

THE CREATIVE CLASS IN KILLEEN

Supporting Killeen's Creative Professionals

Supporting Killeen's Creative Class:

"...the creative class includes "creative professionals" who work in a wide range of knowledgeintensive industries such as high-tech sectors, financial services, the legal and health care professions, and business management. These people engage in creative problem-solving, drawing on complex bodies of knowledge to solve specific problems."

-Richard Florida,
The Rise of the Creative Class

Mobility -

The creative class picks a place to live and then finds a job. They choose to reside in communities that support their lifestyle interests.

The creative class values communities that:

- ✓ Assimilate newcomers quickly
- ✓ Have diverse entertainment options
- ✓ Have authentic dining opportunities
- ✓ Offer stimulation not escape

Is there a concentration of the creative class in Killeen?

Fort Hood - service members retiring, Operational Test Command, Central Technical Support Facility

Education- Central Texas College, Texas A&M University - Central Texas

Medical - Metroplex and Darnall Army Medical Center

What does Killeen have to support the creative class?

- + Low cost of living
- + Close proximity to Austin and Dallas
- + Diverse population
- + Young population (Median age is 26.7)
- + Quick assimilation

Greater Killeen Chamber of Commerce

- Creation of Place Designs Team

» killeenchamber.com/place



What does Killeen need to do to be more attractive to the creative class?

- ✓ Revitalize Downtown
- ✓ Incentives for small business startups
- ✓ Events that welcome people to the city

