Using Data to Make Your Case

National Assembly of State Arts Agencies
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Welcome and Introductions

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Director of Public Policy

Creative Many Michigan
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.
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
2016 Nonprofit Report

92K
IN EMPLOYMENT
(Paid & Unpaid)

Breakdown of Leadership
- 65% Volunteers
- 14% Independent Contractors
- 10% Part-time Staff
- 6% Board Members
- 4% Full-time Staff
- 1% Interns/Apprentices

Over 25,000 Jobs and More Than $208 Million in Paid Salaries
2016 Nonprofit Report

Arts and Cultural Destinations Welcomed 24,869,747 Visitors

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival/ Fairs</td>
<td>$574.8</td>
<td>$588.8</td>
</tr>
<tr>
<td>Historic Sites</td>
<td>$567.2</td>
<td>$605.6</td>
</tr>
<tr>
<td>Museum, Art Exhibits, Etc.</td>
<td>$508.6</td>
<td>$588.1</td>
</tr>
<tr>
<td>Movies</td>
<td>$401.1</td>
<td>$577.0</td>
</tr>
<tr>
<td>Concert, Theater, Dance</td>
<td>$324.6</td>
<td>$290.3</td>
</tr>
<tr>
<td>Zoo/Aquarium</td>
<td>$83.6</td>
<td>$196.9</td>
</tr>
<tr>
<td><strong>Total Arts &amp; Culture:</strong></td>
<td><strong>$2,459.9</strong></td>
<td><strong>$2,846.7</strong></td>
</tr>
</tbody>
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- Arts and culture tourism increased by $386.8 million in just one year
- 9.6 million leisure travelers

*The History, Arts and Cultural Travel Industry in Michigan, Michigan Economic Development Corporation Research Unit, 2012 & 2013.*
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.

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 MI released.

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
This study is made possible by the generous support of Creative Many’s funding partners for this study.
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
$4.97B
+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

2014: All Industries in Michigan

Total Employment
4,090,009
+6.10% (Change from 2011-2014)
Total employment in Michigan, all industries in 2014

Total Wages
$198.31B
+12.25% (Change from 2011-2014)
Total wages in Michigan, all industries in 2014

Total Establishments
236,461
-2.88% (Change from 2011-2014)
Total establishments in Michigan, all industries in 2014
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

Creative Industry Clusters

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

Total Employment: 88,761

7,759
3,669
2,267
7,118
3,853
17,835
952
15,586
15,592
2,088
2,563
9,479


Data Suppression: some data values are suppressed because of confidentiality or data quality.
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