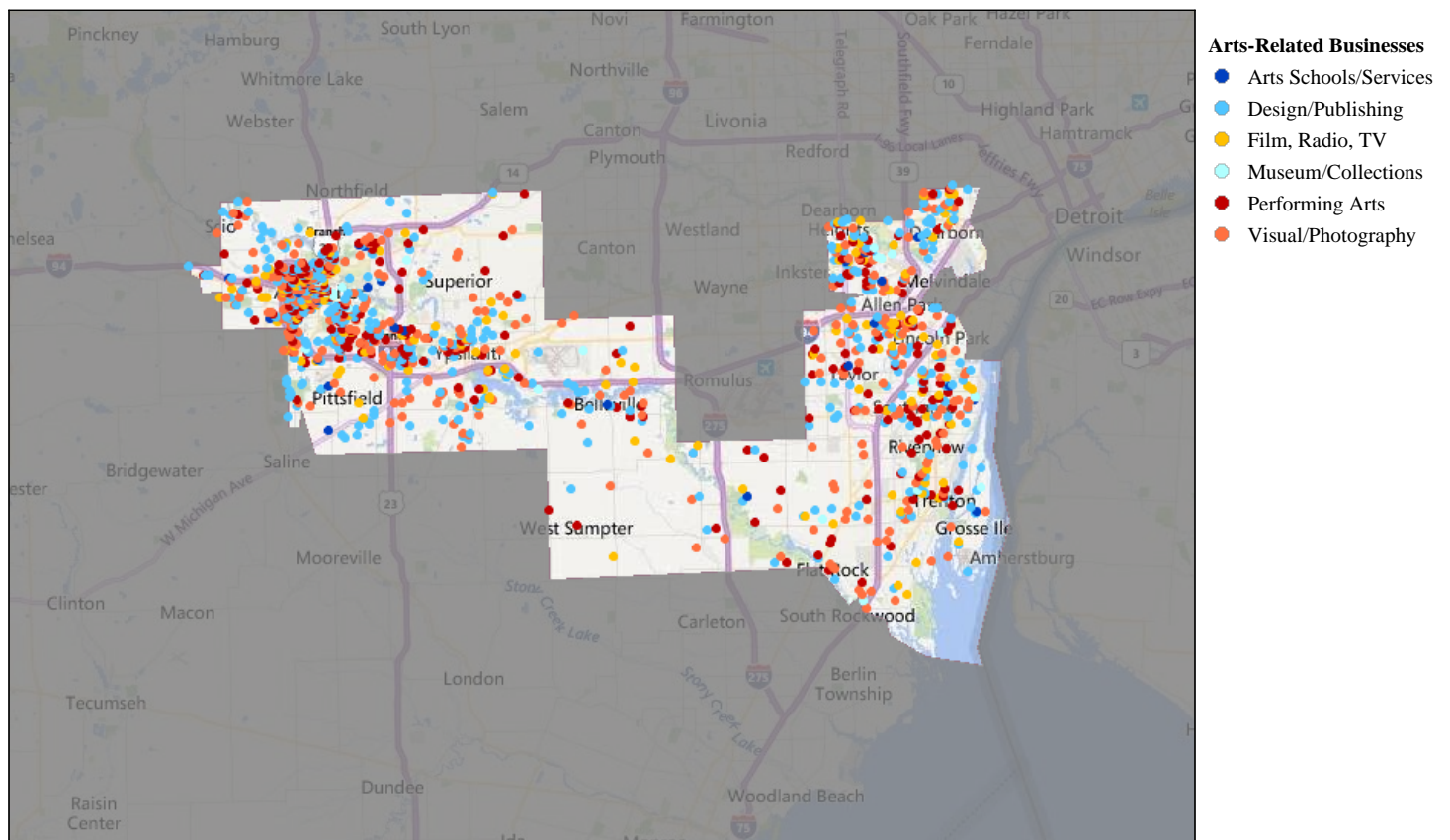


The Creative Industries in Michigan Congressional District 12 U.S. Representative Debbie Dingell

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Michigan Congressional District 12**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

1,220 Arts-Related Businesses Employ 6,586 People



Michigan Congressional District 12 is home to 1,220 arts-related businesses that employ 6,586 people. The creative industries account for 3.8 percent of the total number of businesses located in Michigan Congressional District 12 and 1.7 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the *Creative Industries: Business & Employment in the Arts* reports.

**The Creative Industries Represent
3.8 Percent of All Businesses and 1.7 Percent of All Employees in
Michigan Congressional District 12**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	30	152
Agents	1	1
Arts Councils	2	5
Arts Schools and Instruction	27	146
Design and Publishing	409	2,570
Advertising	67	1,538
Architecture	75	424
Design	264	514
Publishing	3	94
Film, Radio and TV	152	856
Motion Pictures	132	535
Radio	15	245
Television	5	76
Museums and Collections	36	1,077
Historical Society	6	29
Museums	28	1,011
Zoos and Botanical	2	37
Performing Arts	249	931
Music	116	435
Performers (nec)	69	112
Services & Facilities	57	370
Theater	7	14
Visual Arts/Photography	344	1,000
Crafts	39	113
Photography	236	469
Services	38	310
Visual Arts	31	108
GRAND TOTAL	1,220	6,586

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.