



CREATIVEMANY

CONTACT: Angelika Lee
angelika@creativemany.org
616-902-3153

ARTS AND CULTURE ORGANIZATIONS CONTRIBUTE OVER ONE BILLION DOLLARS TO MICHIGAN ECONOMY

MICHIGAN (March, 2018) - Creative Many Michigan's latest release of the *2018 Creative State Michigan Nonprofit Report* proves the nonprofit arts and culture sector significantly impacts the vibrancy of our state. The report represents Fiscal Year 2015 data from 410 nonprofit arts and cultural organizations – an estimated 16% of the sector who contributed nearly \$1.25 billion in direct expenditures to Michigan's economy.

Nonprofit arts and cultural destinations continue to be a source of connection, exploration and learning in Michigan. Over 17 million visitors came through the 410 organizations studied, enough to fill Comerica Park 415 times. A total of 76% of those visits were free, providing access to communities and families throughout the state. Attraction of Michigan tourists by this sector generated \$1.3 billion of direct spending – 12.6% of all Michigan travel in 2016.

“We see a significant return on investment with the arts and culture sector,” states Jennifer Goulet, President and CEO of Creative Many Michigan, the statewide organization advancing the creative industries in Michigan. “Governor Snyder and our state legislature have shown their commitment to Michigan's arts and culture through increased investments to the Michigan Council for Arts and Cultural Affairs. At a time when the National Endowments for the Arts and Humanities are under fire, we seek their continued leadership to build the investment to \$12.5 million for arts and culture in FY 2019.”

The nonprofit arts and culture sector provided over 25,000 jobs in 2015, and engaged over 91,000 people including paid employees, volunteers and contractors. The power of this sector resides in the wide variety of expertise represented – from performing and community arts programs, museums, libraries, arts advocacy and education, and TV and digital media.

“The small, medium and large businesses that make-up the non-profit arts and cultural sector reach into every corner of our state, from Hancock to Hudson,” said John Bracey, Executive Director of the Michigan Council for Arts and Cultural Affairs. “But more than that, they reach into the everyday lives of our citizens like almost no other sector can. The women and men of the arts and cultural community work to make their schools, their cities, townships and villages the best place it can be for families, friends and visitors. They are the best of who we are as a nation; inclusive regardless of ability, race, religion or gender; welcoming to the new and celebrating the traditional.”

Michigan's creative industries – both the nonprofit and for profit sectors – make a significant contribution to our economy. In 2014, they contributed nearly \$5 billion of wages to our economy according to the [Creative State Michigan 2016 Creative Industries Report](#).

“We are ready to work with our Representatives and Senators in the appropriations process toward the long-term goal of restoring the Michigan Council for Arts and Cultural Affairs to its historic funding levels,” states Sarah Gonzales Triplett, Director of Public Policy and Advocacy at Creative Many. “Michigan’s creative sector is made up of nearly 89,000 artists and creative entrepreneurs, more than 10,000 creative businesses, over 2,000 nonprofit arts and cultural organization, and a grassroots network of community stakeholders. Together we are a powerful force for the creative state of Michigan – requiring investment to build vibrant, healthy, and equitable communities across the Great Lakes State.”

About Creative Many Michigan

Creative Many Michigan advances the creative industries for a strong and resilient Michigan. Headquartered in Detroit with offices in Lansing and Grand Rapids, we work with local partners across sectors to maximize the power of Michigan's creative many for the strength of our state. We empower and invest in creative people and industries, connecting them with resources, networks and opportunities to develop their practice and influence. We research and advocate to frame the creative industries as a priority for Michigan and essential to thriving communities. For more information, visit www.creativemany.org.

Sources for Reporting

Data sources for the Creative State Michigan 2018 report include DataArts (formerly the Cultural Data Project), the Michigan Economic Development Corporation, TravelUSA, Americans for the Arts, U.S. Bureau of Labor and Statistics, the U.S. Census Bureau and the Michigan Council for Arts and Cultural Affairs, interpreted by Creative Many Michigan.

About DataArts

DataArts’ mission is to empower the nonprofit arts and cultural sector with high-quality data and resources in order to strengthen its vitality, performance, and public impact. DataArts serves as an important catalyst for data-driven decision-making, resulting in stronger management for arts and cultural organizations, better informed funding policy researchers. Visit us at www.culturaldata.org.

The 2018 Creative State Michigan Nonprofit Report is made possible through the leadership and generous support of:

Creative Many Michigan
Irving S. Gilmore Foundation
The Kresge Foundation
Masco Corporation Foundation
Michigan Council for Arts and Cultural Affairs

###