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 4.3% 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>Industry</th>
<th>GDP</th>
<th>Jobs</th>
<th>Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7B</td>
<td>5.2M</td>
<td>$466B</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7B</td>
<td></td>
<td></td>
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<tr>
<td>Education Services</td>
<td>$269.9B</td>
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</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>Revenue Loss</th>
<th>Unemployment</th>
</tr>
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<tbody>
<tr>
<td>$150B</td>
<td>52%</td>
</tr>
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</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>
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<th>Revenue</th>
<th>Jobs</th>
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<tbody>
<tr>
<td>$166.3B</td>
<td>4.6M</td>
</tr>
</tbody>
</table>

WYOMING ARTS FACTS

WYOMING ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE’S GDP & 11,578 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $1.2 billion to Wyoming’s economy in 2019, representing 2.9% of the state’s GDP, 11,578 jobs, and total compensation of $791 million.

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

<table>
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<tr>
<th>Industry</th>
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<th>Compensation</th>
</tr>
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<tr>
<td>Arts &amp; Culture Sector</td>
<td>$1.2B</td>
<td>11,578</td>
<td>$791M</td>
</tr>
<tr>
<td>Construction</td>
<td>$2.3B</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$0.1B</td>
<td></td>
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</table>

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

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

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 97,580 people added another $32.5 million in related spending for a total of $51.2 million for the city in 2015, and this generated $5.5 million in local and state government revenues and 1,058 FTE jobs.


<table>
<thead>
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<th>Revenue</th>
<th>Jobs</th>
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<td>$1B</td>
<td>1,058</td>
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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 20-21, the state allocated $929,217 to the Wyoming Arts Council. The Wyoming Arts Council also received $752,500 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 8 nonprofit arts organizations received direct grants from the NEA totaling $221,000.

Source: NEA and NASA. 2021

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.
IN THE EQUALITY STATE, THE ARTS UNITE US

The 2019 Wyoming Arts Summit celebrated the 150th Anniversary of Wyoming Women's Suffrage and Equity in the Arts. Wyoming was the first state in the nation to give women the right to vote and the 2019 Summit recognized creative women from across the state.

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.

Executive Director: Michael Lange
Chair: Steve Schrepferman

> Learn more here.

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

> Learn more here.
> Join 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.
- Travel north to Casper to see ART 321 and the burgeoning art scene in the Old Yellowstone District. A great example of what happens when creative people put their shoulder into arts-based community development.
- Sheridan’s art leaders have created a vibrant public arts environment, including events, exhibitions and street sculptures.
- 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 showmen, 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!

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

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

“Without a doubt, the arts help people, communities and Wyoming thrive. Study after study proves the positive effect of the arts. From economic development in communities to cognitive development in kids, the arts play a key role.”
—Wyoming Arts Council