INTRODUCTION

You wouldn’t get much of an argument if you said that arts and data are just barely on speaking terms. Rarely have they interacted for strategic purposes. But for the first time in Southeast Michigan we’re able to employ increasingly robust data to map out the broader cultural landscape in a user-friendly, relevant, and visually distinct way.

For more than a year, the Sustain Arts research team has located, gathered, cleaned, reconciled, integrated, and analyzed more than a dozen highly relevant national, regional, and local data sets that collectively begin to tell a cogent story about the arts and cultural sector in the region. These data sets enable us to examine the interrelationships among organizations and their capitalization patterns, shifting demographics, and participation trends.

The result is Sustain Arts/SE Michigan: A Portrait of the Cultural Ecosystem, a report of key learnings from the four counties stakeholders agreed had the largest share of arts and cultural activity in the region: Macomb, Oakland, Washtenaw, and Wayne. This report accompanies a state-of-the-art online platform that allows users to explore the data in-depth.

The Data

Taken together, the data aggregated create a model of the sector with a level of detail previously unavailable. Establishing core trends across time provides local stakeholders with an empirical knowledge base and common language in which to ground substantive conversations about the future of the field. A comprehensive list of our data sources and definitions can be found at: sustainarts.org/se-michigan

About Sustain Arts

A project of the Hauser Institute for Civil Society at Harvard University, in partnership with the Foundation Center and Fractured Atlas, Sustain Arts equips communities with meaningful data about arts and cultural activity, answering the critical questions: Who creates art and culture? Who participates? and How is it all funded?

ON THE PLATFORM

Sustain Arts/SE Michigan is composed of two resources, intrinsically linked by the arts and cultural data of the region. While A Portrait of the Cultural Ecosystem offers our view on the current health of the sector, it accompanies a dynamically updated, visual data platform that allows those interested the ability to mine for individualized insights on funding, place, and participation.

Throughout this document, we’ll indicate places on the platform where data from this visual summary can be augmented to answer your unique questions.
For-profit Organizations Dominate the Scene

There are six for-profit arts and cultural organizations for every nonprofit in the SE Michigan region.

### Arts and Cultural Organizations by Discipline, 2012

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Nonprofit</th>
<th>For-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual Arts</td>
<td>211</td>
<td>1,999</td>
</tr>
<tr>
<td>Film &amp; Electronic Media</td>
<td>3</td>
<td>505</td>
</tr>
<tr>
<td>Music</td>
<td>81</td>
<td>321</td>
</tr>
<tr>
<td>Multidisciplinary</td>
<td>20</td>
<td>302</td>
</tr>
<tr>
<td>Literary Arts</td>
<td>1</td>
<td>226</td>
</tr>
<tr>
<td>Dance</td>
<td>20</td>
<td>187</td>
</tr>
<tr>
<td>Humanities</td>
<td>157</td>
<td>119</td>
</tr>
<tr>
<td>Theater</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>Other Arts and Culture Related*</td>
<td>46</td>
<td></td>
</tr>
<tr>
<td>Not Primarily Arts and Culture**</td>
<td>189</td>
<td></td>
</tr>
</tbody>
</table>

**Total Nonprofits = 572**

* e.g., arts councils, arts centers
** e.g., religious organizations, universities


One in Six Arts & Cultural Nonprofits Folded in the Past Decade

Smaller organizations were the least likely to survive. Are there natural limits or an optimal “carrying capacity” associated with the nonprofit arts ecosystem? Or, does a crowded creative sector serve as a stimulus for innovation?

### Survival Rates of Arts and Cultural Nonprofits by Size, 2000-2010

<table>
<thead>
<tr>
<th>Size</th>
<th>Survival Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Small &lt;$100K</td>
<td>78%</td>
</tr>
<tr>
<td>Small $100K-$500K</td>
<td>83%</td>
</tr>
<tr>
<td>Medium $500K-$1M</td>
<td>89%</td>
</tr>
<tr>
<td>Large $1M &amp; above</td>
<td>93%</td>
</tr>
</tbody>
</table>

Data source: National Center for Charitable Statistics, 2013. Includes organizations that filed an IRS Form 990 in 2000 with over $50,000 in revenue.
Comparatively High Survival Rates

Despite Southeast Michigan’s challenging economy, the turnover rate from 2000 to 2010 was lower than those of five other metropolitan areas.

Funding is Unevenly Distributed

Less than 10 percent of nonprofits have budgets over $1 million, but they receive over two thirds of foundation funding for the arts in SE Michigan. Is this the right balance for the arts and cultural ecosystem?
In 2011, of total regional foundation dollars in six metropolitan areas, Detroit ranked second in the share of those dollars that go to art and culture.

SHARE OF METRO AREA FOUNDATION DOLLARS SUPPORTING ARTS AND CULTURE, 2011

- MIAMI* 22%
- DETROIT 14%
- NATIONAL AVERAGE 13%
- SAN FRANCISCO 12%
- CHICAGO 11%
- BOSTON 10%
- ATLANTA 8%

*This figure includes an unusually large grant of $10M; when excluded, this number drops to 15.4%

Data source: Foundation Center, 2013. Based on all grants of $10,000 or more awarded by a national sample of larger U.S. foundations. For community foundations, only discretionary grants are included. Grants to individuals are not included.

Region Well Supported by Foundations

Alternative Giving Vehicles, Such as Kickstarter, Are Making a Mark

More than $1.3 million was raised on the crowdfunding platform for arts-related projects in SE Michigan in 2013.

KICKSTARTER FUNDING FOR ARTS AND CULTURE, 2009-2013

More on Organizational Profiles

Explore Newest & Largest Regional Funders

Sort by the newest and largest funders in the region for increased awareness around potential grantmakers.

More on Organizational Profiles

Dig deeper into funding patterns by linking funders and recipients. Visit individual entity profiles to see how funding has been allocated over time.

Data source: Kickstarter, 2013.
Regional Arts Participation May Lag Behind Nation

Demographic analyses suggest that arts participation rates in SE Michigan may lag behind national averages. Comparing demographics and related participation rates of national arts audiences to those in the region’s four-county metro-area suggests public demand for the visual arts, humanities, and film may be lower than the nation.

ESTIMATED NATIONAL AND REGIONAL PARTICIPATION RATES IN ARTS AND CULTURAL ACTIVITIES, 2010
