



WHY THE ARTS MATTER IN NEVADA



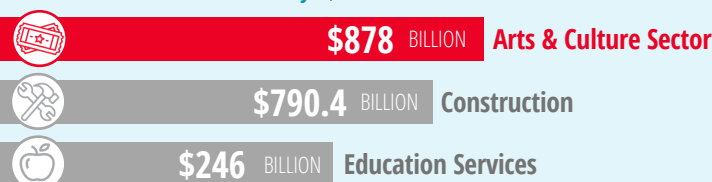
NATIONAL ARTS FACTS

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

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.

Source: U.S. Bureau of Economic Analysis, 2017



BONUS: U.S. exports generate a \$29.7 billion arts trade SURPLUS.

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 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.

Source: U.S. Bureau of Economic Analysis, 2017



BONUS: In 2017, NE arts & culture jobs generated \$1.5 billion in total compensation.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of **\$150 billion** in revenue. In addition, creative workers made up **52% of the unemployed population** (2.7 million people) through July 2020.

Source: Brookings, [Lost art: Measuring COVID-19's devastating impact on America's creative economy](#), 2020.



In Nevada, COVID-19 has devastated creative economy businesses with a loss of **\$1.3 billion** in revenue. In addition, creative workers made up **64% of the Nevada unemployed population** (26,104 people) through July 2020.

Source: Brookings, [Lost art: Measuring COVID-19's devastating impact on America's creative economy](#), 2020.



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.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017.



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.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), [Reno](#) report, 2017.



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 allocated **\$167.5 million** to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just **51¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with \$1 per capita.

Source: [Americans for the Arts Action Fund](#), 2021.
Read: ["Funding The Arts is Good for the Nation,"](#) *The Hill*, 2015.

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

A In **FY 20-21**, the state allocated **\$1,075,797** to the Nevada Arts Council. The Nevada Arts Council also received **\$752,100** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another **17** nonprofit arts organizations received direct grants from the NEA totaling **\$615,000**.

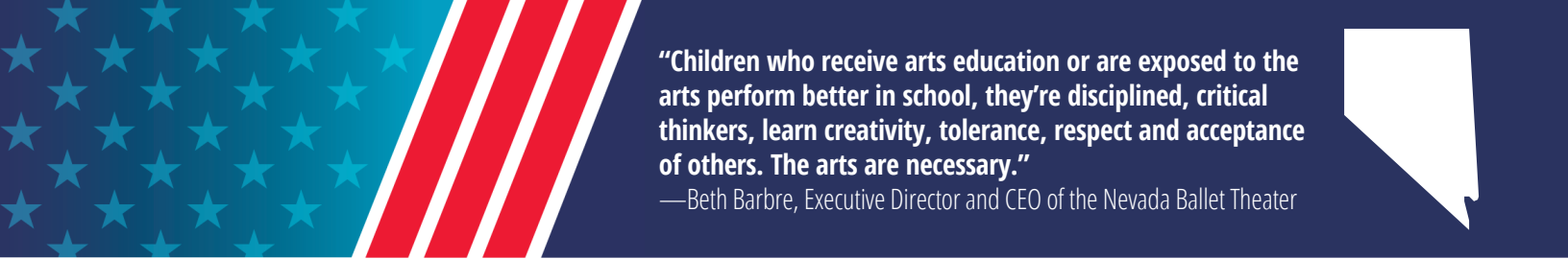
Source: [NEA](#) and [NASAA](#), 2021.
Read: ["Nevada's Arts & Culture Industry Brings in Millions Annually,"](#) Noah Glick, KUNR.org, 2017.

GDP & JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING



“Children who receive arts education or are exposed to the arts perform better in school, they’re disciplined, critical thinkers, learn creativity, tolerance, respect and acceptance of others. The arts are necessary.”

—Beth Barbre, Executive Director and CEO of the Nevada Ballet Theater



NEVADA ARTS FACTS

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.

Executive Director: Tony Manfredi

Chair: Gail Rappa



> Learn more [here](#).

ART 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

Nevada Museums Association

www.nevadamuseums.org

Art Educators of Nevada

www.arteducatorsofnevada.org

THE CULTURAL ALLIANCE NEVADA is a statewide nonpartisan arts advocacy organization dedicated to the advancement of arts, culture and arts education through advocacy, education and partnership.



> Learn more [here](#).

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. Sierra Arts Foundation and the Reno Philharmonic also have a large impact on community involvement and arts education in the region.
- 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 BreweryArts 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.

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

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

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To download this factsheet, "Why the Arts Matter in Nevada," with corresponding resource links visit www.ArtsActionFund/StateFactsheets