MICHIGAN DEPENDS ON THE CREATIVE STATE OF OUR ECONOMY.

JOBS
TAX REVENUE
VIBRANT COMMUNITIES
QUALITY OF LIFE
TALENT ATTRACTION
TECHNOLOGY
BUSINESS DEVELOPMENT

$3.6 BILLION
Total wages for the creative sector in Michigan were $3,554,832,145 in fiscal year 2011

3.1%
Creative industries are 3.1% of total $115,089,049,996:
Establisments = 4.6% of total 231,030
Employees = 2.9% of total 2,560,599

$115B
TOTAL WAGES
9 THOUSAND PLACES
74 THOUSAND JOBS
9,758 creative industry workplaces
74,049 creative industry employees

SELECTED CREATIVE INDUSTRY WAGE SNAPSHOTs
This select list of 37 NAICS codes represent 53.8% of all wages for core creative industry establishments totaling $21,913,876,155

$580,906,780
ADVERTISING

$357,658,310
LITERARY/PUBLISHING/PRINT

$321,617,509
DESIGN

$233,472,123
FILM/AUDIOVISUAL/BROADCASTING

$196,210,862
ARCHITECTURE

$104,826,921
CULTURAL/HERITAGE

$49,497,487
ARTISTS AND FINE ARTS SCHOOLS

$37,386,457
MUSIC

$37,019,813
VISUAL ARTS

$15,081,893
PERFORMING ARTS

CREATIVE WORKPLACES BY SECTOR
32.5% Distribution & Dissemination
56.2% Creative & Cultural Fields
11.3% Production & Manufacturing

TOP 5 COUNTIES

#1 OAKLAND
1,974 Establishments
22,651 Employees
$537,092,253 Total Wages

#2 WAYNE
1,512 Establishments
15,182 Employees
$408,565,363 Total Wages

#3 KENT
764 Establishments
8,925 Employees
$294,892,323 Total Wages

#4 WASHTENAW
444 Establishments
4,151 Employees
$181,146,977 Total Wages

#5 MACOMB
411 Establishments
4,277 Employees
$171,802,024 Total Wages

Data Sources: 2011 U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW) Core Creative Industry Establishments are defined as the top 300 core NAICS codes in the U.S. Creative Industry Wages are produced from a smaller set of core creative industries defined as the top 170 core NAICS codes in the U.S. The research reported here was publicly available data from U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW). Any interpretation of the data is the view of Artserve Michigan. Artserve Michigan is produced by Artserve Michigan with research support from Data Driven Detroit. www.creativemichigan.org. Design by www.illustratedcreations.com. Published January 2014. © Copyright 2012-2014 Artserve Michigan. All Rights Reserved.
In spring 2013 ArtServe Michigan embarked on a new research project. The purpose— to comprehensively define and measure the influence of the creative sector and its interrelated segments -- the sole proprietor individual artists and independent creative entrepreneurs, for-profit creative businesses and non-profit arts/culture organizations -- to Michigan’s economy. Michigan has an outstanding tradition of producing creative ideas, content, products and services of global significance.

VALUE OFFERED

The value of Michigan’s creative sector is shown in its rich artistic, cultural, and creative offerings produced by individuals, companies and organizations.

OPPORTUNITY

Michigan’s creative sector represents a strategic opportunity for economic growth and this research is designed as the foundation for creating an evidence-based approach for assessing its impact and growth trends over time.

More information is available at www.creativestatemi.org

THE DATA SOURCES


Leadership and Funding

ArtServe Michigan is the statewide non-profit organization leading advocacy for the transformative power of the arts, culture, arts education, and the creative economy in Michigan. Our mission is to cultivate the creative potential of Michigan’s arts and cultural sector to enhance the health and well-being of Michigan, its people and communities. Our core mission is to be an essential ingredient to Michigan’s vibrancy and contributing jobs and economic benefits, creating vibrant communities to attract high-demand business and talent, supporting statewide cultural tourism, and transforming the lives of people of all ages. Advertise. Support. Connect. www.ArtServeMichigan.org | Artserve@serve

The Detroit Creative Corridor Center is designed to support the growth of Detroit’s creative economy by delivering business acumen and attraction services and creating signature programming tailored specifically to creative professional needs. DCC is a partnership between Business Leaders for Michigan and the College for Creative Studies. www.detroitccc.org

Data Drive Detroit (DDD) is a data-driven organization with a focus on the city of Detroit. DDD, an affiliate of the Michigan Nonprofit Association (MNA), provides actionable, high-quality information and analysis to drive informed decision-making. Their vision is that essential and unbiased information is used by all. www.datadrivedetroit.org

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