

International Best Selling Author and Intellectual Richard Florida
Endorses Dawn Zimmer for Hoboken Mayor

“I'm writing to endorse Dawn Zimmer for mayor of Hoboken. I grew up a few miles away from Hoboken and my brother, Robert Florida, lives there now with his wife and three young children, all of whom attend public school. I visit Hoboken often and know the city well.

As Acting Mayor, she has put the city on the right course, both ethically and economically, and she deserves to be elected mayor. I admire her courage, her pluck and her intense devotion to the city.

I have studied cities across the nation and my research shows me that people are happiest when living in cities that have forward-looking ethical leadership -- something that Hoboken has lacked. Zimmer offers a vision of a greener, more sustainable, more people-friendly Hoboken. It's a vision that's right for our times and one that can make Hoboken a model for smaller, urban communities across the nation.

If elected mayor, Zimmer will have a revitalizing effect upon Hoboken -- a city that for too long has been ill served by machine politicians and self-interested developers who've placed their own economic interests before the best interests of the city.

Jane Jacobs, the great urban theorist, had a word for those who oppose progressive politics: She called them squelchers. What distinguishes thriving cities from those that stagnate and decline, she wrote, is the dread presence of squelchers.

But when young bright apostles of progressive change such as Dawn Zimmer win elected office, they squelch the squelchers. She has the talent, intelligence and courage to turn Hoboken into a city with balanced budgets and balanced development; new infrastructure and less traffic: better schools and happier families; green initiatives and more open spaces; bike lanes and parks as well as more independently run shops and fewer bland corporate entities.

Jane Jacobs also wrote that when a city becomes overly gentrified it becomes so sterile and sanitized that even the gentry start to move out. With the courage of her political convictions, Dawn Zimmer has the talent to turn Hoboken into the kind of city that people will once again want to move into and spend their lives in.”

- Richard Florida

To learn more about Dawn Zimmer and her vision for Hoboken, please visit:
www.zimmerforchange.com

Paid for by Dawn Zimmer for Hoboken Mayor, 74 Washington St. Hoboken, NJ 07030

Richard Florida Biography

Richard Florida is author of the global best-seller [*The Rise of the Creative Class*](#). His latest book, [*Who's Your City?*](#) also a national and international best seller, was an amazon.com book of the month. He was recently named one of *Esquire Magazine's* Best and Brightest, alongside luminaries such as Bill Clinton and Jeffrey Sachs.

Florida is one of the world's leading public intellectuals on economic competitiveness, demographic trends, and cultural and technological innovation. International diplomats, government leaders, filmmakers, economic development organizations and leading Fortune 100 businesses have benefited from his global approach to problem-solving and strategy development.

Florida is a regular correspondent for the *Atlantic Monthly* and a regular columnist for *The Globe and Mail*. He has written for *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Boston Globe*, *The Economist*, and *The Harvard Business Review*. He has been featured as an expert on MSNBC, CNN, BBC, NPR and CBS, to name just a few. He has also been appointed to the Business Innovation Factory's Research Advisory Council and recently named European Ambassador for Creativity and Innovation.

His ideas on the "creative class," commercial innovation, and regional development have been featured in major ad campaigns from BMW and Apple, and are being used globally to change the way regions and nations do business and transform their economies.

He is one of the world's most sought after speakers on global trends, economics, prosperity, competitiveness and growth.

He is Director of the [Martin Prosperity Institute](#) and Professor of Business and Creativity at the Rotman School of Management, University of Toronto. Previously, Florida has held professorships at George Mason University and Carnegie Mellon University and taught as a visiting professor at Harvard and MIT.

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