

CREATIVEstate[®]

MICHIGAN

The 2018 Nonprofit Report



A collection of certified data from 410 nonprofit arts and cultural organizations detailing the social and economic impact of the creative sector.

7TH EDITION

Holding House • Erickson Center for the Arts • Lorenzo Cultural Center • The Scarab Club • Living Arts • Lowell Area Arts Council (DBA LowellArts) • Grandville Avenue Arts & Humanities • The CASOE Group, Inc. • Artrain, Inc. • Flint Cultural Center Corporation • Creative Spirit Center (DBA Creative 360) • Crooked Tree Arts Council, Inc. • Bay View Association • OnStage! - Marygrove College • Saugatuck Center for the Arts • Pewabic Society, Inc. • Midland Center for the Arts • YMCA of Metropolitan Detroit • The Arts League of Michigan • Charlevoix Circle of Arts • Leelanau Community Cultural Center • Ann Arbor Street Art Fair • Glen Arbor Art Association, Inc. • Calumet Art Center Michilimackinac Historical Society • Michigan Institute for Contemporary Art • Kalamazoo Book Arts Center • ArtPrize Grand Rapids Thunder Bay Arts Council, Inc. • Ann Arbor Summer Festival, Inc. • Artspectrum • Tulip Time Festival, Inc. • Art Rapids! • Inspiration Alcona Shop Floor Theatre Company • Festival of the Arts • The War Memorial • Carrie Morris Arts Production • Rabbit Island Foundation Southwest Michigan Artists' Association • Ponyride • Speak It Forward, Inc. • Infinite Mile • Arts Rockford • Spread Art, Inc. • MCCT, Inc. Plymouth Arts & Recreation Complex • real people media • Fire Historical and Cultural Arts Collaborative • MoreDances Contemporary Dance Company • Michigan Historic Preservation Network • The Jewish Hour • Oakland County Traditional Dance Society (an affiliate of Country Dance and Song Society) • Detroit Sound Conservancy • Great Lakes Chorus • Power House Productions • New Sounds Music, Inc. The Upper Peninsula Children's Museum, Inc. • Heritage Works • Holland Symphony Orchestra • The Art Center aka Anton Art Center • Millan Theatre Co. DBA Detroit Repertory Theatre • Wayne State University College of Fine, Performing and Communication Arts • Michigan Opera Theatre • Old Town Playhouse • Creative Many Michigan • Wayne State University College of Fine, Performing and Communication Arts: Art Galleries • Matrix Theatre Company • The Ark • Kalamazoo Institute of Arts • Village Fine Arts Association • Ludington Area Arts Council Actors' Theatre Company • International Symphony Orchestra • Plymouth Historical Society • Kalamazoo Symphony Orchestra • Thunder Bay Theatre • Sphinx Organization, Inc. • Chamber Music Society of Detroit • Grand Rapids Art Museum • Community Circle Theatre • The Music Center • Tri-Cities Historical Museum, Inc. • All The World's A Stage • PuppetART Detroit Puppet Theater • InsideOut Literary Arts Project • St. Cecilia Music Center • Kingman Museum, Inc. • Artists Creating Together • Kids 'N' Stuff Children's Museum • John Ball Zoo The Elizabeth Lane Oliver Center for the Arts • Grand Rapids Symphony • Meadow Brook Hall • Detroit Zoological Society • Saginaw Bay Symphony Orchestra • Macomb Center for the Performing Arts • Williamston Theatre • University Musical Society • Arab American National Museum • Detroit Institute of Arts • Wellspring/Cori Terry & Dancers • Arts & Scraps • Detroit Educational Television Foundation DBA Detroit Public Television • Detroit Educational Television Foundation DBA WRCJ-90.9 FM • Bach Festival Society of Kalamazoo, Inc. • Detroit Historical Society • Crescendo Academy of Music • Cheboygan Area Arts Council, Inc. • Irving S. Gilmore International Keyboard Festival Michigan Festival of Sacred Music • Mosaic Youth Theatre of Detroit • Leila Arboretum Society, Inc. • Art Reach of Mid Michigan • The Arts Alliance • Holland Museum • Holland Area Arts Council • Temple Theatre Foundation • Saginaw Choral Society • Stagecrafters MI • Ann Arbor Art Center • Glass Art Kalamazoo • Water Works Theatre Company, Inc. • Michigan Humanities Council • Detroit Dance Collective Detroit Artists Market • Paint Creek Center for the Arts • Marquette Symphony Orchestra • Lansing Art Gallery, Inc. • Marquette Maritime Museum • Ann Arbor Film Festival • Detroit Symphony Orchestra • Rebirth, Inc. • Flint Institute of Music • Music Hall Center for the Performing Arts • Detroit Chamber Winds & Strings • Neutral Zone • Lenawee Symphony Orchestra Society • Binder Park Zoo • Michigan Philharmonic Greater Flint Arts Council • Jackson Symphony Orchestra Association, Inc. • Frederik Meijer Gardens & Sculpture Park • Wild Swan Theater Great Lakes Shipwreck Historical Society • Copper Country Suzuki Association • Saugatuck-Douglas Historical Society • Holland Chorale Nadanta, Inc. • Michigan Theater Foundation, Inc. • Arts Council of White Lake • Julius & Esther Stulberg String Competition, Inc. • College for Creative Studies • Grand Rapids Public Museum • Ironwood Theatre, Inc. • Fontana Chamber Arts • Oakland University Art Gallery Birmingham Bloomfield Art Center • Downriver Council for the Arts • Historical Society of Saginaw County • REACH Studio Art Center All-of-us Express Children's Theatre • Girls Choral Academy • Flint Institute of Arts • Ella Sharp Museum • Gaylord Area Council for the Arts Arts Council of Greater Lansing • Southwest Michigan Symphony Orchestra Association, Inc. • Jackson School of the Arts Association Michigan Museums Association • Vincent York's Jazzistry • Art in the Loft • The Henry Ford • Motor City Symphony Orchestra • Interlochen Center for the Arts • Happendance, Inc. • Grand Rapids Ballet Company • Great Lakes Chamber Music Festival • Eisenhower Dance • William Bonifas Fine Arts Center, Inc. • Charles H. Wright Museum of African American History • Ann Arbor Symphony Orchestra • Motor City Brass Band • Great Lakes Chamber Orchestra • Oakland Youth Orchestras, Inc. • Raven Hill Discovery Center • Clinton County Arts Council CultureSource • Michigan Legacy Art Park • Holocaust Memorial Center • West Michigan Symphony Orchestra • Tibbits Opera Foundation & Arts Council, Inc. • Copper Colored Mountain Arts • Kalamazoo Junior Symphony Society • Blue Lake Fine Arts Camp • Detroit Performing Artists, Inc. • Paint a Miracle • Washtenaw Community Concert Band • Copper Country Community Arts Center • WDET • Jewish Ensemble Theatre • Cranbrook Art Museum Cranbrook Institute of Science

410 Nonprofit Organizations

Krasl Art Center • Lansing Symphony Orchestra • Crosswell Opera House • Rackham Symphony Choir • TippingPoint Theatre Company • Voices Without Borders, Inc. • Floyd J. McCree Theatre and Fine Arts Centre • Digital Arts Film & Television • Michigan Radio • Wayne State University Press • Michigan Shakespeare Festival • Opera Grand Rapids • Pine Mountain Music Festival, Inc. • Kerrytown Concert House • Saginaw Arts & Enrichment Commission • Traverse Symphony Orchestra • Museum of Contemporary Art Detroit • Plowshares Theatre Company • Huron Valley Council for the Arts • The Detroit Public Library Friends Foundation • Michigan Festivals & Events • Grand Rapids Civic Theatre • The Bach Chorale of Grand Rapids • VSA Michigan • Corporation for Artistic Development • Huron Shores Genealogical Society • Thornapple Arts Council • The Institute for Arts Infused Education • The Art Experience • Saginaw Art Museum • Grand Rapids Women's Chorus • City Opera House Heritage Association • West Michigan Center for Arts and Technology • South Haven Art Association • Troy Historical Society • Purple Rose Theatre Company • MSU Community Music School - Detroit • Grosse Pointe Theatre • MSU Community Music School - East Lansing • Riverside Arts Center Foundation • Art Center of Battle Creek • Center for the Arts of Greater Lapeer, Inc. • Institute of Music and Dance • The Heidelberg Project • Langsford Musical Society, Inc. • What A Do Theatre • Motown Historical Museum, Inc. • Kalamazoo Civic Theatre • Brass Band of Battle Creek • Community Circle Players • FAR Conservatory of Therapeutic and Performing Arts • Southwest Detroit Business Association/COMPÁS • Artworks: Big Rapids Area Arts & Humanities • Meadow Brook Theatre • Arts Council of Greater Kalamazoo • Liberty Children's Art Project • Ann Arbor Hands-On Museum • Lake Superior Theatre • Northland Players, Inc. • American Museum of Magic • Friends of Ottawa Park • Sandcastles Children's Museum • Morton Township Library Arts Program • Out Loud Chorus • Chamber Music Festival of Saugatuck • Superior String Alliance • Friends of the Braumart Phoenix Ensemble • Buckham Fine Arts Project • EUP Fine Arts Council • Plymouth Oratorio Society • Calumet Theatre Co. • Tapology, Inc. • Building Bridges with Music • Soo Theatre Project, Inc. • Detroit Jazz Festival Foundation • Mackinac Arts Council • Marquette Regional History Center • Grosse Pointe Symphony • Leslie Science & Nature Center • Great Lakes Children's Museum • Renaissance Enterprises • Michigan Dance Council • Lake Superior Art Association • Habibi Dancers • Lowell Area Historical Museum • Detroit Children's Choir • WKAR • Parallel 45, Inc. • Fenton Community Orchestra • Friends of the Bohm Theatre • 826michigan • EastEnd Studio & Gallery • Owosso Community Players • Top of the Lake Snowmobile Museum • River Raisin Ragtime Revue • Beaver Island Cultural Arts Association • Community Music School of Ann Arbor • Flint Public Art Project • Kalamazoo Children's Chorus • Kalamazoo Cultural Center • Community Theater of Howell • Rochester Symphony Orchestra • The Storytellers • Cherry Capital Men's Chorus • The Penny Seats, Inc. • Michigan Music Education Association • Marquette City Band • Capital City Film Festival • Voices in Harmony Chapter, Sweet Adelines International • Frankenmuth Historical Association • Traverse City Film Festival • The Ramsdell Regional Center for the Arts • Signal-Return • Farmers Alley Theatre • Air Zoo • Madrigal Chorale • Royal Oak Symphony Orchestra • Ironwood Downtown Art Place Inc. • Friends of Modern Art • Beaver Island Music Festival, Inc. • Planet Ant Theatre, Inc. • Mt. Pleasant Discovery Museum • New Music Detroit • Hillsdale Community Theatre, Inc. • Cereal City Concert Band • Yankee Air Museum • Long Haul Productions • Grand Rapids Children's Museum • Water Street Glassworks • Michigan Youth Arts Association • Muskegon Museum of Art • Waterfront Festival • New Vic Theatricals, Inc. • El Ballet Folklorico Estudiantil • Impression 5 Science Center • Five Lakes Silver Band • The Music House Museum • Allied Media Projects, Inc. • Lexington Arts Council • Michigan Ballet Academy • Park Theatre Foundation • Grand Rapids Film Festival • The Heritage Museum and Cultural Center • Holland Civic Theatre • Dearborn Orchestral Society • The Woodward Line Poetry Series • Evert DDA • Red Ink Flint • Kalamazoo Concert Band Association • The Berman Center for the Performing Arts • Michigan Science Center • Mind Meets Music, Inc. • Kalamazoo Singers • Liberty Hyde Bailey Museum Memorial Fund • Community Chorus of Detroit • CultureWorks • Humanities Art Center • The Block • R.E Olds Transportation Museum • Cranbrook Center for Collections and Research • Michigan Military Technical & Historical Society • Starkweather Society • Historic Vogue Theatre of Manistee • Writers Series of Traverse City • Berrien Artist Guild, Inc. • Arts in Motion Studio West Michigan • Young Musicians Community • East Lansing Film Festival • Freer House, Wayne State University • Hope-Central • General Motors Employee's Chorus DBA Motor City Chorale • West Michigan Youth Ballet • Downriver Actors Guild • Livonia Civic Chorus • Pure Existence Dance Company • Tuba Bach, Inc. • Blackbird Arts • Kalamazoo Poetry Festival • Site:Lab, Inc. • Hillsdale Arts Chorale • Slipstream Theatre Initiative • The Encore Musical Theatre Company • Grand Rapids Swing Dance, Inc. • Dickinson County Community Theatre • Grand Rapids African American Museum and Archives • Flint School of Performing Arts • Akropolis Quintet • Studio 1219 • Ann Arbor Youth Chorale • Theatre Nova • West Michigan New Horizons Music Ensembles • Crosshatch Center for Art and Ecology • Superior Arts Youth Theater • Cathedral Cultural Series • Crosswalk Teen Center • Flint Children's Museum • USS Silversides Submarine Museum • Grand Rapids Cable Access Center • DisArt • Open Book Theatre Company • Ypsilanti Youth Orchestra • Mason County Historical Society • Center Stage Studios • Michigan Ceramic Art Association • The Detroit Creativity Project

410 Nonprofit Organizations

Michigan Depends on the Creative State of the Economy

Creative Many Michigan's 2018 Creative State Michigan® Nonprofit Report, the seventh edition in this annual report series, details the economic and social impacts of Michigan's nonprofit arts and cultural organizations using certified data from DataArts (formerly the Cultural Data Project). This report represents Fiscal Year 2015 data from 410 nonprofit arts and cultural organizations — an estimated 16% of the sector.

Arts and culture are a central part of the creative industries, and integral to Michigan's economy. The nonprofit and for profit creative industries contributed almost 89,000 jobs and nearly \$5B of wages across over 10,000 businesses in 2014. Michigan's position as a global competitor depends on the investment in our arts, culture and creative industries — making Michigan a great place to live, work and explore. The creative sector must play a vital role in strategies for the future.



A STRONGER ECONOMY

\$1,248,251,067 in Direct Expenditures

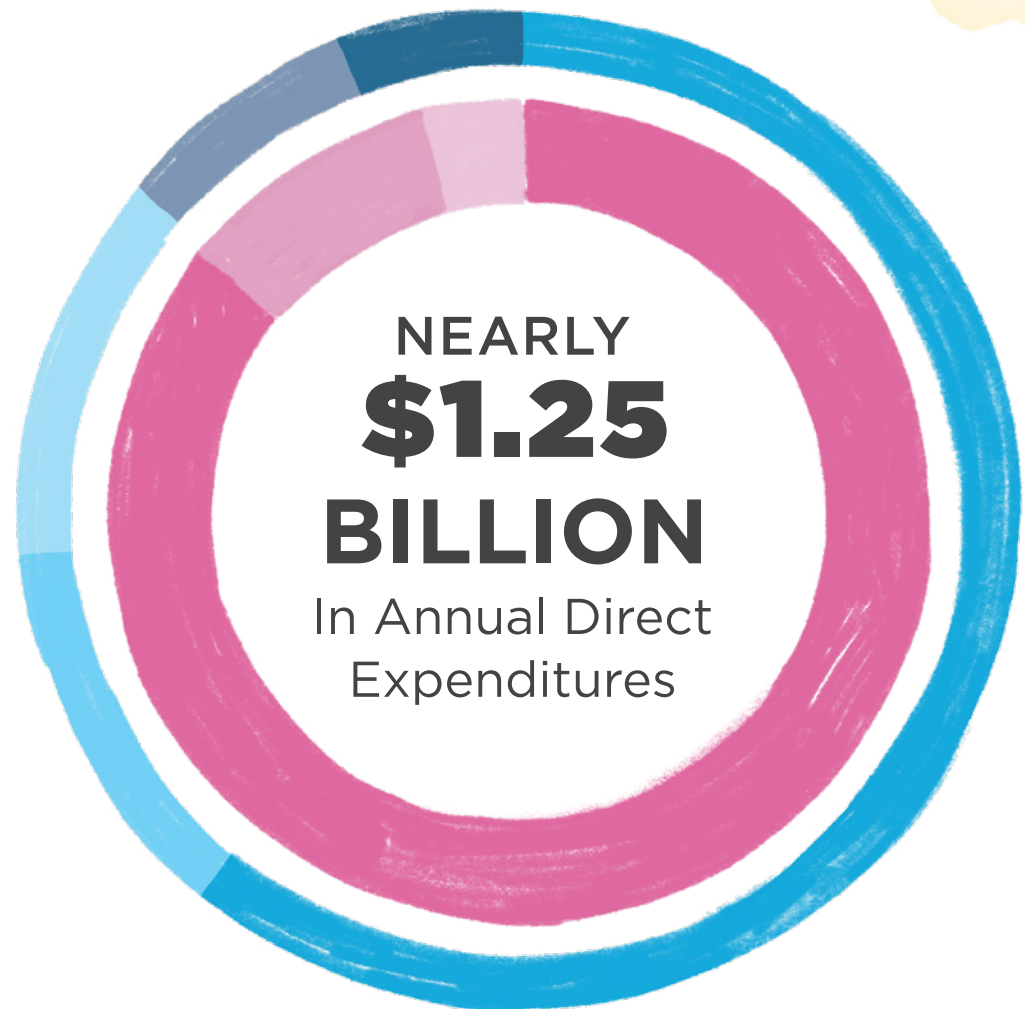
These 410 organizations contributed nearly \$1.25 billion in annual direct expenditures, **16% of the total sector.**

Breakdown of Expenditures

- 85% ● Programs
- 11% ● General Operations
- 4% ● Fundraising

Nonprofit Disciplines

- 42% ● Performing Arts
- 23% ● Museums
- 12% ● Support & Advocacy
- 10% ● Community Arts
- 8% ● Education
- 5% ● TV & Digital Media



DRIVING TOURISM

Arts + Cultural Destinations generated **12.6%** of Michigan's Leisure Travel spending in 2016.

**\$1.3 Billion in
Direct Tourism**

Source: TravelUSA





**4.1 million
Schoolchildren**

STUDENT ENGAGEMENT

4.1 million schoolchildren experienced arts and cultural venues and events — a 14% increase over the prior year — and critical today when arts education programs are being eliminated.

A total of 73,694 students were served by 3,941 reported arts education programs in schools.



More than
17 million
attendees

76%
FREE
EVENTS



VIBRANT COMMUNITIES

These 410 nonprofit arts and cultural organizations welcomed 17,129,355 attendees in 2015, enough to sell out Comerica Park 415 times.

A total of 76% of visits to arts and cultural venues and events were FREE (7,392,669).

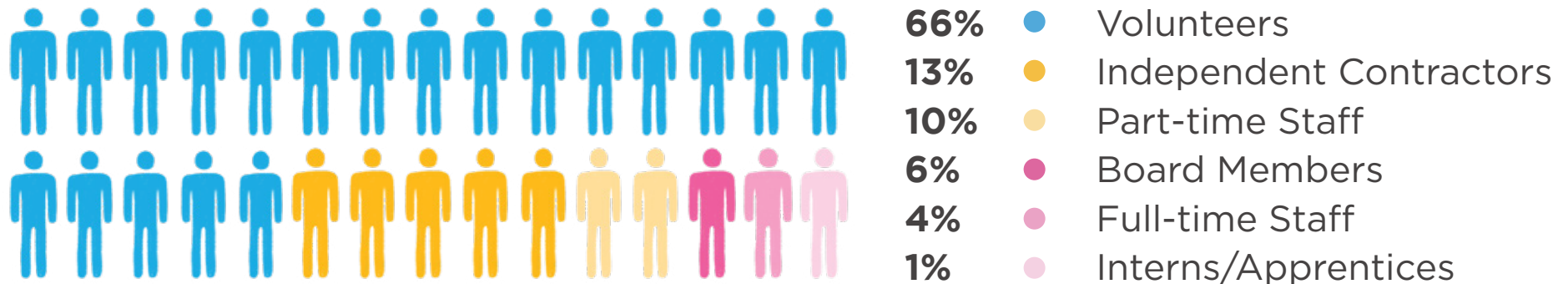


JOB OPPORTUNITIES

Over 25,000 Jobs

Organizations paid over \$291 million in salaries, payroll taxes and fringe benefits, supporting 25,144 jobs — a 4.3% increase in total compensation.

91,000+ People Total (paid and unpaid) were engaged with the 410 nonprofit organizations.



Michigan is a **creative state**, powered by the **creative many**.

ABOUT CREATIVE MANY MICHIGAN

Creative Many is the statewide organization advancing the creative industries for a strong and resilient Michigan. Through advocacy, public policy, research, professional practice development, funding and storytelling, Creative Many develops creative people, creative places and the creative economy in Michigan. Visit creativemany.org to learn more.

ABOUT CREATIVE STATE MICHIGAN

Creative State Michigan is your source for research and resources on the impact of Michigan's creative industries — arts, culture, creativity and design — on our economy, communities and education of Michigan's youth. **The value of Michigan's creative industries is affirmed in the breadth of our rich artistic and cultural offerings.** The creative sector is essential to a spirit of innovation and entrepreneurship, with ability to transform communities across our state and provide access to audiences of all ages and interests.

LEADERSHIP AND FUNDING

Creative State Michigan is made possible this year through the leadership and generous support of: *Creative Many, Irving S. Gilmore Foundation, The Kresge Foundation, Masco Corporation Foundation and the Michigan Council for Arts and Cultural Affairs.*

THE DATA

This report is produced by Creative Many using data provided by **DataArts**, February 2018. DataArts strengthens 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 the Michigan Council for Arts and Cultural Affairs, U.S. Bureau of Labor Statistics, and U.S. Census Bureau.

ABOUT DATA ARTS

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 for grant makers, and a rich information resource for advocates and researchers. Get connected at culturaldata.org.



CREATIVEMANY

