Is art a priority in your community? How do you know?
Artistic Expression in Communities

Michael Brown, City of Ironwood
Nathan Triplett, City of East Lansing
Sarah Triplett, Creative Many Michigan
Moderator: Dan Reszka, City of Elk Rapids
Community Development through Ironwood Art Park

Michael J. D. Brown
Community Development Director
City of Ironwood
Public Support is Crucial

Ironwood Downtown Blueprint 2009 recommends public art

Ironwood Comprehensive Plan 2014 recommends public art and art planning

Miners Mural: Public Art on Building Wall in Downtown Ironwood and cover to Comprehensive Plan
Partners included

- City of Ironwood
- Downtown Ironwood Development Authority (DIDA)
- Downtown Art Place (DAP)
- Historic Ironwood Theatre (HIT)
- Michigan Economic Development Corporation (MEDC)
- The Ironwood Community
It Takes Action

- Develop a vision/plan with cost estimates
- Public Spaces Community Places Grant Program
- Crowdfunding through Patronicity and Social Media Administration: $10,000 Goal – Raised over $15,000 from 118 Donors with MEDC Match of $10,000
- Project Administration

Before and after rendering used to solicit donations
It Takes Commitment

- Art Installations
- Art Classes
- Performances
- Future Improvements
CITY OF IRONWOOD ART PARK
Est 2015

The City of Ironwood, Downtown Ironwood Development Authority, Downtown Art Place and the Historic Ironwood Theatre would like to thank all those who donated to make Art Park a reality. Your generous donations will enrich the Ironwood area by providing the community and visitors access to arts and culture.

SPECIAL THANKS
$10,000 Donation by the Michigan Economic Development Corporation

REMBRANDT DONORS $1,000
Coleman Engineering Company
Community Foundation of the Upper Peninsula-U.P. Sustainable Forest & Wildlife Fund
Downtown Ironwood Development Authority
George C & Sharon L Brown
Kiwanis Club of Ironwood
Snow Country Contracting, Inc.
Wells Fargo

MONET DONORS $500
Aspirus Grand View
Hoisington Koegler Group, Inc.
Ironwood Plastics, Inc.
John & Lee-Ann Garske
River Valley Bank
Extreme Tool and Engineering, Inc. Mike and Shari Zacharias
East Lansing: City of the Arts

Nathan Triplett
Mayor
City of East Lansing
A “City of the Arts”

• A Triple Crown of cultural festivals:
  – East Lansing Arts Festival
  – Summer Solstice Jazz Festival
  – Great Lakes Folk Festival

• Home of the Eli and Edythe Broad Art Museum at Michigan State University.

• Collection of public art sculptures in our downtown.

• Cultural Arts Grants & Urban Mural Project or “Crack Art”
Why Public Art Matters

- Cities gain cultural, social and economic value from public art. It adds uniqueness to our communities, humanizes the built environment and invigorates public spaces.
- Enhancing the identity and character of communities through public art directly supports cultural tourism and place-based economic development strategies.
- Public art breaks the trend of blandness and sameness and helps cultivate a sense of place and unique identity.
- Public art allows people to come together to share experiences and ideas, connect with each other, and understanding each other in new ways.
Why Public Art Matters

• Public art is uniquely and freely accessible. It enables people to experience art in the course of their daily life, outside of museums or other cultural institutions.

• Cities with an active and dynamic cultural scene are more attractive places for both individuals and businesses to locate. Embracing public art is a key component of attracting and retaining talent in our community.
The Problem: How to Fund Public Art

- East Lansing was known as the “City of the Arts,” but the City’s commitment to public art was sporadic.
- Public art in East Lansing was dealt with on an ad hoc basis rather than through an established process supported by a sustainable funding source.
The Solution: Percent for Art

- Under the “Percent for Art” ordinance, an amount equal to **1% of the cost** to the City’s general fund of all public facilities and capital improvement projects will be deposited in the City’s Public Art Fund (the “public component”).

- Public component funds are appropriated the fiscal year following the fiscal year in which the public facility or capital improvement project is completed.

- For private development projects with a project cost of **greater than $500,000**, 1% of total project costs, **up to a maximum of $25,000**, would be committed to the procurement and display of public art on the project site (the “private component”).
The Solution: Percent for Art

• Alternatively, a developer may donate a work of art or contribute an amount equal to 1% of total project costs to the City’s Public Art Fund.

• The developer may satisfy the public art requirement through any combination of these three options totaling 1% of total project costs.

• Exemptions:
  – Residential projects containing fewer than four units.
  – Renovations of existing buildings where the total project cost is less than $2.5 million.
The Arts Commission

- The City’s Arts Commission is responsible for reviewing the proposed public art accompanying a developer’s site plan application for compliance with the requirements and review standards of the Percent for Art ordinance and making a recommendation to the City Council as to whether or not the proposed public art is in compliance.

- “The approval by the Arts Commission and City Council shall not be unreasonably withheld”
Enforcement Provisions

• The public art shall be approved by the City’s Arts Commission prior to site plan approval. The approval by the Arts Commission and City Council shall not be unreasonably withheld.

• Failure to install the public art as required and in accordance with the approved site plan shall result in denial of a certificate of occupancy.
Enforcement Provisions

• Failure to properly maintain the public art in accordance with the approved site plan is a violation of the zoning code. Prior to any enforcement action a violation notice shall be sent to the responsible party. A failure to cure the violation within 30 days shall constitute a violation.

• Maintenance of the public art shall be the responsibility of the owner of the property.
Nathan Triplett
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Creative Many Michigan

Sarah Triplett
Director of Public Policy
Creative Many Michigan
CREATIVE MANY MICHIGAN

We are the leading statewide advocate for the creative sector in Michigan.

Our mission is to develop creative people, creative places and the creative economy for a competitive Michigan.
OUR STATEWIDE WORK

• **Voice for the Creative Economy in MI** - advancing policies and sustainable funding for arts, culture, arts education and the creative economy.

• **Making the Case** – Research and communications positioning arts and creativity as essential to Michigan’s future.

• **Supporting Artists and Creatives** – Training, resources, and networking helping them build vibrant creative practices and businesses.
Value of Arts and Culture to the Economy

Value Added to U.S. GDP by Sector, 2012

<table>
<thead>
<tr>
<th>Sector</th>
<th>Value (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health care and social assistance</td>
<td>$1,152.3</td>
</tr>
<tr>
<td>Retail trade</td>
<td>$932.6</td>
</tr>
<tr>
<td>Arts and culture</td>
<td>$698.7</td>
</tr>
<tr>
<td>Construction</td>
<td>$586.7</td>
</tr>
<tr>
<td>Transportation and warehousing</td>
<td>$464.1</td>
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<tr>
<td>Travel and tourism</td>
<td>$428.0</td>
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<tr>
<td>Mining and extraction</td>
<td>$406.7</td>
</tr>
<tr>
<td>Utilities</td>
<td>$264.6</td>
</tr>
<tr>
<td>Agriculture, forestry, fishing, and hunting</td>
<td>$195.3</td>
</tr>
</tbody>
</table>

Data sources: Arts and Cultural Production Satellite Account (ACPSA), Travel and Tourism Satellite Account, and GDP by Industry.
Arts are an industry. Nonprofit arts organizations generate $135 billion in economic activity annually, supporting 4.1 million jobs and generating $22.3 billion in government revenue.

Nationally, there are 702,771 businesses in the US involved in the creation or distribution of the arts that directly employ 2.9 million people (representing 3.9% of all businesses and 1.9% of all employees).
ECONOMIC ENGINE

IN MICHIGAN

The arts are a growing Michigan industry.

• From 2006-2011, the number of arts-related jobs (85,656) increased by 15%, and arts-related businesses (28,072) increased by 65%.

• In 2010-2011 alone, jobs increased by 11% and arts-related businesses increased by 16%.
CREATIVE STATE MI

• Lacked current, reliable data to make a compelling case for the power of the arts in MI.

• Creative Many launched Creative State MI in 2012 to:
  – Provide data and research on the vitality/impacts of the nonprofit sector.
  – Build foundation for a new MI creative economy policy agenda and investment portfolio.
• Power of 407 nonprofit arts and cultural orgs!
• $595 million in spending
• $199.6 million in salaries
• 25,900 MI jobs
• 52,278 volunteers
• $15 million in payroll taxes
2015 CREATIVE STATE MI

NONPROFIT ARTS & CULTURAL ORGANIZATIONS WELcomed 25,785,806 VISITORS

ENOUGH TO FILL COMERICA PARK 618 TIMES

68% OF THOSE VISITS WERE FREE
2015 CREATIVE STATE MI

2,934,878
SCHOOLCHILDREN EXPERIENCED ARTS AND CULTURAL VENUES AND EVENTS

THAT INCLUDES
24,995
YOUTH & SCHOOL GROUP VISITS
NEARLY $2.5B SPENT ON ARTS & CULTURE TOURISM
MORE THAN 18% OF STATE TOURISM REVENUE.

- ARTS & CULTURE ($2.5B)
- GOLF ($221.7M)
- BOATING ($512M)
- HUNTING ($141.1M)
- HIKING ($491.6M)
- BIKING ($330.1M)
- FISHING ($469.3M)
- SPORTING EVENTS ($199.3M)

$2.5B VS $2.3B
IMPACT OF ARTS & CULTURE ON TOURISM

<table>
<thead>
<tr>
<th>Activity</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival/ Fairs</td>
<td>$574.8</td>
<td>$588.8</td>
</tr>
<tr>
<td>Historic Sites</td>
<td>$567.2</td>
<td>$605.6</td>
</tr>
<tr>
<td>Museum, Art Exhibits, Etc.</td>
<td>$508.6</td>
<td>$588.1</td>
</tr>
<tr>
<td>Movies</td>
<td>$401.1</td>
<td>$577.0</td>
</tr>
<tr>
<td>Concert, Theater, Dance</td>
<td>$324.6</td>
<td>$290.3</td>
</tr>
<tr>
<td>Zoo/Aquarium</td>
<td>$83.6</td>
<td>$196.9</td>
</tr>
<tr>
<td><strong>Total Arts &amp; Culture:</strong></td>
<td><strong>$2,459.9</strong></td>
<td><strong>$2,846.7</strong></td>
</tr>
</tbody>
</table>

- Arts and culture tourism increased by $386.8 million in just one year
- 9.6 million leisure travelers

CULTURAL TRAVELERS

• 78% of all U.S. leisure travelers participate in cultural activities while traveling, translating to 118.3 million adults each year. Spend more: $623 vs. $457
• Are older: 49 vs. 47
• Use a hotel, motel or B&B -- 62 percent vs. 55 percent
• Are more likely to spend $1,000+/-: 19 percent vs. 12 percent
• Travel longer: 5.2 nights vs. 3.4 nights
• Travel by air: 19 percent vs. 16 percent

ARTS ARE GOOD FOR LOCAL BUSINESS

• Local ticketholders spend $24.60 --per person, per event -- on items such as meals, parking, shopping, child care – in addition to the price of admission.

• Out-of-county ticketholders spend DOUBLE
Michigan’s creative industries are important contributors to the state economy -

$3.6$ BILLION

$3.1\%$

$9\text{,}000$ places

$74\text{,}000$ jobs
HOW CAN WE HELP?
RESEARCH

• Request support for community investment in the arts, culture and creativity (public art, arts and cultural facilities, maker spaces, festivals, etc.
• Combat cuts to arts, culture and arts education programs. Connect to a broader stakeholder network that includes members of the business and philanthropic community
• Bolster grant applications for nonprofit arts and cultural organizations
STATE AND NATIONAL AFFILIATION

• MI Sense of Place Council - equipping MI communities for great placemaking.

• SOP Creative Placemaking Workgroup – strategies for arts and creativity in placemaking.

• Americans for the Arts – leading national arts and arts education advocate.
STATEWIDE SUPPORT

• Statewide credibility
• Connection to the legislature
• Resources
• Voter Voice
  – Identify community support
  – Targeted messages to share information and/or take action

CREATIVE MANY

Dear Arts Advocate,

Arts, culture and creativity are the core of a vibrant community. They help create the kinds of places that attract talent and business investment and make our cities and towns great places to live, work and explore. Arts and culture bring jobs and economic activity to the communities that invest in them.

On Tuesday, October 7, the East Lansing City Council will vote on a proposed "Percent for Art" ordinance, which if passed will add to the artistic vitality of our community and help East Lansing live up to its moniker as a "City of the Arts."

Across the United States, more than 350 communities have enacted similar public art requirements. If passed, this model ordinance would not only impact East Lansing but could have huge implications for other municipalities seeking to grow businesses and attract talented creative professionals by investing in the arts and culture.
CONTACT

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Questions & Discussion

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Nathan Triplett, East Lansing
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