## 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>Industry</th>
<th>GDP 2019</th>
<th>Jobs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7 BILLION</td>
<td>5.2 MILLION</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7 BILLION</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9 BILLION</td>
<td></td>
</tr>
</tbody>
</table>

**Bonus:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

### Michigan Arts Facts

**Arts & Culture Sector Represents 2.9% of State's GDP & 122,288 Jobs**

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</tr>
<tr>
<td>Education Services</td>
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**Bonus:** In 2019, MI arts and culture was also larger than the Agriculture industry.

### Loss of Revenue and Jobs

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.

<table>
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<th>Revenue Lost</th>
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<td>$150B</td>
<td>52%</td>
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**In Michigan, COVID-19 has devastated creative economy businesses with a loss of $2.4 billion in revenue. In addition, 53% of all creative workers in Michigan became unemployed (64,389 people) as of July 2020.**

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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 $27.5 billion in federal, state, and local government revenue.

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

**Nonprofit Art is a Driver of Our National, State & Local Economy.**

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**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.

**Nonprofit Art is a Driver of Just One of Our Local Economies.**

<table>
<thead>
<tr>
<th>Revenue Lost</th>
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### 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 allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just 51¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.

**Source:** Americans for the Arts Action Fund, 2021. Read: “Funding The Arts is Good for the Nation,” The Hill, 2015.

**Q** How much does the MI state government budget to the Michigan Council for the Arts and Cultural Affairs each year?

**A** In FY 20-21, the state allocated $8,350,000 to the Michigan Council for the Arts and Culture. The Michigan Council for the Arts and Cultural Affairs also received $866,800 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 98 nonprofit arts organizations received direct grants from the NEA totaling $2,785,500.

**Source:** NEA and NASAA, 2021 Read: “Creative State Michigan,” 2018.
Michigan Council for Arts (MCACA)
Established in 1966, 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.

Director: Alison Watson
Chair: W. Omari Rush

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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.

IN THE GREAT LAKES STATE, THE ARTS UNITE US

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, Chairman, Michigan Council for Arts and Cultural Affairs

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.

THE CULTURAL ADVOCACY NETWORK OF MICHIGAN strives to bring a collective voice for cultural organizations in Michigan. The organization will lead advocacy and education efforts to influence decision making at the highest levels of state and local government and ensure that cultural leaders have the tools they need to deliver the highest quality of service for the individuals they serve.

Board President: Deborah E. Mikula

Michigan 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, PennyW. 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 ARE EVERYWHERE!

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

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