



CREATIVE**MANY**

Using Data to Make Your Case

National Assembly of State Arts Agencies
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Welcome and Introductions

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Creative Many

Creative Many is a statewide organization that develops creative people, creative places and the creative economy for a competitive Michigan thru research, advocacy, professional practice and communications.

Economic Engine

NATIONALLY AND IN MICHIGAN

The arts are a growing Michigan industry.

- From 2006-2011, the number of arts-related jobs (85,656) increased by 15%, and arts-related businesses (28,072) increased by 65%.
- In 2010-2011 alone, jobs increased by 11% and arts-related businesses increased by 16%.

Disinvestment in the Arts

- Arts funding cut more than 90% between 2001 and 2009 – MI the 48th state in per capita arts funding.
- NEA budgets cut more than \$29 million in past 3 years.



2016 Creative State MI: Nonprofit Report

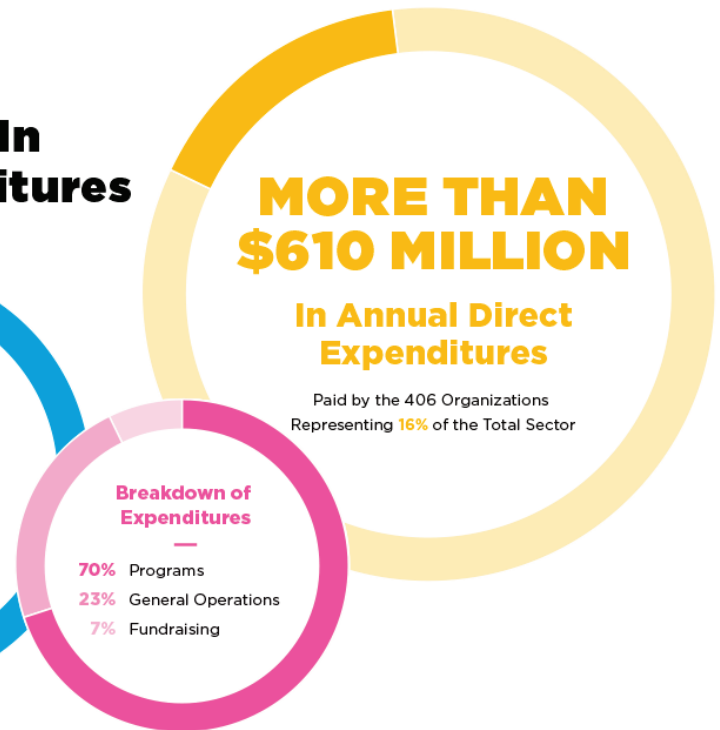
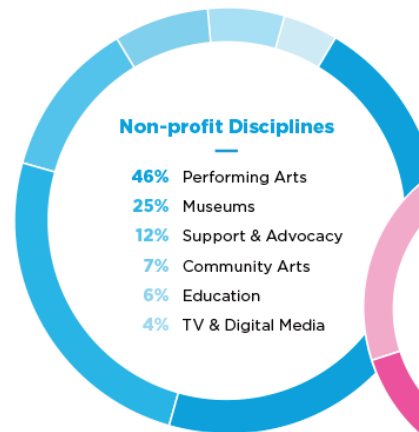
- Lacked current, reliable data to make a compelling case for the power of the arts in MI.
- Using DataArts data
- Creative Many launched Creative State MI in 2012 to:
 - Provide data and research on the vitality/impacts of the nonprofit sector.
 - Build foundation for a new MI creative economy policy agenda and investment portfolio.



2016 Nonprofit Report

- Power of 406 nonprofit arts and cultural orgs!
- \$610 million in spending
 - \$15 million increase
- \$208 million in salaries
- \$16 million in payroll taxes
 - 5.6% increase
- 25,490 MI paid jobs

\$610,299,896 In Direct Expenditures



2016 Nonprofit Report



**Over 25,000 Jobs and
More Than \$208 Million
in Paid Salaries**

2016 Nonprofit Report

**Arts and Cultural
Destinations Welcomed
24,869,747 Visitors**

*Enough to Sell Out
Comerica Park 595 Times!*

130,657

Live Productions,
Exhibitions, Films, Workshops
& Other Programming

65%
OF EVENTS
WERE FREE

•3.3 million schoolchildren experienced arts and cultural venues and events – a 12% increase over the prior year.

2016 Nonprofit Report

\$2.8 Billion in State Tourism Revenues

- More than professional sporting events, golf, boating and sailing, hunting and fishing, hiking and biking COMBINED (\$2.3 billion).



2016 Nonprofit Report

Activity	2012	2013
Festival/ Fairs	\$574.8	\$588.8
Historic Sites	\$567.2	\$605.6
Museum, Art Exhibits, Etc.	\$508.6	\$588.1
Movies	\$401.1	\$577.0
Concert, Theater, Dance	\$324.6	\$290.3
Zoo/Aquarium	\$83.6	\$196.9
Total Arts & Culture:	\$2,459.9	\$2,846.7

- Arts and culture tourism increased by \$386.8 million in just one year
- 9.6 million leisure travelers

History of State Investment

In FY 2002, state funding for the arts and culture stood at a high of \$25 million

In FY 2009, facing complete elimination recommended by Governor Granholm, the MCACA took a 73% cut to \$2.56 million

FY 2013 MCACA funded at \$6.15 million

FY 2015 Budget includes MCACA \$10.15 million, Film \$50 million w/ one-time \$25 million appropriation

2001

2009

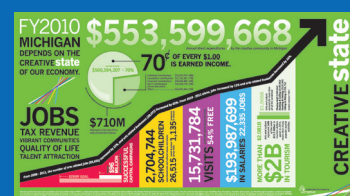
2012

2013

2014

In the next decade, state funding for the arts, culture, arts education and the creative industries in Michigan was cut 91%.

2012 –1st
Creative State



FY 2014 MCACA funded at \$8.15 million

What are Creative Industries?

Representing those industries that are involved in the production of cultural goods, services and experiences as well as industry clusters in design and other creative sectors.

- Advertising
- Architecture
- Art Schools, Artists & Agents
- Creative Technology
- Culture & Heritage
- Design
- Fashion, Garment & Textile
- Film, AV & Broadcasting
- Literary, Publishing & Print
- Music
- Performing Arts
- Visual Arts & Craft

Our Funding Partners

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**U.S. Economic
Development
Administration**

THE
KRESGE
FOUNDATION

MASCO
CORPORATION
Foundation

M E D C
MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

M

dc3 DETROIT
CREATIVE
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Ford Foundation

PRIMA  CIVITAS
Catalyst for a Competitive, Innovative & Global Michigan

Creative State Findings

At a Glance

2014: Creative Industries in Michigan

Total Employment

88,761

+1.49% (Change from 2011-2014)

Total employment in Michigan,
creative industries in 2014

Total Wages

\$4.97 B

+8.53% (Change from 2011-2014)

Total wages in Michigan,
creative industries in 2014

Total Establishments

10,706

-3.44% (Change from 2011-2014)

Total establishments in Michigan,
creative industries in 2014

4,090,009

+6.10% (Change from 2011-2014)

Total employment in Michigan,
all industries in 2014

\$198.31 B

+12.25% (Change from 2011-2014)

Total wages in Michigan,
all industries in 2014

236,461

-2.88% (Change from 2011-2014)

Total establishments in Michigan,
all industries in 2014

2014: All Industries in Michigan

Creative State Findings

Creative Industries as Percentage of Total Industries

Employment

2.17%

Michigan creative industries employment as percentage of MI total employment

Compared to U.S. creative industries employment as percentage of U.S. total employment (2.96%)

Wages

2.51%

Michigan creative industries wages as percentage of MI total wages

Compared to U.S. creative industries wages as percentage of U.S. total wages (4.28%)

Establishments

4.53%

Michigan creative industries establishments as percentage of MI total establishments

Compared to U.S. creative industries establishments as percentage of U.S. total establishments (5.00%)

Creative State Findings

Michigan's Largest Creative Industries

Employment: Design

20.09%

Design employment as percentage of total MI creative industries

Followed by **Literary, Publishing and Print** (17.57%)

Wages: Design

19.87%

Design wages as percentage of total MI creative industries

Followed by **Film, Audiovisual and Broadcasting** (19.2%)

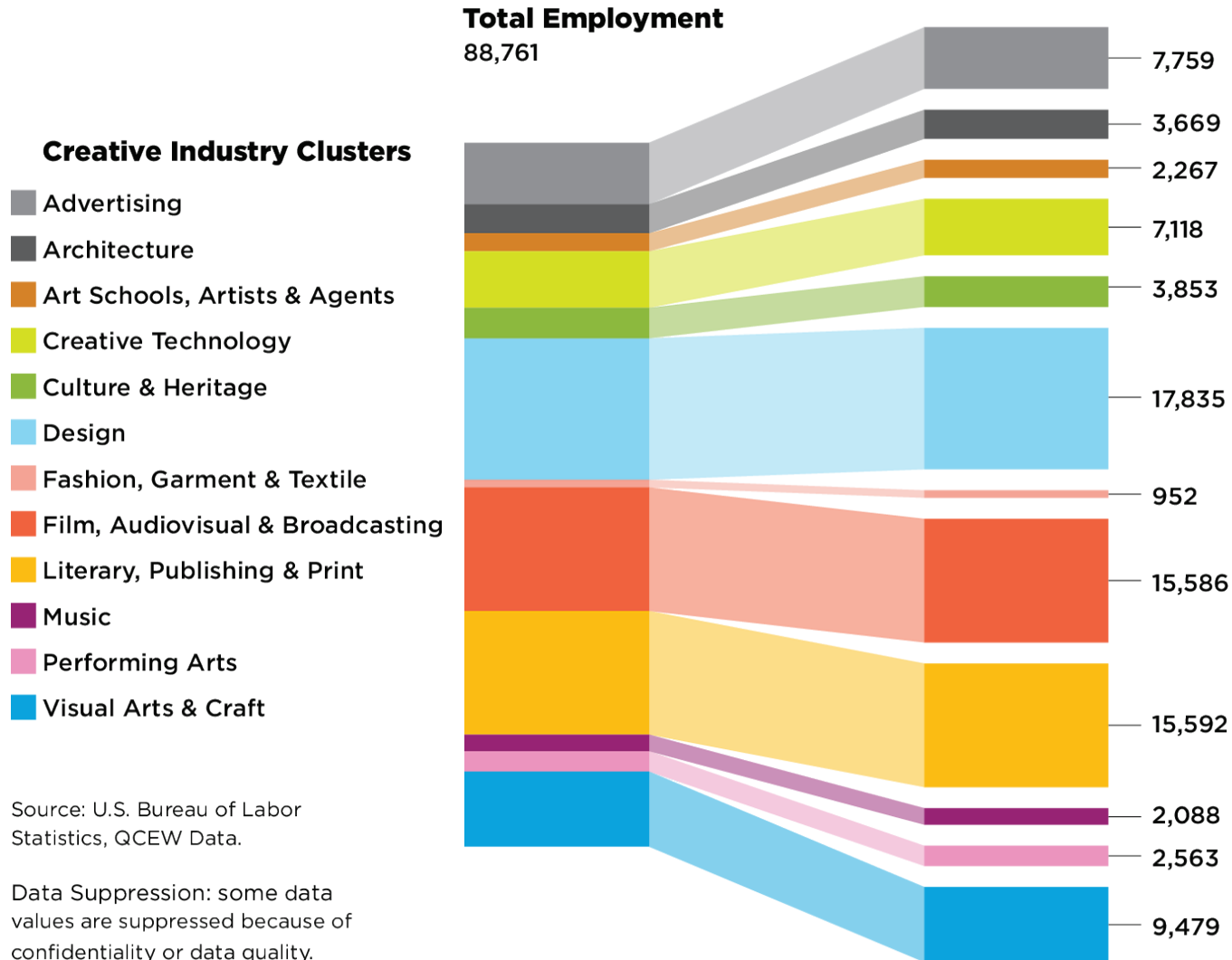
Establishments: Visual Arts and Craft

19.06%

Visual Arts and Craft establishments as percentage of total MI creative industries

Followed by **Design** (17%)

Creative State Findings



CREATE Act

- Comprehensive Resources for Entrepreneurs in Arts to Transform the Economy (CREATE) Act (S.2648)
- Minor adjustments to existing federal programs like the U.S. Department of Commerce and U.S. Department of Treasury:
 - Support for artists and entrepreneurs
 - Support the creative economy
 - Creative community development



Thank you

