WHY THE ARTS MATTER IN NEVADA

**NATIONAL ARTS FACTS**

**ARTS & CULTURE SECTOR’S PERCENTAGE OF U.S ECONOMY** (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture</td>
<td>$878 Billion</td>
<td>4.5%</td>
</tr>
<tr>
<td>Construction</td>
<td>$746 Billion</td>
<td>4.6%</td>
</tr>
<tr>
<td>Education Services</td>
<td>$246 Billion</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

**BONUS:** U.S. exports generate a $29.7 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. This means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

**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 $27.5 billion in federal, state, and local government revenue.
  - Spending by arts audiences generated $102.5 billion to local businesses.

**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

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

**A** Congress has proposed allocating $162.25 million to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just $4 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!


Read: “Funding The Arts is Good For The Nation,” The Hill, 2015.

**NEVADA ARTS FACTS**

**NEVADA ARTS & CULTURE SECTOR REPRESENTS 5.5% OF STATE’S GDP & 40,911 JOBS**

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector contributes $8.7 billion to Nevada’s economy, representing 5.5% of the state’s GDP—a larger share than some other industries in the state.


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</thead>
<tbody>
<tr>
<td>Arts &amp; Culture</td>
<td>$8.7 Billion</td>
<td>5.5%</td>
</tr>
<tr>
<td>Construction</td>
<td>$4.3 Billion</td>
<td>11.5%</td>
</tr>
<tr>
<td>Education Services</td>
<td>$0.76 Billion</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

**BONUS:** In 2017, NV arts and culture jobs generated $2.86 billion in total compensation.

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

- In Nevada, 4,942 Arts-Related Businesses employ 28,551 people.
  - In Clark County, 3,612 Arts-Related Businesses employ 24,199 people.
  - In Douglas County, 123 Arts-Related Businesses employ 3,011 people.
  - In Washoe County, 838 Arts-Related Businesses employ 2,989 people.


**ECONOMICS**

**In 2015, nonprofit arts organizations in the state generated $471.1 million in economic activity annually that supported 10,494 jobs and generated $38.8 million in state and local government revenue.**

- In Reno specifically, nonprofit arts groups generated $50.1 million in economic activity. Audiences of 1.3 million people added another $38.9 million in related spending for a total of $89.0 million for the city in 2015, and this generated $8.0 million in local and state government revenues.


**FUNDING**

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

**A** In FY 2020, the state allocated $1,840,327 to the Nevada Arts Council. The Nevada Arts Council also received $710,700 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 15 nonprofit arts organizations received direct grants from the NEA totaling $320,000.


IN THE SILVER STATE, THE ARTS UNITE US

Poetry Out Loud begins in communities throughout the state as high school-aged students in public, private, charter, home and virtual schools master public speaking skills, build self-confidence and learn about their literary heritage through the memorization of classic and contemporary poetry.

THE NEVADA ARTS COUNCIL—Founded in 1967, the mission of the Nevada Arts Council (NAC) is to enrich the cultural life of the state through leadership that preserves, supports, strengthens, and makes excellence in the arts accessible to all Nevadans. The NAC serves a Nevada in which the arts enrich the lives of all residents, enhance the livability of communities, and contribute to the state’s economic revitalization.

> Learn more here.

MEET SOME NEVADA ARTS ADVOCATES

• Judith Harris is Chair of the Cultural Alliance Nevada. > More
• Anthony Manfredi is the Executive Director of the Nevada Arts Council. > More
• Gail Rappa is the Board Chair of the Nevada Arts Council. > More
• Christina Barr is Executive Director of Nevada Humanities. > More

ARTS IN NEVADA

• Smithsonian.com lists some of the best arts destinations throughout the state here.
• CultureTrip can point you to ten spots in Nevada arts lovers won’t want to miss here.
• Travel Nevada has maps to guide you to great cultural destinations throughout Nevada here.

NEVADA ART ORGANIZATIONS

The Cultural Alliance Nevada
www.culturalalliancenv.org
Nevada Museums Association
www.nevadamuseums.org
Art Educators of Nevada
www.arteducatorsofnevada.org

THE ARTS ARE EVERYWHERE!

• Start in Reno for A.V.A. Ballet, the Nevada Museum of Art, the Cordillera International Film Festival, the Pioneer Center for the Performing Arts, and Artown, a month-long summer festival that brings in the best performers for 500 events in venues throughout the city.
• Northeast of Reno is the Black Rock Desert, the site of the Burning Man Festival, the famous experiment in community building, artistic self-expression, and gift-giving.
• East of the desert is Elko, proud of its cowboy heritage. The town is home to the state’s oldest rodeo, the National Cowboy Poetry Gathering, and the National Basque Festival, which features traditional Basque music, food, arts, and crafts.
• Head south of Reno to Carson City for the Wild Horse Children’s Theater, the Jazz & Beyond Music Festival, the Brewery Arts Center for art galleries, concerts, classic movies, and classes in painting, photography, and pottery.
• In Genoa, don’t miss the Genoa Candy Dance & Faire for its 300 artists and 4,000 pounds of homemade candy!
• Then head to Las Vegas for the Contemporary Arts Center, the Bellagio Gallery of Fine Arts, and the Smith Center for the Performing Arts. In September, don’t miss the Harvest Festival, with tens of thousands handmade art and crafts, all-day entertainment, and an activity center for kids.

NEVADA 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


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