APPENDIX SUPPLEMENT FOR:

The Dollars and Sense of Cultural Economic Development: Summary Report of Michigan's Cultural Capacity

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Appendices

- A: Establishments in Creative Industries
- B: Employment in Creative Industries
- C: Employment in Creative Occupations
- D. Earnings in Creative Occupations
- E. Profiles of Selected Michigan Occupations
- F. Technical Notes

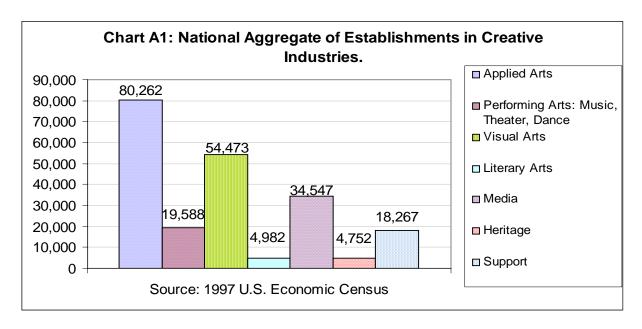
Appendix A: Establishments in Creative Industries

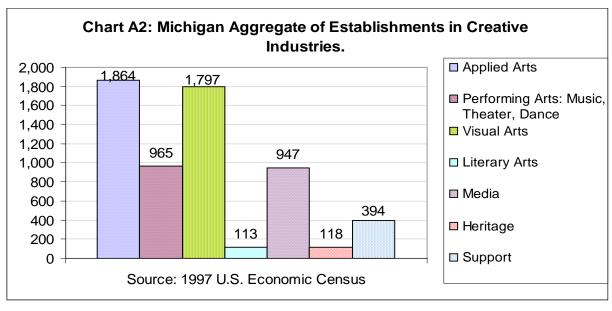
Table A1: Establishments in Creative Industries	1997 U.S.	Data	1997 Michiga	n Data
	Establishments	%	Establishments	%
Applied Arts	80,262	37.01%	1,864	33.02%
Architectural Services	20,602	9.50%	378	6.70%
Interior Design Services	9,612	4.43%	178	3.15%
Industrial Design Services	1,322	0.61%	34	0.60%
Graphic Design Services	14,631	6.75%	463	8.20%
Other Specialized Design Services	871	0.40%	4	0.07%
Advertising agencies	13,390	6.17%	315	5.58%
Display Advertising	2,261	1.04%	66	1.17%
Photographic Services	17,573	8.10%	426	7.55%
Performing Arts: Music, Theater, Dance	19,588	9.03%	412	7.30%
Performing Arts Companies	9,119	4.20%	156	2.76%
Dance Companies	530	0.24%	6	0.11%
Musical Groups and Artists	4580	2.11%	78	1.38%
Other Performing Arts Companies	842	0.39%	14	0.25%
Musical Instrument Manufacturing	576	0.27%	23	0.41%
Promoters of Performing Arts Events	3941	1.82%	135	2.39%
Visual Arts	54,473	25.12%	1,797	31.83%
Art Dealers	5,698	2.63%	179	3.17%
Camera and Photographic Supplies stores	2,843	1.31%	73	1.29%
Photographic film, paper, plate, and chemical Mfg.	311	0.14%	6	0.11%
Agents and managers for Artists	2,532	1.17%	46	0.81%
Lead pencil and art good manufacturing	173	0.08%	5	0.09%
Printing and related support activities	42,916	19.79%	1,488	26.36%
Literary Arts	4,982	2.30%	113	2.00%
Libraries and Archives	2,298	1.06%	51	0.90%
Book Publishers	2,684	1.24%	62	1.10%
Media	34,547	15.93%	947	16.78%
Cable and other program distribution	4,185	1.93%	147	2.60%
Motion picture and sound recording industries	22,204	10.24%	491	8.70%
Prerecorded Compact Disk, Tape and Record Reproducing	8,158	3.76%	309	5.47%
Heritage	4752	2.19%	118	2.09%
Museums	3860	1.78%	93	1.65%
Historical Sites	892	0.41%	25	0.44%
Support	18,267	8.42%	394	6.98%
Fine Arts Schools	7254	3.34%	221	3.91%
Independent artists, writers and performers	11,013	5.08%	173	3.06%
Total Creative Cluster Employment	216,871	100%	5,645	100%

Table A1: Above data details the number of establishments in the "creative cluster production line." The table also provides comparisons between national and state level data.

Table A2: Establishments in Cultural Industries			Michigan % of
compared to total Establishments in all Industries.	U.S.	Michigan	U.S.
Total Creative Cluster Establishments	216,871	6,198	3%
Total National and State Establishments	6,417,035	218,698	3%
Creative Cluster as % of National & State Establishments	3.4%	2.8%	84%

Table A2: This table shows comparisons of the number of establishments in the creative industry and all establishments at both the national and state level.





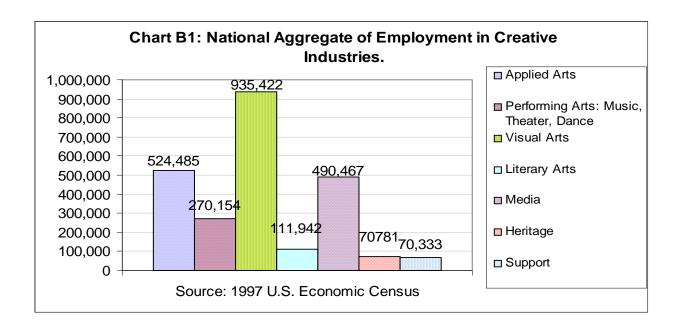
Appendix B: Employment in Creative Industries

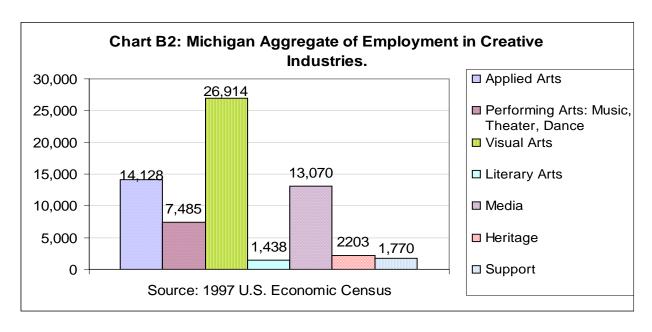
Table B1: Employment in Creative Industries	1997 U.S. Data		1997 Michigan Data		
1 7	Paid Employees	%	Paid Employees	%	
Applied Arts	524,485	21.20%	14,128	21.08%	
Architectural Services	146,702	5.93%	3,701	5.52%	
Interior Design Services	33,915	1.37%	562	0.84%	
Industrial Design Services	13,607	0.55%	237	0.35%	
Graphic Design Services	61,622	2.49%	2,020	3.01%	
Other Specialized Design Services	3,891	0.16%	10	0.01%	
Advertising agencies	139,486	5.64%	3,745	5.59%	
Display Advertising	41,357	1.67%	699	1.04%	
Photographic Services	83,905	3.39%	3,154	4.71%	
Performing Arts: Music, Theater, Dance	270,154	10.92%	7,485	11.17%	
Performing Arts Companies	122,003	4.93%	1959	2.92%	
Dance Companies	9170	0.37%	70	0.10%	
Musical Groups and Artists	46112	1.86%	1356	2.02%	
Other Performing Arts Companies	7417	0.30%	108	0.16%	
Musical Instrument Manufacturing	13411	0.54%	446	0.67%	
Promoters of Performing Arts Events	72041	2.91%	3546	5.29%	
Visual Arts	935,422	37.82%	26,914	40.17%	
Art Dealers	19,510	0.79%	683	1.02%	
Camera and Photographic Supplies stores	17,508	0.71%	401	0.60%	
Photographic Film, paper, plate, and Chemical Mfg.	38,935	1.57%	164	0.24%	
Agents and managers for Artists	13,239	0.54%	170	0.25%	
Lead pencil and art good manufacturing	7,990	0.32%	162	0.24%	
Printing and related support activities	838,240	33.89%	25,334	37.81%	
Literary Arts	111,942	4.53%	1,438	2.15%	
Libraries and Archives	22,044	0.89%	298	0.44%	
Book Publishers	89,898	3.63%	1,140	1.70%	
Media	490,467	19.83%	13,070	19.51%	
Cable and other program distribution	147,863	5.98%	4,412	6.58%	
Motion picture and sound recording industries	275,981	11.16%	6,184	9.23%	
Prerecorded Compact Disk, Tape and Record Reproducing	66,623	2.69%	2,474	3.69%	
Heritage	70781	2.86%	2203	3.29%	
Museums	63097	2.55%	2044	3.05%	
Historical Sites	7684	0.31%	159	0.24%	
Support	70,333	2.84%	1,770	2.64%	
Fine Arts Schools	43252	1.75%	1086	1.62%	
Independent artists, writers and performers	27,081	1.09%	684	1.02%	
Total Creative Cluster Employment Table B1. This table shows ampleyment # in the great	2,473,584	100%	67,008	100%	

Table B1: This table shows employment # in the creative cluster production line for both the nation and state. The data also shows what % each industry represents in creative production line employment.

Table B2: Creative Industry Employment compared to			Michigan % of
all Industries Employment.	U.S.	Michigan	US
Total Creative Industry Establishments	2,473,584	67,008	3%
Total National and State Establishments	101,372,992	3,766,858	4%
Creative Cluster as % of National & State Establishments	2.4%	1.8%	73%

Table B2: This table shows employment comparisons between creative industry establishments and all establishments at both the national and state level.





Appendix C: Employment in Creative Occupations

TILL 04 0 1 10 C	National Data 2003			Michigan Data 2003		
Table C1 : Occupational Structure of	# of		# of			
Michigan's Creative Workforce	Employees	%	Employees	%		
PERFORMING ARTIST OCCUPATIONS	324,640	30.0%	9,264	26.0 %		
Art Director	24,790	2.3	830	2.3		
Actor	57,580	5.4	114*	0.3		
Producers and Directors	59,460	5.6	1,370	3.8		
Announcers	48,760	4.6	1,850	5.1		
Authors	44,380	4.2	1,580	4.4		
Musical Directors and Composers	9,550	0.9	280	0.8		
Musicians and Singers	50,750	4.8	2,400	6.7		
Dancers	14,230	1.3	340	0.9		
Choreographers	15,140	1.4	500	1.4		
CRAFT AND VISUAL ARTS OCCUPATIONS	221,050	21.0%	7,160	20.0 %		
Painting, Coating, and Decorating Workers	28,980	2.7	1,350	3.8		
Fine Artists, Including Painters, Sculptors, and Illustrators	9,370	0.9	470	1.3		
Photographers	56,210	5.3	1,710	4.8		
Cabinetmakers and Bench Carpenters	126,490	11.8	3,630	10.1		
PROFESSIONAL SERVICE OCCUPATIONS	454,770	43.0%	18,040	50.0 %		
Architects	91,830	8.6	2,410	6.7		
Archivists, Curators, and Museum Technicians	22,080	2.1	650	1.8		
Commercial and Industrial Designers	32,940	3.1	5,740	15.9		
Exhibit and Set Designers	8,610	0.8	130	0.4		
Fashion Designers	11,090	1.0	70	0.2		
Floral Designers	67,460	6.3	2,200	6.1		
Graphic Designers	156,220	14.6	4,710	13.1		
Interior Designers	45,810	4.3	1,750	4.9		
Landscape Architects	18,730	1.8	380	1.1		
ART EDUCATION OCCUPATIONS	67,740	6.3%	1,530	4.3 %		
Secondary Art drama and Music teachers	62,010	5.8	1,310	3.6		
Architecture Teachers, Postsecondary	5,730	0.5	220	0.6		
CREATIVE WORKFORCE TOTAL	1,068,200	100%	35,994	100%		

Table C1: The above data shows the number of individuals employed in the creative workforce along four occupational categories: Performing art, Craft and Visual art, Professional services and Art Education. The data also shows the percentage of total Michigan workforce that each occupation represents as well as what percentage the creative workforce is in comparison to all industries.

Source: Occupational Employment Statistics Data 2003

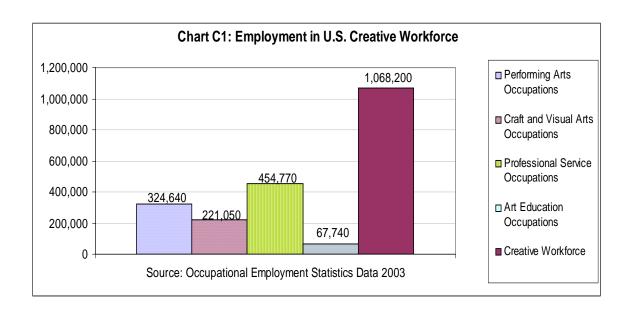
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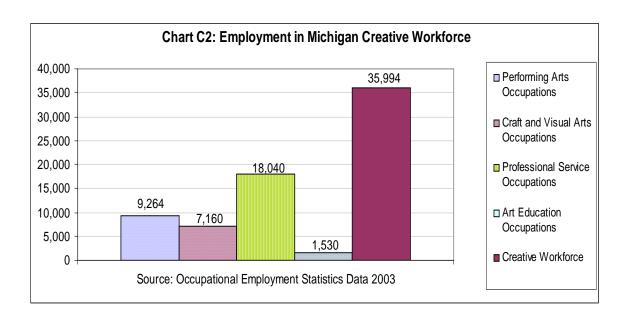
^{* 2003} MI employment estimate for Actors not available; estimated assuming equivalent share of MI total creative workforce as in 2000.

Table C2: Creative Workforce Employment		
Compared to Total Workforce.	National 03'	Michigan 03'
Creative Workforce	1,068,200	35,994
All Industries Total Workforce	127,420,170	4,310,420
Creative Workforce as % of All Industries	0.84%	0.84%

Table C2: The above data is a comparison of total creative workforce data and data from all industries at both the U.S. and Michigan level.

Source: Occupational Employment Statistical Data 2003.





Appendix D: Earnings in Creative Occupations

Table D1: Annual Mean Wage Estimates for	National Data 2003		Michigan Data 2003		
Michigan's Creative Workforce	Mean	Mean Annual Wage		Annual Wage	
PERFORMING ARTIST OCCUPATIONS	\$	51,239	\$	47,579	
Art Director	\$	71,530	\$	73,050	
Actor	\$	47,650	\$	19,000	
Producers and Directors	\$	73,030	\$	62,800	
Announcers	\$	30,110	\$	37,060	
Authors	\$	53,020	\$	47,370	
Musical Directors and Composers	\$	42,960	\$	38,920	
Musicians and Singers	\$	51,450	\$	48,980	
Dancers	\$	26,480	\$	19,340	
Choreographers	\$	36,700	\$	27,020	
CRAFT AND VISUAL ARTS OCCUPATIONS	\$	27,873	\$	32,030	
Painting, Coating, and Decorating Workers	\$	24,620	\$	28,540	
Fine Artists, Including Painters, Sculptors, and Illustrators	\$	42,610	\$	46,120	
Photographers	\$	30,430	\$	36,920	
Cabinetmakers and Bench Carpenters	\$	26,390	\$	29,200	
PROFESSIONAL SERVICE OCCUPATIONS	\$	45,685	\$	53,293	
Architects	\$	65,120	\$	66,990	
Archivists, Curators, and Museum Technicians	\$	40,360	\$	38,180	
Commercial and Industrial Designers	\$	56,110	\$	71,390	
Exhibit and Set Designers	\$	39,430	\$	37,000	
Fashion Designers	\$	64,030	\$	41,160	
Floral Designers	\$	21,260	\$	20,990	
Graphic Designers	\$	41,620	\$	45,220	
Interior Designers	\$	44,550	\$	44,070	
Landscape Architects	\$	55,010	\$	56,280	
ART EDUCATION OCCUPATIONS	\$	53,265	\$	53,724	
Secondary Art drama and Music teachers	\$	52,210	\$	52,510	
Architecture Teachers, Postsecondary	\$	64,680	\$	60,950	
CREATIVE WORKFORCE TOTAL	\$	44,168	\$	47,611	

Table D1: The above data details annual wage estimates for occupational categories in the Creative Workforce. They show annual wage data from 2003 to compare between National and State level data. The wage estimates also help us compare the annual wage of the creative workforce to all industries at both state and national level.

Source: Occupational Employment Statistics Data 2003

Table D2: Creative Workforce Annual Mean Wage Compared to Total Workforce	Na	tional 03'	Mi	chigan 03'
Creative Workforce	\$	44,168	\$	47,611
All Industries Total Workforce	\$	36,520	\$	38,620
Creative Workforce as % of All Industries	1	120.9%		123.3%

Table D2: The above data is a comparison of total creative workforce data and data from all industries at both the U.S. and Michigan level.

Source: Occupational Employment Statistical Data 2003.

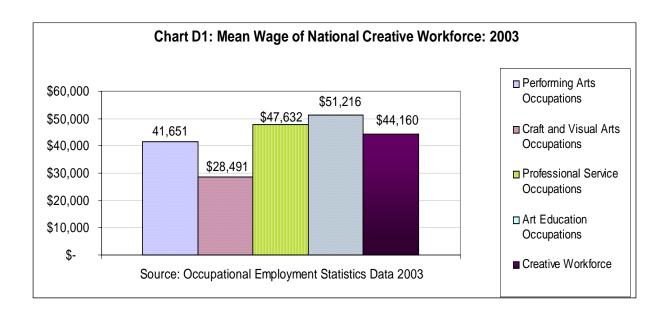




Table D3 Annual Median Wage Estimates for	National Data 2003		Michigan Data 2003	
Michigan's Creative Workforce	Median	Median Annual Wage		n Annual Wage
PERFORMING ARTIST OCCUPATIONS	\$	37,277	\$	39,222
Art Director	\$	63,170	\$	53,240
Actor	\$	25,330	\$	16,770
Producers and Directors	\$	51,870	\$	57,520
Announcers	\$	21,490	\$	26,010
Authors	\$	43,340	\$	40,970
Musical Directors and Composers	\$	33,430	\$	35,030
Musicians and Singers	\$	38,150	\$	47,070
Dancers	\$	19,740	\$	14,360
Choreographers	\$	32,060	\$	23,950
CRAFT AND VISUAL ARTS OCCUPATIONS	\$	25,353	\$	29,980
Painting, Coating, and Decorating Workers	\$	22,310	\$	25,370
Fine Artists, Including Painters, Sculptors, and Illustrators	\$	37,030	\$	45,210
Photographers	\$	25,950	\$	34,380
Cabinetmakers and Bench Carpenters	\$	24,920	\$	27,650
PROFESSIONAL SERVICE OCCUPATIONS	\$	41,202	\$	51,762
Architects	\$	58,630	\$	66,530
Archivists, Curators, and Museum Technicians	\$	36,160	\$	34,650
Commercial and Industrial Designers	\$	52,080	\$	72,240
Exhibit and Set Designers	\$	35,710	\$	34,090
Fashion Designers	\$	54,530	\$	39,160
Floral Designers	\$	20,090	\$	21,490
Graphic Designers	\$	36,930	\$	39,050
Interior Designers	\$	40,420	\$	44,570
Landscape Architects	\$	50,780	\$	52,350
ART EDUCATION OCCUPATIONS	\$	49,078	\$	51,484
Art drama and Music Teachers, Postsecondary	\$	48,150	\$	50,680
Architecture Teachers, Postsecondary	\$	59,120	\$	56,270
CREATIVE WORKFORCE TOTAL	\$	37,229	\$	43,934

Table D3: The above data details annual wage estimates for occupational categories in the Creative Workforce. They show annual wage data from 2003 to compare between National and State level data. The wage estimates also help us compare the annual wage of the creative workforce to all industries at both state and national level.

Source: Occupational Employment Statistics Data 2003

Table D4: Creative Workforce Annual Median Wage Compared to Total Workforce	Na	tional 03'	Mie	chigan 03'
Creative Workforce	\$	37,229	\$	45,934
All Industries Total Workforce	\$	28,400	\$	30,680
Creative Workforce as % of All Industries	1	31.1 %		149.7%

Table D5: The above data is a comparison of total creative workforce data and data from all industries at both the U.S. and Michigan level.

Source: Occupational Employment Statistical Data 2003.

Appendix E: Profiles of Selected Michigan Occupations

Table E1: Commercial and Industrial Designers						
States with highest concentration of Industrial designers:	# employed	Annual Wage	% of State			
Michigan	5,740	\$71,390	0.13%			
<u>Massachusetts</u>	1,980	\$57,520	0.06%			
Rhode Island	260	\$49,460	0.05%			
Wisconsin	1,050	\$49,180	0.04%			
Colorado	770	\$49,830	0.04%			
Top paying States for Industrial Designers:	# employed	Annual Wage	% of State			
Michigan	5,740	\$71,390	0.13%			
Connecticut	440	\$70,720	0.03%			
New York	1,970	\$67,810	0.02%			
Louisiana	440	\$61,970	0.02%			
Industries with highest number of Industrial Designers:	# employed	Annual Wage				
Architectural and engineering services	4,510	\$65,940				
Other miscellaneous manufacturing	2,990	\$44,060				
Specialized design services	2,650	\$64,390				
Employment services	1,480	\$64,660				
Management of companies and enterprises	1,230	\$60,130				
Top paying industries for this occupation:	# employed	Annual Wage				
Computer and peripheral equipment mfg.	290	\$80,280				
Architectural and engineering services	4,510	\$65,940	6.1			

Table E1: The above table details raked data comparing Michigan Industrial Designers to the rest of the nation and provides industries where they are most likely employed and best paid.

Source: Occupational Employment Statistical Data 2003

Table E2: Painters, coaters and decorators (PCD)							
States with highest concentration of workers in PCD:	# employed	Annual Wage	% of State				
<u>Nebraska</u>	360	\$23,720	0.04%				
Wisconsin	1,050	\$26,280	0.04%				
New Mexico	240	\$19,100	0.03%				
<u>Indiana</u>	900	\$22,180	0.03%				
Michigan	1,350	\$28,540	0.03%				
Top paying States for PCD:	# employed	Annual Wage	% of State				
<u>Nevada</u>	200	\$31,480	0.02%				
Michigan	1,350	\$28,540	0.03%				
<u>Massachusetts</u>	600	\$27,770	0.02%				
Industries with the highest number of PCD's:	# employed	Annual Wage					
Independent artists, writers, and performers	2,520	\$44,390					
Newspaper, book, and directory publishers	1,330	\$46,860					
Advertising and related services	580	\$49,370					
Printing and related support activities	420	\$32,070					
Specialized design services	360	\$45,010					

Table E2: The above table details raked data comparing Michigan Painters, Coaters and Decorators to the rest of the nation and provides industries where they are most likely employed and best paid.

Source: Occupational Employment Statistical Data 2003

Table E3: Photographers			
Top paying States for this occupation:	# employed	Annual Wage	% of State
North Carolina	1,460	\$40,430	0.04%
Connecticut	1,010	\$38,390	0.06%
<u>Minnesota</u>	1,130	\$37,640	0.04%
Michigan	1,710	\$36,920	0.04%
Industries with highest employment for photography:	# employed	Annual Wage	
Other professional and technical services	37,240	\$28,110	

Table E3: The above table details raked data comparing Michigan Photographers to the rest of the nation and provides industries where they are most likely employed and best paid.

Source: Occupational Employment Statistical Data 2003

Appendix F: Technical Notes

The North American Industry Classification System (NAICS)

The NAICS was developed by US, Canadian and Mexican to create a unified system for classifying economic entities in North America. Although data is only collected every five years, and disseminated 3 years after collection, our research team felt that the pervious economic census data was still the best measure of the cultural industries in Michigan at this time.

Occupational Employment Statistics (OES).

A collaborative program between the Beauro of Labour Statistics and the State Employment Security Agencies (SESA's) OES data provides wage and employment estimates for 750 occupations. Our research team used OES data to describe the Creative Workforce. Even with its extensive scope the OES is limited to only paid workers in an incorporated establishment, which does not take into account self-employed.

County Business Patterns (CBP)

Initially used to produce trend data for Michigan's Cultural Industries, the CBP trends were later adapted to predict missing industry employment numbers within the Cultural Industries data. The CBP data was used to create trends for the following industries: Other Performing Arts Companies, taxable music groups and artists, tax exempt dance companies, taxable museums and taxable heritage sites.

Definition of the Creative Industries.

Since this document is a partial duplication of the New England Council Report of June 2000 the definition for the Creative Industries was an adaptation of the definition of Creative Cluster, which was borrowed from the previously mentioned document. Our research team felt comfortable with this decision because of the extensive research that had already gone into producing this methodology.

Definition of the Creative Occupations.

Adapted from the New England Council Report, we primarily used definitions that were adapted from the National Endowment for the Arts 1996 study entitled *Artists in the Workforce* which includes in its definition eleven occupational categories: actors & directors, announcers, architects, art, drama & music teachers, authors, dancers, designers, musicians & composers, painters, sculptors, & craft artists, photographers, and artists & performers, we also added the three additional categories that were used in the New England Study: cabinet makers, bench carpenter, and painters coaters and decorators.