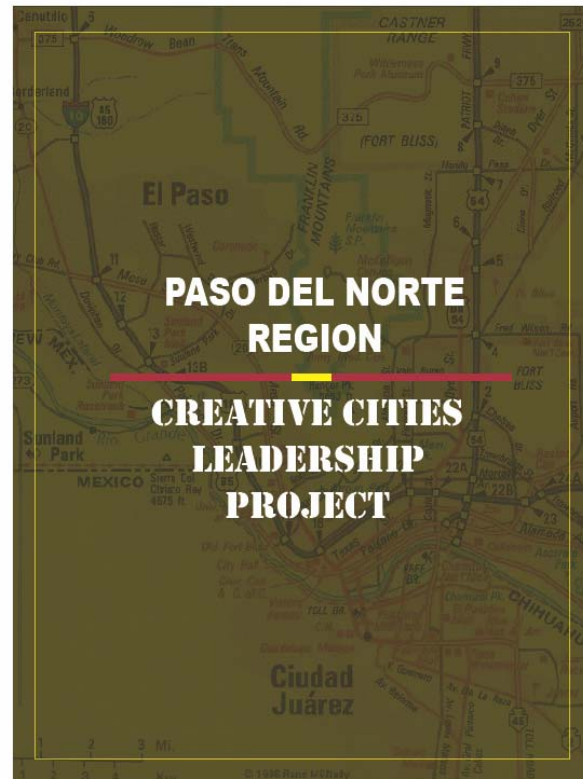


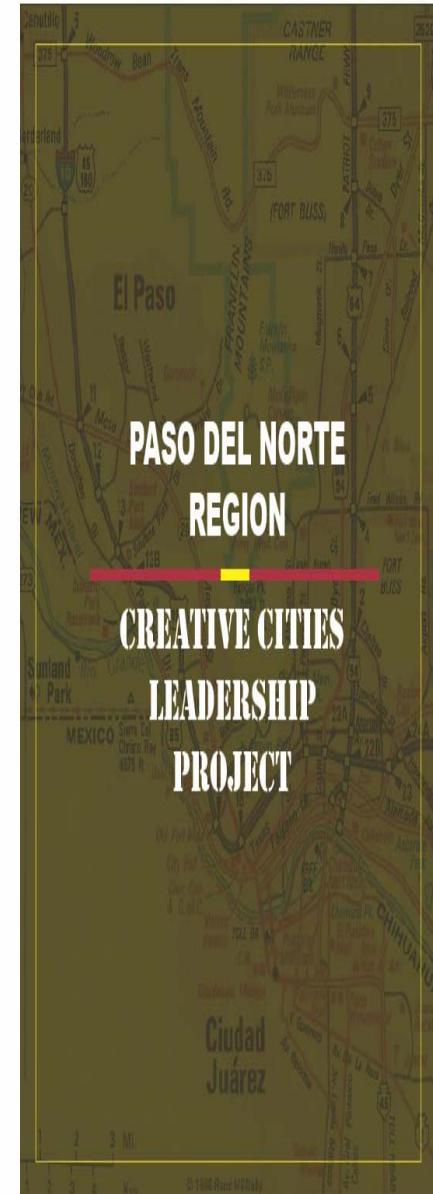
Creative Cities Leadership Project



City of El Paso, Texas
Program Evaluation Summary

Creative Cities Leadership Project

- In 2005, the City of El Paso hosted a lecture Professor of Economics and author of ***The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life***
- In 2006, the City entered into an agreement with Richard Florida to initiate the **El Paso Region Creative Cities Leadership Project (CCLP)** as one (1) of five (5) pilot cities participating in the program along with Tallahassee, Charlotte, Duluth and Tacoma



Creative Cities Leadership Project

Vision statement:

“Empower members of the community to act as Creative Change Agents and enact positive initiatives to make El Paso even more open and receptive to the latent creativity of its population.”

Creative Cities Leadership Project

- The ultimate goal of the program was to empower **El Paso Region CCLP 2006-2007** graduates to become new **Creative Change Agents** with the ability to create and implement transformational initiatives that would impact the growth of the creative sector and the economic vitality of the City of El Paso.

Creative Cities Leadership Project

MCAD initiated the project through the following:

- Recruitment of thirty-one (31) highly creative from throughout the El Paso Region, from a variety of fields of expertise including
 - arts and culture, higher education, architecture, technology, government, business and health, among others

Creative Cities Leadership Project

- Engaged the Richard Florida Creative Group (RFCG) to do the following:
 - Present Florida's theory of the Three T metrics: Talent, Technology, Tolerance, and
 - Provide relevance and application in the El Paso economy
 - Guide CCLP group through establishment of local initiatives that might assist in furthering the region's economic development

NOTE: RFCG introduced a fourth T for El Paso: Territory Assets

Creative Cities Leadership Project

- A group of 31 El Pasoans were selected via a competitive application process
- The participants were emerged into a 10-12 month CCLP curriculum that consisted of
 - A two (2) day seminar with Dr. Richard Florida and members of the Richard Florida Creativity Group, and
 - Pre and post seminar work that included identification of initiative teams that were to function autonomously with feedback provided by the Richard Florida Creativity Group (RFCG) three (3) times during a 10 month period
 - Development of highly ambitious and creative concepts

Creative Cities Leadership Project

The following **six (6) initiatives** were selected:

1. **Bi-national Technology Alliance:** to provide enabling tools, training and infrastructure to support the growth of technology-based populations and industries in the region.
2. **Border Canvas:** to bring public art project to El Paso by Cristo and Jeanne Claude, who drew international attention with public environmental art projects, or do a public art project with area artists, possibly using the international bridges, Rio Grande or Franklin Mountains.
3. **Eco Tourism:** To further develop and promote outdoor activities tied to El Paso's mountains, river and other natural features and build an ecotourism structure.

Creative Cities Leadership Project

4. **El Paso/Cuidad Juarez Bi-national Arts and Culture District Design Competition:** to challenge teams to design in detail urbanistically, architecturally, artistically, (through any and all means available to them projects with creative essences linking the binational cities of the metroplex into one nearly seamless happening – festival, fair, major bi-national event, as described by physical means and celebration.
5. **New Texico Network:** to assist people with ideas for innovative businesses for projects build associations with people who could provide resources to carry out the innovative businesses or projects.
6. **T3 (T cubed) Mentoring Program:** to enlist mentors who would help people of all ages on both sides of the border with education and personal and professional development.

Initiative Success/Status

All of the initiatives appear to have achieved some level of success. However, the levels of success varied depending on team leadership; team size; team participation; creative efforts of individual team members; team dynamics; and the team's ability to secure resources required for implementation.

Initiative Success/Status

The **El Paso/Cuidad Juarez Bi-national Arts and Culture District Design Competition** was deemed as being successfully implemented as originally envisioned; success is a result of:

- a great leader who every team member respected and who kept them focused
- Active recruitment of other members
- High team participation as its members had ownership of the initiative
- Team members who actively exercised their individual creativity to overcome barriers
- Excellent team dynamics; and
- Members actively sought and secured the needed resources to complete their initiative

Initiative Success/Status

Four (4) other initiatives still in process:

- The **Bi-national Technology Alliance** changed to the **Digital El Paso Project**, a project that had already been in the initial planning stages which the team helped bring to fruition.
- **Border Canvas** changed to the **Sculpture Garden**; an initiative that has not attained completion, but is currently ongoing.
- The **New Texico Network** changed to the **El Paso Expatriates**, an initiative that seeks to recruit young, talented El Pasoans back to El Paso.
- The **Eco Tourism** changed the team. The leader invited stakeholders that believe in the initiative and implementation feasibility. It has become a project of the County.

Feedback and Evaluation

Participant evaluation indicates:

- General Satisfaction with program; 5.9 on a scale of 1(worst) - 10(best)
- 50% satisfaction with RFCG
- 69% felt that adequate resources were provided
- 72% were interested in continued participation
- 94% were interested in participation on an CCLP advisory group to plan continuation/next steps
- El Paso/Cd. Juarez bi-national Arts and Culture District Design Competition team is already planning their next project

Creative Cities Leadership Project

- The program was identified by most as one of the most exciting programs in which they have ever participated. Many of the participants found themselves transformed, and viewed themselves in different ways both professionally and personally.