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# Spurring Local Economic Growth through Universities, Arts Districts, and Digital Media – The Canadian Case

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# Overview of the project

- Arts and culture – impact on economic growth.
- Universities play an important role in local economic growth.
- In the future - economic growth will be dependent on creativity in terms of new ideas that combine capital often from local sources and talented individuals and teams.

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# Research Question

- What is the impact of education/training, cities, and arts districts on innovation and economic growth through the creation and funding of digital media startups and projects in digital media?

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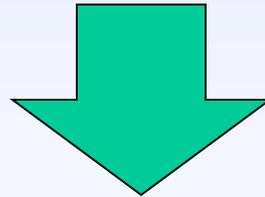
# CDO - Maintaining Canada's position as a central player globally in DM

- Relates to research area 2: The local context for global networks.
- Relates to the CDO general project: how do we make sure that we continue growing new companies and developing existing ones?

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# Research Method and Design

Digital media startup do not require as much space or funding as the traditional biotechnology or information technology firms.



WHAT RESOURCES IMPACT THE LOCATION OF DIGITAL MEDIA STARTUPS?

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## Method II

- Do digital media firms care about proximity to universities and city centers?
- What is the impact of sources of funding? Traditional vs New?
- What is the combination impact?
- How does Canada compare to the USA in Digital Media?

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# Timeline

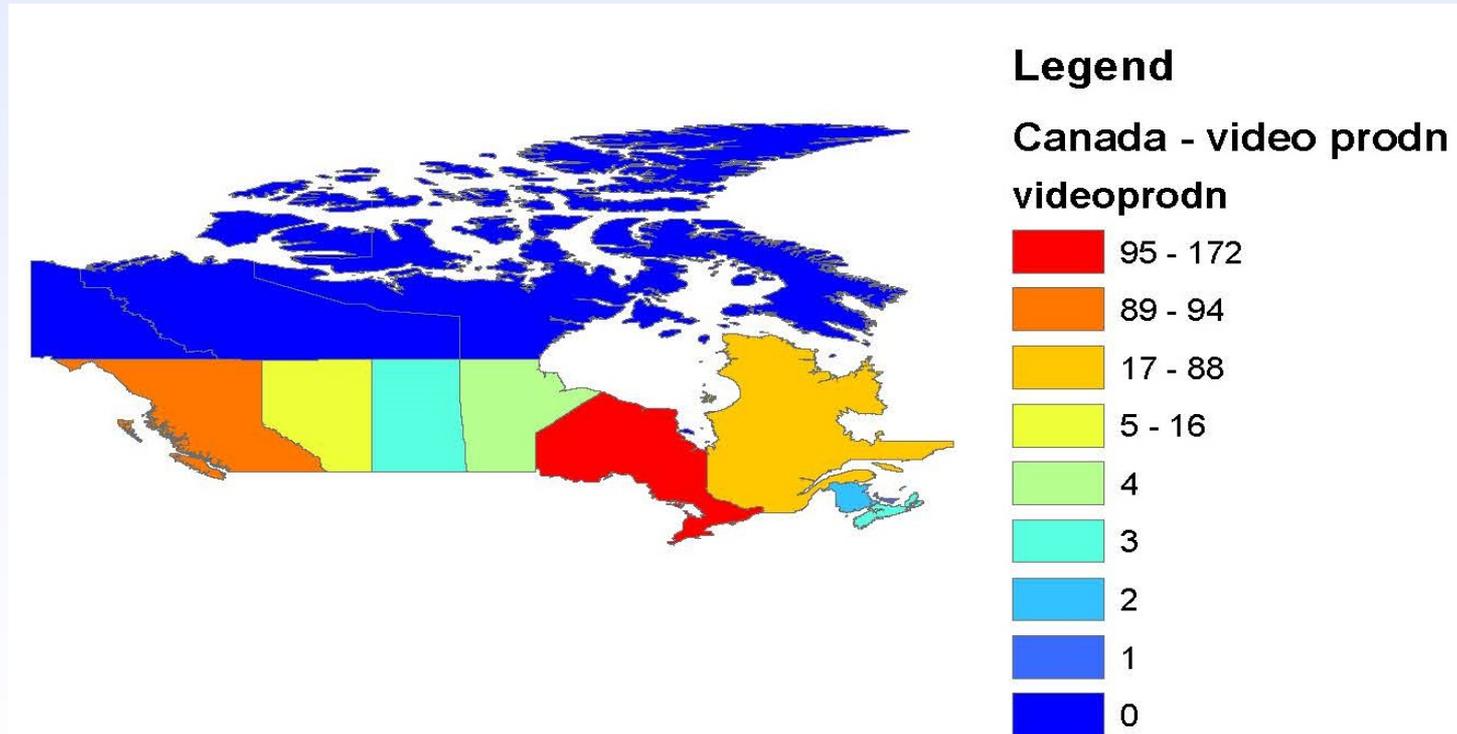
- **Phase 1** - literature review and constructing datasets on the digital media industry in Canada - **May 2015-August 2016.**
- **Phase 2** -quantitative analysis of several datasets with digital media startups funding activity, interview base analysis with Canadian firms - **Sept 2016-august 2017.**
- **Phase 3** -conference presentation and write up - September 2017- August 2018

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# Where are we now?

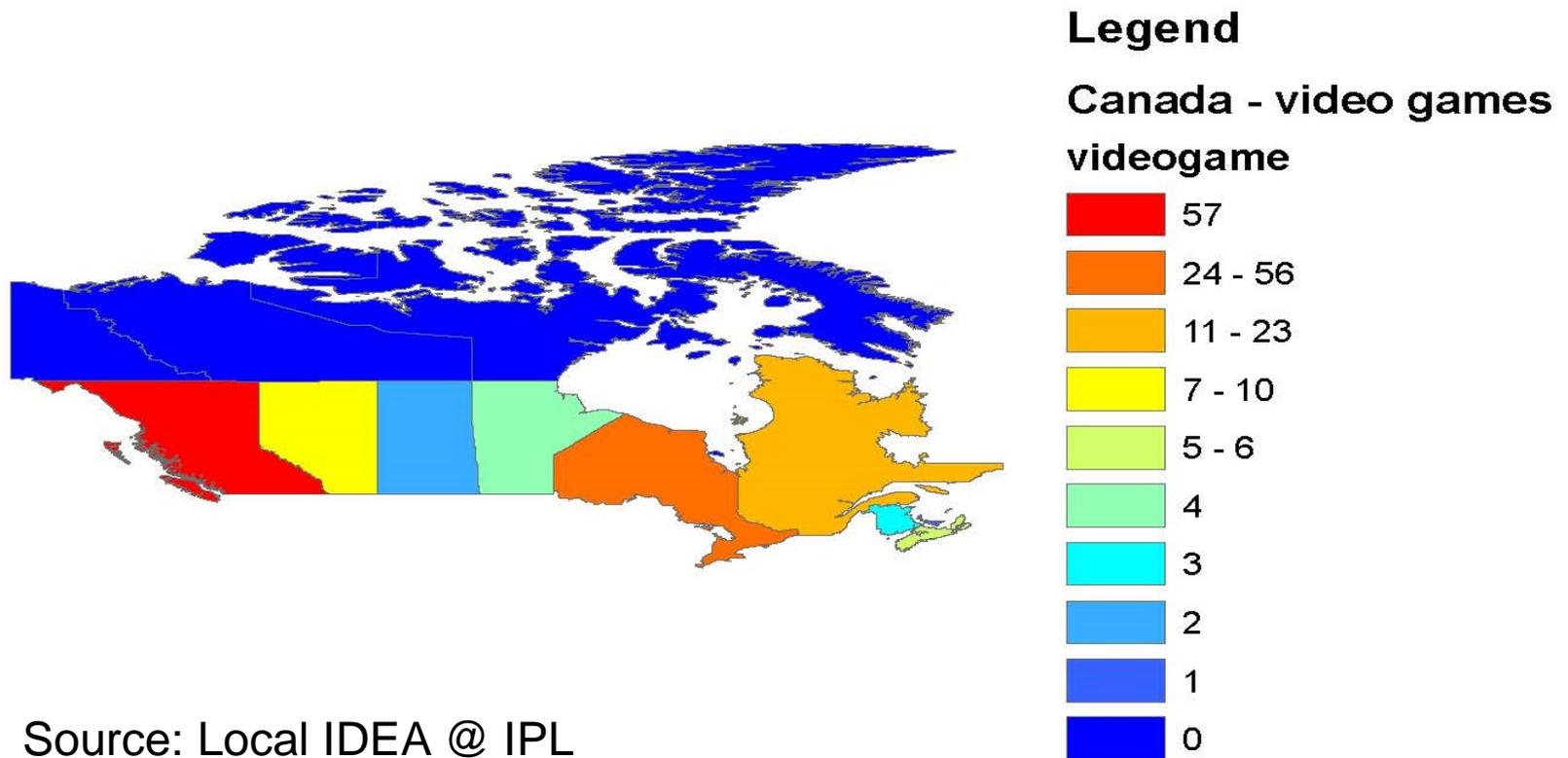
- Almost finished phase one – Data collection:
  - Literature review
  - Kickstarter data
  - Educational programs
  - Patents
  - Employment – 2013-2014

# Motion Pictures and Video Production Establishments 2014

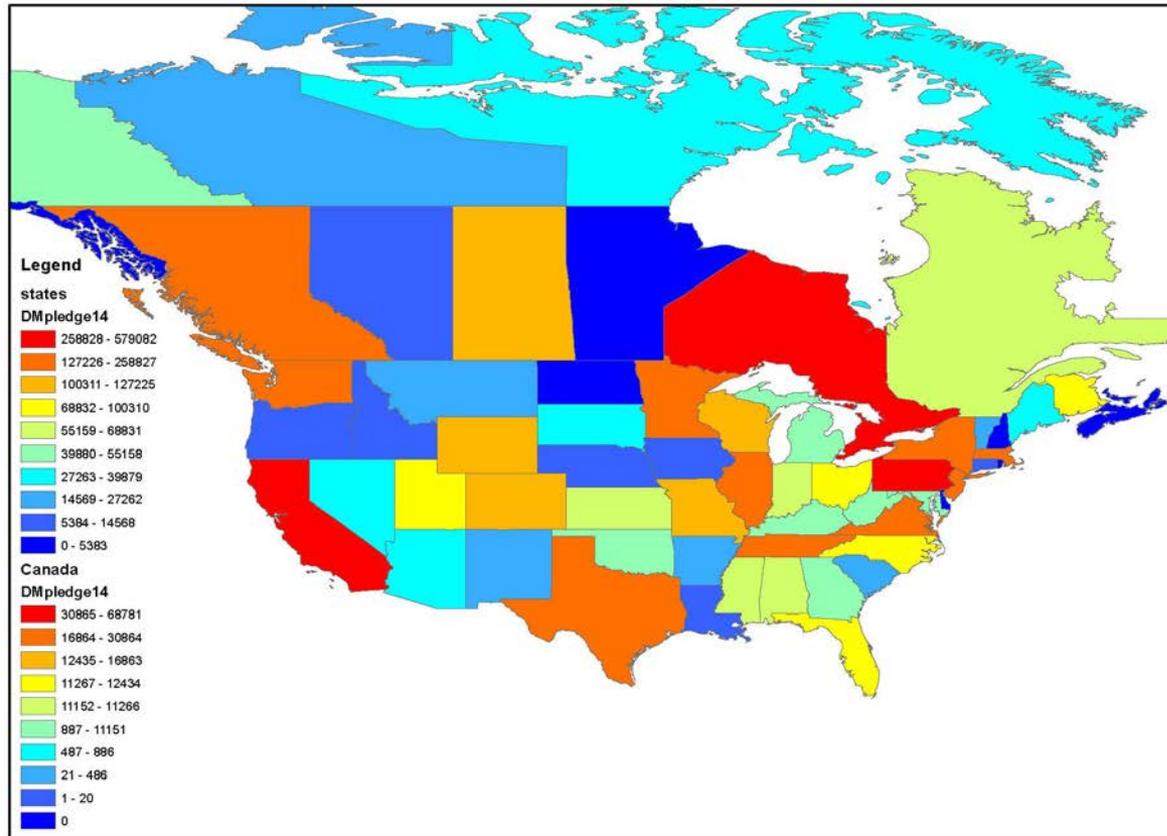


Source: Local IDEA @ IPL

# Video Game Design and Development Services Establishments 2014

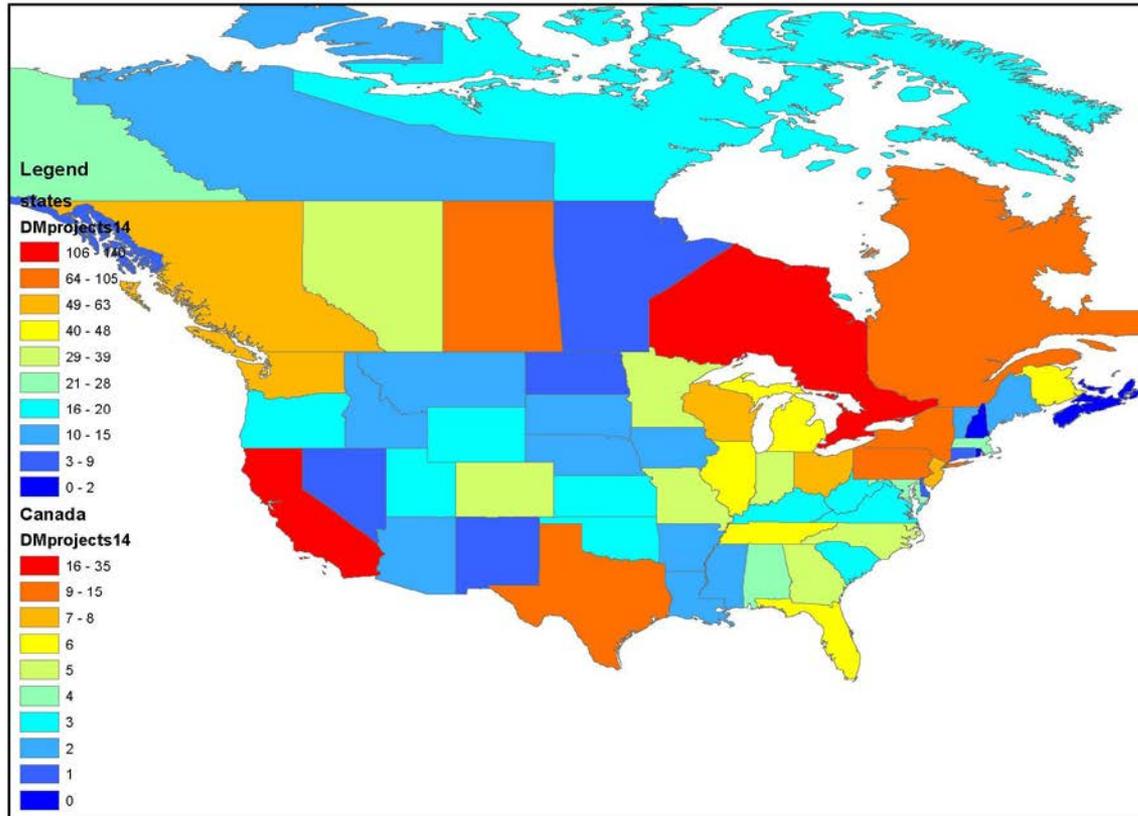


# Kickstarter Pledges by Province 2014



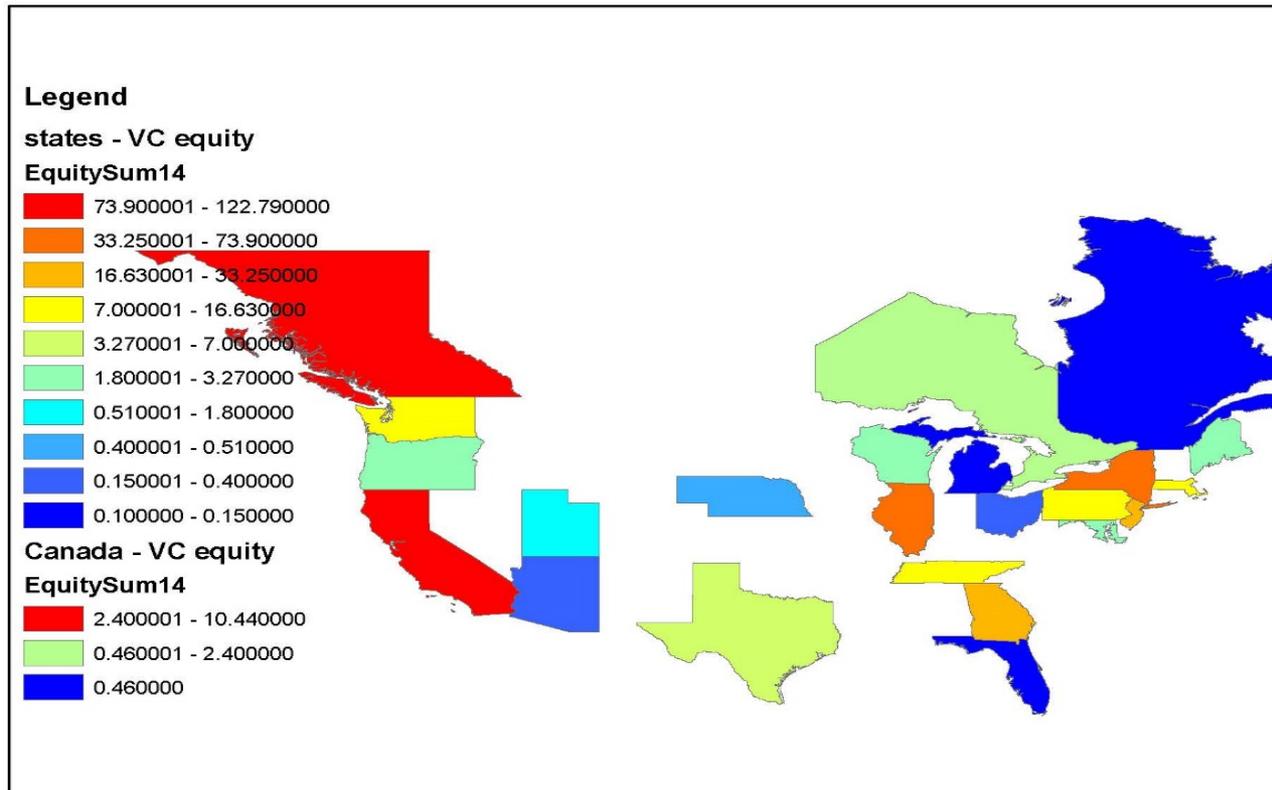
Source: The Economics Finance and Innovation (EFI) group of Politecnico di Milano.

# Kickstarter Projects by Province 2014



Source: The Economics Finance and Innovation (EFI) group of Politecnico di Milano.

# Venture Capital Equity by Province 2014



Source: VenturXpert 2016.

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## Next steps

- Art districts
- Educational programs vs Venture Capital, kickstarter pledges, employment.
- Cross over Patent data with educational institutions, cities, employment.
- Metro areas vs province level data – what about city centers?
- More mapping.

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**Thank you!**

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