

**MICHIGAN DEPENDS ON THE CREATIVE *state* OF OUR ECONOMY.**

**JOBS TAX REVENUE VIBRANT COMMUNITIES QUALITY OF LIFE TALENT ATTRACTION TECHNOLOGY BUSINESS DEVELOPMENT**

# \$3.6 BILLION

FISCAL 2011 YEAR

Total wages for the creative sector in Michigan were \$3,554,832,145 in fiscal year 2011

**3.1%**

Creative industries are 3.1% of total \$115,089,049,996: Establishments = 4.6% of total 211,030 Employees = 2.9% of total 2,569,599



**9**

**THOUSAND PLACES**

9,758 total creative industry workplaces



**74**

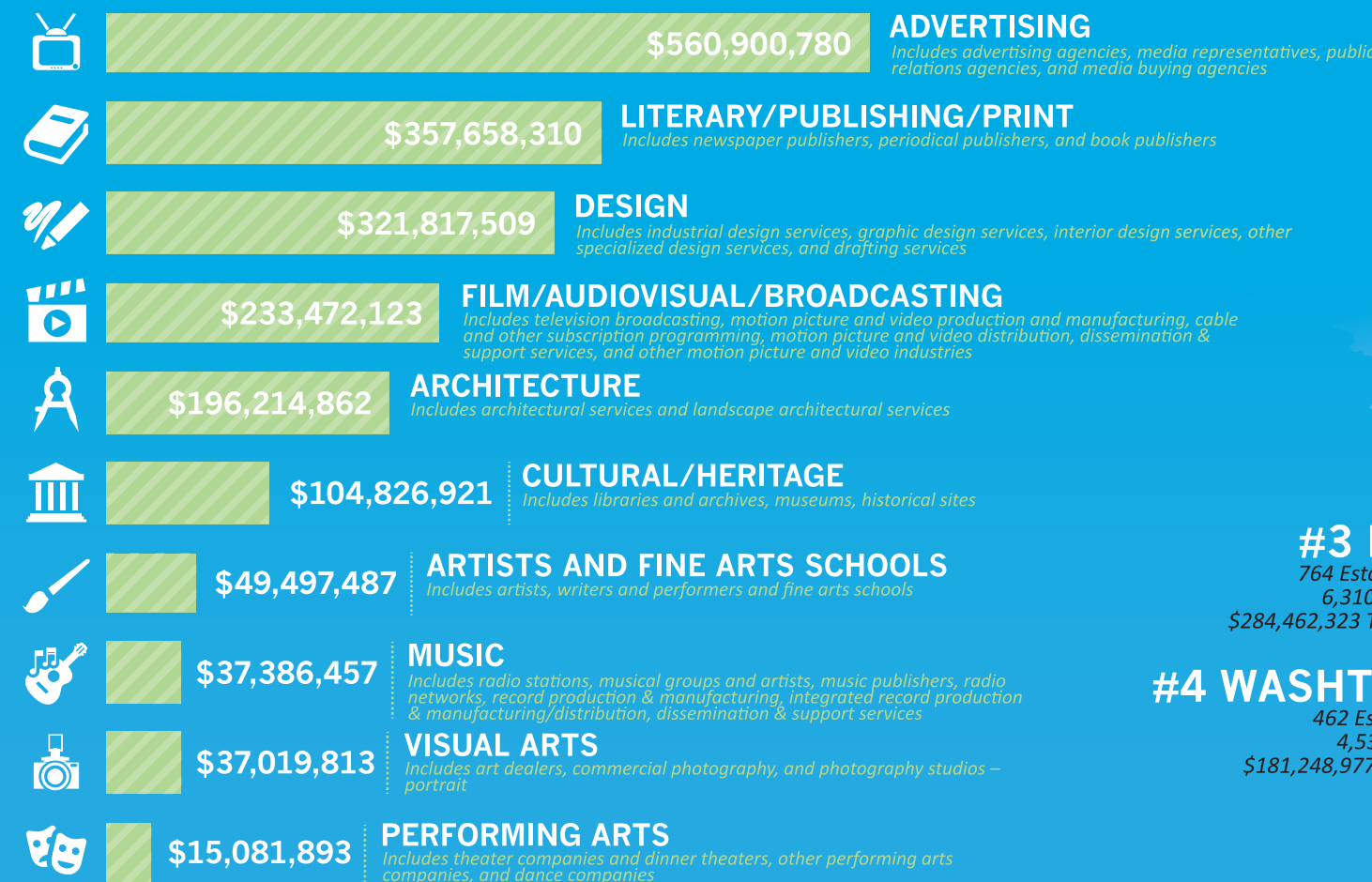
**THOUSAND JOBS**

74,049 total creative industry employees

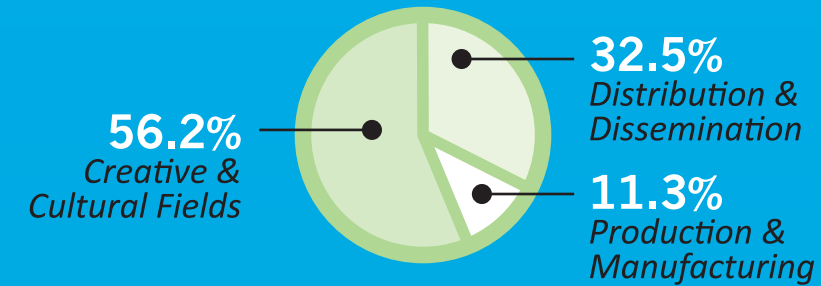


## SELECTED CREATIVE INDUSTRY WAGE SNAPSHOTS

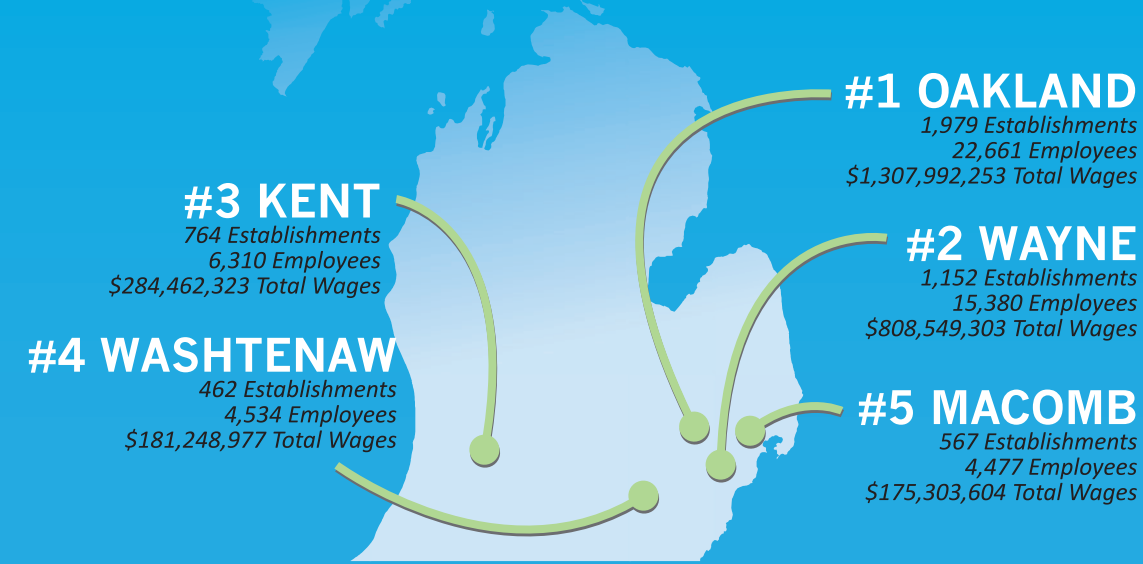
This select list of 37 NAICS codes represent 53.8% of all wages for core creative industry establishments totaling \$1,913,876,155



## CREATIVE WORKPLACES BY SECTOR



## TOP 5 COUNTIES



Data Source: 2011 US Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW) Core Creative Industry Establishments are denoted on the back complete list of NAICS codes with a "+". Creative Industry Wage Snapshots are produced from a smaller set of core creative industries denoted on the back complete list of NAICS codes with an "\*\*\*\*". The research reported here uses publicly available data from US Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW). Any interpretation of the data is the view of ArtServe Michigan. Creative State Michigan is produced by ArtServe Michigan with research support from Data Driven Detroit. www.creativestatemi.org. Design by www.leftbankcreative.com. Published January 2014. © Copyright 2012-2014 ArtServe Michigan All Rights Reserved.

# 2012 NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS) CODES SELECTED FOR STUDY IN THIS REPORT

Not all codes selected for study will have associated data

- 323111 Commercial Printing (except Screen and Books)+
- 323113 Commercial Screen Printing+
- 323117 Books Printing+
- 332323 Ornamental and Architectural Metal Work Manufacturing+
- 337212 Custom Architectural Woodwork and Millwork Manufacturing+
- 339910 Jewelry and Silverware Manufacturing+
- 339930 Doll, Toy, and Game Manufacturing+
- 339992 Musical Instrument Manufacturing+
- 423210 Furniture Merchant Wholesalers+
- 423410 Photographic Equipment and Supplies Merchant Wholesalers+
- 423920 Toy and Hobby Goods and Supplies Merchant Wholesalers+
- 423940 Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers+
- 424920 Book, Periodical, and Newspaper Merchant Wholesalers+
- 448310 Jewelry Stores+
- 451120 Hobby, Toy, and Game Stores+
- 451130 Sewing, Needlework, and Piece Goods Stores+
- 451140 Musical Instrument and Supplies Stores+
- 451211 Book Stores+
- 451212 News Dealers and Newsstands+
- 453220 Gift, Novelty, and Souvenir Stores+
- 453920 Art Dealers+\*
- 511110 Newspaper Publishers+\*
- 511120 Periodical Publishers+\*
- 511130 Book Publishers+\*
- 511191 Greeting Card Publishers+
- 511199 All Other Publishers+\*
- 512110 Motion Picture and Video Production & Manufacturing+\*
- 512120 Motion Picture and Video Distribution, Dissemination & Support Services+\*
- 512131 Motion Picture Theaters (except Drive-Ins)+
- 512132 Drive-In Motion Picture Theaters+
- 512191 TeleProduction & Manufacturing and Other PostProduction & Manufacturing Services+
- 512199 Other Motion Picture and Video Industries+\*
- 512210 Record Production & Manufacturing+\*
- 512220 Integrated Record Production & Manufacturing/Distribution, Dissemination & Support Services+\*
- 512230 Music Publishers+\*
- 512240 Sound Recording Studios+

- 512290 Other Sound Recording Industries+
- 515111 Radio Networks+\*
- 515112 Radio Stations+\*
- 515120 Television Broadcasting+\*
- 515210 Cable and Other Subscription Programming+\*
- 517110 Wired Telecommunications Carriers+
- 519110 News Syndicates+
- 519120 Libraries and Archives+\*
- 541310 Architectural Services+\*
- 541320 Landscape Architectural Services+\*
- 541340 Drafting Services+\*
- 541410 Interior Design Services+\*
- 541420 Industrial Design Services+\*
- 541430 Graphic Design Services+\*
- 541490 Other Specialized Design Services+\*
- 541810 Advertising Agencies+\*
- 541820 Public Relations Agencies+\*
- 541830 Media Buying Agencies+\*
- 541840 Media Representatives+\*
- 541921 Photography Studios, Portrait+\*
- 541922 Commercial Photography+\*
- 611610 Fine Arts Schools+\*
- 711110 Theater Companies and Dinner Theaters+\*
- 711120 Dance Companies+\*
- 711130 Musical Groups and Artists+\*
- 711190 Other Performing Arts Companies+\*
- 711310 Promoters of Performing Arts, Sports, and Similar Events with Facilities+
- 711320 Promoters of Performing Arts, Sports, and Similar Events without Facilities+
- 711510 Independent Artists, Writers, and Performers+\*
- 712110 Museums+\*
- 712120 Historical Sites+\*

# MICHIGAN 2014 CREATIVE INDUSTRIES REPORT

Creative State Michigan is your resource for information on how the creative sector contributes to Michigan and its economy.

In spring 2013 ArtServe Michigan embarked on a new research project. The purpose -- to comprehensively define and measure the influence of the creative sector and its interrelated segments -- the sole proprietor individual artists and independent creative entrepreneurs, for-profit creative businesses and non-profit arts/culture organizations -- to Michigan's economy. Michigan has an outstanding tradition of producing creative ideas, content, products and services of global significance.

## VALUE OFFERED

The value of Michigan's creative sector is shown in its rich artistic, cultural, and creative offerings produced by its individuals, companies and organizations.

## OPPORTUNITY

Michigan's creative sector represents a strategic opportunity for economic growth and this research is designed as the foundation for creating an evidenced- based approach for assessing its impact and growth trends over time.

More information is available at [www.creativestatemi.org](http://www.creativestatemi.org)

## THE DATA SOURCES

The research includes county, Metropolitan Statistical Areas (MSA), state of Michigan and US breakdowns for data. The research uses data from the 2011 US Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW); the 2010 US Census Nonemployer Statistics (NES) [not included in this report]; and US Bureau of Labor Statistics Occupational Employment Statistics (OES) [not included in this report]. All sources are available publicly through the Bureau of Labor Statistics or the US Census Bureau. ArtServe Michigan selected and categorized 141 of NAICS and 96 of SOC codes for the full study based on a review of existing research and research methodologies of other groups undertaking similar work in the US utilizing the findings of "America's Creative Economy", a 2013 report from the Creative Economy Coalition and internationally utilizing the 2008 and 2010 "United Nations Creative Economy Report" jointly produced by the United Nations Conference on Trade and Development and the United Nations Development Programme. This report focuses on a total of 67 6-digit NAICS codes for QCEW study.



## LEADERSHIP AND FUNDING



ArtServe Michigan is the statewide nonprofit organization leading advocacy for the transformative power of the arts, culture, arts education, and the creative economy in Michigan. Our mission is to "cultivate the creative potential of Michigan's arts and cultural sector to enhance the health and well-being of Michigan, its people and communities." Our case -- the creative sector is an essential ingredient to Michigan's reinvention; contributing jobs and economic benefits, creating vibrant communities to attract/retain business and talent, supporting statewide cultural tourism aims, and transforming the lives of people of all ages. **Advocate. Support. Connect.** [www.ArtServeMichigan.org](http://www.ArtServeMichigan.org). @artservemi



The Detroit Creative Corridor Center is designed to support the growth of Detroit's creative economy by delivering business acceleration and attraction services and developing signature programming tailored specifically to creative professionals' needs. DC3 is a partnership between Business Leaders for Michigan and the College for Creative Studies. [www.detroitc3.com](http://www.detroitc3.com)



Data Driven Detroit (D3) is a statewide organization with a focus on the city of Detroit. D3, an affiliate of the Michigan Nonprofit Association (MNA), provides accessible, high-quality information and analysis to drive informed decision-making. Their vision is that essential and unbiased information is used by all. [www.datadrivendetroit.org](http://www.datadrivendetroit.org)

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