

Why Arts & Culture Matter IN MICHIGAN

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GDP and Jobs

Arts & Culture Sector's Percentage Of U.S Economy (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

Nationally, the arts and culture sector represents

4.3% OF NATION'S GDP
AND 5 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a \$804 billion industry, representing 4.3% of the nation's GDP—a larger share of the economy than construction (4%) or education services (1.1%).



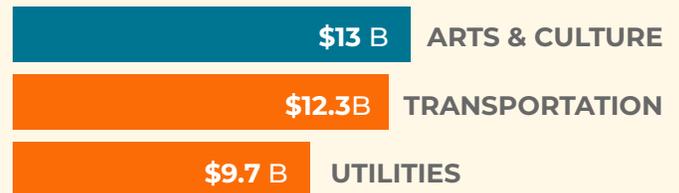
FACT: U.S. exports generate a \$25 billion arts and culture trade surplus.



In Michigan, the arts and culture sector represents

2.8% OF THE STATE'S GDP AND 130,040 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes \$13 billion to Michigan's economy, representing 2.8% of the state's GDP—a larger share than some other industries in the state.



SOURCE: U.S. Bureau of Economic Analysis, 2016.

Business

A sample of 409 of 1,053 Michigan nonprofit organizations that received arts and cultural grants from Michigan Council for Arts and Cultural Affairs (MCACA) (2019 Annual Report) reveals:

- \$696,205,998 in annual direct expenditures
- 19,159,805 visitors to arts and culture sites across the state
- Attracted 58,852 volunteers

**ARTS & CULTURE
NONPROFITS EMPLOY**

**31,197
PEOPLE**



SOURCE: MCACA

Economics

2015 data from 16% of Michigan's nonprofit arts and cultural organizations showed:

- The nonprofit creative community contributed \$1.2 billion in annual direct expenditures and paid nearly \$291 million in salaries, payroll taxes and fringe benefits to support 25,144 jobs—a 4.3% increase in total compensation over the previous year.
- \$1.3 Billion in direct tourism spending by visitors to Michigan arts and cultural activities in 2016—12.6% of total direct spending for all Michigan leisure travel.

SOURCE: Creative Many, Creative State Michigan Nonprofit Report, 2018.

Funding

Public Investment In Grants To Nonprofit Arts & Culture Organizations & Artists

- In FY 2019, MCACA awarded 1,053 grants to organizations in 76 of the state's 83 counties
- A total of \$10,815,000 was awarded by MCACA

“Arts and culture—an essential part of 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.”

2019 MCACA Annual Report