

Music Business in Detroit:

Estimating the Size of the Music Industry in the Motor City

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Foreword

I'm pleased to share with readers of Crain's Detroit Business, as well as with others in the Detroit region, this first-of-its-kind study of the business of music in southeast Michigan.

Everyone that grew up in this area knows of the "Motown sound," as well as the heritage of jazz, blues, and rock that has steeped into our culture. Many of us are also aware of the more recent innovations of techno and hip-hop, much of which has roots in Detroit. However, until now there has been no systematic analysis of the business of music in our area.

Our Anderson Economic Group consultants have combed census and other business records; examined the geographic pattern of nightclubs and performance venues; scanned demographic patterns for concentrations of heavy entertainment consumers; and even conducted primary research into the days/nights of live music available to metro Detroiters at over two hundred specific bars, taverns, and clubs. What we have assembled is a thorough analysis of an industry that has always been important to our culture, but can now also be known for its contributions to our employment and earnings.

So, next time you relax in Detroit area eateries and listen to an up-and-coming band, you can be content in knowing you are part of a long tradition in the Detroit area, as well as part of a billion dollar industry.

Patrick L. Anderson

Patrick L. Anderson is the Principal & CEO of Anderson Economic Group LLC, which he founded in 1996. Today the company is one of the premiere independent economic consulting firms in the US, and serves clients around the country from its offices in East Lansing and Chicago.

<i>I. Executive Summary</i>	<i>1</i>
Purpose of Report	1
Defining the Music Industry	1
Overview of Findings	1
About Anderson Economic Group	3
 <i>II. How Big is “The Music Business” in the Detroit Area?</i>	 <i>4</i>
What is “The Music Industry?”	4
How Big is the Music Industry in Detroit?	5
<i>Traditional Businesses in the Music Industry</i>	<i>5</i>
<i>“Music Days/Nights” and Performances in Detroit</i>	<i>9</i>
<i>Recording Studios and Labels</i>	<i>11</i>
Benchmarking Detroit’s Music Industry	12
 <i>III. What Sets Detroit’s Music Industry Apart.....</i>	 <i>15</i>
Detroit’s Diverse Music Scene.....	15
<i>Classical Music</i>	<i>15</i>
<i>Pop Culture</i>	<i>15</i>
<i>Emerging Artists and Local Performers</i>	<i>16</i>
Music Education.....	17
<i>Grammy Signature Schools</i>	<i>17</i>
<i>Music in Higher Education</i>	<i>20</i>
Notable Artist Connections	22
<i>Grammy Award Winners and Nominees</i>	<i>22</i>
 <i>Appendix A. Methodology</i>	 <i>A-1</i>
 <i>Appendix B: About AEG</i>	 <i>B-1</i>

I. Executive Summary

Music has always been part of human expression and culture. Among the many people who enjoy and produce music, some are able to make their living doing so. Where music touches commerce, we have “the business of music.” The music industry employs thousands of people and serves many more “customers” who enjoy music as part of their lives. In this report we review the business of music and highlight the economic contributions it makes in metropolitan Detroit.

PURPOSE OF REPORT

The purposes of this report are to:

- Define and describe the “music industry” in the Detroit area.
- Quantify the size of the industry to the extent possible, including employment, worker earnings, company sales, number of establishments, and number of events.
- Discuss what sets Detroit apart from other cities in the business of music.

DEFINING THE MUSIC INDUSTRY

We defined the music industry as all music that is performed, promoted, sold, recorded, and created. Using publicly available data we identified detailed industry and occupation codes to help create a music industry from portions of already defined larger industries. Using this data we made comparisons between the music industry in Detroit and those in other similar metropolitan areas and the U.S. as a whole.

We also identified music industry-related business where live music is frequently performed, such as bars and restaurants. Additionally, we identified major Detroit artists to help provide context for what sets Detroit apart from other cities. The Detroit area is defined as Wayne, Macomb, Oakland, Livingston, and Washtenaw Counties.

For additional details on our methodology, please see “How Big is “The Music Business” in the Detroit Area?” on page 4.

OVERVIEW OF FINDINGS

1. The music industry in Detroit is big business, with hundreds of businesses and thousands of workers.

Our study of the industry revealed that:

- The metro-Detroit area is home to 486 music-related businesses as well as over 400 bars, parks, restaurants, and other performance spaces. Our preliminary estimates indicate that there are between 40,000 and 50,000 live music days per year in the metro-Detroit area.¹
- The music industry in Detroit employs over 7,000 people and contributed \$170 million in worker earnings in 2012.

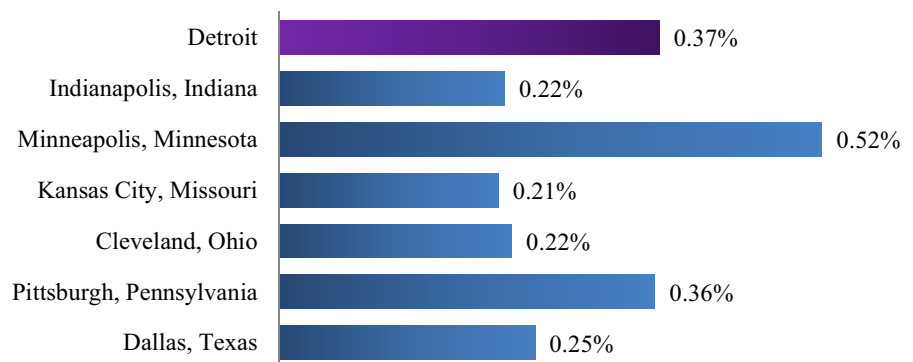
- Higher education institutions in the metro-Detroit area have awarded more than 3,000 degrees in music business, theory, composition, and performance in the past decade.

For more detailed data by industry segment, as well as maps showing the location of known establishments, see “How Big is “The Music Business” in the Detroit Area?” on page 4.

2. Detroit’s music industry more than holds its own when compared against similar cities.

Detroit is often compared to other cities in economic benchmarking studies. We looked at Detroit’s music industry compared to these commonly-cited comparison cities, such as Cleveland and Indianapolis. We found that Detroit’s music industry makes up a larger share of the area’s total employment and payroll compared to similar cities, as shown in Figure 1 and Figure 2 below.

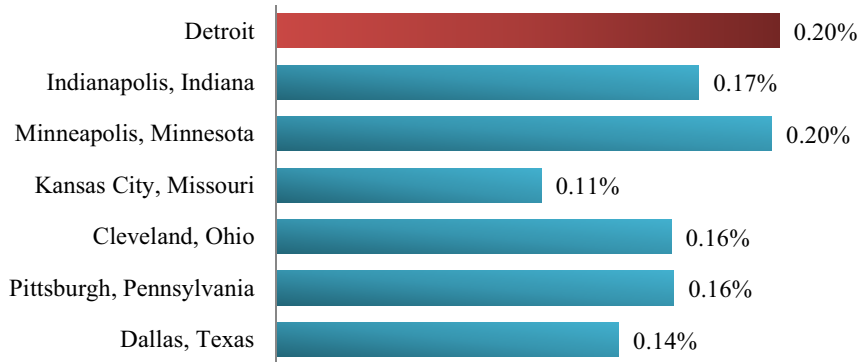
FIGURE 1. Music Business Share of Total Area Employment 2011



*Source: County Business Patterns, American Community Survey
Analysis: Anderson Economic Group, LLC*

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1. These estimates are based on identifying non-traditional venues in 21 cities and towns in the Detroit area. Our list is not comprehensive and we are confident that the actual number of live music nights is much larger than what we present in this report. Please see “Appendix A. Methodology” on page A-1 for a list of these entities.

FIGURE 2. Music Business Share of Total Area Earnings 2011



Source: *County Business Patterns, American Community Survey*
Analysis: Anderson Economic Group, LLC

See “Benchmarking Detroit’s Music Industry” on page 12 for further discussion.

3. Detroit has continued to play a major role in music education and music creation from its jazz roots, to Motown, to techno.

- Current popular artists with Detroit connections write, conduct, and perform music from all genres including classical, rock and pop, techno, rap, and country.
- At least 38 Grammy award winners and nominees from the past five years have a Detroit connection.
- At least 10 Detroit area high schools have won Grammy Signature School awards in the past decade because of their successful music departments.

**ABOUT ANDERSON
ECONOMIC GROUP**

Anderson Economic Group is a research and consulting firm specializing in economics, finance, business valuation, and industry analysis. Clients include industry associations, private companies, governments, universities, others. The firm was founded in 1996, and has offices in East Lansing, Michigan and Chicago, Illinois. See “Appendix B: About AEG”.

II. How Big is “The Music Business” in the Detroit Area?

WHAT IS “THE MUSIC INDUSTRY?”

The business of music is comprised of everything from symphony performances at Orchestra Hall and the Michigan Opera at the Detroit Opera House, to emerging artists playing at area bars, and music represented by local labels recorded at Detroit-area recording studios. Since before Motown, Detroit’s music scene and music business have contributed to the regional economy and supported jobs and income for local residents and burgeoning artists.² To help illustrate the size of the business of music in Detroit, this report defines the music industry in the area and estimates its contribution to the local economy to the greatest extent possible.

We define the music industry as all music that is performed, promoted, sold, recorded, and created in the five counties that surround metropolitan Detroit. Because of the broad definition and the limits of publicly available data sources, we assume that the data we have collected represents a “lower-bound” estimate as to the true size of the industry. To help gather data that fit our definition of the music industry, we identified the following NAICS codes³:

- 33999 Musical Instrument Manufacturing
- 45114 Musical Instrument and Supplies Stores
- 51222 Integrated Record Production/Distribution
- 51223 Music Publishers
- 51224 Sound Recording Studios
- 51229 Other Sound Recording Industries
- 61161 Fine Arts Schools
- 71113 Musical Groups and Artists
- 71131 Promoters of Performing Arts, Sports, and Similar Events with Facilities
- 71132 Promoters of Performing Arts, Sports, and Similar Events without Facilities
- 71151 Independent Artists, Writers, and Performers

We realize that traditionally defined industries may not fully capture the entire business of music. In addition to the NAICS codes above that provided data on employment, payroll, number of businesses, and sales volume, we also gathered data on:

- Bars and restaurants that host live music performances;

2. Bjorn, Lars, *Before Motown: A History of Jazz in Detroit, 1920-1960*, University of Michigan Press, 2001.

3. NAICS stands for the North American Industry Classification System. This system groups industries and identifies them by numeric codes. The data attached to NAICS codes include the number of establishments, employees, payroll, and sales revenues.

- Current award-winning artists that have connections to Detroit; and
- Music education in high schools and higher education institutions.

For metrics estimated with publicly available data collected using NAICS codes we are also able to benchmark, or compare, Detroit’s music industry with that in several similar cities in the U.S. In the following sections we provide several metrics to estimate the size of Detroit’s music industry and then compare several of these metrics to peer metropolitan areas in other states.

HOW BIG IS THE MUSIC INDUSTRY IN DETROIT?

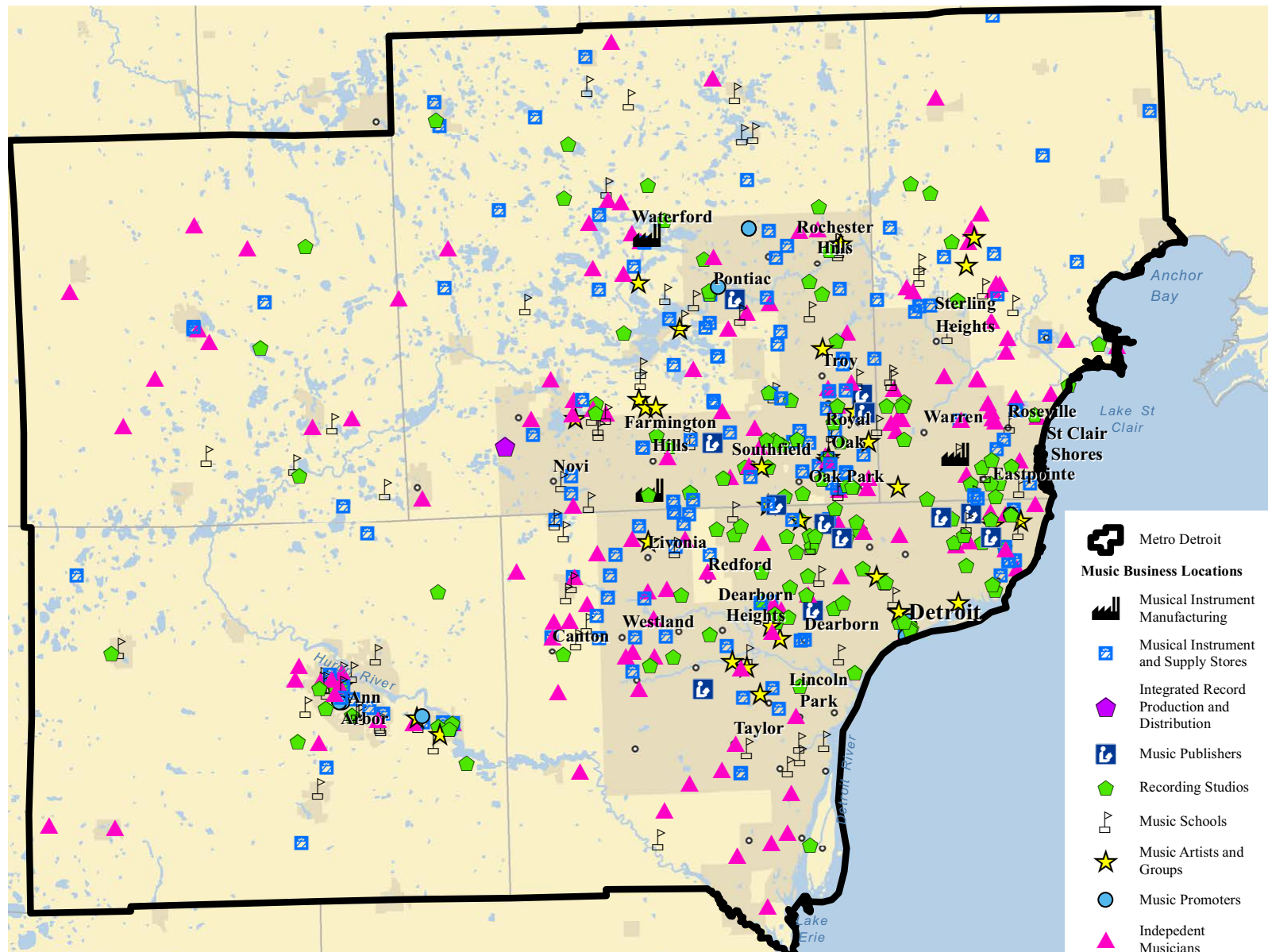
Using the methods and data discussed above, we estimate the total size of the music industry with several metrics: the number of employees, sales volume, and payroll for traditional businesses as captured by government-collected data sources, the total number of days/nights of live music performed in the area each year, and the number of labels and recording studios in the region.

Traditional Businesses in the Music Industry

The 486 businesses in the music industry in the Detroit area, as defined by the NAICS codes identified above, employ approximately 6,000 people and generate nearly \$1.2 billion in sales revenue in the Detroit area. This includes people employed in music stores, recording studios, performance spaces, and many other types of businesses in the music industry.

Map 1 on page 6 highlights the locations of music-related businesses in the metro Detroit area. This map shows only traditionally recognized business that we identified using publicly available data sources. Later in the report we included additional maps highlighting venues and other businesses that are important to Detroit’s music scene.

Map 1. Music Business Location Map



Source: ESRI, Inc.

Analysis: Anderson Economic Group, LLC

Anderson Economic Group, LLC

How Big is “The Music Business” in the Detroit Area?

From the map, it is clear that metro-Detroit’s music businesses are located in all areas of the region but are clustered around the cities. See Table 1 below for more detail on the total size of the music industry based on traditionally recognized business entities.

TABLE 1. Detroit’s Music Industry Aggregate Size 2011-2012

	Employment	Total Worker Earnings (2012)	Average Earnings per Worker	Establishments	Sales Volume (2012)	Employees per Establishment
Detroit-Area	5,998	\$162,571,907	\$27,156	486	\$1,152,944,000	12
<i>Independent Artists and Groups Not Represented by Business Data</i>						
Estimated Number of Artists	1,924	\$8,000,000	~\$4,000			
Employees “Double Counted” ^a	30% to 40% of Estimated Artists Above	na	na			
Total Estimated Music Industry Employment in Detroit	7,000 to 7,500	\$170,000,000	na			

Source: County Business Patterns 2011, 2012 ESRI, Inc.

Analysis: Anderson Economic Group, LLC

- a. We believe that many of the artists that perform in bars and restaurants may also be employed and counted in traditional business data. To account for this we assume that between 30% and 40% of the artists that perform at bars and restaurants are also employed by established music business and perform at non-traditional venues.

BEBE & CECE WINANS

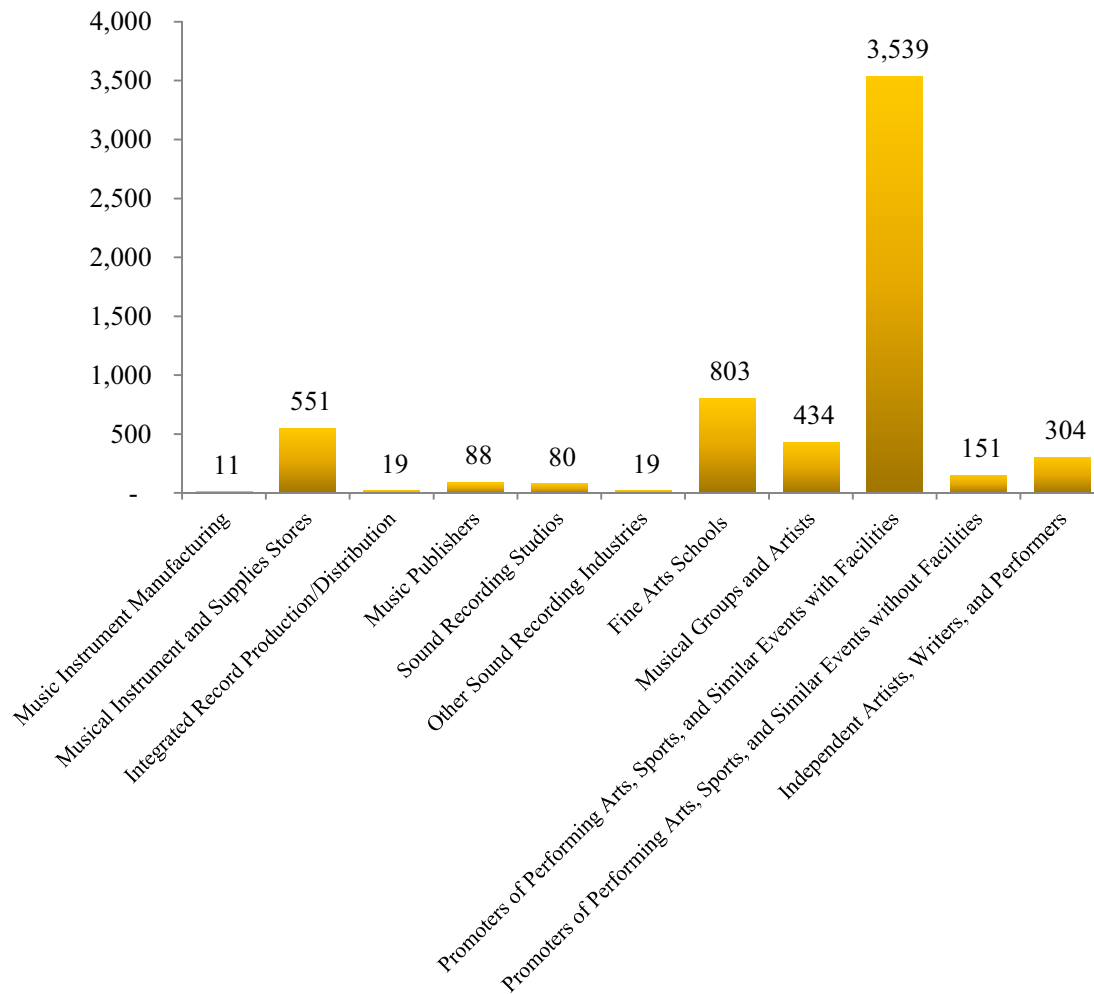
Genre: Gospel

About: BeBe (Benjamin) and CeCe (Priscilla) Winans are a brother and sister gospel music duo from Detroit. They are the seventh and eighth children out of a large family of ten who got their start in 1982 as part of the singing group The PTL Singers on the Christian television show The PTL Club. As solo artists, BeBe has won three Grammy Awards, one of which was for his work on the acclaimed *Bodyguard* soundtrack while CeCe has been nominated for 21 Grammys and won seven. Together, their accolades include ten Grammy Awards, nine Dove Awards, three Gold albums, and one Platinum album.

The employees shown in the table above are spread between 11 different sub-sectors of the music industry. The largest share of employment in the music industry, according to annually collected business data, is in music performance promotion at specific facilities sub-sector. This means that venues like the Fox Theatre, Detroit Opera House, Fischer Theatre and other similar venues make up the largest share of employment.

Figure 3 on page 8 shows the breakdown of employment by music business sub-sector. We believe that the estimates for Musical Groups and Artists, Independent Artists, and Promoters of Performing Arts, Sports, and Events without Facilities are largely underestimated by the traditional industry data collection. Many of those who are independently employed in these fields may not be registered as a business and therefore would not be counted in this data.

FIGURE 3. Detroit Music Business Employment by Sub-Sector 2011-2012



*Source: County Business Patterns 2011; 2012 ESRI, Inc.
Analysis: Anderson Economic Group, LLC*

While the data available cites that there are only 304 independent artists and 434 groups and artists, this only captures those that are registered as a business. To better highlight the volume of artists we believe are in the area, we look to our research on live music performed at bars, lounges, and restaurants. Using this data we estimate that there are nearly 2,000 artists, DJs, and groups that perform at non-traditional venues such as bars and restaurants in the Detroit area. For more information on this analysis please see ““Music Days/Nights” and Performances in Detroit” on page 9.

“Music Days/Nights” and Performances in Detroit

KID ROCK

Genre: Rap, Rock, Country

About: Born Robert James Ritchie, the Detroit native and 5-time Grammy nominee Kid Rock has been deemed by some to be one of the unlikeliest success stories in rock at the turn of the millennium. Though he recorded his first demo a full decade earlier, his initial shot to fame wasn’t until his fourth full-length album, *Devil Without a Cause*, was released in 1998. The album went on to sell 11 million copies, while his later album, *The History of Rock*, was certified double Platinum. Kid Rock’s unique blend of rap, rock, and country has lead to record sales of 23 million in the U.S. alone, and more than 27 million worldwide.

Concert Venues. Famous artists frequently make Detroit a stop when on a concert-tour. Venues such as DTE Energy Music Theatre in Clarkston, the Magic Bag in Ferndale, the Blind Pig in Ann Arbor, and others host thousands of acts a year. Our estimates show that these types of concert venues host nearly 3,000 performances each year. This includes 15 performances by the Michigan Opera Theatre and over 100 performances by the Detroit Symphony and related jazz groups.

Bar and Restaurant Venues. The music business is not limited to businesses counted in traditionally recognized music-related fields and collected by government data projects. One aspect of Detroit’s music scene that many can relate to are local watering holes, bars, and restaurants that host live music performances each week. Burgeoning artists may start to make a name for themselves playing in venues like these.

We contacted 216 bars, lounges, and restaurants to find out how many nights of live music they offer in an average week. The average bar or restaurant venue in the Detroit area hosts about three days/nights of live music per week. This adds to more than 25,000 days/nights of live music per year based solely on the data we collected. We believe that we contacted approximately 50% to 60% of the bar and restaurant venues in the Detroit area. Because of this, we estimate that there are 40,000 to 50,000 total music days/nights each year at bars and restaurants in the Detroit metro region.

This data allows us to estimate the total number of artists, DJs, and groups that perform at these locations. We estimate that 1,924 (or about 2,000) independent artists, DJs, and groups perform annually throughout the Detroit area at bars, lounges, and restaurants each year. See Map 2 on page 10.

Annual Music Nights at Bars, Lounges, and Restaurants

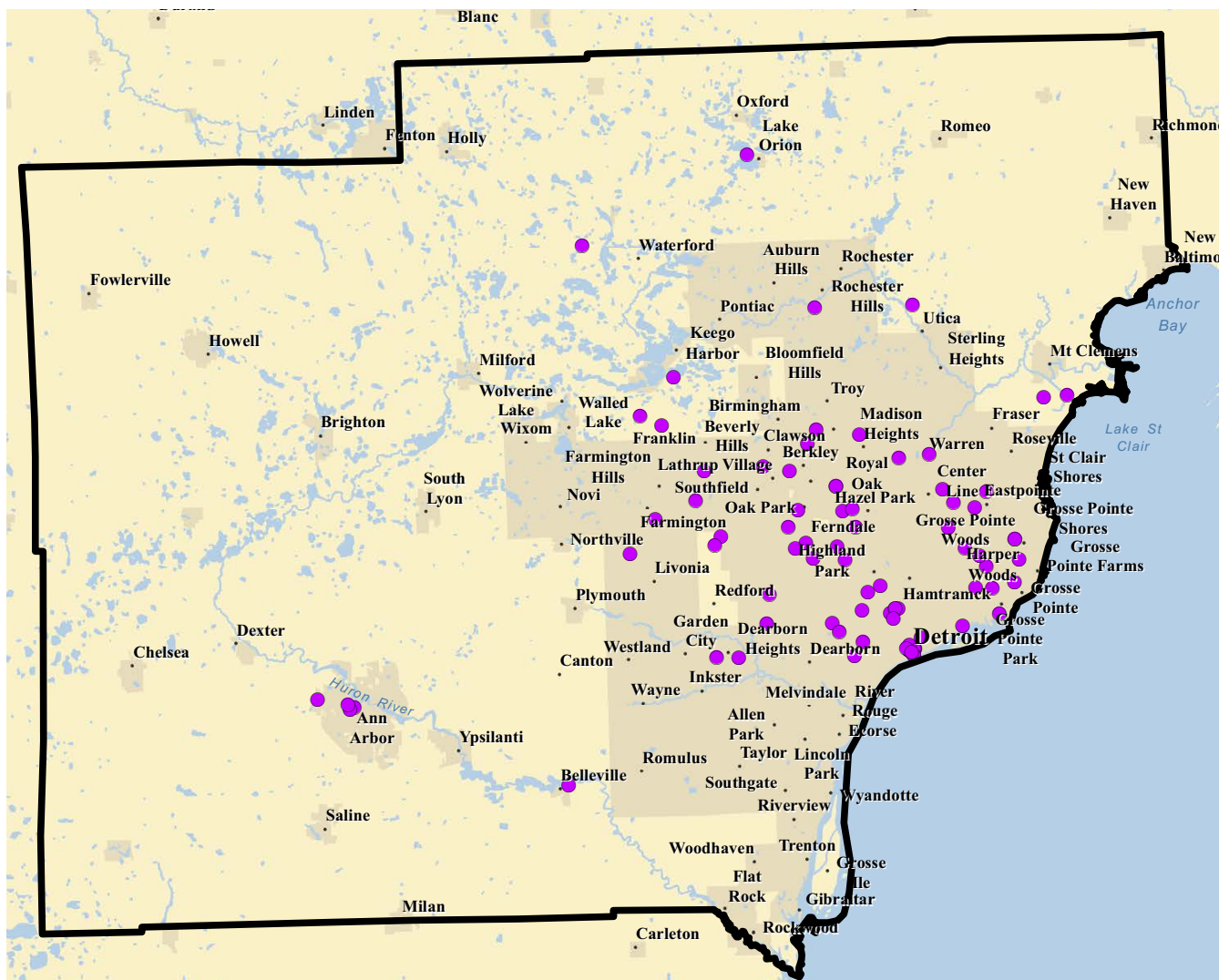
- > 300
- 151 - 300
- 76 - 150
- 25 - 75
- < 25

Anderson Economic Group, LLC

Recording Studios and Labels

Detroit was one of the main locations for recording Motown music in the 1960s, before the Motown scene moved to LA. At that time, labels and studios out of private homes were prevalent in the area. Since then, small recording studios and labels have evolved and spread out to the greater-Detroit metropolitan area. Michigan has at least 110 recording studios and labels with the majority located in the metropolitan area. Map 3 below, shows the locations of area labels and recording studios.

Map 3. Locations of Record Labels and Recording Studios in Metro Detroit



Source: www.allrecordlabels.com
Analysis: Anderson Economic Group, LLC

BENCHMARKING DETROIT’S MUSIC INDUSTRY

Detroit is often compared to similar cities and metro areas on economic benchmarks such as employment, educational attainment, per capita income, and other metrics to highlight economic performance. We can also benchmark metrics to show how well Detroit’s music industry is performing in comparison to its peer metro areas. In this section we compare the size of Detroit’s music industry with the following cities:

- Indianapolis, Indiana
- Minneapolis, Minnesota
- Kansas City, Missouri
- Cleveland, Ohio
- Pittsburgh, Pennsylvania
- Dallas, Texas

We chose these comparisons because they are frequently chosen as peer cities for Detroit in business publications and benchmarking studies.⁴

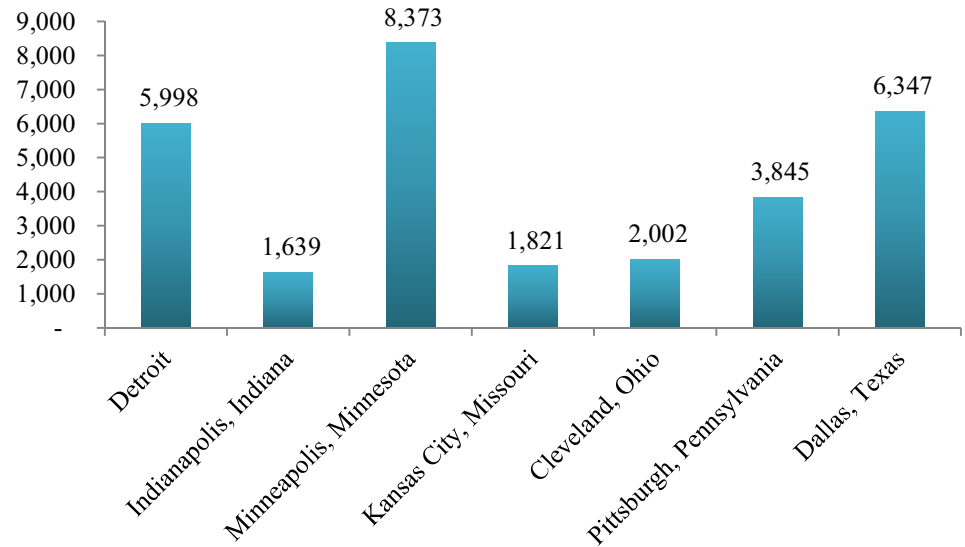
As shown in Table 1 on page 7, Detroit’s Music Industry employs nearly 7,000 people and pays \$170 million in annual wages to these workers.⁵ This is the third largest employment and second highest earnings in the music industry among selected peers.

Table 4 and Table 5 on page 13 show total employment and worker earnings for Detroit and its peer metro areas in 2011.

4. See Business Leaders for Michigan 2012 Benchmarking Report, <http://www.businessleaders-formichigan.com/competitiveness/>.

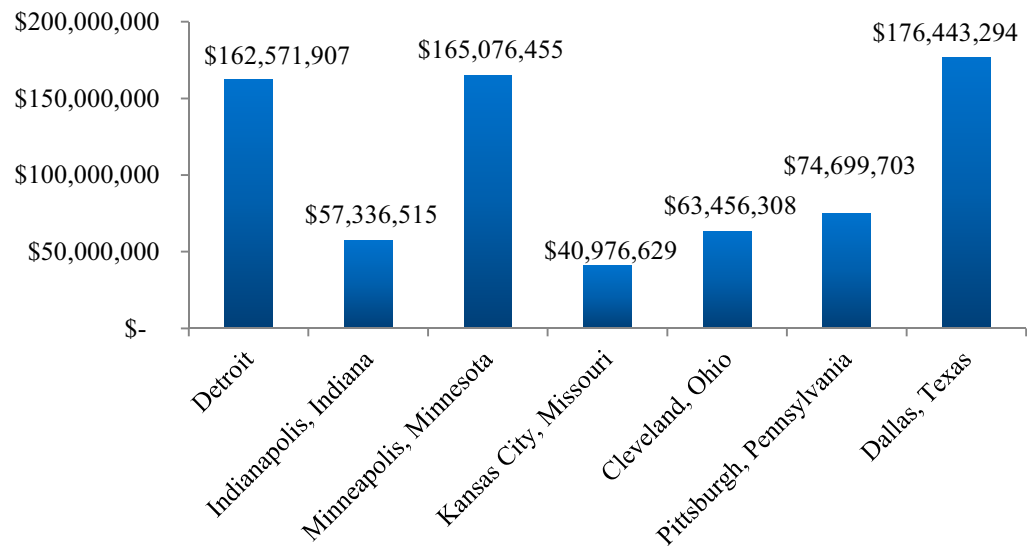
5. This represents only workers in traditionally recognized businesses as that data is comparable across cities.

FIGURE 4. Music Industry Total Employment 2011



Source: County Business Patterns, American Community Survey
Analysis: Anderson Economic Group, LLC

FIGURE 5. Music Industry Total Worker Earnings 2011



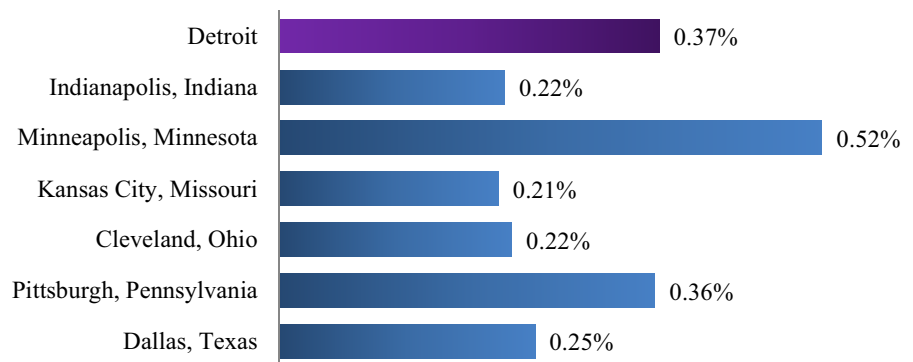
Source: County Business Patterns, American Community Survey
Analysis: Anderson Economic Group, LLC

How Big is “The Music Business” in the Detroit Area?

To put these values into context, Detroit’s music industry makes up 0.37% of all jobs in the area. This is a higher share of employment than all other peer areas except for Minneapolis. While Detroit has the second largest share of employment, it ties Minneapolis as representing the largest share of area wages.

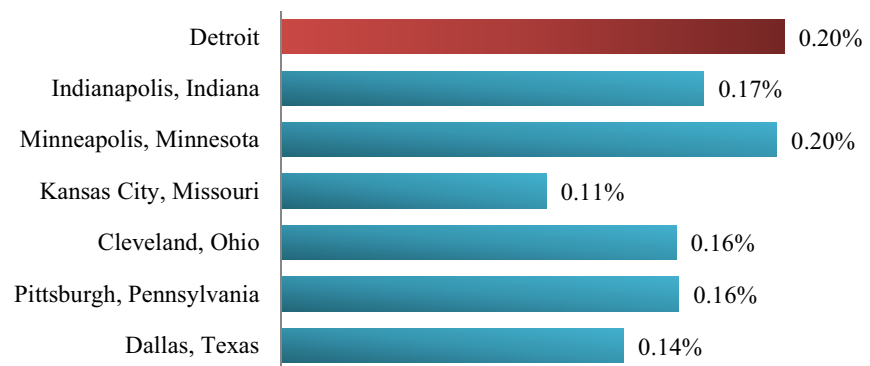
Figure 6 and Figure 7 below show the share of total area employment and earnings made up by the music business industry.

FIGURE 6. Music Business Share of Total Area Employment 2011



*Source: County Business Patterns, American Community Survey
Analysis: Anderson Economic Group, LLC*

FIGURE 7. Music Business Share of Total Area Earnings 2011



*Source: County Business Patterns, American Community Survey
Analysis: Anderson Economic Group, LLC*

III. What Sets Detroit's Music Industry Apart

When thinking of music in Detroit, one cannot help but think of Motown and the golden age of music in the 1960s. But Detroit is still home to a thriving music industry. Not only is Detroit the birthplace of Aretha Franklin and the Motown sound, Detroit is considered to be the birth-place of techno music.

DETROIT'S DIVERSE MUSIC SCENE

Classical Music

Detroit has been home to a professional symphony since 1887. While its early performances were at the Detroit Opera House, since 1918 the Detroit Symphony Orchestra (DSO) has performed most of its concerts at Orchestra Hall. The DSO has 77 musicians including 43 strings, 15 woodwinds, 14 brass, 2 percussion, 2 librarians, and a conductor. They have over 100 performances each year.

MICHAEL DAUGHERTY

Genre: Classical

About: Michael Daugherty is an American composer who has been a Professor of Composition in the School of Music at the University of Michigan since 1991, serving as a mentor to many current, young composers.

He has been a "Composer-in-Residence" with the Louisville Syphony, Detroit Symphony, Colorado Symphony, and many other professional symphonies. In 2010, he won a Grammy for Best Classical Contemporary Composition for *Deus Ex Machina*.

The DSO does not confine itself to concerts only for annual subscription holders. It performs in local communities during its Neighborhood Concert Series in Bloomfield Hills, Beverly Hills, Canton, Dearborn, Grosse Pointe, Southfield, and West Bloomfield Township. There are four performances at each location spread between December and July. Table 2 below shows the number of performances each year by the DSO.

TABLE 2. DSO Performances

Performances	Annual Number
Community Locations	28
Classical	45
Jazz	6
Pops	24
Total DSO Performances	103

Source: Detroit Symphony Orchestra

Pop Culture

To the older generations, Detroit is known for Motown and its roots in R&B, soul, and jazz. Younger generations are more familiar with Detroit as the birthplace of techno music during the mid- to late-80s. Techno music started in the basements of Juan Atkins, Kevin Saunderson, and Derrick May, known as the "Belleville Three" (fittingly so as they were from Belleville in Wayne County).⁶ May once described Detroit techno music as being a "complete mistake...like

George Clinton and Kraftwerk caught in an elevator, with only a sequencer to keep them company."⁷

Since then, techno music has spun out into several subgenres and continues to grow in popularity. The genre's influence on the development of other music genres over the last decade is increasingly apparent, with techno musicians gaining recognition among music critics and record label giants alike.

The Movement Electronic Music Festival in the area has been ongoing since 2000, and was rumored to draw upwards of one million visitors before it began charging for admission in 2005. The annual festival celebrates the birth of Techno and its city of origin, and has featured electronic music artists such as The Orb, Moby, Skrillex (6-time Grammy award winner), Deadmau5, Ghostland Observatory, Girl Talk, and Matthew Dear (Ann Arbor native and artist with Ghostly International, a local electronic music record label).

JACK WHITE

Genre: Alternative Rock

About: Musician Jack White was born and raised in southwest Detroit. Though he is best known for his role as the lead singer of the alternative rock band The White Stripes (their song "Seven Nation Army" has become a well-known chant/staple at sporting events worldwide), over the years White also formed two other groups, The Raconteurs and The Dead Weather. He also started his own record label, Third Man Records, in 2001 and within three years had produced over 120 records, helping to cement his reputation as a leader in the vinyl record industry. To date, White has won nine Grammys in seven different categories.

Emerging Artists and Local Performers

The Detroit region is home to music legends as well as up-and-comers. The following is a list of some newer and emerging artists who are local or started locally:

- Mike Posner: pop music singer, songwriter, producer from Southfield
- Big Sean: hip hop recording artist from Detroit
- GRiZ: electronic music producer from Detroit
- Kevin Reynolds: electronic music producer from Corktown, Detroit
- Kyle Hall: DJ / producer from Detroit
- Bad Meets Evil (Royce da 5'9" and Eminem): hip hop duo from Detroit
- Clear Soul Forces: hip hop group from Detroit

There are countless Detroit-based artists who have been around for quite some time and continue to perform locally, but who have not gained as much national

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6. Eddie Fowlkes, Blake Baxter, and James Pennington were other early pioneers who later began working with the Belleville Three.
 7. Dummy Magazine (online). The dummy guide to Detroit techno part I: origins to explosion (2012, March 8). Retrieved from <<http://www.dummymag.com/features/the-dummy-guide-to-detroit-techno-the-first-wave>>, August 26, 2013.

recognition. Many of these artists have managed to nab awards and nods from the Detroit Music Awards (DMA) Foundation. In 2013, artists Jill Jack (acoustic), Bobby Murray (blues/R&B), Scott Gwinnell (classical composer), Doop and the Inside Outlaws (country), Cybertrype (electronic/dance), and Citizen Zero (rock) won DMA awards, among dozens of others.

MADONNA

Genre: Pop

About: Though Madonna would rise to fame using only her first name, she was originally born Madonna Louise Veronica Ciccone to a family of six children in Bay City, Michigan. After high school, she continued her dance studies on scholarship at the University of Michigan until she moved to New York in 1978. Her first number one single, *Like a Virgin*, hit the top of the charts in 1984, making her a household name. Throughout her illustrious career, Madonna has been nominated for an estimated 234 awards, won seven Grammys, and sold over 300 million records worldwide. Her *Sticky & Sweet Tour* is currently the third highest-grossing concert of all time.

MUSIC EDUCATION

While not every person in the music industry has a degree in music, music education from early ages onward is an important part of the music industry. If children and young adults are not exposed to music, they may never know if it is the right career for them. Michigan's high schools and higher education institutions contribute to the music industry in the area by engaging younger generations in learning music and by awarding degrees in music to many who will be professional performers.

Grammy Signature Schools

The metropolitan Detroit area is home to at least ten Grammy Signature Schools from the past decade years. The Grammy Foundation gives awards of up to

\$10,000 to high quality high school music programs across the United States. The awards are very competitive with only a handful of awards each year.

EMINEM

Genre: Rap

About: Marshall Bruce Mathers, III (known to the world as Eminem) is a multi-platinum, 13-time-Grammy-Award-winning artist who was raised in the city of Detroit. His album entitled *The Marshall Mathers LP* sold over 1.7 million copies in its first week, becoming the fastest-selling rap album in history by more than doubling the previous record. His song “Lose Yourself” from the semi-autobiographical motion picture *8 Mile* (in which he also played the lead role) won the Academy Award for Best Original Song in 2003 and went on to become the longest-running number one hip-hop single; it also earned him an Oscar. He was named Billboard’s Artist of the Decade in 2009.

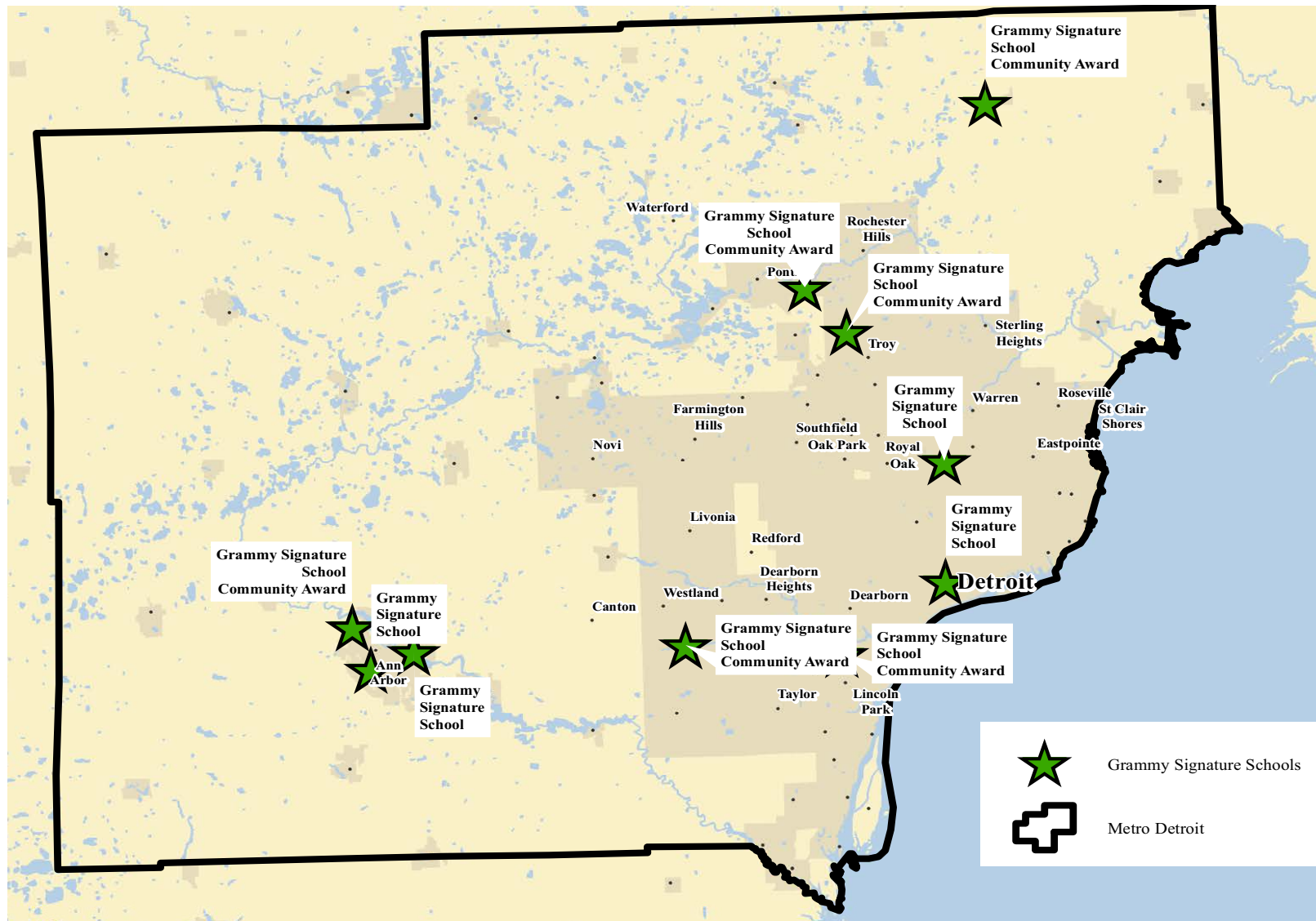
Table 3 shows the Detroit area high schools that have won awards this past decade. Several area schools have won multiple awards. These schools are mapped in Map 4, “Grammy Signature Schools,” on page 19.

TABLE 3. Detroit Area Grammy Signature Schools

High School	City	Award	Years
Pioneer High School	Ann Arbor	Grammy Signature School	2001, 2003, 2004, 2005, 2006, 2011
Huron High School	Ann Arbor	Grammy Signature School	2001, 2002, 2003, 2005
Detroit School of the Arts	Detroit	Grammy Signature School	2009
Fitzgerald High School	Warren	Grammy Signature School	2007
Wayne Memorial High School	Wayne	Grammy Signature School Community Award	2010
Romeo High School	Romeo	Grammy Signature School Community Award	2010
Avondale High School	Auburn Hills	Grammy Signature School Community Award	2010
Skyline High School	Ann Arbor	Grammy Signature School Community Award	2010
Troy High School	Troy	Grammy Signature School Community Award	2010
Melvindale High School	Melvindale	Grammy Signature School Community Award	2010

Source: Grammy Foundation

Map 4. Grammy Signature Schools



Source: Grammy Foundation
 Analysis: Anderson Economic Group, LLC

Music in Higher Education

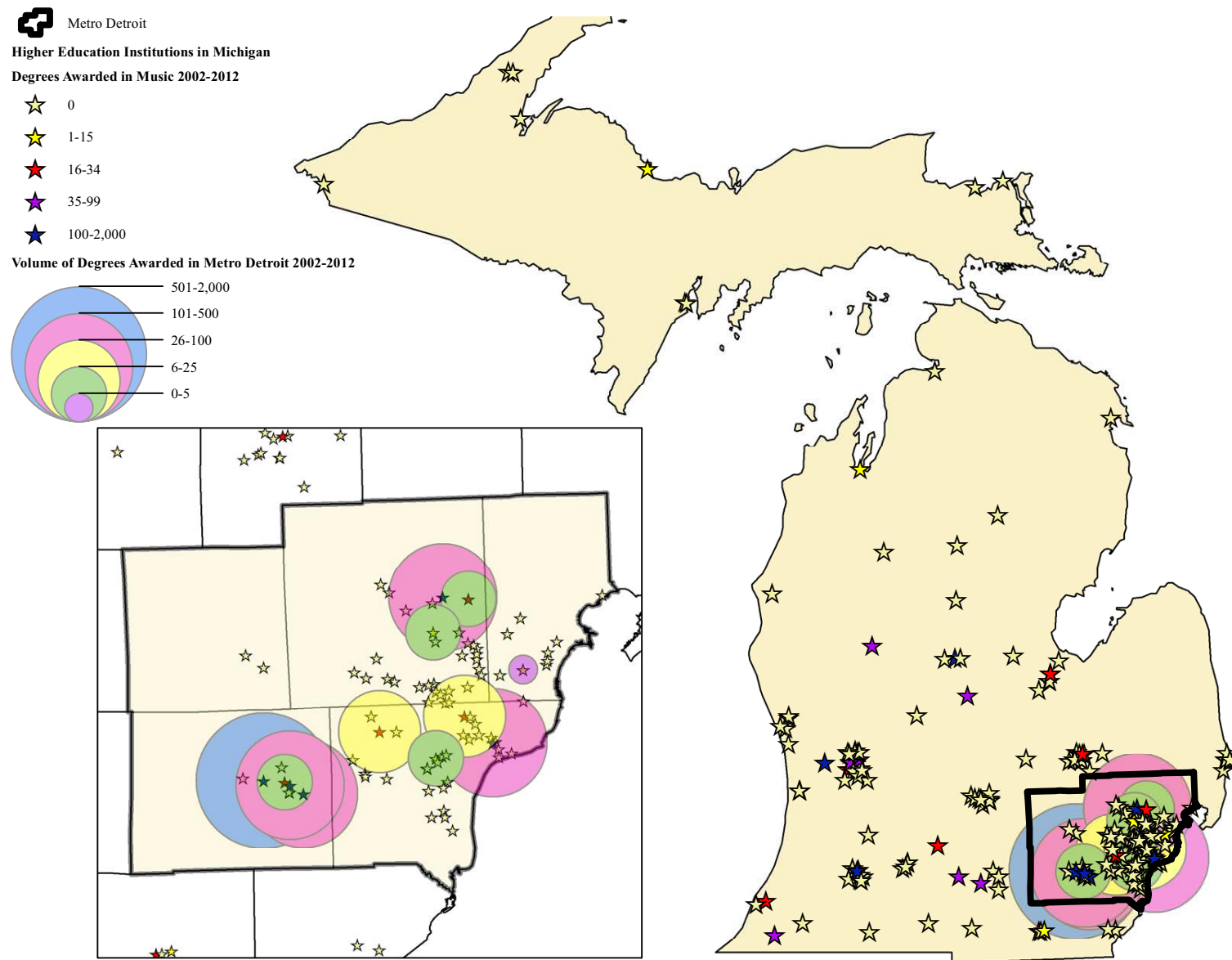
Not only are Detroit area high schools top music education providers, but the region also has several higher education institutions that award degrees in music performance, conducting, theory, and music business each year. Map 5, “Music in Higher Education in Michigan and Metro Detroit,” on page 21 shows the location and number of higher education institutions that award degrees in music and the volume of degrees awarded in the past decade. This map highlights both the total number of music degrees awarded at *all* higher education institutions in Michigan and breaks out those specific to the Detroit area.

KIM KASHKASHIAN

Genre: Classical

About: Kim Kashkashian (not to be confused with reality star Kim *Kardashian*) is an Armenian-American violist from Detroit. She studied at the Interlochen Center for the Arts and has collaborated with the likes of Yo Yo Ma and the Vienna Philharmonic. She has produced several award-winning albums, which garnered her the 1999 Edison Prize and the Cannes Prize for Chamber music in 2000. Kashkashian also won a Grammy Award in 2013 for Best Classical Instrument Solo from the album *Kurtág & Ligeti: Music For Viola*, which was released the previous year.

Map 5. Music in Higher Education in Michigan and Metro Detroit



Source: IPEDS

Analysis: Anderson Economic Group, LLC

Anderson Economic Group, LLC

NOTABLE ARTIST CONNECTIONS

Grammy Award Winners and Nominees

The Detroit region has strong ties to several Grammy award-winning artists. Between the years of 2009 and 2013, 17 Grammy awards, plus a Lifetime Achievement Award, were given to artists with a connection to the Detroit area. Four of these were won by Warren's own Marshall Mathers (Eminem) in 2010 and 2011, see Table 5, "Grammy Award Winners with Connections to Detroit 2009 through 2013," on page 24. Detroit natives and duo Bebe and CeCe Winans won two Grammy awards for Best Gospel Performance and Best Contemporary R&B Gospel Album in 2011. This year, American-Armenian and Detroit native Kim Kashkashian won a Grammy in the category of Best Classical Instrumental Solo, and Detroit's The Temptations received the Lifetime Achievement Award.

During this same period, there were 35 nominations for the work of artists with Detroit ties, see Table 4, "Grammy Award Nominees with Connections to Detroit 2009 through 2013," on page 23. Twenty-one of these nominations were during Grammy-year 2011, and included eight nominations for both exclusive and partial works of Eminem, two nominations for Kem (R&B artist raised in Detroit and signed with Motown Records), and two nominations for El DeBarge (R&B artist and Detroit native signed with Motown Records). Most recently, Jack White (born and raised in Detroit, formerly of The White Stripes) received three nominations for work on his debut solo album "Blunderbuss." Anita Baker, Big Sean, and Kenny Garrett (all Detroit natives) were nominated for their work in the traditional R&B, rap, and jazz genres (respectively).

TABLE 4. Grammy Award Nominees with Connections to Detroit 2009 through 2013

Year	Category	Nominee	Nominated Title	Detroit Connection
2009	Best Rap Solo Performance	Eminem	"Beautiful"	Eminem is from Warren
2010	Best Traditional Gospel Album	Vickie Winans	"How I Got Over"	Born and raised in Southfield; proprietor of Destiny Joy Records
2010	Best R&B Perf. By A Duo Or Group w/ Vocals	The Clark Sisters, with Robert Randolph	"Higher Ground"	The Clark Sisters (Jacky, Elberita "Twinkie," Dorinda, Karen) were born & raised in Detroit
2010	Best Male Pop Vocal Performance	Stevie Wonder	"All About The Love Again"	Born in Saginaw; raised in Detroit
2010	Best Classical Crossover Album	Detroit Symphony Orchestra, with others	"The Melody of Rhythm"	Located in Detroit
2011	Album Of The Year	Eminem	"Recovery"	Eminem is from Warren
2011	Best Pop Collaboration with Vocals	Eminem, with others	"Airplanes II"	Eminem is from Warren
2011	Best R&B Perf. By A Duo Or Group w/ Vocals	Aretha Franklin, with Ronald Isley	You've Got a Friend	Aretha was raised in Detroit
2011	Best Contemporary Blues Album	Betty LaVette	"Interpretations for The British Rock Songbook"	Raised in Detroit (born in Muskegon); recorded for local Detroit labels
2011	Best Short Form Music Video	Eminem & Rihanna, with others	"Love The Way You Lie (explicit version)"	Eminem is from Warren
2011	Best Improvised Jazz Solo	Hank Jones	"Lonely Woman"	Jones is a Detroit native
2011	Record of the Year	Eminem (feat. Rihanna)	"Love The Way You Lie"	Eminem is from Warren
2011	Song of the Year	Eminem (feat. Rihanna)	"Love The Way You Lie"	Eminem is from Warren
2011	Best Instrumental Soloist(s) Perf. (w/ Orchestra)	John McLaughlin Williams (conductor), w/ others	"Porter, Quincy: Complete Viola Works"	Lives in Ann Arbor
2011	Best Instrumental Soloist(s) Perf. (w/ Orchestra)	Michael Daugherty	Deus Ex Machina	Professor of Composition at U of M
2011	Best Traditional Gospel Album	Karen Clark Sheard	"All in One"	Born and raised in Detroit (The Clark Sisters)
2011	Best Male R&B Vocal Performance	Kem	"Why Would You Stay"	Raised in Detroit; signed with Motown Records
2011	Best R&B Song	Kem	"Why Would You Stay"	Raised in Detroit; signed with Motown Records
2011	Best Male R&B Vocal Performance	El DeBarge	"Second Chance"	Born in Detroit (raised in GR); signed with Motown Records
2011	Best R&B Song	El DeBarge	"Second Chance"	Born in Detroit (raised in GR); signed with Motown Records
2011	Best Engineered Album, Classical	Michael Daugherty	"Metropolis Symphony; Deus Ex Machina"	Professor of Composition at U of M
2011	Best Contemporary R&B Gospel Album	Fred Hammond	"Love Unstoppable"	Detroit native; proprietor of Face to Face production company in Southfield (1992)
2011	Best Classical Album	Michael Daugherty	"Metropolis Symphony; Deus Ex Machina"	Professor of Composition at U of M
2011	Best Rap/Sung Collaboration	Eminem & Rihanna	"Love The Way You Lie"	Eminem is from Warren
2011	Best Rap Song	Eminem	"Love The Way You Lie"	Eminem is from Warren
2011	Best Rap Song	Eminem	"Not Afraid"	Eminem is from Warren
2013	Best Traditional R&B Performance	Anita Baker	"Lately"	Anita Baker is a Detroit native
2013	Best Rap Performance	Big Sean, with others	"Mercy"	Big Sean was raised in Detroit
2013	Best Rap Song	Big Sean, with others	"Mercy"	Big Sean was raised in Detroit
2013	Best Gospel Song	Fred Hammond	"Hold On" and "I Feel Good"	Detroit native; proprietor of Face to Face production company in Southfield (1992)
2013	Album Of The Year	Jack White	"Blunderbuss"	Detroit native
2013	Best Rock Album	Jack White	"Blunderbuss"	Detroit native
2013	Best Rock Song	Jack White	"Freedom at 21"	Detroit native
2013	Best Jazz Instrumental Album	Kenny Garrett	"Seeds From the Underground"	Detroit native
2013	Best Improvised Jazz Solo	Kenny Garrett	"J. Mac" (track from "Seeds From the Underground")	Detroit native

Source: Grammy.com; Detroit MetroTimes; AnnArbor.com; selected artist online biographies.

Analysis: Anderson Economic Group, LLC

TABLE 5. Grammy Award Winners with Connections to Detroit 2009 through 2013

Year	Category	Winner(s)	Winning Title	Detroit Connection
2009	Best R&B Song	Ne-Yo and other songwriters	Miss Independent	Shaffer Chimere Smith (Ne-Yo) is signed with Motown Records
2009	Best Male R&B Vocal Performance	Ne-Yo	Miss Independent	Shaffer Chimere Smith (Ne-Yo) is signed with Motown Records
2010	Best Rap Performance By A Duo Or Group	Eminem and other artists	Crack A Bottle	Eminem is from Warren in Wayne County
2010	Best Jazz Instrumental Album, Individual or Group	Kenny Garrett (Five Peace Band), with other artists	Five Peace Band - Live	Kenny Garrett was raised in Detroit
2010	Best Urban/Alternative Performance	India Arie and other artists	Pearls	India Arie is signed with Motown Records
2010	Best Gospel Performance	Karen Clark-Sheard and other artists	Wait On The Lord	Karen Clark-Sheard was born and raised in Detroit (part of The Clark Sisters)
2010	Best Rap Album	Eminem (artist) with help from engineers/producers	Relapse	Eminem is from Warren
2011	Best Gospel Performance	BeBe Winans & CeCe Winans, artists	Grace	The brother and sister duo is from Detroit
2011	Best Contemporary R&B Gospel Album	BeBe Winans & CeCe Winans, artists and producers	Still	The brother and sister duo is from Detroit
2011	Best Jazz Vocal Album	Dee Dee Bridgewater, artist and producer	Eleanora Fagan (1915-1959): To Billie With Love From Dee Dee	Dee Dee Bridgewater grew up in Flint
2011	Best Rap Solo Performance	Eminem, artist	Not Afraid	Eminem is from Warren
2011	Best Rap Album	Eminem, artist and engineer/mixer	Recovery	Eminem is from Warren
2011	Best Orchestral Performance	Composition by Mike Daugherty*	Daugherty: Metropolis Symphony; Deus Ex Machina	Mike Daugherty is the U of M professor of Musical Composition
2011	Best Pop Collaboration With Vocals	India Arie, among several other artists	Imagine	India Arie is signed with Motown Records
2011	Best Boxed Or Special Limited Edition Package	Jack White, art director	Under Great White Northern Lights (Limited Edition Box Set)	Jack White is from Detroit
2011	Best Classical Contemporary Composition	Michael Daugherty, composer	Daugherty, Michael: Deus Ex Machina	Mike Daugherty is the U of M professor of Musical Composition
2013	Best Classical Instrumental Solo	Kim Kashkashian, soloist	Kurtág & Ligeti: Music For Viola	Kim Kashkashian, an Armenian-American violinist, was born in Detroit
2013	Lifetime Achievement Award	The Temptations	-	Band's origin is in Detroit (along with 3 of the 5 members)

*Mike Daugherty's name was not mentioned as a winner in this particular category, however, the winning orchestral performance is his composition

Source: Grammy.com, past winners; Detroit MetroTimes; AnnArbor.com; selected artist online biographies.

Analysis: Anderson Economic Group, LLC

Appendix A. Methodology

Much of our methodology is described within the report. Below is a list of sources and methods for the values cited in the report:

Traditional Business Data for estimating the size of the music industry and benchmarking the music industry to other U.S. metro areas. Data for this came from the U.S. Census Bureau's County Business Patterns and ESRI, Inc. using the following NAICS codes:

1. 33999 Musical Instrument Manufacturing
2. 45114 Musical Instrument and Supplies Stores
3. 51222 Integrated Record Production/Distribution
4. 51223 Music Publishers
5. 51224 Sound Recording Studios
6. 51229 Other Sound Recording Industries
7. 61161 Fine Arts Schools
8. 71113 Musical Groups and Artists
9. 71131 Promoters of Performing Arts, Sports, and Similar Events with Facilities
10. 71132 Promoters of Performing Arts, Sports, and Similar Events without Facilities
11. 71151 Independent Artists, Writers, and Performers

Number of music days/nights at bars and restaurants. We identified a set of cities and villages that have a high concentration of young professionals, then we used Yelp.com to search for bars and restaurants that advertized having live music in those areas. Once we collected the list of places in these localities cited on Yelp.com we called each bar and restaurant on the list to find out the average number of days/nights each week that they have live music. We then assumed that we had identified between 50% and 60% of the locations that have live music in the Detroit area and scaled up our estimate accordingly.

The 21 cities and towns used for this analysis include:

1. Detroit
2. Troy
3. Novi
4. Birmingham
5. Rochester
6. Milford
7. Dexter
8. Ann Arbor
9. Pontiac
10. Hamtramck

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11. Ypsilanti
 12. Farmington
 13. Northville
 14. Bloomfield Hills
 15. Dearborn
 16. Royal Oak
 17. Auburn Hills
 18. Ferndale
 19. Plymouth
 20. Chelsea
 21. Belleville

Grammy Award Winners and Nominees. Data for the tables and artist profiles throughout the report came from the following list of sources:

1. <http://www.eminem.net/awards/>
2. <http://www.mtv.com/artists/eminem/biography/>
3. <http://www.mtv.com/artists/kid-rock/biography/>
4. <http://www.rollingstone.com/music/artists/madonna/biography>
5. <http://music.msn.com/music/article.aspx?news=787334>
6. <http://thirdmanrecords.com/artists/view/jack-white>
7. http://en.wikipedia.org/wiki/Kim_Kashkashian
8. <http://www.bebewinans.net/awards.html>
9. <http://michaeldaugherty.net/index.cfm?pagename=bio>
10. <http://www.grammy.com/nominees/search>

Appendix B: About AEG

Anderson Economic Group, LLC was founded in 1996 and today has offices in East Lansing, Michigan and Chicago, Illinois. AEG is a research and consulting firm that specializes in economics, public policy, financial valuation, and market research. AEG's past clients include:

- *Governments* such as the states of Michigan, North Carolina, and Wisconsin; the cities of Detroit, Cincinnati, Norfolk, and Fort Wayne; counties such as Oakland County, Michigan, and Collier County, Florida; and authorities such as the Detroit-Wayne County Port Authority.
- *Corporations* such as GM, Ford, Delphi, Honda, Taubman Centers, The Detroit Lions, PG&E Generating, SBC, Gambrinus, Labatt USA, and InBev USA; Spartan Stores, Nestle, automobile dealers and dealership groups representing Toyota, Honda, Chrysler, Mercedes-Benz, and other brands.
- *Nonprofit organizations* such as Michigan State University, Wayne State University, University of Michigan, Van Andel Institute, the Michigan Manufacturers Association, United Ways of Michigan, Service Employees International Union, Automation Alley, the Michigan Chamber of Commerce, and Detroit Renaissance.

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