



WHY THE ARTS MATTER IN WYOMING

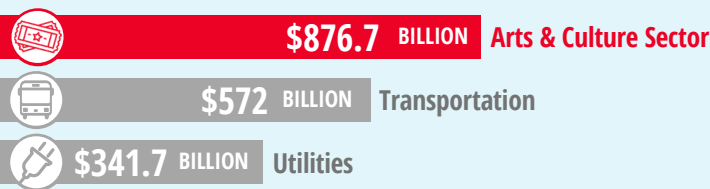
NATIONAL ARTS FACTS

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

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: **U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022** (2020 data collected during the pandemic)



BONUS: In 2020, the arts & culture sector ranked 3rd among comparison sectors.

WYOMING ARTS FACTS

WYOMING ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE'S GDP & 10,670 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$1 billion** to Wyoming's economy in 2020, representing **2.9%** of the state's GDP, **10,670 jobs**, and total compensation of **\$795 million**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



BONUS: In 2020, WY arts and culture was also larger than the Utilities industry.

GDP & JOBS

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

Between 2019 and 2020, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: **U.S. Bureau of Economic Analysis, 2022** (Data collected during the pandemic)
See Americans for the Arts regularly updated **COVID-19 Impact on the Arts Research Update**.



Wyoming arts and culture value added decreased by **7%** between 2019 and 2020. In addition, arts & culture employment decreased by **8%**, dropping from **11,577** to **10,670**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



COVID-19 IMPACT

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** (Prior to COVID-19 pandemic)



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**.



ECONOMICS

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q How much is the federal government investing in the **National Endowment for the Arts (NEA)**?

A Congress allocated **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: **Americans for the Arts Action Fund, 2022**.

Q How much did Wyoming receive in public funding for the **arts and culture**?

A In **FY21-22**, the state allocated **\$929,217** to the Wyoming Arts Council. The Wyoming Arts Council also received **\$743,483** in federal NEA funds, **\$420,100** through CARES, **\$746,700** through ARPA, and **\$2,400,000** from the state for COVID relief. Approximately **978,220** adults, **334,842** youth, and **18,755** artists benefitted from these funding sources. Another **10** nonprofit arts organizations received direct grants from the NEA totaling **\$545,000**.

Source: **NEA and NASAA, 2022**

FUNDING

“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



WYOMING ARTS FACTS

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: Kari Dewitt



WYOMING
ARTS
COUNCIL

[Learn more here.](#)

ART IN WYOMING

- Wyoming ArtsScapes 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

WYOMING ARTS ALLIANCE

The mission of the Wyoming Arts Alliance (WyAA) is to advance a creative and culturally-vibrant state.

Est. 1982

President: Wendy Bredehoff

WYOMING ARTS
ALLIANCE

[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, exhibits 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 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!

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

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