

FAST FACTS

STRENGTHEN THE U.S. ECONOMY

Arts mean more to the U.S. economy. Arts and cultural goods in the U.S. added \$764 billion to the economy in 2015, and included a \$21 billion international trade surplus. The arts represented a larger share of the nation's economy (4.2 percent of GDP) than transportation, tourism, and agriculture.

GROW THE CREATIVE ECONOMY

Arts mean more to the state's economy. In Michigan, the creative industries are advancing economic growth all across the state. In 2014, the creative industries put nearly 89,000 people to work in 10,706 businesses in Michigan – generating nearly \$5 billion in wages in leading core industries such as advertising, architecture, design, film/media and broadcasting, and the publishing and printing industry.

INSPIRE CREATIVE MINDS

Arts mean more innovation. The artistic process fosters analytical thinking, problem solving, and innovation. Arts instruction improves performances across all academic disciplines, and students engaged in sequential arts education are more involved in school. Investing in arts programming can turn around failing schools and nurture children from under resourced neighborhoods.

Creativity is among the top 5 applied skills sought by business leaders, per the Conference Board's *Ready to Innovate* report – with 72 percent saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.

BUILD CREATIVE AND ACCESSIBLE COMMUNITIES

Arts mean more vibrant communities. Arts events, cultural facilities, and public art bring communities together and create safe and connected neighborhoods. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

DRIVE TOURISM AND REVENUES TO LOCAL BUSINESSES

Arts mean more statewide tourism. Tourism is Michigan's third largest industry. In 2016, Michigan's cultural activities generated more than \$1.3 billion in direct tourism spending by visitors – 12.6% of total spending for all Michigan leisure. That's Pure Michigan.

From large institutions to renowned artists, innovative arts and cultural organizations/programs, unparalleled festivals, and beyond – Michigan draws thousands of cultural tourists who, research shows, tend to stay longer, spend more and seek out authentic cultural experiences.

Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters – valuable commerce for local businesses. 34 percent of attendees live outside the county in which the arts event takes place; they average \$47.57 in event-related spending.

