

# **Creative Many Michigan Positioning Michigan's Creative Economy for Growth**

**NORTHWEST MICHIGAN ARTS SUMMIT**

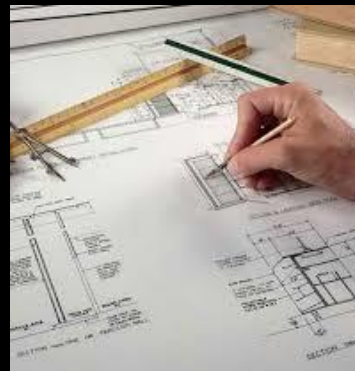
**INTERLOCHEN**

**February 11, 2016**

# CREATIVE MANY MICHIGAN

Advocate. Research. Resource. Connect.

Developing creative people, creative places and the creative economy for a competitive Michigan.



# KEY INITIATIVES

## RESEARCH

Creative State MI Research/Reporting

## ADVOCACY

Grassroots/Direct Lobbying - MI/US

MI Legislative Creative Caucus

AFTA National Arts Education Pilot

## PROFESSIONAL PRACTICE

Professional Practice Seminars + Summits

Kresge Artist Fellowships Professional Practice

Lawyers for the Creative Economy

Online Resources for Artists/Creatives

## FUNDING

Resonant Detroit

## NETWORKS + DIALOGUE

LCE CODE Events – Creatives + Attorneys

Make + Do – Connecting MI Makers

Creative Networking & Dialogue Events

Strategic Communications



# THE ARTS ARE AN ECONOMIC ENGINE

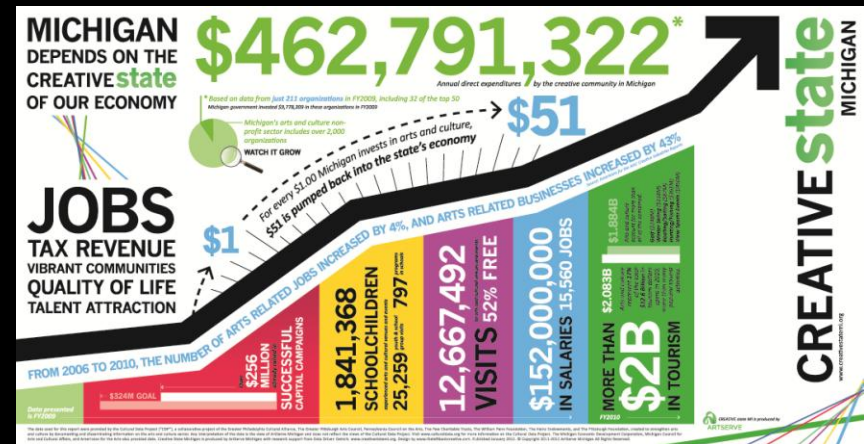
- **Arts are an industry.** Nonprofit arts organizations generate **\$135 billion** in economic activity annually, supporting **4.1 million jobs** and generating **\$22.3 billion** in government revenue.
- Nationally, there are **750,453 businesses** in the US involved in the creation or distribution of the arts that **employ 3.1 million people** (representing **4.2% of all businesses** and **2.1% of all employees**).
- Arts and culture is an export industry. US exports of arts goods (such as movies, paintings, and jewelry) grew to **\$72 billion** in 2011.



# CREATIVE STATE MI RESEARCH

Since 2012, CREATIVE STATE MI has provided:

- Annual data/research on the vitality/impacts of Michigan's nonprofit arts and cultural sector.
- Case-making for reinvestment in Michigan's arts and cultural assets -- \$2.5 to \$10.15 million between 2009 and 2015.
- Sources: MI Cultural Data Project, Americans for the Arts, Pure Michigan.



# 2016 CREATIVE STATE MI – NONPROFIT REPORT

- Fifth edition in our annual series – FY 2013 data
- 406 nonprofit arts/cultural orgs – 18% of sector
- \$610.3 million in expenses (2.5% increase)
- \$208.5 million in salaries (4.4% increase)
- 25,490 MI jobs (2% decrease due to fewer contractors)
- \$16.1 million in payroll taxes (5.6% increase)
- 24.9 million cultural visitors (3.6% decrease)
- 3.3 million schoolchildren benefit from arts/cultural visits (12% increase)

# 2016 CREATIVE STATE MI – NONPROFIT REPORT

- Arts/culture generated more than \$2.8 billion in state tourism revenues in FY 2013 – 21% of total state tourism revenues.
- More than sporting events, golf, boating/sailing, hunting/fishing, hiking/biking COMBINED.
- Arts/cultural venues brought \$386.8 million increase in state tourism revenues from 2012 to 2013.



# 2014 CREATIVE INDUSTRIES REPORT

Michigan's creative industries are important contributors to the state economy -

**\$3.6 BILLION** FISCAL 2011 YEAR

**3.1%**



**9**



THOUSAND PLACES

**74**



THOUSAND JOBS



## PHASE 2 CREATIVE AND DESIGN INDUSTRIES STUDY

- Phase 2 study slated for March 2016 release
- Define integral role of creative and design industries in Michigan's economy/communities
- Position future job/business growth strategies and equip regional EDCs

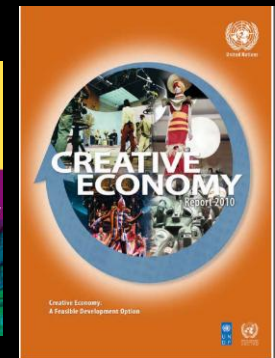
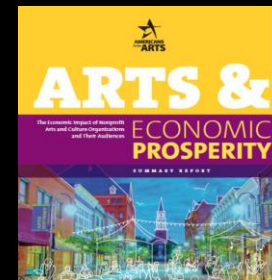
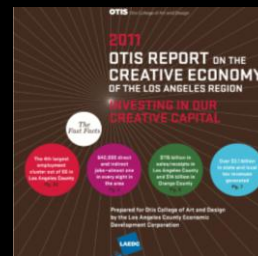
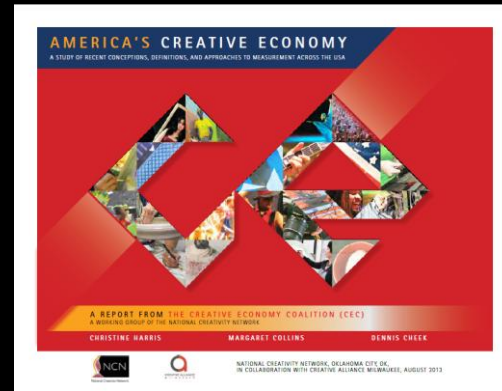


## PHASE 2 PARTNERS

- US Economic Development Administration
- MI Economic Development Corporation
- Kresge Foundation
- Masco Corporation Foundation
- CS Mott Foundation
- Detroit Creative Corridor Center
- Prima Civitas
- Kerr Smith Design, Toronto CA - Consultant

# QUANTITATIVE RESEARCH/ANALYSIS

- Literature review
- Updating data/analysis - US Bureau of Labor Statistics and US Census Bureau
- Jobs, wages, establishments – for profit and nonprofit
- Creative industries sector profiles
- Regional/industry profiles



# QUALITATIVE METHODS - ENGAGEMENT

- Stakeholder interviews
- Regional “Three Horizons” workshops in Detroit, Grand Rapids, Ann Arbor and Flint
- Foresight Analysis
- Creative Economy Policy Summit
- How do we position these industries for growth as state/regional priorities?



# PHASE 2 STUDY HIGHLIGHTS

## MICHIGAN'S CREATIVE INDUSTRIES - 2014

- 11,009 JOBS *-2% over prior year*
- 89,281 ESTABLISHMENTS *-1%*
- \$4.99 BILLION IN WAGES *+2% (2.5% of state total)*

## PROSPERITY REGION 2 – 2014

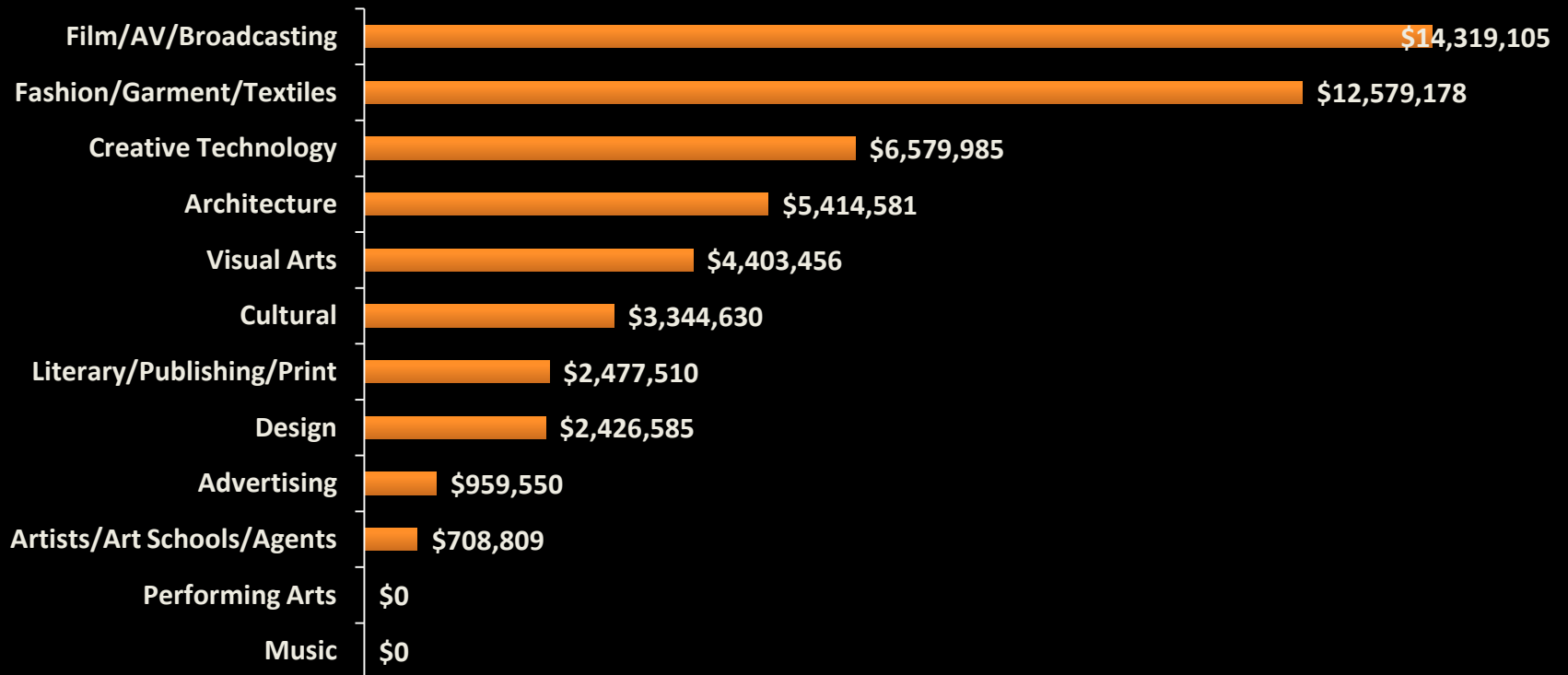
- 1,336 JOBS *-2%*
- 519 ESTABLISHMENTS *-1%*
- \$53.2 MILLION IN WAGES *+5.7%*

Between 2011 to 2014 – jobs and wages increased while number of establishments have decreased.



# CREATIVE INDUSTRIES – REGIONAL DISTRIBUTION BY WAGES

## 2014 CREATIVE INDUSTRIES WAGES





# AFTA pARTnership MOVEMENT

Provides businesses and arts organizations with tools to make meaningful collaborations – supporting healthy, creative and artistic communities and giving businesses a competitive advantage.

[www.partnershipmovement.org](http://www.partnershipmovement.org)



# AFTA pARTnership MOVEMENT

- Employees want to live/work in a vibrant community.
- Arts help strengthen market share, brand and customer outreach.
- Arts get your company's message out in creative ways.





# AFTA pARTnership MOVEMENT

- Creativity top applied skill sought by leading employers.
- Arts challenge employees to be their best, learn new skills and get involved.
- Arts support workplace team development and diversity/inclusion aims.
- Employee appreciation thru arts events, tickets...
- Partnerships in the arts are partnership for the whole community!





# AFTA pARTnership MOVEMENT

- Artist in Residence  
(Pfister Hotel Milwaukee, WI)
- Local artists engaged in suite designs  
(Heathman Hotel, Portland OR)
- Ballet West costume season promo tour  
(Zions Bank, UT)
- Employee volunteers for local arts orgs  
(Premier Bank, Dubuque, IA)



# AFTA pARTnership MOVEMENT

- Employee “Lunch and Learns” at Arts/Cultural Venues  
(Duke Energy, NC)
- Artist Designs for Home Decor  
(Deny Designs, New York, NY)
- Performance Training for Lawyers  
(Guthrie Theater, Minneapolis MN)
- Public Art on the Slopes  
(Aspen Skiing Company, Aspen CO)





# THE MICHIGAN HOUSE



# CONTACT

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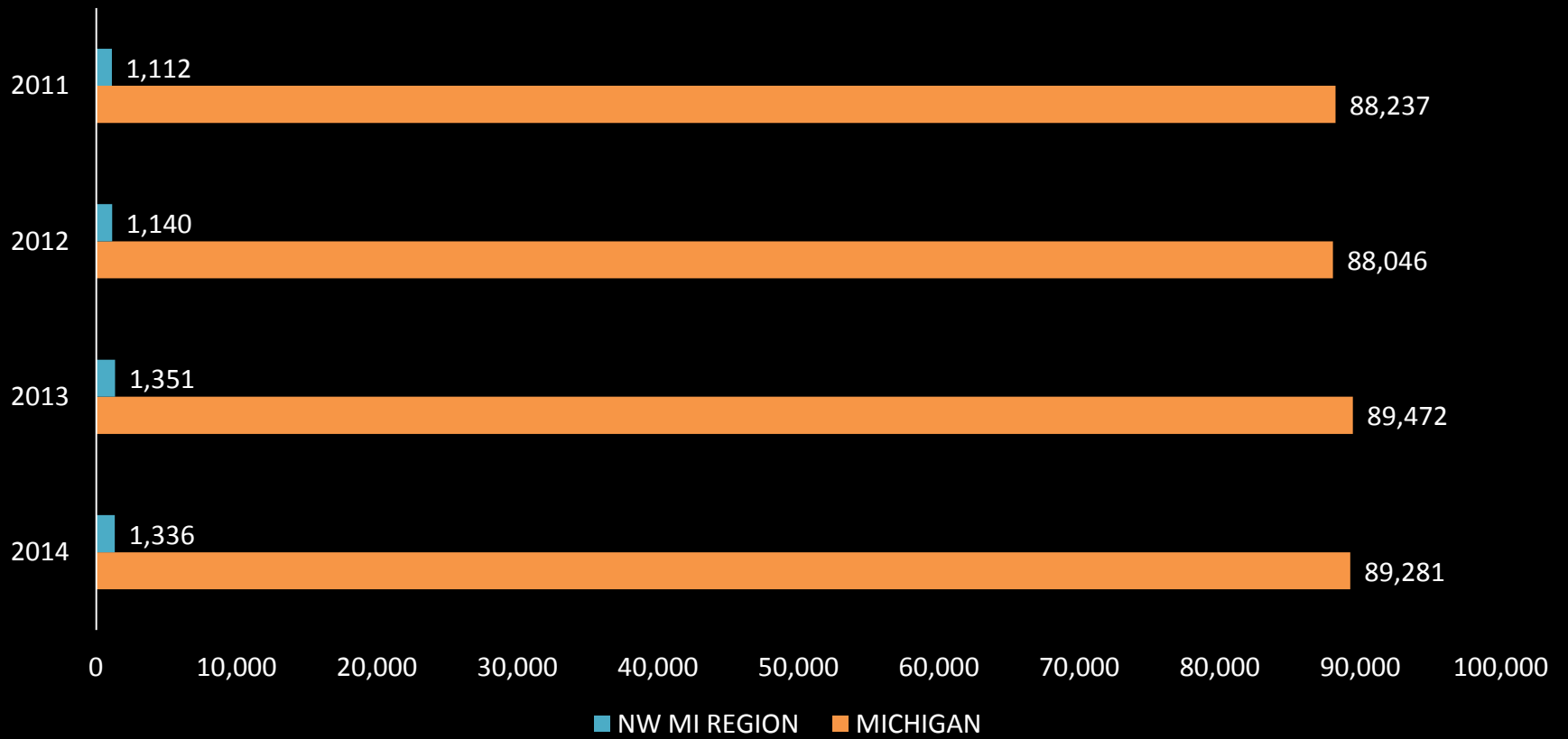
[jennifer@creativemany.org](mailto:jennifer@creativemany.org)

[www.creativemany.org](http://www.creativemany.org)



# MICHIGAN & REGION 2 - CI JOBS

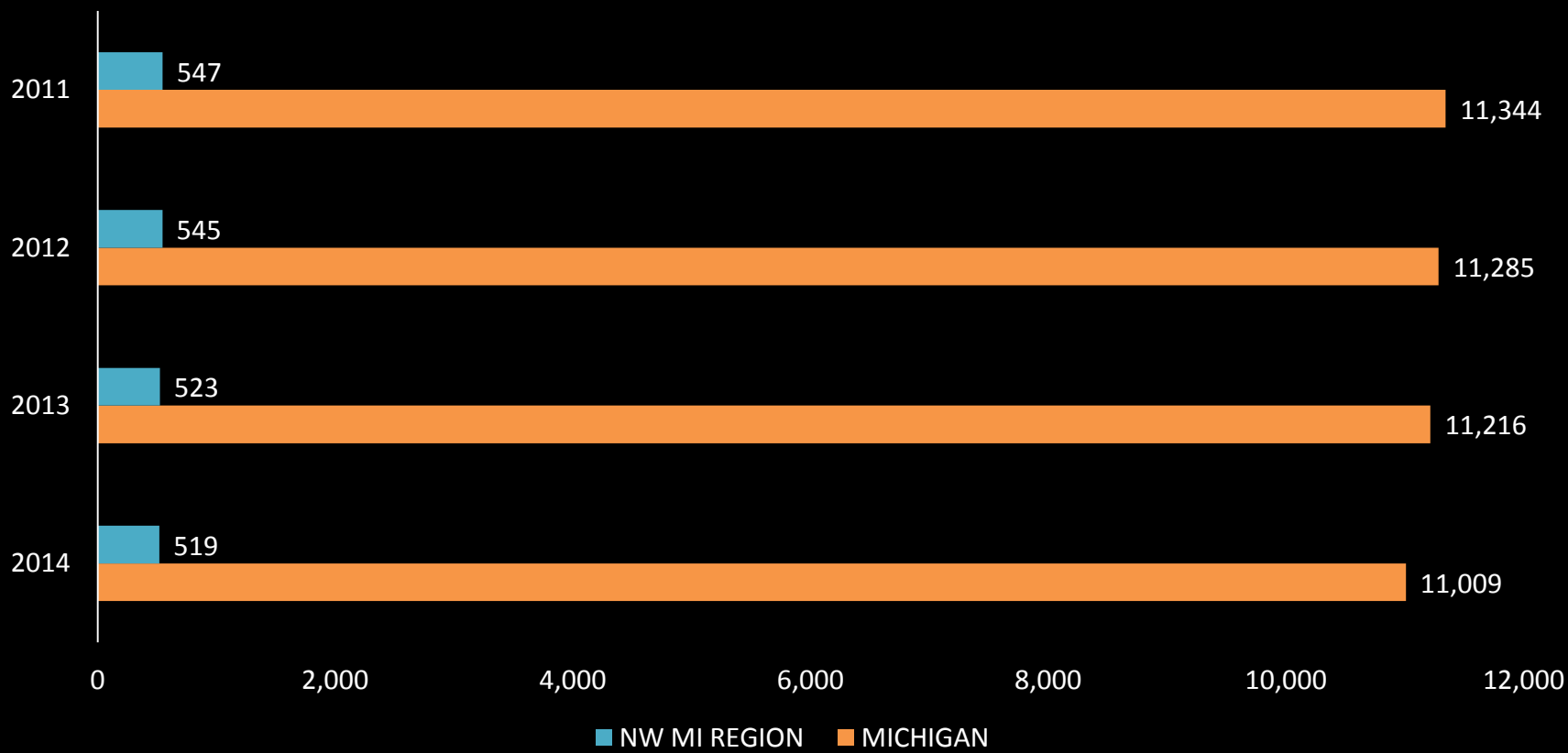
## CREATIVE INDUSTRIES JOBS – 2011 TO 2014





# MICHIGAN & REGION 2 – CI ESTABLISHMENTS

## CREATIVE INDUSTRIES ESTABLISHMENTS – 2011 TO 2014



# MICHIGAN & REGION 2 – CI WAGES

## CREATIVE INDUSTRIES WAGES – 2011 TO 2014

