



WHY THE ARTS MATTER IN MICHIGAN



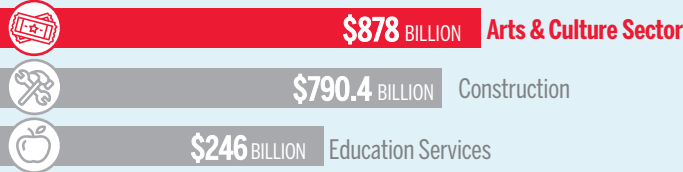
NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION'S GDP & 5.1 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$878 billion industry**, representing 4.5% of the nation's GDP—a larger share of the economy than construction or education services.

Source: U.S. Bureau of Economic Analysis, 2017.



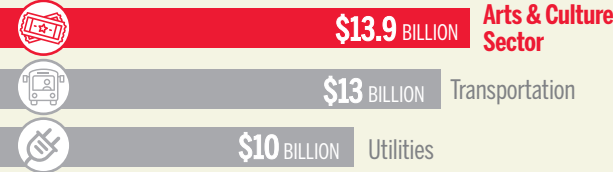
BONUS: U.S. exports generate a \$29.7 billion arts trade SURPLUS.

MICHIGAN ARTS FACTS

MICHIGAN ARTS & CULTURE SECTOR REPRESENTS 2.8% OF STATE'S GDP & 121,332 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$13.9 billion** to Michigan's economy, representing 2.8% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2017.



BONUS: In 2017, MI arts and culture compensation was \$7.6 billion.

GDP & JOBS

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In Michigan, **17,394** Arts-Related Businesses employ **77,404** people.

- In Oakland County, **3,696** Arts-Related Businesses employ **19,126** people.
- In Kent County, **1,368** Arts-Related Businesses employ **6,854** people.
- In Wayne County, **2,500** Arts-Related Businesses employ **14,777** people.

Source: Americans for the Arts, *Creative Industries*, Michigan report, 2017.



BUSINESSES

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.



In 2015, data from just 16% of Michigan's nonprofit arts and cultural organizations showed:

- The nonprofit creative community contributed \$1.2 Billion in annual direct expenditures and paid nearly \$291 million in salaries, payroll taxes and fringe benefits to support 25,144 jobs—a 4.3% increase in total compensation over the previous year.
- \$1.3 Billion in direct tourism spending by visitors to Michigan arts and cultural activities in 2016—12.6% of total direct spending for all Michigan leisure travel.

Source: *Creative Many*, *Creative State Michigan Nonprofit Report*, 2018.



ECONOMICS

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress has proposed allocating **\$162.25 million** to the NEA in FY2020, which has been relatively level for the last several years. This amounts to just **49¢** per capita, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with \$1 per capita!

Source: Americans for the Arts Action Fund, 2020.
Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

Q What about Michigan—how much does state government budget to the Michigan Council for the Arts and Cultural Affairs each year?

A In FY 2020, the state allocated **\$9 million** to the Michigan Council for the Arts and Culture. The Michigan Council for the Arts and Cultural Affairs also received **\$805,100** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 68 nonprofit arts organizations received direct grants from the NEA totaling \$8,194,900.

Source: NEA and NASAA, 2020.
Read: "Creative State Michigan," 2018.

FUNDING

Creativity is an essential part of Michigan's prosperity, economy, and heritage, and we are grateful for the many artists and organizations that nurture its presence and growth in our communities (and hearts) every day.

— Omari Rush, Executive Director CultureSource



MICHIGAN ARTS FACTS

IN THE GREAT LAKES STATE, THE ARTS UNITE US

Michigan is home to nearly 89,000 artists, arts organizations, and entrepreneurs, more than 10,000 creative businesses, hundreds of arts education programs and practitioners, and a grassroots network of community stakeholders who believe in the power of creativity to transform people and places—making Michigan a great place to live, work, invest and explore.

MICHIGAN COUNCIL FOR ARTS (MCACA)

From our historic monuments and museums to traditional practices and contemporary arts, the Michigan Council for Arts and Cultural Affairs (MCACA) is dedicated to ensuring that every citizen and community in Michigan enjoys the civic, economic and educational benefits of arts and culture.

Established in 1966, MCACA, strengthens arts and culture in Michigan by increasing its visibility; supporting arts education; and broadening cultural understanding. A key conduit for arts and cultural information, MCACA is also a source of arts and culture grant funding.

> Learn more [here](#).

MEET SOME MICHIGAN ARTS ADVOCATES

- **Omari Rush** is the Executive Director of CultureSource, Chair of the Michigan Council for Arts and Cultural Affairs, and on the Board of Directors for the National Assembly of State Arts Agencies. > [More](#)
- **Ara Toupouzian** is Executive Director of the Michigan Venture Capital Association. > [More](#)
- **Nicki Flinn** is an Assistant Professor of Dance at Hope College and was honored as the recipient of the National Dance Educators Organization's annual award which is presented to a dance educator making significant contributions to the field in 2018. > [More](#)

ART IN MICHIGAN

- Pure Michigan lists all that the state has to offer [here](#).
- Michigan Fun highlights festivals, fairs and events throughout Michigan [here](#).
- Encore MI can guide you to all the great theater in the state [here](#).

MICHIGAN ART ORGANIZATIONS

Creative Many

[creativemany.org](#)

Cultural Advocacy Network of Michigan

[canmichigan.org](#)

Michigan Museums Association

[michiganmuseums.org](#)

THE ARTS ARE EVERYWHERE!

- Located in northwestern Lake Huron, **Thunder Bay** is adjacent to one of the most treacherous stretches of water within the Great Lakes system. Unpredictable weather, murky fog banks, sudden gales, and rocky shoals earned the area the name "Shipwreck Alley." Today, the 4300-square-mile Thunder Bay National Marine Sanctuary protects one of America's best-preserved and nationally-significant collections of shipwrecks. Visit the Great Lake Maritime Heritage Center in **Alpena**, to see it firsthand.
- Art, Nature, and History meet at the Michigan Legacy Art Park in **Thompsonville**. This 30-acre wooded preserve offers an art experience and hiking trail that is uniquely "northern" Michigan.
- Head to our most western border, **Ironwood**, to see and hear, only one of six remaining Barton organs in the country. After a 13-year restoration project, the Ironwood Theatre regularly uses the completely playable "Grand Old Lady." And if you know how to play, they will let you tickle the keys yourself.
- Prepare to be astounded. Three must-see attractions, 250 acres of unexpected and one awe-inspiring experience. That is what awaits you when you visit The Henry Ford in **Dearborn**. Where America's traditions of ingenuity, resourcefulness and innovation inspire people to shape a better future.
- Betcha didn't know MI is home to the No. 1 Snowmobile Museum in North America, according to SnowGoer Magazine, Top of the Lake Snowmobile Museum is on US 2 in **Naubinway**.
- Michigan is home to unparalleled art and design schools from every corner of the map including: Cranbrook Academy of Art, Kendall College of Art and Design of Ferris State University, College of Creative Studies, Penny W. Stamps School of Art & Design at the University of Michigan, and Interlochen Center for the Arts.

To View the Top 10 Reasons to Support the Arts , Click Here.

MICHIGAN ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

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To download this fact sheet, "Why the Arts Matter in Michigan" with corresponding resource links visit www.ArtsActionFund.org/StateFactsheets.