The Arts Alliance &
The Arts & Creative Industries in Washtenaw County

The Arts Alliance History

- **1999** Countywide arts & cultural summit - 150 arts, cultural, business and civic leaders
- “share their hopes, concerns and dreams for the future” of arts and culture in the county.
- One of ten outcomes – countywide organization to advocate for and provide services to arts/cultural organizations and creative individuals.
- The plan - a collaborative structure among “founding partners”
  - The Arts Alliance
  - Ann Arbor Area Chamber of Commerce
  - Ann Arbor Convention & Visitors Bureau,
  - Nonprofit Enterprise at Work
  - Ann Arbor Area Community Foundation.
- **2002** The Arts Alliance was launched as a division of the Arbor Area Chamber of Commerce.
- **2008** The Arts Alliance become an independent 501(c)3 organization.
Mission

The Arts Alliance is a leader championing, supporting and advocating for the arts & creative industries in Washtenaw County, MI - arts and creative individuals, organizations and businesses - to ensure that the greater Ann Arbor region remains a great place to create, live, work, learn, play and visit.

The Arts & Creative Industries

Are you on the list?

1. Advertising
2. Architecture
3. Art schools, art teachers, artists & agents
4. Creative technology: app, game, web design, etc.
5. Culture & heritage
6. Design: game, graphic, industrial, interior, visual, etc.
7. Fashion, garment, textiles
8. Film, audio visual & broadcasting
9. Literary, publishing & print
10. Music & recording
11. Museums: art, cultural, heritage, history & science
12. Science & nature centers
13. Performing arts: dance, music, theater, etc.
14. Visual arts: painting, sculpting, photography, crafts, etc.
Partnering with Diverse Stakeholders

Making an Impact:
- 1,042 Creative Industries
- 6,436 Jobs*
- $390.3 million in wages*

Our constituents offer programs and services to:
- 364,000 Washtenaw County residents
- 47,000 preK-12 students.
- 80,000+ university students.
- 3.7 million visitors.
Join Us! – 280 Members

- 132 Creative Organizations & Businesses
- 53 Artists & Creatives
- 95 Ally Members and Sponsors

A 289% increase in memberships since 2012
THANK YOU!

With and on behalf of Washtenaw’s creative industries, we:

- Facilitate by exploring issues, conducting research and fostering and administering arts & creative industries initiatives.
- Advocate by relentlessly vocalizing the arts & creative industries’ impact on quality of life and place.
- Communicate by promoting the arts & creative sector programs and collaborative initiatives.
- Educate by encouraging lifelong arts & creative learning programs and opportunities within and beyond the sector.
- Celebrate by trumpeting the triumphs of Washtenaw’s arts & creative industries.
The Arts Alliance Facilitates

- Washtenaw County Cultural Plan + 7 Micro Plans guiding countywide and local creative goals, objectives and strategies.
- MCACA Re­granting Administrator, distributing $43,000 annually
- Creative Economy Studies (sampling)
  - 2017 Washtenaw Creative Count
  - 2016 Creative Center Assessment Report.
  - 2016 Economic Creative Nonprofit Impact Study (AAACF).
  - 2008 Creative Economic Analysis (Spark).
- Public Art & Design Plans and Projects
  - PowerArt! = $60,000 for local artists to wrap electrical boxes in Ann Arbor.
  - Re-Imagine Washtenaw Public Art and Design Plan

The Arts Alliance Advocates

On the local, regional, state and national levels to:
- Build appreciation for the intrinsic value of arts & creativity for humanity.
- Promote the creative industries’ impact on our quality of life and place and economic vitality.
- Take a seat “at the table” for community planning and decision making.
- Encourage investment in the sector to keep it vital and sustained.

Activities include:
- Hold candidate forums and publish candidate positions on the arts & creative industries.
- Encourage the sector to give voice to their opinions and encourage legislative action regarding the creative industries.
- Lead county/city ballot initiatives impacting the creative industries.
The Arts Alliance Communicates

Purpose
- Encourage the collaborative exchange of ideas to create work, new products
- Interpret and challenge conventions.
- Drive attendance at, participation in and appreciation of the arts & creative industries.
- To inform the sector: share trends, opportunities, projects, initiatives, jobs, etc.

Activities
- Arts & Creative Industries E-Newsletter - biweekly enewsletter; 4,150 subscribers.
- The Annual Arts & Creative Industries Guide 32,000 distributed.
- Creative:Impact on WEMU 89.1 FM
- Social media – Twitter & Facebook
- A3Arts.org - the arts & creative industries web portal.

The Arts Alliance Educates

Purpose
- Support life-long creative learning, training and capacity-building opportunities for creative entrepreneurs.
- Develop 21st Century workforce.
- Artists/Creatives remain in communities that are supportive and encouraging.

Activities
- Arts & Cultural Education Integration for Student Excellence (ACEISE) - with the WISD
  Ensure that all 47,000 Washtenaw County students have equivalently access to great arts and creative education.
- Creative Convergence - an issues-based conference focusing on the current "hot topics" impacting and driving the creative industries.
The Arts Alliance Celebrates

Bragging Rights! - the awards won, the programs applauded, the grants and acclaims received:

- National Medal of Arts
  - University Musical Society (2016)
  - George Shirley (2016)
- 2006 National Medal for Museums
  - Artrain (2006)
- Most Outstanding Theater in North America
  - Michigan Theater
- National Jazz Presenter of the Year
  - Linda Yohn

The Arts Alliance Medals for the Arts, Sciences & Humanities – for advancing the arts, sciences and humanities and increasing public awareness of the creative sector in Washtenaw County.

The Arts Alliance receives local, state & federal support from:

and is a member of:
Top 10 Reasons
It Pays for Communities to Invest in the Arts & Creative Industries

- List Source: Americans for the Arts

Hearts starve as well as bodies, give us bread, but give us roses!
- Bread & Roses, a poem by James Oppenheim

Ten Reasons to Invest in Art & Creativity

# 1 - Improved Well-being

- Art and creativity is fundamental to our humanity.
- They ennoble and inspire us—fostering creativity, goodness and beauty.
- 63% of the population believe the arts “lift me up beyond everyday experiences.”
- 73% say the arts a experience in a tri

- Bread & Roses, a poem by James Oppenheim
Ten Reasons to Invest in Arts & Creativity

# 2 - Unifying Communities

- 67% of Americans believe “the arts unify our communities regardless of age, race and ethnicity.”
- 62% of Americans agree that the arts “help me understand other cultures better” a perspective observed beyond demographic and economic categories.
- A vibrant arts community ensures that young people are not left to be raised solely in a pop culture and tabloid marketplace.

# 8 – Positive Social Impact

- University of Pennsylvania research shows that cities with a concentration of creative industries have:
  - Higher civic engagement.
  - More social cohesion.
  - Higher child welfare.
  - Lower crime rates.
  - Lower poverty rates.
- A vibrant arts community ensures that young people are not left to be raised solely in a pop culture and tabloid marketplace.
Ten Reasons to Invest in Arts & Creativity

# 3 - Improved Academic Performance

- Students engaged in arts learning, regardless of socio-economic status have:
  - higher GPAs and standardized test scores. (+100 on SAT)
  - lower drop-out rates.
  - better attitudes about community service.
  - Students of color have significantly less access than their white peers.
- S.T.E.M. to S.T.E.A.M. - 88% of Americans believe that creative education is part of a well-rounded education.

Ten Reasons to Invest in Arts & Creativity

# 4 – Strengthens the Economy

- Play an important role in building and sustaining economic vibrancy.
- Attract and employ a creative workforce.
- Generates revenue for the government.
- Do not threaten to leave our cities, states or country.

Ranking #4 in creative industries among 83 Michigan counties. Washtenaw County & the greater Ann Arbor area ranks in top 1%. 1,612 creative sector businesses employing 4,334 people.
Ten Reasons to Invest in Art & Creativity

# 4 - Strengthens the Economy

National Snapshot

US Bureau of Economic Analysis*

- A $764 billion industry.
- 4.9% of the US GDP > transportation, construction and agriculture.
- +$764 billion to the U.S. economy.
- Surplus of $21 billion in international trade.

Nonprofits creative organizations

- $166.3 billion in economic impact
- 4.6 million jobs.
- $27.5 billion in government revenue.

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Ten Reasons to Invest in Art & Creativity

# 4 - Strengthens the Economy

MI Creative Industries Snapshot*

- $13.6B value added to state’s economy by the arts.
- 2.9% value-added as a share of state’s economy.
- $7.6 billion in wages.
- 128,619 jobs.

Nonprofit** (subset of above)

- $1.24 billion in direct expenditures.
- > 17 million attendees

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*US Bureau of Economic Analysis & NEA
** Creative Many Michigan
Ten Reasons to Invest in Creative Industries

#4 – Strengthens the Economy

Washtenaw County Snapshot

- All Arts & Creative Industries
  - 6,436 jobs in 479 establishments
  - $390.4 million in wages
- Creative Nonprofits
  - $99.9 million economic impact
    - Organizations = $49.9 million
    - Audiences = $50 million
  - 2,574 jobs
  - $66.4 million in local wages
  - 1.78 million attendees = filling Michigan Stadium > 16 times
- Government Revenue
  - $1.25 million generated for local taxes
  - $4.9 million to state government

Sources: 2016 Creative Industries Report - Creative Many MI
Creative Economic Development Study - Nonprofit
Ann Arbor Area Community Foundation
Ten Reasons to Invest in Arts & Creativity

# 5 – Driving Tourism and Revenue to Local Businesses

Arts & cultural travelers stay longer and spend more.
- US Department of Commerce report on international travelers:
  - 29% attend an art gallery or museum.
  - 17% attend concerts and/or theater performances.
- Michigan - $1.3 billion in direct tourism expenditures - nonprofits alone -.
- Washtenaw County
  - #2 reason people visit Washtenaw County.
    (Destination Ann Arbor).
  - Washtenaw’s hotel occupancy rate regularly outpaces Detroit, Grand Rapids, Lansing, Traverse City and Chicago!

Valuable revenue is generated for local merchants!
In addition to the price of admission...
- Visitors spend $39.96 per person.
- Locals spend $24.60 per person.
  - Restaurants & Meals
  - Shopping
  - Lodging
  - Transportation & Parking
  - Babysitters.
  - and more
Ten Reasons to Invest in Arts & Creativity
# 8 - Sparks creativity & innovation

Highly desired 21st century workforce skills
- Interacting with co-workers
- Networking
- Communication
- Teamwork & collaboration
- Demonstrating empathy
- Professionalism & work ethic
- Integrity
- Optimism
- Enthusiasm & motivation
- Critical thinking & problem solving

Highest indicators of desired skills:
- 72% of business leaders say creativity is of high importance when hiring.
- “...the arts—music, creative writing, drawing, dance—provide skills sought by employers of the third millennium.”
- Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.
- A college art degree is the highest indicator of creativity

# 7 – The “Arts” Drive Creative Businesses

U.S. businesses involved in creation or distribution of the arts.
- 4.0% of all businesses
- 673,656 jobs
- 2% of all employees.

Ten Reasons to Invest in Arts & Creativity

# 9 – Improved health care

- Nearly one half of the nation’s healthcare institutions provide arts programming for patients, families and even staff.
- 78% of hospitals deliver these programs because of their healing benefits to patients:
  - Shorter hospital stays.
  - Better pain management.
  - Less medication.

Ten Reasons to Invest in Arts & Creativity

# 10 - Military Readiness and Healing

- Programs for troop force and family readiness during pre-deployment, resilience and the reintegration of veterans into family and community life.
- Service members and Veterans rank art therapies in the top 4% interventions and treatments (out of 40).
About the Business of Arts & Creative Industries

Arts & Creative Industries
Include individuals and businesses

For Profit Businesses
- Use money as input (means) and output.
- Financial returns measure success.
- Can, and often do, have a social mission.
- Owners/shareholders may profit from the business

Nonprofit Businesses
- Use money as input only not the measure of greatness.
- Triple bottom line
  - How well do we deliver on mission?
  - Do we make a distinct impact with our resources?
  - What’s the qualitative evidence that we are a success?
- Profits allowed but must be reinvested into the organization.
Local, State & Federal Government Arts Funding

- Local
- State
- Federal

Public/Government Funding Sources

Federal
- Appropriations – usually through grants
- Department of Interior
  - National Endowment for the Arts - 40% of which is allocated to state arts councils
  - National Endowment for the Humanities
- Community Development Block Grants
- Department of Transportation
- Department of Education – Arts & Creative Education
- Department of State Bureau of Education and Cultural Affairs
- Earmarks for Cultural Agencies & Institutions
- Corporation for National & Community Service
- Military Base Closing Redevelopment
- Department of Agriculture - Rural Development
- Historic Preservation Tax Credits
- Others as determined by Congress
A survey conducted by The Arts Alliance found:

- 63% of people said arts and cultural programs were very important to their decision to live in Washtenaw County.
- 89% agreed that public tax funding through local governments should help support nonprofit arts and cultural programs.
- 57% thought access to cultural programs was important to helping recruit and retain qualified workers.

<table>
<thead>
<tr>
<th>Public Funding Resource</th>
<th>Many Other States</th>
<th>Michigan Available for the Arts?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriations</td>
<td>yes</td>
<td>Current via MEDC – could be additional per legislature</td>
</tr>
<tr>
<td>Budget line items</td>
<td>yes</td>
<td>possible but rare</td>
</tr>
<tr>
<td>Economic development grants</td>
<td>yes</td>
<td>MEDC: MCACA; MI Film Office + a few others</td>
</tr>
<tr>
<td>Sales taxes</td>
<td>yes</td>
<td>NO</td>
</tr>
<tr>
<td>Use taxes – gas, cigarette, alcohol, soda, gas, lottery, etc.</td>
<td>yes</td>
<td>NO</td>
</tr>
<tr>
<td>Property tax millage</td>
<td>yes</td>
<td>If approved by county voters</td>
</tr>
<tr>
<td>Hotel/lodging/accommodation taxes</td>
<td>yes</td>
<td>If approved by county municipality</td>
</tr>
<tr>
<td>Percent for Art programs</td>
<td>yes</td>
<td>If approved by local council or voters</td>
</tr>
</tbody>
</table>
Thank you!

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