

Elements of Cluster Development

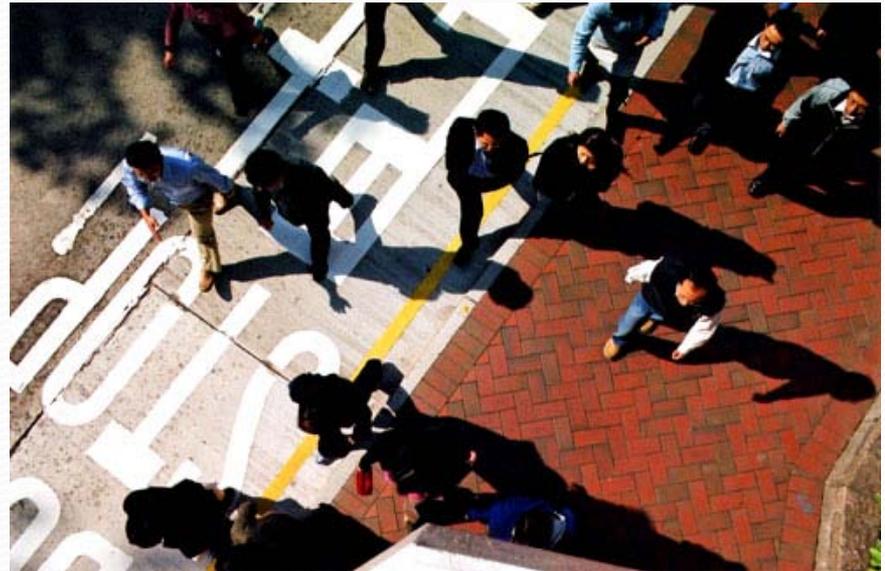
James Freas

Economic Development Planner
Metropolitan Area Planning Council

Place



People



Cluster

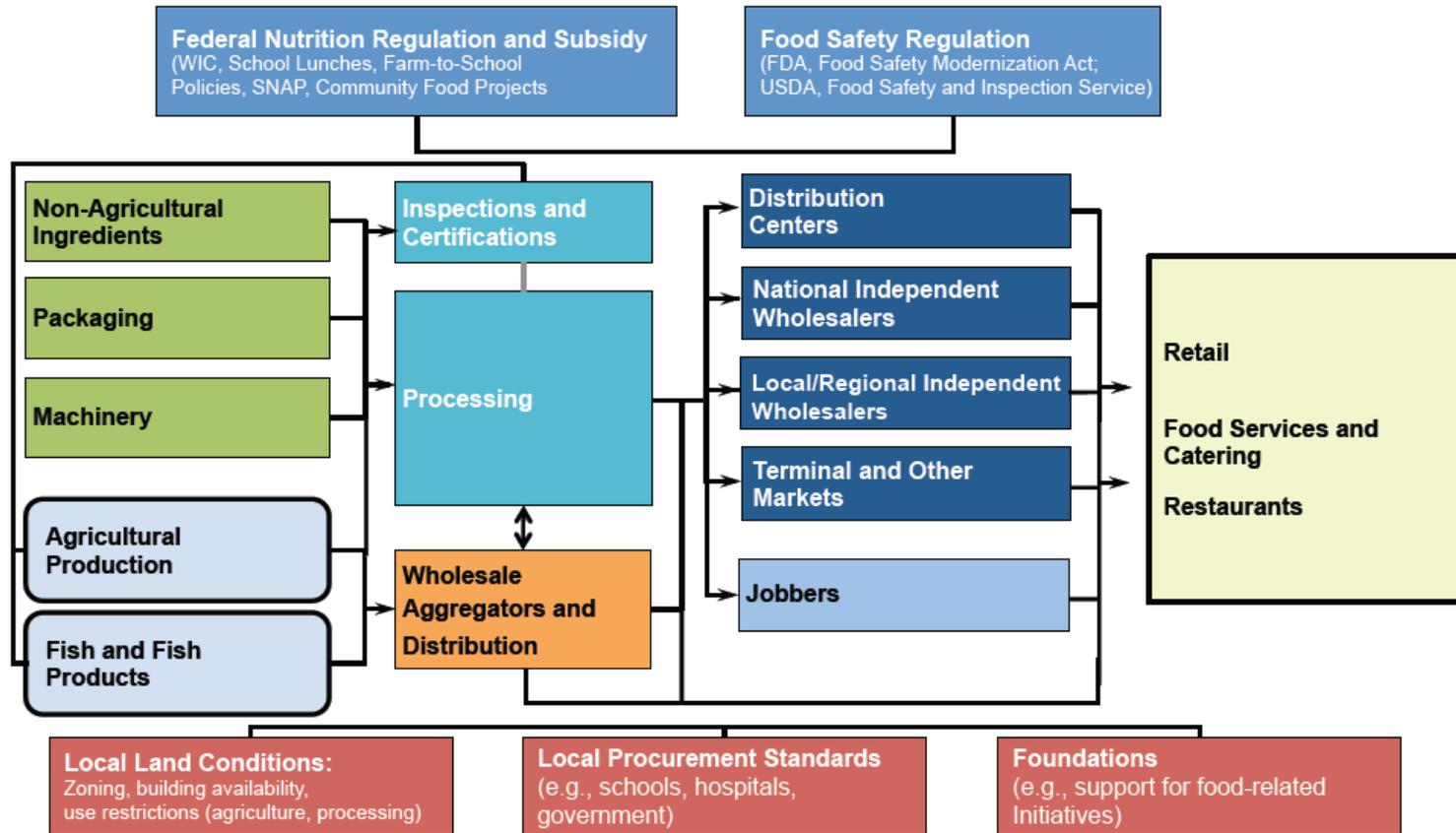




A Cluster Is...

A geographically concentrated
group of interconnected
businesses and institutions

Example Cluster



Why are Clusters Important

Increased Productivity

**New Business
Formation**

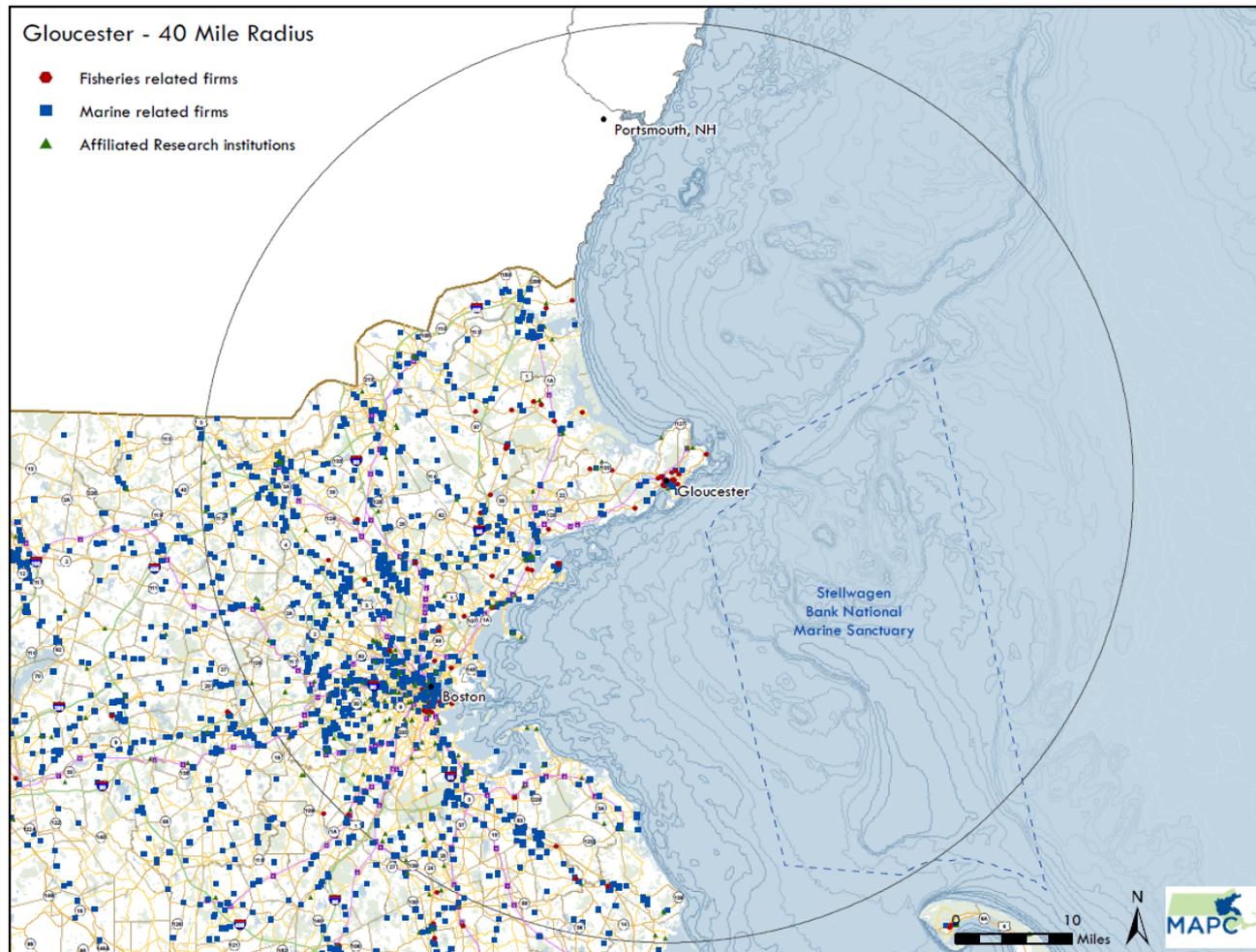
**Leveraged Policy
Investments**



“Cities [clusters] capitalize on the human skill of learning from each other.”

Edward Glaeser
Harvard Economist

Geography of Clusters



Aligning Economic Policy & Clusters

Business Attraction

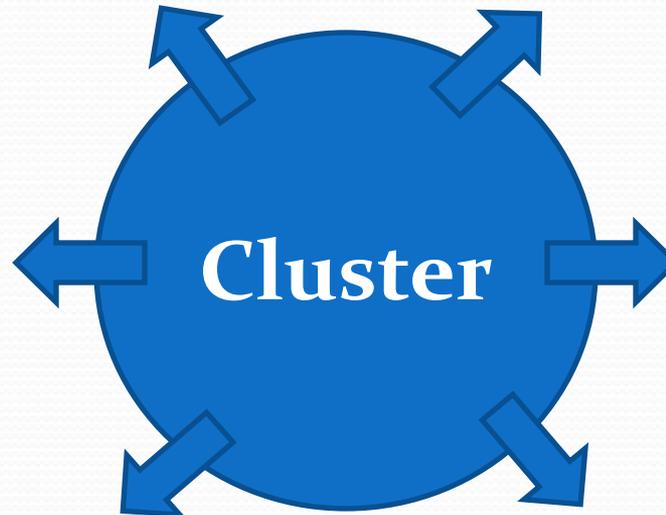
Education & Workforce Training

Export Promotion

Physical Infrastructure

Environmental Improvement

Science & Technology Investments



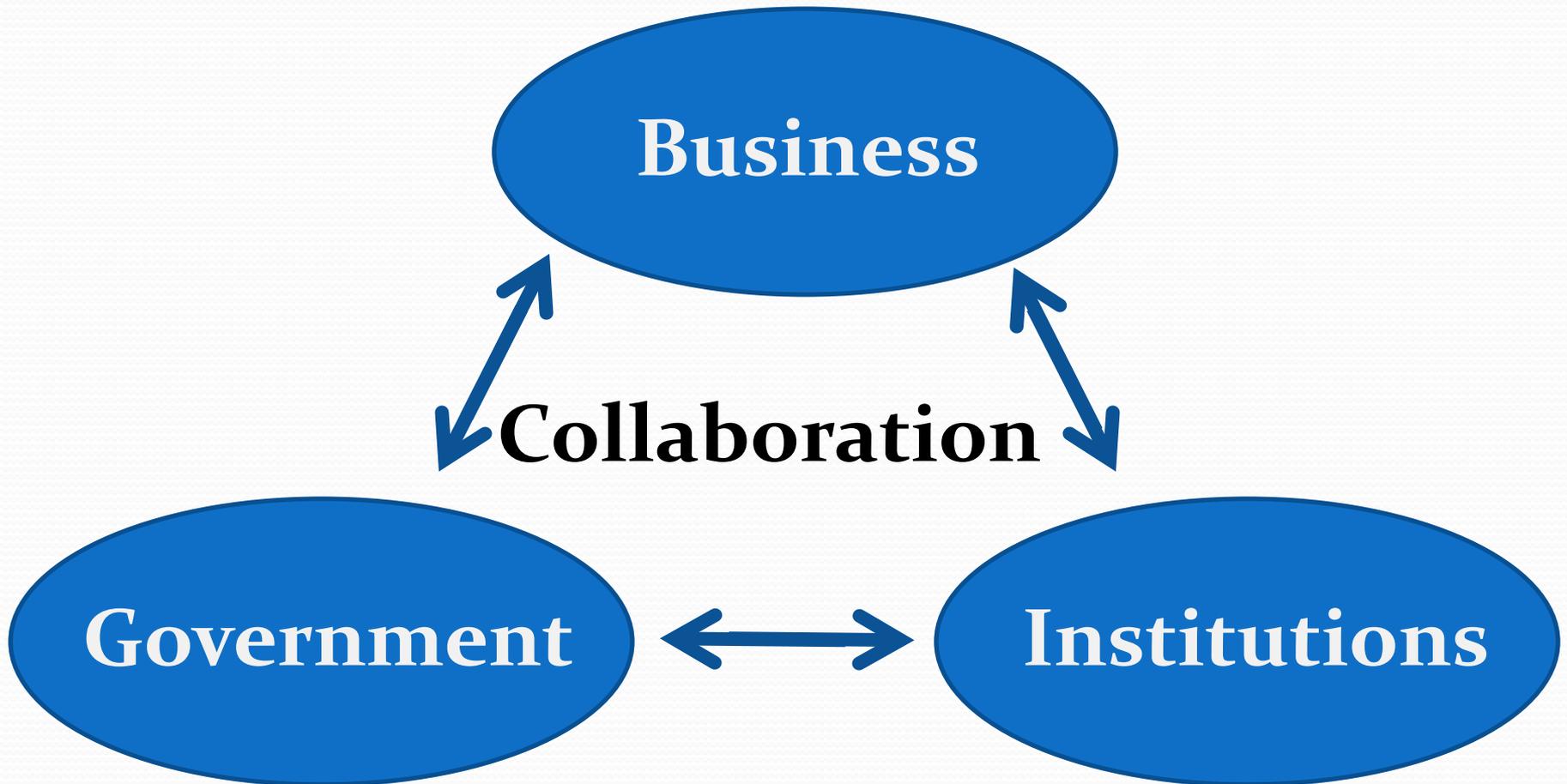


“To be an authentic cluster,
it has to be a place
where smart people would say,
‘This is the right place for me,’”

Tim Rowe

Cambridge Innovation Center

Creating a Cluster Development Strategy



Defining Collaboration



Cluster Development Process

- Assembling the Team
- Asset Mapping
- Trying Ideas

Assembling the Team



Asset Mapping



Trying Ideas

Innovate

Define Outcomes

Experiment

Evaluate

Replicate

Conclusion

“Uncertainty is an uncomfortable position.
But certainty is an absurd one”

-Voltaire