

CREATIVEstate[®]

MICHIGAN

The 2017 Nonprofit Report



A collection of certified data from 419 nonprofit arts and cultural organizations detailing the social and economic impact of the creative sector.

6TH EDITION

Alcona County Library • Inspiration Alcona Chamber Music Festival of Saugatuck • Saugatuck Center for the Arts • Saugatuck-Douglas Historical Society • Alpena County George N. Fletcher Public Library • Art in the Loft • Thunder Bay Arts Council, Inc. • Thunder Bay Theatre • Art Rapids! • Thornapple Arts Council • Michigan Legacy Art Park • The Elizabeth Lane Oliver Center for the Arts • Berrien Artist Guild, Inc. • Krasl Art Center • Long Haul Productions • Southwest Michigan Symphony Orchestra • Three Oaks Theater Festival • Tibbitts Opera Foundation & Arts Council, Inc. • American Museum of Magic • Art Center of Battle Creek Binder Park Zoo • Brass Band of Battle Creek • Cereal City Concert Band EastEnd Studio & Gallery • Friends of the Bohm Theatre • Kids 'N' Stuff Children's Museum • Kingman Museum • MCCT, Inc. • The Music Center • What A Do Theatre Dowagiac Dogwood Fine Arts Festival, Inc. • Beaver Island Cultural Arts Association • Beaver Island Music Festival, Inc. • Raven Hill Discovery Center Cheboygan Area Arts Council • Cheboygan Music Boosters • Friends of Ottawa Park • Michigan Museums Association • Northland Players, Inc. • The History Center of Cheboygan County • Bay Mills Brimley Historical Research Society EUP Fine Arts Council • Great Lakes Shipwreck Historical Society • Soo Theatre Project, Inc. • Clare County Arts Council • Clinton County Arts Council • William Bonifas Arts Center • Dickinson County Community Theatre • Friends of the Braumart • Grand Ledge Area District Library • Bay View Association • Crooked Tree Arts Council, Inc. • Great Lakes Chamber Orchestra • Harbor Springs Area Historical Society, Inc. • Mackinaw Area Historical Society • Mackinaw City Area Arts Council • Music in Mackinaw • Voices Without Borders, Inc. • Buckham Fine Arts Project • El Ballet Folklorico Estudiantil • Fenton Community Orchestra Flint Cultural Center Corporation • Flint Institute of Arts • Flint Institute of Music Flint Public Art Project • Floyd J. McCree Theatre and Fine Arts Centre • Friends of Modern Art • Greater Flint Arts Council • Humanities Art Center • Red Ink Flint Shop Floor Theatre Company (SFTC Nonprofit) • Topology Dance Festival for Youth • The Chosen Few Arts Council • Ironwood Downtown Art Place, Inc. Ironwood Theatre, Inc. • Archipelago, Inc. • Blackbird Arts • Building Bridges with Music • Cherry Capital Men's Chorus • City Opera House Heritage Association Interlochen Center for the Arts • Old Town Playhouse • Parallel 45, Inc. • The Music House Museum • Traverse Symphony Orchestra • Writers Series of Traverse City Hillsdale Arts Chorale • Hillsdale Community Theatre, Inc. • Calumet Theatre Co. Copper Country Community Arts Center • Copper Country Suzuki Association Finlandia • ISAD • Finlandia University--Campus Enrichment • Pine Mountain Music Festival, Inc. • All-of-us Express Children's Theatre • Arts Council of Greater Lansing • Capital City Film Festival • Community Circle Players • East Lansing Art Festival • East Lansing Film Festival • Habibi Dancers • Happendence, Inc. • Hope-Central • Impression 5 Science Center • Lansing Art Gallery, Inc. • Lansing Symphony Orchestra • Michigan Humanities Council • Michigan Institute for Contemporary Art • Michigan State University Museum • MSU Community Music School-East Lansing • R.E Olds Transportation Museum • Reach Studio Art Center Wharton Center for Performing Arts • Williamston Theatre • WKAR • Huron Shores Genealogical Society • Art Reach of Mid Michigan • Chippewa River District Library • Mt. Pleasant Discovery Museum • University Art Gallery • Center Stage Jackson • Dahlem Conservancy • Ella Sharp Museum of Art & History Jackson School of the Arts • Jackson Symphony Orchestra Association • Keepers Michigan Music Education Association • Michigan Shakespeare Festival • Air Zoo Arts Council of Greater Kalamazoo • Bach Festival Society of Kalamazoo, Inc. Center Stage Theatre • Crescendo Academy of Music • Farmers Alley Theatre Fontana Chamber Arts • Julius & Esther Stulberg String Competition, Inc. Kalamazoo Book Arts Center • Kalamazoo Children's Chorus • Kalamazoo Civic Theatre • Kalamazoo Cultural Center • Kalamazoo Institute of Arts • Kalamazoo Junior Symphony Society • Kalamazoo Poetry Festival • Kalamazoo Singers Kalamazoo Symphony Orchestra • Michigan Festival of Sacred Music • New Vic Theatricals, Inc. • Renaissance Enterprises • Speak It Forward, Inc. • The Irving S. Gilmore International Keyboard Festival • Wellspring/Cori Terry & Dancers • West Michigan Glass Art Center • Actors' Theatre Company • Artists Creating Together ArtPrize Grand Rapids • Arts in Motion Studio West Michigan • Arts Rockford Community Circle Theatre • Festival of the Arts • Frederik Meijer Gardens & Sculpture Park • Girls Choral Academy • Grand Rapids Art Museum • Grand Rapids Ballet Company • Grand Rapids Children's Museum • Grand Rapids Civic Theatre • Grand Rapids Film Festival • Grand Rapids Public Museum • Grand Rapids Swing Dance, Inc. • Grand Rapids Symphony • Grandville Avenue Arts & Humanities • John Ball Zoo • Lowell Area Arts Council d/b/a LowellArts! • Lowell Area Historical Museum • Mind Meets Music • North American Choral Company Opera Grand Rapids • Site:Lab, Inc. • St. Cecilia Music Center • The Bach Chorale of Grand Rapids • The Heritage Theatre Group • West Michigan Center for Arts and Technology • West Michigan Youth Ballet • Center for the Arts of Greater Lapeer, Inc. • Young Musicians Community • Glen Arbor Art Association • Great Lakes Children's Museum • Leelanau Community Cultural Center • Crosswell Opera House • Lenawee Symphony Orchestra Society • Pure Existence Dance Company River Raisin Ragtime Revue • Community Theater of Howell • Livingston Arts Council • Erickson Center for the Arts • Fort de Buade Museum • Top of Lakes Snowmobile Museum • All The World's A Stage • Langsford Musical Society, Inc. Lorenzo Cultural Center • Macomb Center for the Performing Arts • Starkweather Society • The Art Center aka Anton Art Center • Warren Symphony Society, Inc. Historic Vogue Theatre of Manistee • The Ramsdell Theatre and Cultural Center Lake Superior Art Association • Lake Superior Theatre • Liberty Children's Art

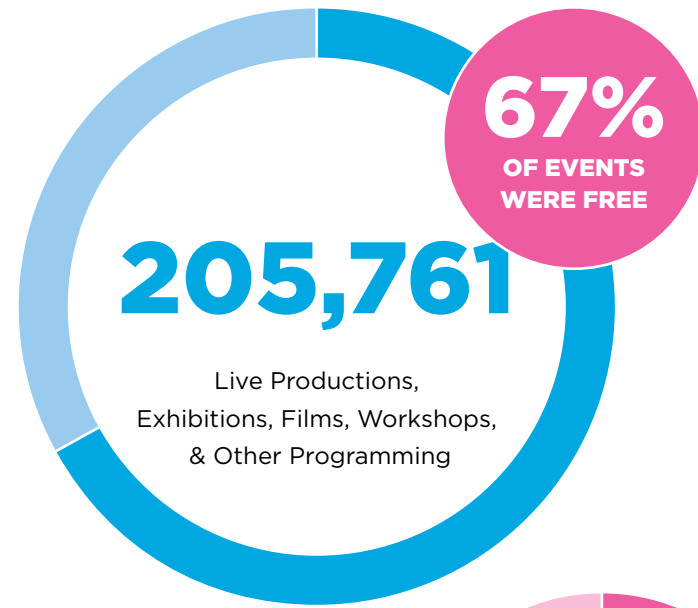
Project • Marquette City Band • Marquette Maritime Museum • Marquette Regional History Center • Marquette Symphony Orchestra • Superior String Alliance • The Upper Peninsula Children's Museum, Inc. • Ludington Area Arts Council Sandcastles Children's Museum • Artworks: Big Rapids Area Arts & Humanities Morton Township Library Arts Program • Tuba Bach, Inc. • Chinese Cultural Ongoing Program • Creative Spirit Center d/b/a Creative 360 • Michigan Jazz Trail • Midland Center for the Arts • Arts Council of White Lake • Blue Lake Fine Arts Camp • Muskegon Museum of Art • The Block • West Michigan Symphony Orchestra • Avon Players • Birmingham Bloomfield Art Center • Birmingham Bloomfield Symphony Orchestra • Chamber Music Society of Detroit • Cranbrook Art Museum • Cranbrook Center for Collections and Research • Cranbrook Institute of Science • Detroit Chamber Winds & Strings • Detroit Dance Collective Detroit Educational Television Foundation d/b/a Detroit Public Television Detroit Zoological Society • Digital Arts Film & Television • Eisenhower Dance FAR Conservatory of Therapeutic and Performing Arts • Farmington Players Five Lakes Silver Band • Great Lakes Chamber Music Festival • Holocaust Memorial Center • Huron Valley Council for the Arts • Jewish Ensemble Theatre • Madrigal Chorale • Meadow Brook Hall • Meadow Brook Theatre • Michigan Dance Council Michigan Youth Arts Association • MoreDances Contemporary Dance Company Motor City Brass Band • Nadanta, Inc. • New Music Detroit • Oakland University Art Gallery • Oakland Youth Orchestras, Inc. • Paint a Miracle • Paint Creek Center for the Arts • Rabbit Island Foundation • Rochester Symphony Orchestra • Royal Oak Symphony Orchestra • Slipstream Theatre Initiative • Stagecrafters • The Art Experience • The Berman Center for the Performing Arts • The Jewish Hour • Troy Historical Society • Two Muses Theatre • Village Fine Arts Association • Water Works Theatre Company, Inc. • Crossroads Theatre Guild, Inc. • Evart DDA Gaylord Area Council for the Arts • CultureWorks Institute for Creative Arts Grand Valley State University Art Gallery • Holland Area Arts Council • Holland Chorale • Holland Civic Theatre • Holland Museum • Holland Symphony Orchestra Park Theatre Foundation • Tri-Cities Historical Museum • Tulip Time Festival, Inc. Tulipanes Holland Latino Film Festival, Inc. • Waterfront Festival • Roscommon Area District Library • Frankenmuth Historical Association • Historical Society of Saginaw County • Major Chords for Minors • Marshall M. Fredericks Sculpture Museum • Michigan Festivals & Events • Saginaw Art Museum • Saginaw Arts & Enrichment Commission • Saginaw Bay Symphony Orchestra • Saginaw Choral Society • Temple Theatre Foundation • Enter Stage Right • International Symphony Orchestra • Port Huron Civic Theatre, Inc. • Lexington Arts Council Owosso Community Players • Shiawassee Arts Council • Liberty Hyde Bailey Museum Memorial Fund • South Haven Art Association • 826michigan • Ann Arbor Art Center • Ann Arbor Film Festival • Ann Arbor Hands-On Museum • Ann Arbor Street Art Fair • Ann Arbor Summer Festival, Inc. • Ann Arbor Symphony Orchestra • Artrain, Inc. • Chelsea District Library • Comic Opera Guild Community Music School of Ann Arbor • Copper Colored Mountain Arts Kerrytown Concert House • Leslie Science & Nature Center • Michigan Radio Michigan Theater Foundation, Inc. • Neutral Zone • New Sounds Music, Incorporated • Out Loud Chorus • Performance Network Theatre • Phoenix Ensemble • Purple Rose Theatre Company • Riverside Arts Center Foundation Saline Celtic Festival Artistic Entertainment • The Ark • The Arts Alliance • The Penny Seats, Inc. • University Musical Society • Vincent York's Jazzistry • Voices in Harmony Chapter, Sweet Adelines International • Washtenaw Community Concert Band • Wild Swan Theater • Women's Caucus for Art • Michigan • Youth Dance Theatre of Michigan, Inc. • Allied Media Projects, Inc. • Arab Community Center for Economic and Social Services • Arts & Scraps • Artspectrum • AVANTI Summer MusicFest • Carrie Morris Arts Production • Charles H. Wright Museum of African American History • College for Creative Studies • Community Chorus of Detroit Corporation for Artistic Development • Creative Many Michigan • CultureSource Dearborn Orchestral Society • Detroit Artists Market • Detroit Children's Choir Detroit Educational Television Foundation d/b/a WRJC-90.9 FM • Detroit Historical Society • Detroit Institute of Arts • Detroit Jazz Festival Foundation • Detroit Performing Artists, Inc. • Detroit Symphony Orchestra • Downriver Actors Guild Downriver Council for the Arts • Freer House, Wayne State University • Friends of the Alger Theater • Grosse Pointe Symphony • Grosse Pointe Theatre • Heritage Works • Holding House • Infinite Mile • InsideOut Literary Arts Project • Institute of Music and Dance • Living Arts • Livonia Civic Chorus • Magenta Giraffe Theatre Company • Matrix Theatre Company • Michigan Opera Theatre • Michigan Philharmonic • Michigan Science Center • Millan Theatre Co. d/b/a Detroit Repertory Theatre • Mosaic Youth Theatre of Detroit • Motown Historical Museum, Inc. • MSU Community Music School-Detroit • Museum of Contemporary Art Detroit • Music Hall Center for the Performing Arts • OnStage! - Marygrove College • Pewabic Society, Inc. • Planet Ant Theatre, Inc. • Players Guild of Dearborn • Plymouth Historical Society • Plymouth Oratorio Society • Ponyride PuppetART Detroit Puppet Theater • Rackham Symphony Choir • Rebirth, Inc. Signal-Return • Southwest Detroit Business Association/COMPAS • Sphinx Organization, Inc. • Spread Art • Teen HYPE Youth Development Program • The Arts League of Michigan • The CASOE Group, Inc. • The Detroit Public Library Friends Foundation • The Heidelberg Project • The Henry Ford • The Institute for Arts Infused Education • The Scarab Club • The Storytellers • The Woodward Line Poetry Series • Tipping Point Theatre Company • VSA Michigan • Wayne State University College of Fine, Performing and Communication Arts • Wayne State University College of Fine, Performing and Communication Arts: Art Galleries Wayne State University Press • WDET • Yankee Air Museum • YMCA of Metropolitan Detroit

Michigan Depends on The Creative State Of The Economy

The arts and culture — an essential part of the creative industries — contribute powerfully to the vibrancy of Michigan cities and communities, creating great places to live, work and visit, and destinations that attract talent and business investment. Michigan's creative industries— nonprofit and for profit—contributed 88,761 jobs and \$4.97 billion in wages in 10,706 businesses in 2014.

This report is based on DataArts data for FY 2014 and reveals that this group of 419 arts and cultural organizations generated more than \$665 million to Michigan's economy through direct expenditures alone.

With efforts focused on positioning Michigan for competitive advantage on the global stage, never has it been more important to ensure that the arts and culture have a vital role in Michigan's strategies for the future. This year's report findings demonstrate how Michigan benefits from a thriving arts and cultural sector and growth of its creative industries statewide.



VIBRANT COMMUNITIES

29,117,770 Visitors

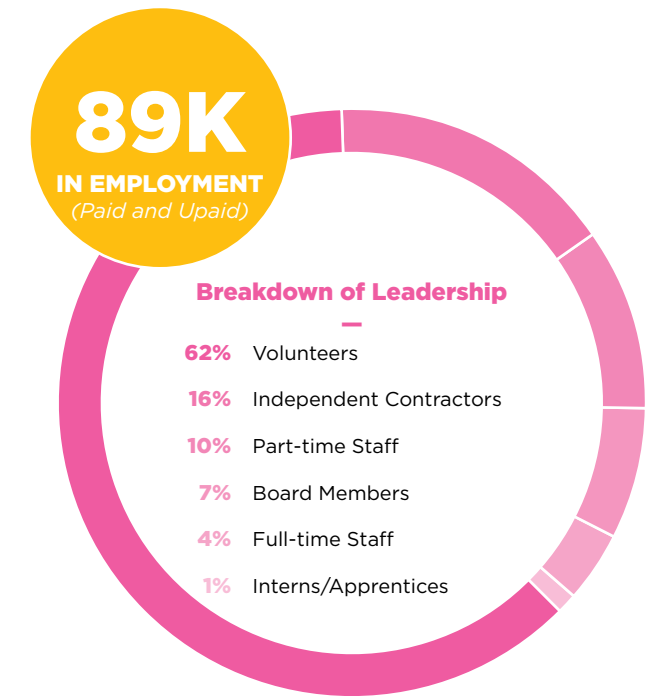
These organizations welcomed over **29,117,770 visitors** to arts & cultural events, enough to sell out Comerica Park **696 Times**.

Arts and cultural organizations produced over **205,761 live productions, exhibitions, workshops, films and other programming**. **67%** of visits to events were **FREE**.

A STRONGER ECONOMY

\$665,246,541 in Direct Expenditures

These **419 organizations** contributed more than **\$665 million** in annual direct expenditures. An increase of **9%** over the prior year.



JOB OPPORTUNITIES

Over 27,000 Jobs

Nearly \$280 million in paid salaries supporting 27,021 jobs — 34% increase in salaries and 6% increase in jobs over the prior year.

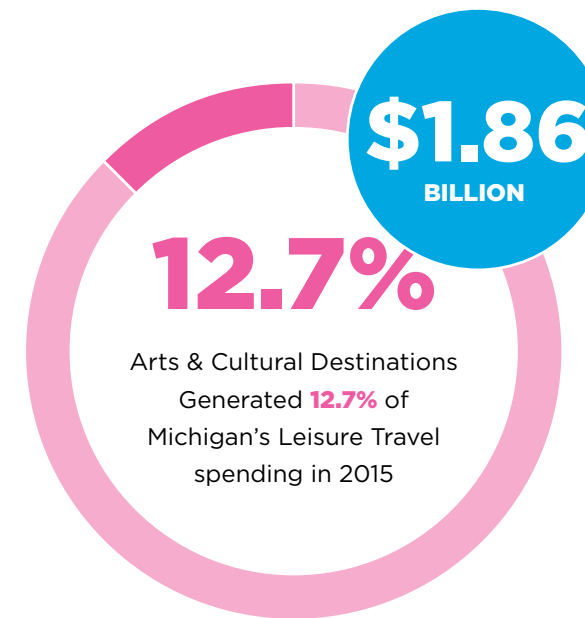
TOURISM REVENUES

\$1.86 Billion in Direct Tourism Spending

\$1.86 Billion in direct tourism spending by visitors to Michigan arts and cultural destinations in 2015— **12.7% of total direct spending** for all Michigan leisure travel in 2015.

6 of Top 25—Michigan's arts and cultural destinations ranked in Top 25 of visitor activities by direct spending.

Source: Michigan Economic Development Corporation, Corporate Research, 2015 Data.



ABOUT CREATIVE MANY MICHIGAN

Creative Many is the statewide organization developing creative people, creative places and the creative economy for a competitive Michigan through research, advocacy, professional practice, funding and communications. Visit creativemany.org to learn more.

ABOUT CREATIVE STATE MICHIGAN

Creative State Michigan is your source for research and resources on the contributions of Michigan's creative industries — arts, culture, creativity and design — in the economy, our communities and in the education of Michigan's youth to be the leaders and innovators for the future. **The value of Michigan's creative industries is affirmed in its rich artistic and cultural offerings**, spirit of innovation and entrepreneurship, capacity to transform people and places across our state, and accessibility to audiences of all ages and interests.

LEADERSHIP AND FUNDING

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THE DATA

This report is produced by Creative Many using data provided by **DataArts**, February 2017, an organization created to strengthen arts and culture by documenting and disseminating information on the arts and culture sector. Any interpretation of the data is the view of **Creative Many** and does not reflect the views of DataArts. Additional data resources included Americans for the Arts, the Michigan Economic Development Corporation and Michigan Council for Arts and Cultural Affairs, U.S. Bureau of Labor Statistics, and U.S. Census Bureau.

ABOUT DATA ARTS

DataArts offers an unparalleled longitudinal dataset, including financial, programmatic, and operational information from thousands of cultural nonprofits, which complete DataArts' Cultural Data Profiles. An essential resource for a range of research studies, DataArts gives advocates the evidence to make a more powerful case for the value and impact of the arts. The new DataArts platform adapts to differences among organizations' size, financial makeup, and programmatic functioning. During winter 2016-2017, DataArts was engaged in rebuilding its processes for exporting data from its new data collection system. Data export are once again available for use, and DataArts' Research staff are working with partners who use the data to ensure continuity in analyses and data metrics that are used for research and advocacy. Visit culturaldata.org to learn more.



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