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.


<table>
<thead>
<tr>
<th>GDP &amp; JOBS</th>
<th>BONUS: U.S. exports generate a $29.7 billion arts trade SURPLUS.</th>
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<tbody>
<tr>
<td>$878 BILLION</td>
<td>Arts &amp; Culture Sector</td>
</tr>
<tr>
<td>$790.4 BILLION</td>
<td>Construction</td>
</tr>
<tr>
<td>$246 BILLION</td>
<td>Education Services</td>
</tr>
</tbody>
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**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.

<table>
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<th>BUSINESSES</th>
<th>EMPLOYEES</th>
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**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 $275 billion in federal, state, and local government revenue.

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


<table>
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<tr>
<th>NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE &amp; LOCAL ECONOMY</th>
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<td>$166.3 BILLION</td>
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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.


<table>
<thead>
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<th>GDP &amp; JOBS</th>
<th>BONUS: In 2017, MI arts and culture compensation was $7.6 billion.</th>
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<tr>
<td>$13.9 BILLION</td>
<td>Arts &amp; Culture Sector</td>
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<tr>
<td>$13 BILLION</td>
<td>Transportation</td>
</tr>
<tr>
<td>$10 BILLION</td>
<td>Utilities</td>
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**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

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.


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**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.


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<th>NONPROFIT ART IS A DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES</th>
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PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

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 $305,100 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.


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

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!


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.

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 unparallel 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.

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

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 Toupozian 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
- Deb Polich is the Americans for the Arts State Captain. If you want to get involved, feel free to reach out to her at deb.polich@a3arts.org. >More
- Rochelle Riley is the appointed by Detroit mayor Mike Duggan to direct Detroit’s Arts & Cultural office. She will have influence through this office and is, in a reporter’s way, researching and building her knowledge of the field to make change. >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

The Arts Alliance
a3arts.org
Cultural Advocacy Network of Michigan
canmichigan.org
Michigan Museums Association
michiganmuseums.org

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

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


7/21/2020