**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)

<table>
<thead>
<tr>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>$878 BILLION</td>
<td>$790.4 BILLION</td>
<td>$246 BILLION</td>
</tr>
</tbody>
</table>

**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.

- 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.


**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

- 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.


**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.


- **17,394 BUSINESSES & 77,404 EMPLOYEES**

  ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

  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.


- In 2017, MI arts and culture compensation was $7.6 billion.

**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 FY 2020, 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!


**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.


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
cannmichigan.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.

MICHIGAN ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830 x2067
FOLLOW US: Arts Action Fund | @ArtsActionFund | #ArtsVote


3/27/2020