Experience economy as local strategy of development

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The problem

- Small cities and peripheral places face economic stagnation
- Traditional workplaces close
- Firms relocate to low wage countries
- Citizens move to bigger cities
- Growth in the metropoles
- Why – and can the trend be turned?

The geography of techno-economic paradigms

- The industrial economy
  - Material and labour intensive
  - Concentration in cities
- The knowledge econonomy
  - Knowledge intensive
  - Concentration in metropoles
- The experience economy
  - Consumption and mobility intensive
  - Big and small cities, peripheral areas

The experience economy paradigm

Production	Low and high skilled labour History, autenticity, amenities, symbols Exposure, branding
Consumption	Citizens and visitors Sociability, identity, activity
Mobility	Accessibility Construction of places High individual mobility
Governance	Entrepreneurial forms and networks Temporary networks Changing stakeholders

Place-bound experience products

- Places (buildings, castles, monuments, shopping malls, forests, beaches, arenas, museums)
- Events (concerts, festivals, sport and culture events)
- Activities (hiking, sport, arts and crafts, shopping)
- Services (restaurants, cafees, galleries, wellness)
- Symbols (re-imaging, branding, identity creation)

The metamorphosis of Frederikshavn in the press

- From:
  - Wilderness and sad home for unemployed(2004)
  - The number 1 city of violence in Danmark (2005)

- To
  - Creative provincial environment (2006)
  - Experience city (2007)

Frederikshavn

- The city: 33.600 inhabitants
- The municipality: 62.000 inhabitants
- Located in Northern Jutland
- The East Coast
- Periphery

The problem

- Ship yards close down
  - Unemployment of skilled and unskilled workers
- Tax free sales on ferry boats abolished
  - Hard blow for the retail sector
- Fishing decline – habour and industry stagnate
- The municipal economy suffer
- Loss of city identity and income

The *offensive* strategy of the city

- In 1998-1999 the city council develops an approach to city development:
  - Offensive approach -
    - Investment for the future
  - Creative, flexible approach
    - Search new ideas
  - Involve new stakeholders
    - Space for fiery souls and experiments
- Civic involvement from the bottom

Example: The Palm Beach

- City beach for the citizens
- Start 2004
- Established by the city gardener
- 100 palm trees
- Seaweed parasols
- Beach volley grounds
- Beach bar
- Beach chairs
- Beach life guard service
- Focus on new initiatives every year

Frederikshavn North Beach with 100 palm trees and seaweed pararols

Chairs for rent: 20 DKr.

The beach bar for public use

Importance of the Palm Beach

- Pleasure for citizens and tourists (young!)
- Branding of city (Stena Line campaign and press)
- Legalise innovative thinking in planning
- Attract international developer (Palm City)

Experience economy in Frederikshavn

Dimensions	Type	Year	Responsible
Arenas and places	Palm Beach	2004	Municipality
	The House of Music	2004	Municipality
	Arena Nord	2005	Municipality
	Ice Center	2005	Municipality
	Knivholt	1990's	Municipality
	Lodstorv	2006	Municipality
	Pedestrian area	On-going	Municipality
	Habour	On-going	Municipality
	All year skiing centre	Future	Private investors Private investors
	Palm City	(1992) 2007	Municipality
	Green City Ring	On going	Municipality
	Water front	Future	

Experience activities and events

Recurrent activities	Festival of Tordenskiold Festival of Lights Rock Party Rødspætte Cup Dana Cup	1998 2004 2003 Yearly Yearly	Production school/fund Technical school/centre Society Sports associations Sports associations
Unique events	Bill Clinton Bryan Adams Al Gore	Sept 2006 Sept 2006 March 2007	Private event company Private event company Private event company

Reorientation of traditional fields

Services	14 hotels 21 restaurants Wellness hotel 2 Theme restaurants	 2006 2006	Private Private Private Private
Products	Foods Lights	2001 2002	Private Private
Symbols of the new city	Palm Beach Kattegat Silo Arena Nord All year skiing centre City centre		

How was this possible?

Actors	Municipality, dept of Roads and parks Schools, sports ass. Private event company Private service comp.		
Institutions	Creative, entrepreneurial planning methods Temporary networks New stakeholders. New institutions/private public partnerships The Tordenskiold fund Light visions innovation centre Frederikshavn Event		Municipality as investor and catalyst Fiery souls

The festival of Tordenskiold

- Start 1997
- By production school teacher
- 25.000 guests 2007
- 1000 citizens involved as activists in the festival

Here they come – the soldiers of Tordenskiold

Sailing ships as attraction and wings of the festival

Civic involvement

Visiting dancing company

Jan
Michael
Madsen

Initiator,
coordinator
and director of
the
Festival of
Tordenskiold

Role of the Festival of Tordenskiold

- Symbol of
  - Urban regeneration
  - Civic participation and involvement
  - Creativity

- Tourist attraction
- Creation of network resources

Frederikshavn – a success?

- The soft indicators:
  - The atmosphere of the city – pride, fun, creativity
  - Exposure in the media: +43% 2002-2006

- The hard indicators
  - Net decrease of population since 1983
    - The young seek education outside, bleak population forecast
  - Unemployment decrease (down to 4.2% july 2007)
    - New jobs in services and manufacturing, local acheivement or general conjuncture?

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