

Diversity and Character

Diversity and character within a community create an environment where creativity can flourish. Research has shown that diversity is positively correlated with creativity. A city that upholds a certain level of character by welcoming diversity within its population is laying a foundation for a creative community.

Metrics Measured

Stable Ethnic Investments [EI]: The percentage of businesses owned by minorities.

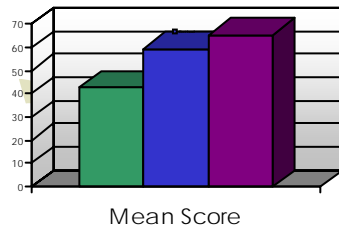
Museum Saturation [MS]: The number of different types of museums in a city divided by the total number of museums in that city.

Diversity of Religious representation [RR]: The number of worship centers per capita multiplied by the number of religious affiliations represented in that city.

Tolerance for diversity [TD]: Number of hate crimes per capita divided by the number average racial, religious, and sexual diversity within that city.

How Boise Measures Up

	EI	MS	RR	TD
<i>Boise</i>	10.77	40.00	29.56	90.5
<i>Portland</i>	29.1	76.86	31.49	98.7
<i>Seattle</i>	29.73	79.88	54.03	98.2



Weather and Infrastructure

Accessibility:

The more access there is to people, places and information the easier it is to find, share and create or participate in creative activities and creative learning.

Metric: $A = \text{Mean travel to commute to airport}$

Communication:

The easier it is to communicate with others and have access to communication, the easier/faster the spread of creative information/ideas is.

Metric: $\# \text{ of WiFi spots} / \text{Population}$

Building Innovation:

The best way to measure the architectural creativity of a city was determined by the LEED awards given to each city in comparison to the city's size, because surroundings can ultimately affect the ability to innovate.

The number of points per award depended on the level of the award; Platinum 1000, Gold 750, Silver 500, and Certified 250.

Metric: $P(1000) + G(750) + S(500) + C(250) / \text{Population}$

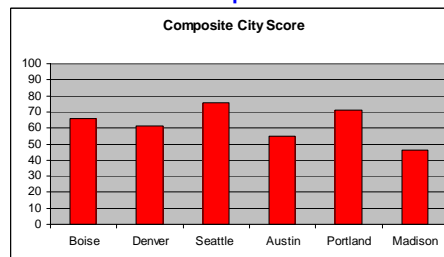
Weather:

Weather is important because it affects overall health and well being. Sunlight sets your biological clock which ultimately affects sleeping patterns, moods, and overall alertness.

Metric: $\text{Mean monthly \% days of sunshine}$

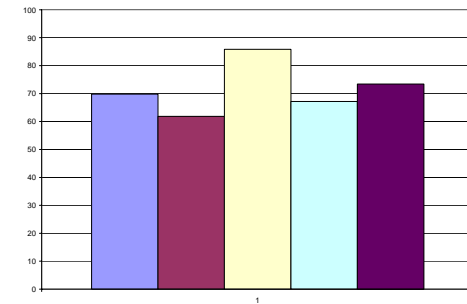
Using these metrics,

Boise ranks 3rd compared to similar cities.



Business and Education

Business	Education
Coffee shops per capita	Persons per Research Center
Business Genres	Number of Electives offered
Employees located in most populous area	Number of Higher Educational Institutions



Based on our index and the five cities that we looked at, Boise ranked third in creativity.

Boise's lowest metric was educational institutions per person, which measured the number of options students had to receive higher education.

One suggestion might be to offer more places of higher education, but keep in mind our metrics did not measure the quality of education received.

Boise was also low in business establishments per person. This means that people of Boise do not have the variety of businesses available in other cities.

Economics and Government

Income per Capita – Creative Class: Boise = 9.5

A well-compensated creative class is more inclined to remain in the area, and the prospect of good compensation is attractive to creative individuals outside the Boise

The scale developed for this creative indicator bases the median wage for the creative class as a percentage comparison to the total median wage for an area. This percentage is then converted to a metric value as shown from 1(lowest) to 10(highest).

Residential Housing Pricing: Boise = 6.5

Affordability of downtown housing holds influence over the ability of creative people to relocate, and the amount of affordable housing influences how many citizens are able to take part in the creative atmosphere.

The scale developed for this creative indicator bases the median list price for the downtown area as a percentage comparison to the total median list price for an area. This percentage is then converted to a metric value as shown from 1(lowest) to 10(highest).

Crime Rate: Boise = 8 High crime rates can stifle creativity in urban areas, due to the elimination of a “communitarian” environment in which people can safely intermingle with others. In our study, the effect of crime on creative growth is determined from a scale of 1 (highest) to 10 (lowest). The score of 10 represents Brick Township, New Jersey, whose crime rate is the lowest in the nation (1,810.5), and 1 represents Detroit, Michigan, whose crime rate is the second highest in the nation (10,705.86).

Unemployment, Cost of Living, and Income

Effects: Boise = 7.5 Individuals in the working class with a steady income tend to live more comfortable lives, and can therefore dedicate more time to hobbies and other interests that spark creativity. The following represents our value determination of differing measures of each category, with the Metric Value assignments 1(worst) to 10(best). Boise Econ/Gov Total: 7.875 out of 10

Boise should promote policies that influence the factors governing these metrics. No matter how well a city scores under any given metric, there is always the possibility of lurking variables skewing the results.

Recreation and Sports

The life of the creative man is led, directed and controlled by boredom. Avoiding boredom is one of our most important purposes.” ~ Saul Steinberg (cartoonist)

Metrics

Creative events held in the community

Calculated by the data found from the local Parks and Recreation. A list was compiled of the events that involved art, music, or exceptionally creative events. The number of events was then taken per capita to give equality through different cities.

Number of Creative Sports available to public

Research was done on outdoor and non-traditional sports in the community to determine how available they were to the public.

Number of Creative Clubs

Several different clubs that require creative thinking/behavior (chess, dance, etc.) were searched for. The total active members in chess clubs associated with the U.S. Chess Federation was considered.

Boise compared to other cities

Boise; 23 creative events/193,161 people.

135 active USCF members
Seattle; 43 creative events/573,911 people.

300 active USCF members
Denver; 42 creative events/557,917 people.

80 active USCF members

River Rafting: Idaho has most recreational river miles in the country; more than 3,100 whitewater river miles

Camping/Fishing: Largest federally protected forest wilderness in the lower 48 states. Idaho offers more than 10 world-class blue ribbon trout streams.

Biking: Rated No. 1 Mountain biking town in the U.S. “Bike Magazine 2003”



the creative index
of the city of Boise



