Detroit City of Design Action Plan: Fast Facts

Detroit’s design community is small but mighty.

Although Detroit’s core design economy makes up only 1% of the industries and a little over 5 percent of all occupations, it provides fuel for a design ecosystem that represents over 20% of the region’s economy.

**KEY TERMS**

**DESIGN CITY:** The economic output related to the combined 139 industries and 105 occupations of the core design economy and the Detroit design ecosystem, within the city limits of Detroit, Highland Park, and Hamtramck.

**DESIGN MSA:** The economic output related to the combined 139 industries and 105 occupations of the core design economy and the Detroit design ecosystem, within the geographic boundaries of Detroit-Warren-Dearborn Metropolitan Statistical Area.

**ALL CITY:** The economic output related to the combined 1,001 industries and 786 occupations of the overall economy, within the city limits of Detroit, Highland Park, and Hamtramck.

**ALL MSA:** The economic output related to the combined 1,001 industries and 786 occupations of the overall economy, within the geographic boundaries of Detroit-Warren-Dearborn Metropolitan Statistical Area.

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**Detroit’s Core Design Economy**

<table>
<thead>
<tr>
<th></th>
<th>NUMBER OF JOBS</th>
<th>NUMBER OF FIRMS</th>
<th>REVENUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LANDSCAPE ARCHITECTURE</td>
<td>553</td>
<td>46</td>
<td>$103.1M</td>
</tr>
<tr>
<td>INTERIOR DESIGN</td>
<td>1,069</td>
<td>665</td>
<td>$148.6M</td>
</tr>
<tr>
<td>CUSTOM COMPUTER PROGRAMMING</td>
<td>11,866</td>
<td>658</td>
<td>$1.83B</td>
</tr>
<tr>
<td>ENGINEERING</td>
<td>43,244</td>
<td>1,710</td>
<td>$9.02B</td>
</tr>
<tr>
<td>INDUSTRIAL DESIGN</td>
<td>4,887</td>
<td>47</td>
<td>$1.13B</td>
</tr>
<tr>
<td>ARCHITECTURE</td>
<td>2,281</td>
<td>432</td>
<td>$489.6M</td>
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<tr>
<td>DRAFTING</td>
<td>130</td>
<td>12</td>
<td>$30.4M</td>
</tr>
<tr>
<td>GRAPHIC DESIGN</td>
<td>1,279</td>
<td>599</td>
<td>$150.8M</td>
</tr>
<tr>
<td>COMPUTER SYSTEMS DESIGN</td>
<td>16,262</td>
<td>1,210</td>
<td>$2.71B</td>
</tr>
<tr>
<td>OTHER SPECIALIZED DESIGN</td>
<td>249</td>
<td>20</td>
<td>$42.6M</td>
</tr>
</tbody>
</table>

*DESIGN MSA*
There are 5,399 core design businesses in the region and 364 in the city of Detroit. Of these businesses, 69% have fewer than 5 employees.

Core design industries employ about 80,000 people in the region and 3,000 people in the city of Detroit.

A job in a core design business pays better than the median industry wage - 15% more in the city and 31% more in the region.

The core design industries are growing almost 4 times faster than average industry growth in both the city and the region.
Design in Detroit is more than just the core design industries, but rather a design ecosystem consisting of the occupations and industries that move idea and concept into action. The design ecosystem includes industries and professions that are integral to the creation of a design product, process, or service, even if their description may not intuitively read as design-oriented. An architect needs a carpenter, a fashion designer needs a custom tailor or seamstress, a product designer needs a team assembler. In Detroit’s case, this ecosystem offers good jobs for a wide range of people. A full list of these industries and professions can be found on page 117-120 of the Detroit City of Design Action Plan.

### Industry Wages | Median 2016 | Design Ecosystem

- **ALL MSA**: $54,869/Year
- **DESIGN MSA**: $53,145/Year
- **ALL CITY**: $49,442/Year
- **DESIGN CITY**: $51,630/Year

Industries in Detroit city’s design ecosystem pay slightly higher than median, but they are growing almost 6 times faster. They currently employ over 25,000 people in the city.

### Industry Job Growth | 2012-2016 | Design Ecosystem

- **DESIGN CITY**: 23%
  - Computer Facilities Management Services: 69%
  - Petroleum Lubricating Oil and Grease Manufacturing: 47%
  - Motor Vehicle Gasoline Engine and Engine Parts Manufacturing: 37%
- **ALL CITY**: 4%
- **ALL MSA**: 6%
- **DESIGN MSA**: 13%
  - Household Furniture* Manufacturing: 77%
  - Computer Facilities Management Services: 65%
  - Wood Window and Door Manufacturing: 61%

* except wood/metal

### Industry Revenue | 2016 | Design Ecosystem

- **DESIGN CITY**: $9 Billion
  - **TOP THREE INDUSTRIES**
    - Household Furniture* Manufacturing: $260.2 million
    - Highway, Street, and Bridge Construction: $259.9 million
    - Commercial Printing: $199.9 million

* except wood/metal

The regional design ecosystem is primarily focused on aspects of automotive manufacturing. However, the city's design ecosystem is more varied.
Detroit City of Design considered 41 occupations to be core design occupations because of the nature of the work performed. Twenty-one of these occupations have concentrations in Michigan within the top 25% across the United States. Most notably, Michigan has the highest concentration of commercial and industrial designers, industrial engineers, and mechanical engineers.

Designers work across Detroit’s economy beyond the core design industries. There are about 14,000 designers in the city and 150,000 across the region.

Core design occupations are good jobs that pay 40-50% more than the median occupation.

The number of people working in a design occupation grew almost 3 times faster than the average occupation.


To view the Action Plan, visit: www.designcore.org
For more information, email us at: info@designcore.org