WHY THE ARTS MATTER IN WYOMING

NATIONAL ARTS FACTS

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

_**ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION’S GDP & 5.1 MILLION JOBS**_

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $878 billion industry, representing 4.5% of the nation’s GDP—a larger share of the economy than construction or education services.


<table>
<thead>
<tr>
<th><strong>Annual Revenue</strong></th>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>$878 Billion</td>
<td>$790.4 Billion</td>
<td>$246 Billion</td>
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</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)

_**673,656 BUSINESSES & 3.48 MILLION EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS**_

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><strong>Businesses</strong></th>
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<td>673,656</td>
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ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

_**NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**_

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.

Source: Americans for the Arts, _Arts & Economic Prosperity 5_, 2017.

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<th><strong>National</strong></th>
<th><strong>FTE Jobs</strong></th>
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<td>$166.3 Billion</td>
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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 $49 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!_


WYOMING ARTS FACTS

**WYOMING ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE’S GDP & 11,992 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $1.1 billion to Wyoming’s economy, representing 2.9% of the state’s GDP—a larger share than some other industries in the state.


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<tr>
<td>$1.1 Billion</td>
<td>$2 Billion</td>
<td>$0.1 Billion</td>
<td></td>
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_BONUS:_ In 2017, WY arts and culture jobs generated $764 million in total compensation.

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

_**1,008 BUSINESSES & 4,396 EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS**_

In Wyoming, 1,008 Arts-Related Businesses employ 4,396 people.

- In Laramie County, 192 Arts-Related Businesses employ 1,185 people.
- In Natrona County, 140 Arts-Related Businesses employ 775 people.
- In Teton County, 145 Arts-Related Businesses employ 527 people.


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ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

_**NONPROFIT ART IS A DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**_

In 2015, Wyoming’s 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 the Town of Jackson, for example, nonprofit arts groups generated $18.7 million in economic activity. Audiences of 597,580 people added another $32.5 million in related spending for a total of $51.2 million for the city in 2015, and this generated $5.1 million in local and state government revenues and 1,058 FTE jobs.

Source: Americans for the Arts, _Arts & Economic Prosperity 5, Town of Jackson report_, 2017.

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<th><strong>Economic Impact</strong></th>
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PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

A _In FY 2020, the state allocated $1,038,975 to the Wyoming Arts Council. The Wyoming Arts Council also received $713,100 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 9 nonprofit arts organizations received direct grants from the NEA totaling $130,000._

THE WYOMING ARTS COUNCIL—
The Wyoming Arts Council (WAC) is a state-funded arts group which provides grants to art and cultural projects within the state. Established in 1982, the Wyoming Arts Council provides leadership and invests resources to sustain, promote, and cultivate excellence in the arts. WAC envisions a Wyoming where the arts are integrated into the economy, education, and everyday life of its citizens.  
> Learn more here.

MEET SOME WYOMING ARTS ADVOCATES
• Wendy Bredhoft of Laramie is President of the Wyoming Arts Alliance, a 2019 recipient of the Governor’s Arts Awards, and a winner of a 2020 Wyoming Arts Council Visual Arts Fellowship. >More
• Michael Lange is the Executive Director of Wyoming Arts Council. >More
• Susan Stubson is Board Chair of the Wyoming Cultural Trust Fund, a Casper Attorney and music scholar. >More
• Babs Case is the Artistic and Executive Director of Dancers Workshop in Jackson, WY and a Governor’s Arts Award recipient. >More
• Bruce Richardson is a Wyoming Arts Alliance Board Member, former University of Wyoming English Professor and all around Wyoming Arts Advocate. >More
• Erin Taylor is a Wyoming arts advocate providing advocacy services for the Wyoming Arts Alliance. >More

ART IN WYOMING
• Wyoming Artscapes is the quarterly magazine of the Wyoming Arts Council. Find it here.
• Wyoming Public Media’s Community Calendar is a great resource for community and cultural events. Find it here.
• Wyoming Humanities offers podcast and blog stories on a variety of cultural topics. Find those stories here.

WYOMING ART ORGANIZATIONS
Wyoming Arts Alliance  
www.wyomingarts.org
Colorado-Wyoming Association of Museums  
www.cwam-us.org
Wyoming Music Educators Association  
www.wyomea.org
Wyoming Art Education Association  
www.facebook.com/WYAEA

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

THE ARTS ARE EVERYWHERE!
• Cheyenne is home to the world’s largest outdoor rodeo and greatest western cultural event, Cheyenne Frontier Days. The CFD Western Art Show presents creative representations of this western way of life.
• Sheridan’s art leaders have created a vibrant public arts environment, including events, exhibits and street sculptures. It’s worth a special trip to see the 59 public art pieces on display during 2019.
• The Buffalo Bill Center of the West in Cody is an astonishing collection of western art and memorabilia. Celebrating one of the world’s best showman, it also houses the Whitney Collection that includes original paintings from Frederic Remington, Charles Russell and others.
• Jackson Hole is one of Wyoming’s true cultural destinations, offering the National Museum of Wildlife Art, the Grand Teton Music Festival, more than two dozen art galleries, and a year-round, world-class concert schedule.
• Circle back to Laramie and you’ll find a true grassroots effort to amplify arts in a community. With dozens of public murals, the American Heritage Center, and an active arts programming environment at the University of Wyoming, Laramie is on the rise!

WYOMING 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

Wyoming Artscapes  
To download this fact sheet, “Why the Arts Matter in Wyoming,” with corresponding resource links visit  

3/27/2020