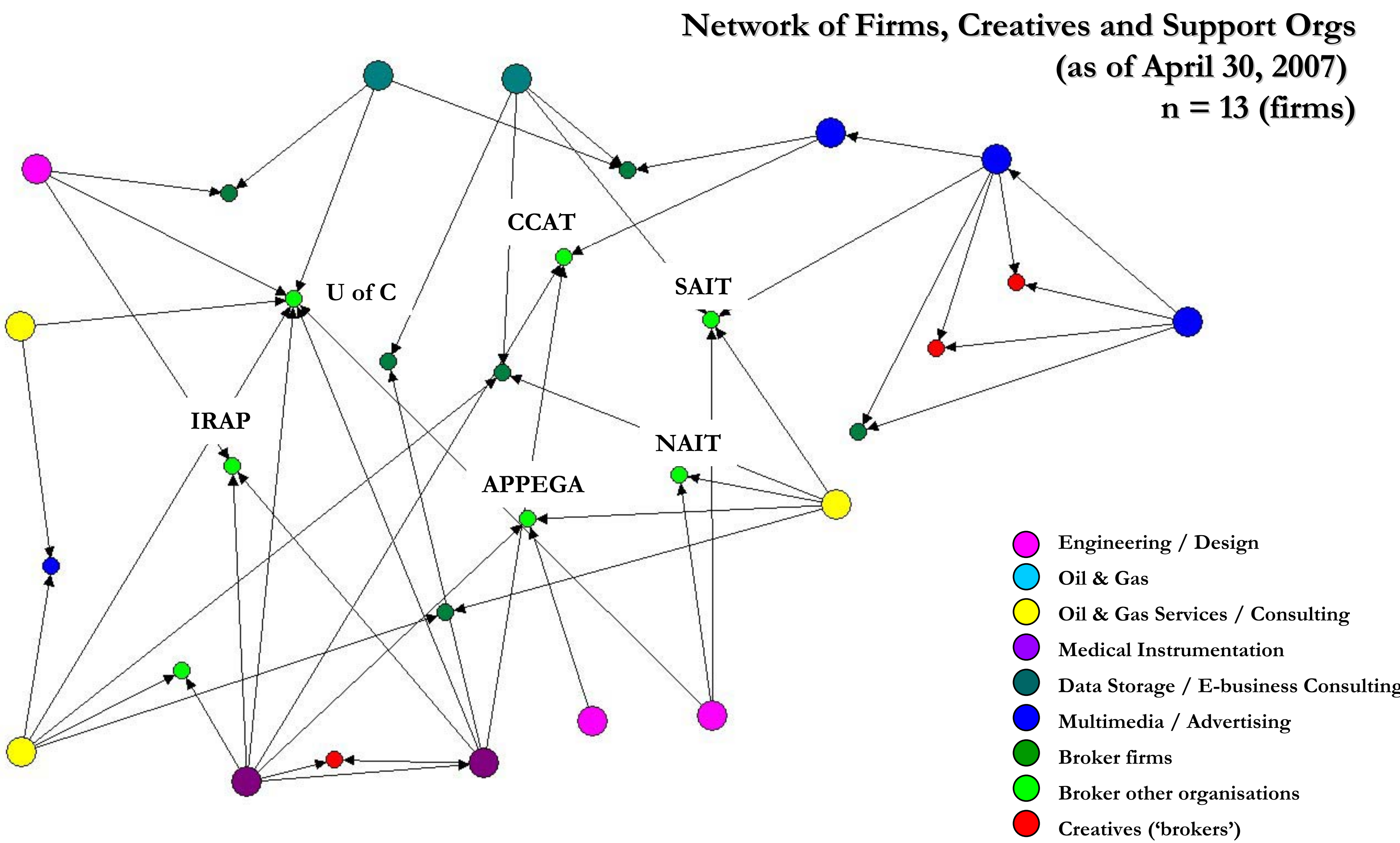
## Distribution of Firms Interviewed to date (n=15)



# Calgary's 'Creative' Buzz

- Firm characteristics…
  - Average revenue (2006) = $9.64 M
    - Average % revenue from province = 64%
    - Average growth in revenue (last 3 years) = 95%
    - Average projected revenue growth (next 3 years) = 52%
  - 60% of firms 100% Canadian owned
  - Total # employees (n = 741)
    - average # employees per firm = 67
    - 10% directors / senior management
    - 85% skilled labour
    - 5% unskilled
    - 5% identified as 'creatives' (of total n = 741)

# Calgary CMA ‘Referral’ Network

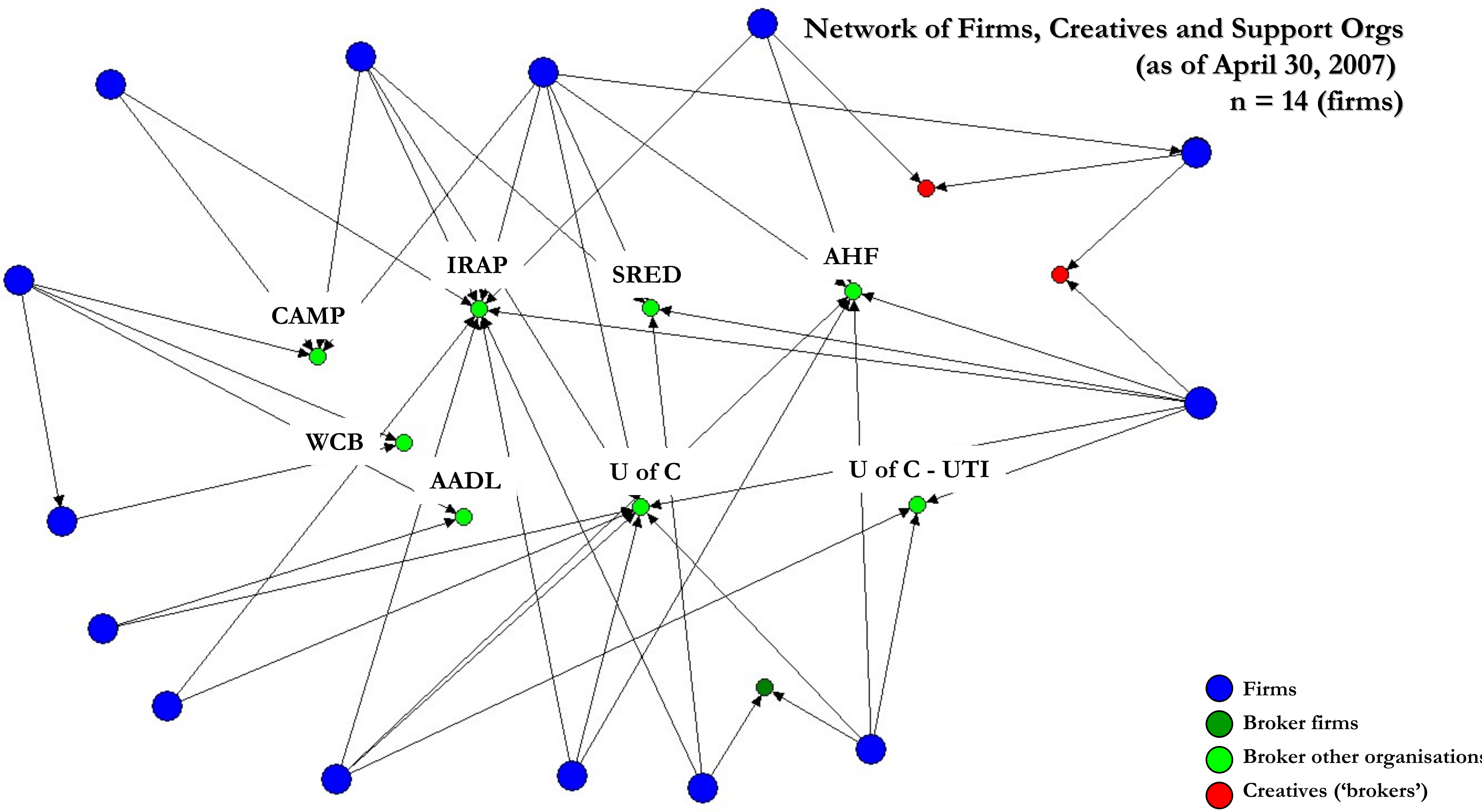



# Calgary's 'Creative' Buzz

- **Observations:**
  - **Multimedia / Advertising sector:**
    - **Relatively young, creative individuals**
    - **creating a 'BUZZ'**

- **Calgary's Health Industry (n = 14)**

# Calgary CMA Health Industry Network



# Thank you!

## Boom & Buzz:

***Characterizing 'Creative' Calgary***

***Ryan, Langford, Hawkins, Feng, Li & Ross***

***May 2007***


# Shift in perceptions - 2004 to 2006

- CED Business Survey
- 2004
- n = 261
- Perceptions:
  - High optimism
  - Calgary is best/among best places to do business (81%)

- CED Business Survey
- 2006
- n = 451
- Perceptions:
  - Calgary viewed "in a class by itself"
  - Capacity to successfully accommodate the 'boom'? - *split* opinion


# The Team’s Approach

- Interview process/strategy
  - Goals:
    - Meet requirements of national team
    - Achieve good coverage
    - Elicit full response / obtain info on Calgary CMA
    - Timely (within 1 hour)
    - Reduce bias
    - Reduce structure


# The Team’s Approach

- Interview process/strategy
  - Calgary’s Theme I & II questionnaires
    - Small number of stimulus questions
    - Probe for additional information throughout
    - Snowballing technique
      - firms & creatives ‘self’ identify!
  - Beta test (n = 6)
    - Coding / comparisons with national questionnaire
    - Result: <u>good</u> coverage!!!


# The Team's Approach

- To date…
  - Focus on Theme I interviews (Firms)
    - n = 15
  - Initiated Theme II (Creatives)
    - n = 7
  - Will start Theme III
  - Other: Calgary's Health Industry
    - n = 14