Michigan’s challenge in the new economy

- An auto industry slump that is not a cyclical phenomenon
- We are about to get serious about the need to diversify our economy
- We had become comfortable being the top economic dog
- Our love affair with high skill/high wage jobs
- Our serious motivation to change is driven by a comfort level that is threatened
- Our economic challenge is transformational
- Transformation requires a long haul commitment

Strategic deployment of cultural resources can be a driver of economic growth
Cultural Economic development means leveraging our creative talent and cultural assets to spur economic growth and build community prosperity.

Our Motivation

Why cultural economic development matters

- Creates Jobs
- Strengthens a community tax base
- Attracts and retains people to live and work in Michigan
- Influences business development and expansion decisions
- Inspires downtown revitalization and historic preservation
- Builds community identity and pride of place
- Promotes diversity
- Grows creative enterprise
Culture is a key component of the emerging “New Economy”

“The key factor going largely unheeded is the rise of creativity as the central force in our economy. Innovation doesn’t come magically from an invisible hand. It comes from people. Every innovation, be it the Palm Pilot, My Big Fat Greek Wedding, or the tweaks that made a chemical plant run better, can be traced to human creativity – to people having ideas and finding better ways of doing things.”


“Knowledge is the resource of the new economy and society.”

- Peter Drucker
“GM is in ‘the art business.’ It’s more right brain . . . Art, entertainment and mobile sculpture, which, coincidentally, also happens to provide transportation.”

-GM Vice Chairman Bob Lutz

The cultural sector's opportunities to help grow Michigan’s economy

- Cultural Tourism
- Artists as small business persons
- Downtown revitalization
- Production of commercial and feature films
- Measuring the impact of cultural economic development

Cultural Tourism - Defined

Cultural Tourism - providing the visitor with an engaging and memorable experience based upon our history, the real character of a place, culture, traditions and creativity
Our Potential is Great

Michigan’s greatest attractions are national attractions

Paid Admissions 2006
- Colonial Williamsburg 383,000
- The Henry Ford 366,000
- Mackinac Island State Historic Parks 346,000

Demonstrating the economic impact of cultural tourism

- Tourism in Michigan is a $17 billion industry
- Tourism Industry Association of America report
- MSU/Travel Michigan economic impact of museums study

Demonstrating the economic impact of cultural tourism

Creating Regional Destinations
Auto National Heritage Area

Creating Regional Destinations
Keweenaw National Park

Creating Regional Destinations
Iron County Heritage Trail – Iron Industry Museum
Negaunee, Michigan
During the summer of 1981 a survey by Crisman and Cohn of the murky Poultney River turned up the remains of three more 1812-era vessels: the brig *Eagle*, the brig *Linnet*, and a U.S. Navy row galley (tentatively identified as the *Allen*). Information on the design and construction of all these vessels was nearly non-existent in historical sources, and the archaeological potential of the vessels was therefore immense.
Creating Regional Destinations

Virginia Heritage Music Trail

Explore The Crooked Road,
Virginia's Heritage Music Trail

Creating Regional Destinations

The Ronald Reagan Trail:
Explore the Illinois towns
that shaped a President

Creating Regional Destinations

The Ronald Reagan Trail:
Explore the Illinois towns
that shaped a President
“Adams County residents have followed the tradition of “Mail Pouch” by painting quilt squares on barns to create the Adams County Quilt Sampler. This project celebrates Appalachian heritage and honors quilter Nina Maxine Groves. It is a sampler of 20 painted traditional quilt squares that grace barns in Adams county and creates a "clothesline of Quilts" that ties together rural communities throughout Tennessee, Kentucky, West Virginia, Iowa and Ohio.”

“Today, the project has resulted in a unique driving tour. At a leisurely pace, it takes about 1.25 days to see the entire "quilt." In between, there are shops and Amish establishments, historic sites, natural beauty and other points of interest to visit. A variety of options for an overnight stay are available for visitors to our "Edge of Appalachia."
Enhancing the Visitor Experience

The Visitor Experience Academy

Enhancing the Visitor Experience

The new paradigm – "Now on Exhibit: You!"

At these must-visit museums you don’t just look at stuff— you experience it.

The old way: walking around a museum, staring at glass cases.

The new way: adding action to the artifacts. At the recently renovated Mount Vernon Education Center in Virginia you feel the rumble of cannons during a Revolutionary War flick. At the Conner Prairie Living-History Museum outside of Indianapolis you can bake a pie and feed livestock.

Enhancing the Visitor Experience

Our way-cool you-are-there sites:

National Museum of the Marine Corps, Triangle, Virginia

Short of enlisting, it doesn’t feel more real than this. Board a landing craft for a rocky ocean voyage onto Iwo Jima, join members of Fox Company for a moonlit patrol in Korea, and carefully navigate a booby-trapped Vietnamese village. Big Thrill Hop into a CH-46 helicopter for a simulated landing in a combat zone.
Enhancing the Visitor Experience

The new paradigm – “Now on Exhibit: You!”
World Forestry Center Discovery Museum, Portland, Oregon

This tree-mendous forestry museum is the only one of its kind. Ride an eight-person raft down Class IV rapids (without getting wet), parachute into a remote wildfire, and jeep through South Africa’s Kruger National Park. **Big Thrill** Ascent 45 feet in a two-person chairlift for a researcher’s view of the forest canopy. Okay, you’re still indoors, but trust us: the forest looks incredibly real.

Enhancing the Visitor Experience

The new paradigm – “Now on Exhibit: You!”
Experience Music Project, Seattle, Washington

At this museum of American popular music you can remix vintage Jimi Hendrix tunes, harmonize with Heart-throbs Ann and Nancy Wilson, record your own CD, and learn to play everything from guitar to drums. **Big Thrill** Jam to a crowd of screaming virtual fans as museum visitors watch your performance on closed-circuit TV.

C. Enhancing the Visitor Experience

• The new paradigm – The Field of Dreams
Enhancing the Visitor Experience

The new paradigm – Kalamazoo Air Zoo

THE HENRY FORD

Ford Rouge Factory Tour
Enhancing the Visitor Experience

- The new paradigm – Thunder Bay National Marine Sanctuary

Saugatuck – Douglas Museum

Artists as small business persons

- Live/work spaces
- Paducah’s experience
- Online Cultural Marketplace
- CraftWorks! Michigan – connection to cultural tourism
- Wine tasting facilities and art
Pursuing a big idea can become a reality

Hillman, Michigan

Downtown revitalization

- Historic Preservation
- Cool Cities
- Cities of Promise
- Cultural Magnets
- Detroit Symphonic Orchestra
- The Michigan Opera Theatre
- Tri-Counties Museum
- Thunder Bay National Marine Sanctuary and Underwater Preserve
- Cultural Center in Canton Township

Production of Commercial and feature films
Measuring the impact of cultural economic development

- Cultural Economic Development On-Line Tool (CEDOT)

Conclusion

- Idlewild

Conclusion

- The new Broad Art Museum
Conclusion

- “The Cottages at Water’s Edge”

Conclusion

- A cultural economic development plan
- http://www.michigan.gov/hal