The Arts Alliance
and
Creative Washtenaw
Arts + Creative Industries in the greater Ann Arbor Area

Appreciation first! ♥ from The Arts Alliance

Our amazing members...
♥ Individual artists + creatives
♥ Creative businesses
♥ Ally members + sponsors

+ our leading supporters

+ our membership and partnership agencies...
The Arts Alliance History

- 1999 countywide Arts + cultural summit - 150 arts, cultural, business and civic leaders
- “to share their hopes, concerns and dreams for the future” of arts and culture in the county.
- One of ten outcomes – to create a countywide organization to advocate for and provide services to arts/cultural organizations and creative individuals.
  - a membership-based backbone organization establishing and nurturing cross-sector partnerships so common goals and outcomes may be reached.
  - The plan - a collaborative structure among “founding partners”
- 2002 The Arts Alliance was launched as a division of the Arbor Area Chamber of Commerce.
- 2008 The Arts Alliance becomes an independent 501(c)3 organization.

The Arts Alliance

The Arts + Creative Industries authority in Washtenaw County.

The Mission: to advocate for and support Creative Washenaw and ensure that the greater Ann Arbor, Michigan, region remains a great place to create, live, work, learn, play and visit.

The Arts Alliance is committed to, forever evolving and learning about diversity, equity and inclusion.
Creative Washtenaw defined
Creative people from students to industry experts leading the sector locally, nationally and internationally. They are amateurs and professionals who
- have creative practices
- own creative businesses
- hold creative jobs in profit, nonprofit and government entities; and
- offer creative products, services and programs throughout the Washtenaw community.

The Arts Alliance
Works every day on behalf of our members to persuade the community at large, its leaders and decision makers
- of value of investing in and setting policies
- So artists and creatives may make a decent living
- schools have budgets to guarantee students sequential high quality arts + creative education
- creative organizations and businesses are properly resourced.
The Arts Alliance
National, state, multi-state, state, regional and local arts agencies

<table>
<thead>
<tr>
<th>Serving Arts + Creative</th>
<th>Individuals</th>
<th>Nonprofits</th>
<th>For Profit Businesses</th>
<th>Geographic Region</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Arts Alliance</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Washtenaw County – Ann Arbor, Chelsea, Dexter, Manchester, Milan, Saline Whitmore Lake &amp; Ypsilanti &amp; all townships &amp; villages</td>
<td>a3arts.org</td>
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<tr>
<td>CultureSource</td>
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<td>7 County Region – Wayne, Oakland, Macomb (primary due to funding), Livingston, Lenawee, Monroe &amp; Washtenaw</td>
<td>culturesource.org</td>
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<tr>
<td>Creative Many Michigan</td>
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<td>creativemany.org</td>
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<td>Arts Midwest</td>
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<td></td>
<td>9 states - Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, Wisconsin</td>
<td>artsmidwest.org</td>
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<td>Americans for the Arts</td>
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<td>U.S.A</td>
<td>artsusa.org</td>
</tr>
</tbody>
</table>

Partnering with diverse stakeholders
The Arts + Creative Industries

The intrinsic and aesthetic values of art and creativity are essential and the highest determining factors of success for these individual practitioners, for profit, nonprofit and government entities.

- Advertising & promotion
- Architecture: building, landscape, urban & regional planning, marine & naval, etc.
- Art schools, art teachers, artists & agents
- Art therapy, rehabilitation and healing
- Creative technology: app design, game design, web design, etc.
- Culture & heritage: preservation, centers, museums
- Design: display, exhibition, graphic, industrial, interior, multimedia, packaging, product, visual, communication, user interface, etc.
- Fashion: design, garments, textiles, footwear, lifestyle & accessories
- Film, audio visual & broadcasting
- Literary, publishing & print
- Music & recording
- Museums: art, cultural, heritage, history & science, etc.
- Research & development: the pursuit of models, methods, formulas and products of unusual value.
- Science & nature centers
- Performing arts: dance, music, multidisciplinary, theater, etc.
- Visual arts: artisan-crafts, painting, sculpting, photography, etc.
We facilitate

- MCACA Regranting Administrator, distributing $43,000 annually.
- Washtenaw County Cultural Plan + 7 Micro Plans
  guiding countywide and local creative goals, objectives and strategies.
- Creative Economy Studies (sampling)
  - Washtenaw Creatives Count (ongoing data collection)
  - 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

We advocate

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.
We communicate

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; 5,600 subscribers.
- **Arts + Creative Industries Guide** - listings of regional creative resources
- **creative:impact** on WEMU 89.1 FM.
- **Ann Arbor Observer event calendar**
- **Social media** – Twitter & Facebook.
- **A3Arts.org** - the arts + creative industries web portal.

We educate

Purpose

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

Activities

- **Arts & Cultural Education Integration for Student Excellence (ACEISE)**
  Entitling every student in Washtenaw County to equitable access to high-quality, consistent, sequential, standards-based arts + creative education as part of an integral right to a well-rounded and excellent education.
We celebrate

Recognizing Creative Distinction

▪ The Arts Alliance Medals for Arts, Sciences & Humanities honor the extraordinary contributions and accomplishments of artists, creatives with deep roots in Washtenaw County, Michigan.

▪ Bragging Rights! - the awards won, the programs applauded, the grants and acclaims.
  ▪ National Medal of Arts
    - George Shirley (2016)
    - University Musical Society (2016)
  ▪ Most Outstanding Theater in North America - Michigan Theater
  ▪ National Jazz Presenter of the Year - Linda Yohn
  ▪ And so many more....

It pays for communities to invest in the
Arts + Creative Industries

List Source: Americans for the Arts
Ten Reasons to Invest in Arts+ Creativity

#1. Art and creativity improve individual well-being.

- They ennoble and inspire us—fostering creativity, goodness and beauty.
- 69% of the population believe the arts “lift me up beyond everyday experiences.”
- 81% say the arts are a “positive experience in a troubled world.”
- 73% feel the arts give them “pure pleasure to experience and participate in.”

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 Arts + Creativity

#2. Arts unify communities.

Across all economic and demographic categories

- 72% of Americans believe “the arts unify our communities regardless of age, race and ethnicity.”
- 73% 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.
**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 pts on SAT)
- lower drop-out rates.
- higher college going rates.
- better attitudes about community service.

**S.T.E.M. to S.T.E.A.M.**

- 91% of Americans believe that creative education is part of a well-rounded preK-12 education.

*Inequity issue: Students of color have significantly less access to creative education than their white peers.*

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**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.
Ten Reasons to Invest in Arts + Creativity

# 4 - Strengthens the Economy

U.S. Creative industries snapshot*

- A $877.8 billion industry
- 4.5% of the US GDP
  > tourism, agriculture or the combined GDP of transportation and construction
- 5 million jobs
- Surplus of $21 billion in international trade.
  - Nonprofit** (subset of above)
    - $166.3 billion in direct expenditures.
    - 4.6 million jobs
    - $27.5 billion in government revenue

*U.S. Bureau of Economic Analysis

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Ten Reasons to Invest in Arts + Creativity

# 4 - Strengthens the economy

MI Creative Industries Snapshot*

Value added to MI’s economy by the arts

- $13.9 billion
- 2.8%
- $7.6 billion in wages.
- 121,332 jobs.
  - Nonprofit** (subset of above)
    - $1.24 billion in direct expenditures.
    - > 17 million attendees

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

# 4 - Strengthens the economy

Washtenaw County Creative Industries Snapshot*

- 6,436 jobs in 479 establishments
- $390.4 million in wages
  - 208 Nonprofits** (subset of above)
    - $99.9 million economic impact
      - Audiences = $50 million
      - Organizations = $49.9 million
    - 2,574 jobs
    - $66.4 million in local wages
    - 1.78 million attendees (32% from outside the county) = 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 - Ann Arbor Area Community Foundation, 2018 Creative Industries Map of Washtenaw County, MI

Ten Reasons to Invest in Arts + Creativity

# 4 - Strengthens the economy

Washtenaw County Creative Industries Snapshot*

Ranking #4 in creative industries among 83 Michigan counties. Washtenaw County & the greater Ann Arbor area is home to 1,042 creative sector businesses employing 4,534 people.

2018 Creative Industries Map of Washtenaw County, MI

Dun & Bradstreet
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.
- 34% of arts attendees live outside of the county where the event takes place.
- Michigan - $1.3 billion in direct tourism expenditures
- 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!

Ten Reasons to Invest in Arts + Creativity

# 5 - Driving tourism and revenue to local businesses

Valuable revenue is generated for local merchants!

In addition to the price of admission...

**Visitors spend $47.57 per person.**

**Locals spend $31.47 per person.**

- Restaurants & meals
- Shopping
- Lodging
- Transportation & parking
- Babysitters
- and more
Ten Reasons to Invest in Arts + Creativity

# 6 - Sparks creativity & innovation

Highly desired 21st century workforce skills
- Creativity (72% of employers)
- Communication
- Critical thinking & problem solving
- Teamwork & collaboration
- Professionalism & work ethic
- Integrity
- Optimism
- Enthusiasm & motivation
- Networking
- Demonstrating empathy

High indicators of desired skills:
- "...the arts—music, creative writing, drawing, dance—provide skills sought by employers of the third millennium."
- A college art degree is the highest indicator of creativity.
- Architecture, arts, communication and liberal arts in the top six degrees held by entrepreneurs from U-M, MSU and Wayne State University.*
- Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.

Sources:
The Conference Board
Americans for the Arts
*Embracing Entrepreneurship - University Research Corridor

Ten Reasons to Invest in Arts + Creativity

# 7 – The “arts” drive creative industries

Creative industries are business models where creativity is of the highest value and is a determining factor of success or failure.

U.S. businesses involved in creation or distribution of the arts.
- 4.01% of all businesses
- 673,656 jobs
- 2.04% of all employees.

Ten Reasons to Invest in Arts +Creativity

# 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.

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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 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 health & well-being

The arts heal the mental, physical and moral injuries of war

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

About the Business of Arts + Creative Industries
Arts + Creative Industries

Include organizations, businesses, agencies and individuals

Government
- Agencies: programs and services reflecting values and needs of citizens.
- Tax-based funding.
- Subject to political and policy changes.
- Examples:
  - Arts, cultural, science, heritage, etc. commissions and agencies.
  - Percent for arts programs

For Profit Businesses
- Use money as input (means) and output.
- Can, and often do, have a social mission.
- However, is not formed to improve society at all costs. Rather, the bottom line is to create profit.
- Profit is returned to owners or shareholders.

Nonprofit Businesses
- Mission-based, society driven.
- Use money as input only not success measure.
- Triple bottom line:
  - deliver on mission?
  - distinct impact with our resources?
  - qualitative evidence of success?
- Profits allowed but must be reinvested in organization.
- Nonprofit does not mean NO PROFIT ALLOWED.

Individuals
- Those using creative skills in their private practices, jobs, businesses and community involvement.
- Professionals earning all or some of their wages.
- Amateurs engaged in creative practice for personal fulfillment.
- Self-employed, gig workers and employees.

Focus on: nonprofit sector

Nonprofit giving distribution - all causes

2018 contributions:
$427.71 billion by type of recipient organization
(millions of dollars - all figures are round)

- 43% To individuals
- 38% Environment/animals
- 5% International Affairs
- 4% Arts, Culture + Humanities
- 4% Public/Society Benefit
- 3% Health
- 10% Religion
- 12% Education
- 12% Human Services
- 2% Unrelated Giving
- 2% Gifts to non-grantmaking foundations

* Estimate developed jointly by Candid (formerly Foundation Center) and Giving USA.
** Includes gifts to non-grantmaking foundations. Deductions carried over contributions to organizations not classified in a subsection, and other unauthorized.
Focus on: nonprofit sector
Nonprofit arts revenue sources – national

Revenue Sources for Nonprofit Arts & Cultural Organizations
(Estimated)

- Earned Income 60%
- Corporate 3%
- Foundations 4%
- Individual 23%
- Federal Govt. 3%
- State Govt. 3%
- Local Govt. 4%

9% public funding

Source: Americans for the Arts

Arts + Creative Industries
What Americans say about arts and public funding

We support government arts funding at all levels
- 60% approve local arts funding
- 58% approve state arts funding
- 54% approve federal arts funding

We will vote for candidates who increase arts funding
- 53% support increasing federal spending on nonprofit arts organizations.
- Americans are twice as likely to vote for a candidate who increases funding from 45 cents to $1 per person.

Cultural institutions add value to our community
- 90% believe theaters, museums, sculpture parks, neighborhood art centers, etc. improve quality of life.
- 86% believe cultural facilities are important to local businesses and the economy.
Focus on: nonprofit sector

Federal, state & local government investment

Government Funding to Arts Agencies
Federal, State, and Local: 1999-2019
(Millions of Dollars)

Focus on: nonprofit sector

Public/government arts investment sources

Federal Funding Examples

- Appropriations – usually through grants
- Department of Interior
  - National Endowment for the Arts (40% 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
Focus on: nonprofit sector
Public/government arts investment sources

State Examples

<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/budget line items</td>
<td>yes</td>
<td>Currently via MEDC and line items.</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 voters/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>

Focus on: nonprofit sector
Public/government arts investment sources

Washtenaw County

High public value for the Arts + Creative Industries

According a survey by The Arts Alliance:

- 63% of people said the availability arts and cultural programs was very important to their decision to live in Washtenaw County.
- 89% agreed that local public tax funding should be invested in nonprofit arts and cultural programs.
- 57% thought access to cultural programs helped to recruit and retain qualified workers.
Focus on: nonprofit sector
Public/government arts investment sources
Washtenaw County

<table>
<thead>
<tr>
<th>Public Funding Resource**</th>
<th>Washtenaw County</th>
<th>Ann Arbor</th>
<th>Chelsea</th>
<th>Dexter</th>
<th>Manchester</th>
<th>Milan</th>
<th>Saline</th>
<th>Ypsilanti</th>
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</thead>
<tbody>
<tr>
<td>Appropriations or budget line items</td>
<td>No</td>
<td>$43,500*</td>
<td></td>
<td>$28,000 Plain Air</td>
<td></td>
<td>$11,500**</td>
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<tr>
<td>Economic development grants</td>
<td>No</td>
<td>No</td>
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Sales taxes

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<td>Percent for Art programs</td>
<td>No</td>
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<td>No</td>
<td>No</td>
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</table>

*Ann Arbor - ($29K to AASF $9K to Dart for Art)
**Saline = $6,500 for General Fund, $5,000 for Tax Increment Finance Authority

Arts + Creative Industries Advocacy

Commons myths & misperceptions
These statements are UNTRUE

- Nonprofits receive government funding and **cannot** do any advocacy or lobbying.
  - Yes they can
- Nonprofits **cannot** use foundation funds for advocacy or lobbying
  - Yes they can
- Nonprofits **cannot** lobby a candidate for public office about issues or legislation during an election season (or after being elected).
  - Yes they can

Nonprofits and arts advocates CAN and should engage in these activities

*Arts Alliance*
Arts + Creative Industries Advocacy

JUST DO IT!

✓ Vote.
✓ Be active & be an influencer.
✓ Raise your voice for the arts.
✓ Join and be involved with your local arts (advocacy) agency: The Art Alliance
✓ Join the Art Action Fund annually – it's FREE! https://www.artsactionfund.org
✓ Serve on local & state municipal and nonprofit boards.
✓ Run for office.
✓ Contact, visit with and write emails to your elected officials

BE A MEMBER!

Arts + Creative Industries Advocacy

Keep the greater Ann Arbor area a great place to create, live, work, learn, play and visit.

Arts + creative advocacy requires resources. Join The Arts Alliance to add your voice and support. https://www.artsalliance.org

From novice to expert in every field and discipline of the arts + creative industries. Washtenaw County is home to world class practitioners leading and inspiring the sector locally, nationally and internationally.

- Creative individuals - self-identify as artists/creatives or who work in the creative industries (student memberships = $35)
- Creative businesses - Arts, cultural and heritage organizations, institutions and creative businesses.
- Ally members - individuals or businesses investing in the efforts of The Arts Alliance to advocate for, support and promote the arts and creative industries.
One final and important note

YOU ARE APPRECIATED!

Thank you for making the arts + creative industries one of your priorities. Whether it is through your gifts of time, talents and/or treasures, you enhance the lives of our citizens and school children and impact our quality of life, place and economy. You make the world a better place.

for more information contact

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