

WHAT'S SO GREAT ABOUT CHICAGO?

What Creative Cities *Have*

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November 2008



ABSTRACT

We will investigate three major cities for our report that many recent college graduates are gravitating towards: Chicago, New York City, and Boston. To find out why these cities are so popular, we will examine them in terms of Richard Florida's criteria for creative cities: work, lifestyle, time, and community¹. We will also look at statistics such as employment rates and what types of

jobs are popular or on the rise. This report will focus more on what the other cities *have* than on what Michigan is lacking.

CHICAGO

Chicago, Illinois is a very popular destination for college graduates, particularly those from Michigan. With its diverse racial makeup, booming economy, and employment opportunities, Chicago is ideal for the successful Michigan graduate who wants to stay close to home.

Chicago has been named one of the fastest growing cities in the world. Today the population stands at just under 3 million, making Chicago the third largest city in the U.S.² Of the 1,061,928 households living in Chicago, 28.9% have children under the age of 18 living with them, 35.1% were married couples living together, 18.9% had a female householder with no husband present, and 40.4% were non-families³. 25.5% of the city population has received a bachelor's degree or higher, while 10% has received a graduate or professional degree³.

As seen in the chart below, there are several job opportunities for the creative class within the city of Chicago. The ethnically diverse community of Chicago is also very appealing to creative class workers and recent college graduates. According to the 2000 census, about 21.7% of Chicago residents were foreign born. 41.97% were white, 36.77% were black, 26.02% were Hispanic, or of Latino origin and 4.35% were Asian³.

In terms of time and convenience, Chicago excels, boasting to have the second largest transit system in the United States and fourth largest in North America.⁵ The Chicago Transit Authority offers bus and rapid transit routes throughout the city, as well as to some suburban destinations⁵, making any commute, whether it be for work or vacation, ideal for the creative class worker.

Non-Agricultural Employment by Industry in Illinois 2007 Annual Averages (Thousands)⁴	
Natural Resources and Mining	10.0
Construction	271.0
Manufacturing	675.9
Wholesale Trade	310.4
Retail Trade	635.9
Utilities	23.0
Transportation	242.5
Information	116.4
Finance and Insurance	319.8
Real Estate, Rental, and Leasing	847.7
Professional, Scientific, and Technical Services	261.9
Management of Companies	96.9
Educational Services	129.2
Healthcare and Social Assistance	650.1
Arts, Entertainment, and Recreation	80.2
Accommodation and Food Services	450.4
Government	850.6

NEW YORK CITY

New York City is a very popular potential workplace for recent college graduates, and fulfills Richard Florida's four criteria for a creative city in several ways.

Industries with Job Gains in New York State from 2007-2008⁶	
Education & Health Services	+25,000
Leisure & Hospitality	+9,100
Government	+6,500
Professional & Business Services	+4,600
Other Services	+3,600
Information	+2,100
Natural Resources & Mining	+100

Industries with Job Losses in New York State From 2007-2008⁶	
Manufacturing	-17,600
Financial Activities	-10,400
Trade, Transportation & Utilities	-3,300
Construction	-2,000
Total Job Change	+17,700

As seen above, jobs in the creative class are largely on the rise in the whole state (creative jobs being jobs in any industry in which original work and new solutions are produced, so this includes education, information, professional and business services, and many other fields). Overall, there has been an increase in the total number of jobs statewide.

The actual community of New York City is also very attractive to creative class workers. There is a vast range of housing options

including high-end condos, suburban homes, and public housing. Locations that may be more desirable sometimes use lotteries to give more people the chance to move in.⁷

The diverse community of New York City also provides residents with a myriad of multicultural experiences, from dining to entertainment to crafts and clothing. Queens is considered the most ethnically diverse county in the United States. In all of New York City, 37% of the population was estimated to be foreign-born in 2006. The 2006 American Community Survey concluded that 43.9% of New Yorkers were white, making New York a rarity in the United States.⁸

In terms of time, New York City is extremely conducive to a class of people who very often value autonomy and may work irregular, self-set hours. Virtually anything that people desire is available 24/7 in New York—transportation, shopping, dining, entertainment, and much more. No matter how much time workers devote to their jobs, there is still time to do almost anything before or after. This is a further bonus to a more creative lifestyle, as it allows for great flexibility, as well as mobility when we look at New York's extensive taxi and subway systems.

BOSTON

Boston is one of the oldest, most culturally rich cities in our country's history. According to Florida, it is one of the highest ranking creative cities in America, standing in fourth

place among our major metropolises. Acting as a magnet city for the younger generations (especially people between the ages 21 and 29), Boston is no longer the predominately white, middle class, family-oriented city it once was.

A recent census from 2006 estimated that 51.9% of Boston households consisted of non-families⁹. This clearly shows how the city's community is becoming increasingly attractive to people belonging to younger age brackets. Although it is much smaller than New York and Chicago, Boston is certainly not lacking in diversity. According to a 2000 census, 25.8% of the population of Boston was foreign born. While 49.5% are still white, 25.3% of the population is comprised of African Americans, and 14.4% of Hispanics¹⁰.

The many colleges and universities located in Boston and the surrounding area have played a major role in Boston's overall lifestyle and success as a creative city. They bring technology, innovation, and creative minds to the forefront of the economy by creating work and creative career opportunities that attract people and often keep them there.

In terms of time, another perk to Boston is the fact that it is an extremely easy city to travel in. It is more compact than similar creative cities such as New York and Chicago. The public transportation system, known as the "T," is supplemented by other transportation options such as ferries,

commuter trains, taxis, trolleys and busses in supplement¹⁰. With all that in such a compact city, there is no reason why you shouldn't be able to get where you need to go in good time.

The following graph illustrates the impact the creative class and the work they do has had on Boston's economy.

Economic Impact of Boston's Creative Economy (2002) ¹¹		
	City of Boston	Metro Area
Gross Regional Product	\$6.5 billion	\$7.6 billion
Total Jobs	47,020 jobs	60,800 jobs
Direct	29,720 jobs	-
Indirect	17,300 jobs	31,000 jobs
Personal Income	\$1.1 billion	\$2.6 billion
Output	\$10.7 billion	\$12.7 billion

CONCLUSION

We have examined three major cities that are highly creative because of their diversity, wide variety of activities and interesting locations, and an extensive public transportation system to provide people with access to all of these opportunities. Creative jobs here are on the rise, and young and creative people are attracted because such interesting and busy environments are appealing to college graduates. So, we ask, do the cities in Michigan have these amenities available to graduates?

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- ¹¹Boston's Creative Economy Report, BRE/Research



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<http://kairos.wide.msu.edu/~sue/townhall/town.html>

