# Why the Arts Matter in Nebraska

## National Arts Facts

### Arts & Culture Sector Represents 4.2% of Nation’s GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $764 billion industry, representing 4.2% of the nation’s GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).


<table>
<thead>
<tr>
<th>GDP</th>
<th>Arts &amp; Culture Sector</th>
<th>$764 BILLION</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Construction</td>
<td>$763 BILLION</td>
</tr>
<tr>
<td></td>
<td>Education Services</td>
<td>$208 BILLION</td>
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</tbody>
</table>

**BONUS:** U.S. exports generate a $24.1 billion arts trade surplus.

### Number of Arts-Related Businesses and Jobs (Commercial & Nonprofit Arts Organizations Combined)

Nationally, 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, Creative Industries, 2017.

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<th>JOBS</th>
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### Economic Impact of Nonprofit Arts Organizations & Their Audiences

Nationally, the nonprofit arts industry alone generates $166.3 billion in economic activity annually that supports 4.6 million jobs and generates $275 billion in federal, state, and local government revenue.

- Spending by arts audiences generated $102.5 billion to local businesses.


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<th>ECONOMICS</th>
<th>ART IS A DRIVING FORCE OF OUR NATIONAL, STATE &amp; LOCAL ECONOMY</th>
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<td>ART</td>
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## Nebraska Arts Facts

### The Nebraska Arts & Culture Sector Represents 2.2% of State’s GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $2.6 billion to Nebraska’s economy, representing 2.2% of the state’s GDP—a larger share than some other industries in the state.


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<tr>
<td></td>
<td>Construction</td>
<td>$0.8 BILLION</td>
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<tr>
<td></td>
<td>Education Services</td>
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**BONUS:** In 2015, NE arts and culture jobs generated $1.4 billion in total compensation.

### Number of Arts-Related Businesses and Jobs (Commercial & Nonprofit Arts Organizations Combined)

In Nebraska, 3,242 Arts-Related Businesses employ 18,405 people.

- In Douglas County, 1,264 Arts-Related Businesses employ 10,866 people.
- In Lancaster County, 597 Arts-Related Businesses employ 3,303 people.
- In Sarpy County, 212 Arts-Related Businesses employ 647 people.

Source: Americans for the Arts, Creative Industries, Nebraska report, 2017.

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### Economic Impact of Nonprofit Arts Organizations & Their Audiences

In 2015, the Nebraska arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Lincoln specifically, nonprofit arts groups generated $50.7 million in economic activity. Audiences of 2.3 million people added another $48.3 million in related spending for a total of $99.0 million for the city in 2015, and this generated $9.8 million in local and state government revenues and 2,976 FTE jobs.


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## Public Investment in Grants to Nonprofit Arts Organizations & Artists

### So how much is the federal government investing in the National Endowment for the Arts (NEA)?

Congress has proposed allocating $155 million to the NEA in FY 2019, which has been relatively level for the last several years. This amounts to just 47¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with $1 per capita!

Source: Americans for the Arts Action Fund, 2019.

**Q** What about Nebraska—how much does state government budget to the Nebraska Arts Council each year?

The state allocated $1,561,484 to the Nebraska Arts Council. In FY 2017, Nebraska Arts Council also received $764,400 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. An additional 32 nonprofit arts organizations received direct grants from the NEA totaling $1,081,900.


NEBRASKA ARTS FACTS

IN THE CORNHUSKER STATE, THE ARTS UNITE US

The Lied Center for Performing Arts offers dynamic programming for K-12 students & teachers, college students, and community members of all ages in towns across the state.

THE NEBRASKA ARTS COUNCIL (NAC) is a state agency that promotes, cultivates, and sustains the arts for the people of Nebraska. In doing so, NAC helps to support creative and innovative communities, drive an integral part of the state’s economy, and enrich the quality of life for all Nebraskans.

> Learn more here.

THE NEBRASKA CULTURAL ENDOWMENT is the first cultural endowment in the nation to sustain both the arts and humanities, its resources enhance the programs and grants of the Nebraska Arts Council and Humanities Nebraska by raising funds and investing them to provide the $1-to-$1 match required to trigger additional investments at the State of Nebraska.

> Learn more here.

MEET SOME NEBRASKA ARTS ADVOCATES

- Suzanne Wise is the recipient of the 2018 Gary Young Award for extraordinary public support for the arts, an award of the National Assembly of State Arts Agencies. Wise serves as Executive Director of Nebraska Arts Council. > More
- Doug Zbylut is Executive Director of Nebraskans for the Arts, a grassroots organization dedicated to advocating for the arts and arts education. > More
- Patsy Koch Johns is President of Nebraskans for the Arts and an elected representative of the Nebraska State Board of Education. > More
- Jordan Huether is the 2018 Governor’s Arts Awardee. > More
- Todd Simon is a passionate contemporary arts collector and supporter, serving on the boards of the Bemis Center for Contemporary Arts and United States Artists > More

ART IN NEBRASKA

- Visit Nebraska provides a searchable database of arts destinations and events throughout the state here.
- Visit Omaha can direct you to the city’s best venues of live theater and dance performances here.
- An interactive map of Nebraska Arts Council-supported arts events in Nebraska here.

NEBRASKA ART ORGANIZATIONS

- Nebraskans for the Arts
  www.nebraskansforthearts.org
- Nebraska Museums Association
  www.nebraskamuseums.org
- Nebraska Art Teachers Association
  www.nebraskaartteachers.org

THE ARTS ARE EVERYWHERE!

- Start in Omaha for a variety of art museum experiences, ranging from the twenty galleries and public art of Joslyn Museum to the Bemis Center for Contemporary Art.
- Travel north in June to enjoy the Norfolk Arts Center and take in the Great American Comedy Festival at the Johnny Carson Theatre.
- The capitol city area of Lincoln offers a wide variety of plays and musicals through venues connected with the Lincoln Theatre Alliance.
- Scottsbluff is a hub of creativity through the Midwest Theatre and the West Nebraska Arts Center.
- North Platte was the nation’s stop for traveling WWII soldiers; now travelers stop to enjoy the activities at the Prairie Arts Center and the Neville Center for Performing Arts.
- Visiting the center of state brings you to the center of art events and activities coordinated by the Kearney Cultural Partnership.
- The halfway point to St. Patrick’s Day is always a celebration when you attend the Greeley Irish Festival.

To View the Top 10 Reasons to Support the Arts in Nebraska, Click Here.

NEBRASKA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830 x2067
FOLLOW US: Arts Action Fund | @ArtsActionFund | #ArtsVote

To download this fact sheet, “Why the Arts Matter in Nebraska,” with corresponding resource links visit www.ArtsActionFund.org/NE.

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