WHY THE ARTS MATTER IN NEVADA

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)

<table>
<thead>
<tr>
<th>Sector</th>
<th>GDP (Billion)</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7</td>
<td>5.2M</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9</td>
<td></td>
</tr>
</tbody>
</table>

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.


<table>
<thead>
<tr>
<th>Lost Revenue</th>
<th>% of Unemployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150B</td>
<td>52%</td>
</tr>
</tbody>
</table>

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.


<table>
<thead>
<tr>
<th>Nonprofit Art</th>
<th>Driver of National, State &amp; Local Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>$166.3B</td>
<td></td>
</tr>
</tbody>
</table>

NEVADA ARTS FACTS

NEVADA ARTS & CULTURE SECTOR REPRESENTS 6% OF STATE’S GDP & 53,120 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $10.7 billion to Nevada’s economy in 2019, representing 6% of the state’s GDP, 53,120 jobs, and total compensation of $4 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

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<td>53,120</td>
</tr>
<tr>
<td>Mining</td>
<td>$4</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$0.9</td>
<td></td>
</tr>
</tbody>
</table>

BONUS: In 2019, NV arts and culture was also larger than the Agriculture industry.

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

In Nevada, COVID-19 has devastated creative economy businesses with a loss of $1.3 billion in revenue. In addition, 64% of all creative workers in Nevada became unemployed (26,104 people) as of July 2020.


<table>
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<tr>
<th>Lost Revenue</th>
<th>% of Unemployment</th>
</tr>
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<tr>
<td>$1.3B</td>
<td>64%</td>
</tr>
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</table>

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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 $88.0 million for the city in 2015, and this generated $8.0 million in local and state government revenues.


<table>
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<th>Driver of Just One of Our Local Economies</th>
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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 FY2021, 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 Nevada—how much does state government budget to the Nevada Arts Council each year?

A In FY20-21, 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.

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.

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

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.

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NEVADA ARTS ORGANIZATIONS

NEVADA MUSEUMS ASSOCIATION
www.nevadamuseums.org
ART EDUCATORS OF NEVADA
www.arteducatorsofnevada.org

> Learn more here.

“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

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.

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.

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4/2/2021