<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Old</th>
<th>New</th>
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</thead>
<tbody>
<tr>
<td>Scope</td>
<td>Domestic</td>
<td>Global</td>
</tr>
<tr>
<td>Resource</td>
<td>Capital</td>
<td>Knowledge/Information</td>
</tr>
<tr>
<td>Workers</td>
<td>Uneducated/Unskilled</td>
<td>Educated/Skilled/Adaptive</td>
</tr>
<tr>
<td>Tasks</td>
<td>Simple, Physical</td>
<td>Complex, Intellectual</td>
</tr>
<tr>
<td>Technology</td>
<td>Mechanical</td>
<td>Electronic</td>
</tr>
<tr>
<td>Emphasis</td>
<td>Predictability</td>
<td>Innovation/Creativity</td>
</tr>
<tr>
<td>Business/Government</td>
<td>Minimal Intervention</td>
<td>Collaboration</td>
</tr>
</tbody>
</table>
Does a sense of place really matter?

The Rust Belt in particular looks likely to shed vast numbers of jobs, and some of its cities and towns, from Cleveland to St Louis to Buffalo to Detroit, will have a hard time recovering.

*Richard Florida*

*Atlantic Magazine* March 2009
Does a sense of place really matter?

- Some cities like Buffalo and Detroit should be left just to die a natural economic death.

*Ed Glaeser*  *The Triumph of the City.*
**Place Marketing**
- Create Positive Image
- Improve Quality of Life
- Attract Residents and Investors

**Tourist Attraction**
- Attract Tourists
- Spread Demand
- Increase Visitor Spending
- Extend Length of Stay

**Image Maker**
- Combat Negative Image
- Create and Enhance Themes

**Catalyst**
- Stimulate Infrastructure
- Assist Urban Renewal
- Stimulate Business/Trade
- Support Other Attractions

**Animator**
- Encourage First and Repeat Visits at Facilities, Resorts and Attractions.
The Arts and Cultural Industries cannot exist in isolation from the economic development strategy of the region they serve.
Hamilton
Creating a Sense of Place that Reaps Economic, Social, and Cultural Benefits for the Entire Community.