WHY THE ARTS MATTER IN NEBRASKA

NATIONAL ARTS FACTS

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

ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION’S GDP & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a $919.7 billion industry in 2019, representing 4.3% of the nation’s GDP, 5.2 million jobs, and total compensation of $466 billion. Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

$919.7 BILLION Arts & Culture Sector
$892.7 BILLION Construction
$269.9 BILLION Education Services

BONUS: In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

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, 52% of all creative workers became unemployed (2.7 million people) as of July 2020. Source: Brookings, Lost art: Measuring COVID-19’s devastating impact on America’s creative economy, 2020.

$150B LOST REVENUE & 52% OF UNEMPLOYMENT

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.


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

NEBRASKA ARTS FACTS

NEBRASKA ARTS & CULTURE SECTOR REPRESENTS 2.4% OF STATE’S GDP & 30,152 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $3.1 billion to Nebraska’s economy in 2019, representing 2.4% of the state’s GDP, 30,152 jobs, and total compensation of $1.7 billion. Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

$3.1 BILLION Arts & Culture Sector
$3.6 BILLION Construction
$1.1 BILLION Education Services

BONUS: In 2019, Nebraska arts and culture was also larger than the Mining industry.

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

In Nebraska, COVID-19 has devastated creative economy businesses with a loss of $522 million in revenue. In addition, 48% of all creative workers in Nebraska became unemployed (13,766 people) as of July 2020. Source: Brookings, Lost art: Measuring COVID-19’s devastating impact on America’s creative economy, 2020.

$522M LOST REVENUE & 48% OF UNEMPLOYMENT

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.


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

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.


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

A In FY 20-21, the state allocated $500,000 to the Nebraska Arts Council. The Nebraska Arts Council also received $824,900 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. An additional 28 nonprofit arts organizations received direct grants from the NEA totaling $785,000.

NEBRASKA ARTS FACTS

IN THE GOOD LIFE 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.

Executive Director: Suzanne Wise
Chair: Shari Hofschire

> Learn more here.

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
The Nebraska Cultural Endowment nebrakasculturalendowment.org
Nebraska Museums Association www.nebraskamuseums.org
Nebraska Art Teachers Association www.nebraskaarteducators.org

> Learn more here.
> Join here.

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, 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
FOLLOW US: Facebook Arts Action Fund | Twitter @ArtsActionFund | Instagram @ArtsActionFund

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

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