



CREATIVE**MANY**

CREATIVEstate[®]
2016 Creative Industries Report **MICHIGAN**

REGIONAL PROFILE

Detroit

Detroit dancer, Haleem Rasul, wears a Nick Cave soundsuit during one of Cave's Hear Here performance interventions in Downtown Detroit.

Photo Credit: Ash Arder

REGIONAL PROFILE

Detroit





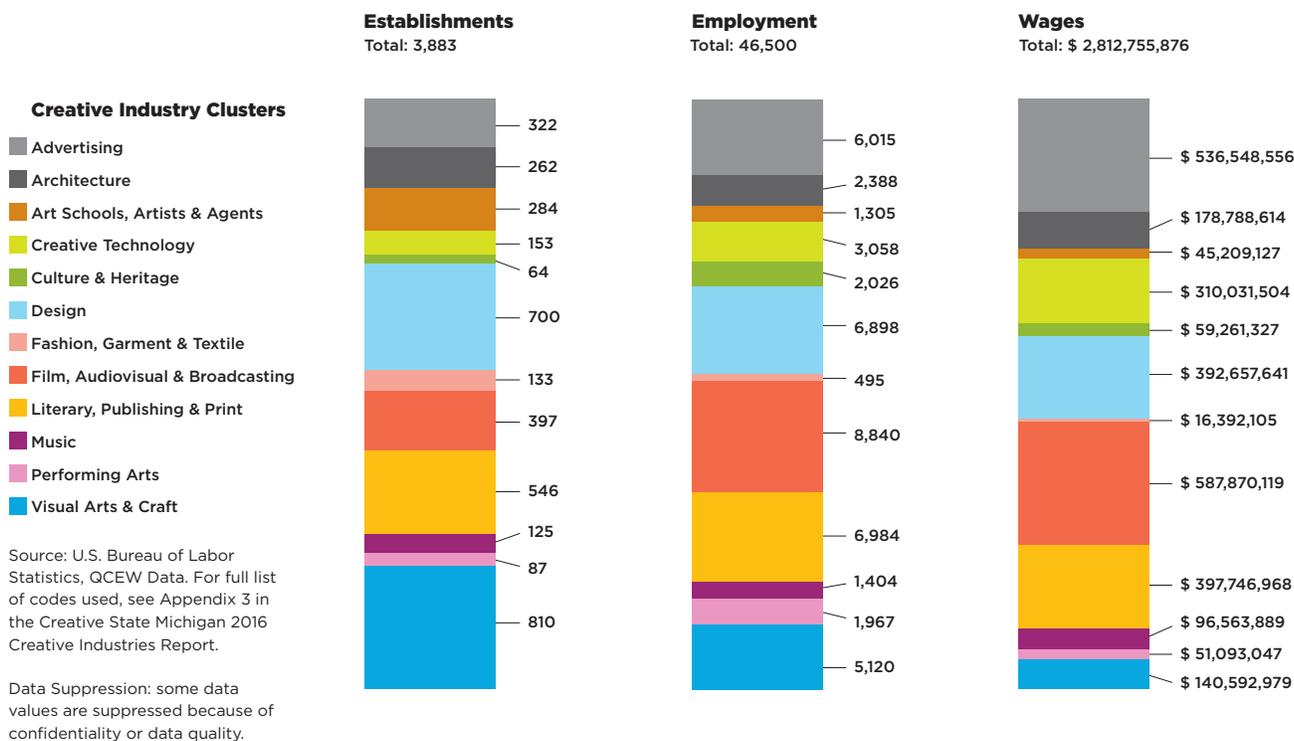
Detroit: Transformation

Entrepreneurs, designers and makers are setting up shop in Detroit and scaling up their businesses with the support of local accelerators.

The resurgence of Detroit as a livable and vibrant creative city has been heralded around the world. In newspapers, books and documentaries, the remarkable comeback of the city post-bankruptcy is a source of inspiration. However, the hard work on the ground of building up neighborhoods, establishing support networks and markets for creative workers, and ensuring that new development is equitable and sustainable is ongoing. Recent achievements such as the City of Design designation awarded by UNESCO, and led by the Detroit Creative Corridor Center, opens new opportunities to cultivate growth in Detroit's design industries. Despite notable improvements and dedicated investment from foundations and private ventures, Detroit still lags other American cities of equivalent size in terms of the overall financial and

Creative Industries in Detroit* Distribution in 2014

*Macomb, Oakland and Wayne Counties



Digital Apps & Opportunity

“Detroit Labs is not a typical venture investment with aspirations of world domination — it’s a service business. It makes mobile apps for other companies. But the app maker is perhaps the fastest-growing startup in Detroit proper, with more than 70 employees just four years after founding and customers including Domino’s Pizza and Chevy. Detroit Labs brings in people who have no background in programming to participate in a three-month coding boot camp, from which it has hired some 22 of its employees. ‘This is a mission-based company,’ says co-founder Nathan Hughes. ‘And our mission is to produce opportunities.’ ”

Gannes, L. (2015). *15 Startups Sparking Change in Detroit*. [online] Re/code. Available at: <http://recode.net/2015/02/12/15-startups-sparking-change-in-detroit/>

employment impact of creative industries. In an era when population decline continues and average household income remains low, still more time and input are required to build the vigorous diverse economy needed.

However, there are many hopeful signals of change. In a reversal of the exodus away from the city, art galleries and artist run centers are opening nearer to the core. Curators play an important role in this ecosystem. The multi-functional spaces such as those at the N’Namdi Center for Contemporary Art make room for performances, exhibitions, education and discourse, as well as housing a celebrated collection of African American art. The Museum of Contemporary Art Detroit also serves as an anchor in the cultural center, presenting “art at the forefront of contemporary culture”, while it builds rapport with youth and neighborhood communities. Extraordinary resources such as the Detroit Institute of Art have been secured for the whole community through diversified financial strategies. International artists have shown increasing interest in relocating to Detroit, in part because of the availability of affordable space. There is no doubt that the Detroit brand is in massive ascendance.

A long history of design is written into the DNA of the city. More commercial and industrial designers are employed in the Detroit area than in any other location in the U.S. They are now among the highest paid for their profession in the country.¹ The automotive industry, including car and component part manufacturers, remains a significant employer in this sector and places design at the center of its competitive advantage. Product, apparel and furniture design have also expanded, in some cases with smaller entrepreneurial designer-maker businesses achieving wide appreciation of their “made in Michigan” sensibility.

Profile of Creative Industry Detroit* for 2011-2014

***Macomb, Oakland and Wayne Counties**

Year	Establishments	Employment	Wages	Nonemployer Establishments
2011	4,173	46,412	\$2,630,307,215	11,666
2012	4,079	45,872	\$2,673,623,815	11,937
2013	3,998	47,249	\$2,820,609,647	11,803
2014	3,883	46,500	\$2,812,755,876	N/A

Source: U.S. Bureau of Labor Statistics, QCEW program. For full list of codes used, see Appendix 3 in the Creative State Michigan 2016 Creative Industries Report.

Creative Industry Detroit* Change from 2011-2014

***Macomb, Oakland and Wayne Counties**

	Establishments	Employment	Wages	Nonemployer Establishments
Change	-6.95%	+0.19%	+6.94%	+1.17% (2011-2013)

Detroit & the Creative City Network

“Most recently, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) designated Detroit as a ‘city of design’ as part of its Creative Cities Network, an initiative of 69 cities ‘to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development.’ Detroit was the first U.S. city to obtain such a designation, joining the likes of locales like Singapore and Budapest.”

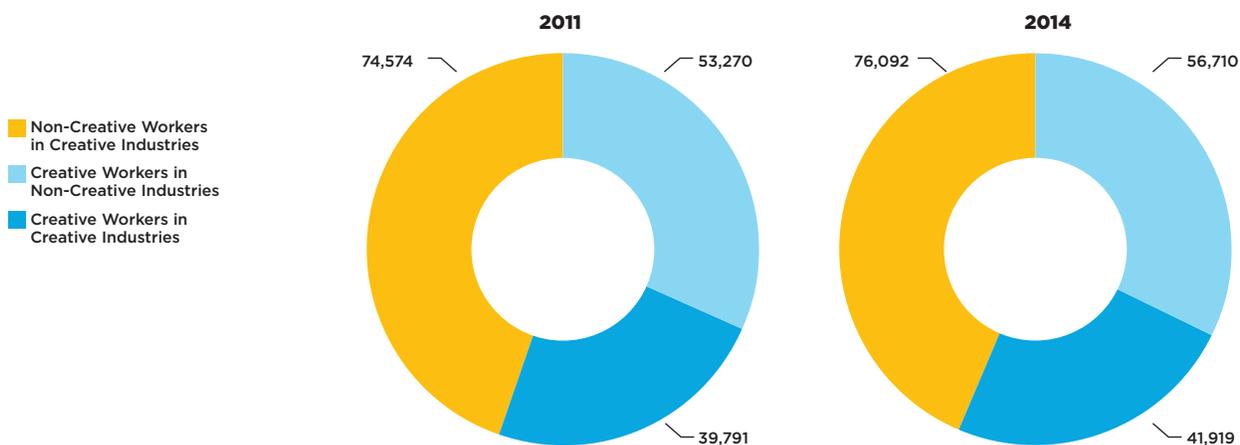
DeVito, L. (2015). *2015 was a pivotal year in Detroit’s art scene.* [online] Detroit Metro Times. Available at: <http://www.metrotimes.com/detroit/2015-was-a-pivotal-year-in-detroits-art-scene/Content?oid=2387939>

Business incubators and accelerators are flourishing here. More than 100 tech start-ups have received funding and are beginning to scale-up their operations. Smartzone innovation hubs such as TechTown are supported by the Michigan Economic Development Corporation and are contributing jobs to the local community since their introduction. Occupations related to digital development and technology are among the most reported in Detroit’s creative industries. Software developers, computer programmers and graphic designers all contribute their talents to the creation and promotion of digital outputs. Short to medium-term prospects for healthy growth in this sector are good as automotive companies expand their technological reach through connected vehicles and technology reliant companies such as Quicken Loans increase demand for skilled workers. The installation of superfast internet service through Rocket Fiber may promote even more growth.

Detroit’s creative industries represent 56.59% of the total creative industry wages in the state and 52.39% of the employment. Wages have increased \$182,448,661 since 2011 despite an increase of only 88 workers. Most employees work in the Film, Audiovisual and Broadcasting, followed by Literary, Publishing and Print and Design sectors. Although there are fewer employees, the Advertising industry represents disproportionately high wages overall and Creative Technology contributes the highest wages per employee.

1. U.S. Bureau of Labor Statistics, (2015). *Occupational Employment Statistics: Commercial and Industrial Designers.* [online] Available at: <http://www.bls.gov/oes/current/oes271021.htm#st> [Accessed 2 Feb. 2016].

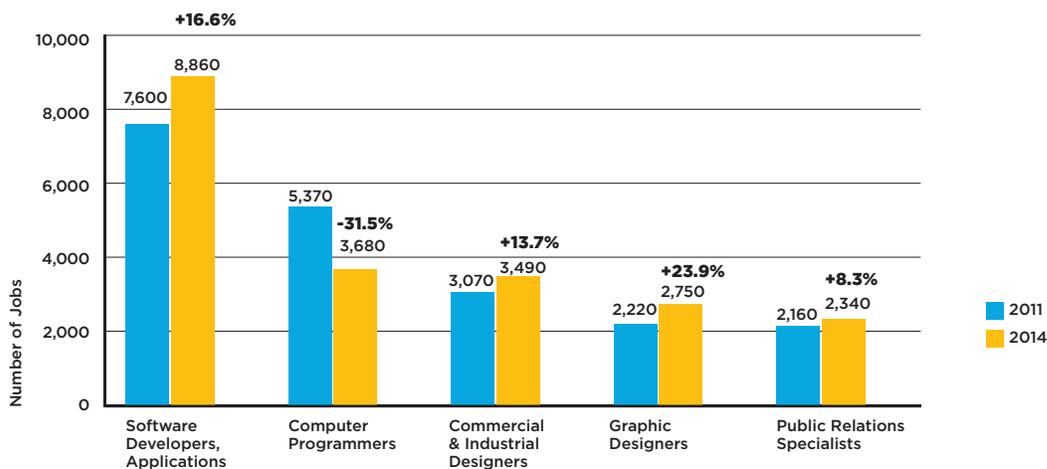
Creative Employment Breakdown for Detroit*
*Detroit-Warren-Dearborn MSA



Source: Economic Modeling Specialists Incorporated, 2015.

Top Creative Occupations in Detroit* by Employment

*Detroit-Livonia-Dearborn & Warren-Troy-Farmington Hills MSAs



Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics program. Included codes: 15-1132: Software Developers, Applications, 15-1131: Computer Programmers, 27-1021: Commercial and Industrial Designers, 27-1024: Graphic Designers, 27-3031: Public Relations Specialists.

Percentage change in total regional creative industries wages, 2011-2014

+6.49%

2014 regional creative industries location quotient compared to U.S.

0.70

Top Paid Creative Occupations in Detroit* for 2014

*Detroit-Livonia-Dearborn & Warren-Troy-Farmington Hills MSAs

Job Title	Average Wages
Marketing Managers	\$134,482
Advertising and Promotions Managers	\$127,350
Public Relations Managers	\$103,986
Software Developers, Applications	\$85,347
Info. Security Analysts, Web Developers, and Computer Network Architects	\$83,757

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics program. For full list of codes used, see Appendix 3 in the Creative State Michigan 2016 Creative Industries Report.

Occupations in Advertising remain the most highly compensated in Detroit's creative economy. Despite disruptive change due to technology and economic challenges on the client side, many agencies have rebounded and Marketing Managers, Advertising and Promotions Managers, and Public Relations Managers occupations sit among the top five average wages in this study.

O.N.E. Mile's Mothership is a mobile DJ booth inspired by Detroit's funk music legacy.

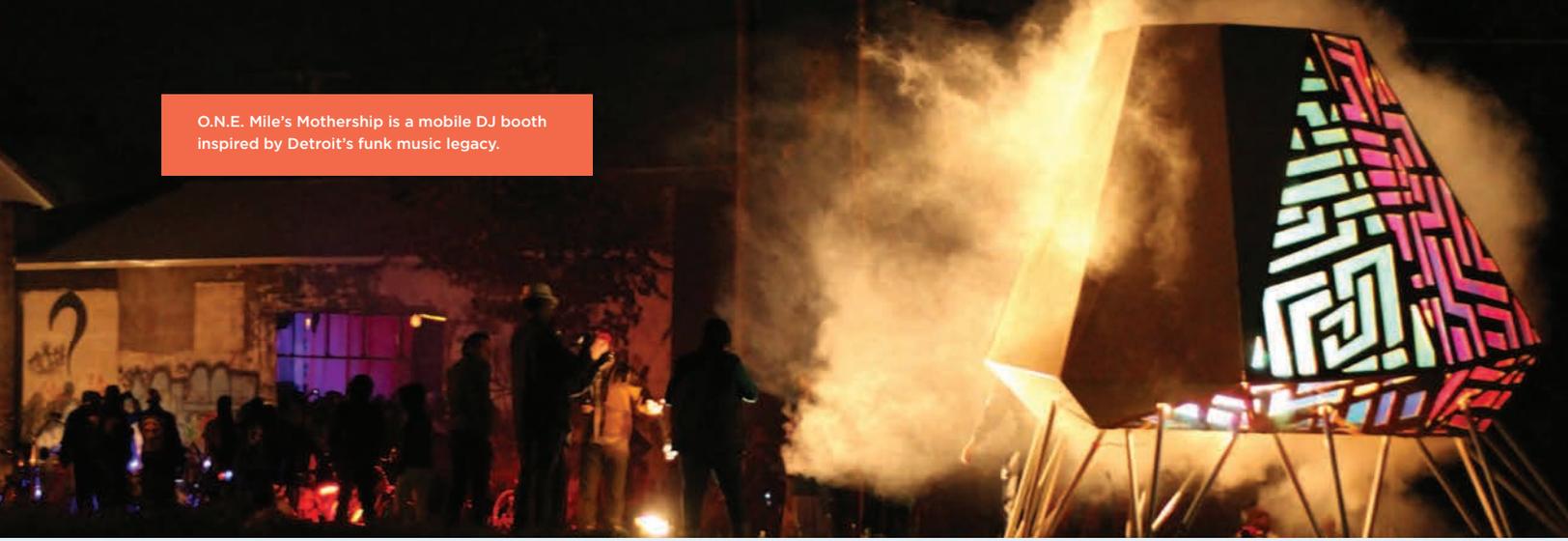


Photo Credit: Bryce Detroit

CASE STUDY: DETROIT & WAYNE COUNTY

The O.N.E Mile Project

O.N.E. Mile honors the cultural legacy of the North End by catalyzing opportunities for the creativity of the Oakland Avenue neighborhood.

Detroit is home to the big automakers such as Ford and General Motors and was the launching pad for Motown greats such as Aretha Franklin, Smokey Robinson and Diana Ross. The city's North End neighborhood has experienced the full impact of the rise and fall of both the music and the auto industries. Oakland Avenue is the heart of the North End neighborhood and music is its major legacy. It is out of this rich, cultural history that the O.N.E. Mile Project was created.

In early 2014, Bryce Detroit and Halima Cassells, members of the Oakland Avenue Artist Coalition, were introduced to designers Anya Sirota and Jean-Louis Farges, co-founders of the Metropolitan Observatory of Digital Culture and Representation (MODCaR). Brought together by their shared desire to revitalize and re-imagine Oakland Avenue and the North End, they decided to collaborate on a project. The O.N.E. Mile Project is the fruit of that joint effort.

Funded by ArtPlace America, The Knight Foundation (Knight Arts Challenge), the University of Michigan's A. Alfred Taubman College of Architecture and Urban Planning, and Creative Many Michigan, the Project is a multi-disciplinary collaboration that brings together a network of artists, community activists, architects and performers to reactivate and re-imagine a one-mile stretch of Oakland Avenue. Created as a way to support the cultural producers of the neighborhood, the Project acts as a catalyst for the community's creative economy ideas and supports the programming that is already taking place in the neighborhood.

While the Oakland Avenue neighborhood may be steeped in a musical history, the Project is not just a musical endeavor. It also encompasses visual art, design, events, gardens and a magazine. O.N.E. Mile organizers and their community collaborators make use of both existing and temporary

spaces and transform them into sites for social and cultural activity. The Project hosts events, exhibits, workshops, and performances and creates public spaces and experimental environments. Cultural information is also disseminated through their online zine. O.N.E. Mile's organizers and collaborators make use of every tool at their disposal for creating and sharing narratives from and about the neighborhood.

For Bryce Detroit, one of O.N.E. Mile's leaders, the Project is about reminding the community that Detroit was more than just the strained automotive industry. He believes that the neighborhood's creative energy persists giving the community the ability to re-imagine its future. ■

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This eight page Regional Profile forms
part of the Creative State Michigan 2016
Creative Industries Report.

Please contact Creative Many Michigan
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2016-creative-industries-report/](http://www.creativemany.org/research/2016-creative-industries-report/)