

WHY THE ARTS MATTER IN NEBRASKA



NATIONAL ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

4.4% Nation's GDP **4.85M** Jobs



\$1.016 TRILLION Arts & Culture



\$945.3 B Construction



\$378.4 B Utilities

The national arts and culture sector was a **\$1.016 trillion industry** in **2021** (**4.4%** of the nation's GDP), representing **4.85 million jobs** (**3.2%** of nation's workforce), and total compensation of **\$504.2 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Endowment for the Arts](#), 2023 (2021 data collected during the pandemic)

NEBRASKA ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

2.4% State's GDP **30,052** Jobs



\$3.5 BILLION Arts & Culture



\$2.75 B Utilities

The Nebraska arts and culture sector was a **\$3.5 billion** industry in **2021** (**2.4%** of the state's GDP), representing **30,052 jobs** (**2.9%** of Nebraska's workforce), and total compensation of **\$2.1 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies](#), 2023 (2021 data collected during the pandemic)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

National

\$166.3 B Economic activity annually

\$27.5 B Federal, state, and local government revenue generated

Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017 (New data coming Oct 2023)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

For example in Lincoln, NE

\$50.7 M Economic activity annually

\$9.8 M State and local government revenue generated

Audiences of **2.3 million** people added another **\$48.3 million** in related spending for the city in 2015.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), [Lincoln report](#), 2017. (New data coming Oct 2023)

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23 **\$207 Million**

SBA SVO Grants FY21-22 **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: [Americans for the Arts Action Fund](#), 2023.

View the Top 10 Reasons to Support the Arts [HERE](#)

PUBLIC FUNDING RECEIVED FOR NEBRASKA ARTS & CULTURE GRANTS

State Appropriation FY21-22 **\$3,632,052**

NEA Grant FY22 **\$930,000**

CARES Act + ARPA FY20-22 **\$1,444,672**

87 SBA SVO Grants FY21-22 **\$82,089,813**

19 Direct NEA Grants FY22 **\$1,515,000**

Approximately **295** arts & culture organizations and artists benefitted from these public funds.

Source: [NEA](#), [SBA](#), [NASAA](#), and [Nebraska Arts Council](#), 2023 3/16/2023

NEBRASKA ARTS HIGHLIGHTS

IN THE GOOD LIFE STATE, THE ARTS LEAD THE WAY



The new Nebraska Creative District program will show the arts as an economic driver, support communities in Nebraska in telling their stories, and elevate the value of the arts in all parts of the state.

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: Michael Markey

Chair: Shari Hofschire

CELEBRATING FIFTY YEARS



Learn more [here](#).

BE SURE TO CHECK OUT

- 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](#).
- Nebraska Arts Council supports arts events in Nebraska [here](#).

The Nebraska Cultural Endowment

Nebraska Museums Association

Nebraska Art Teachers Association

Nebraska Music Educators Association

Nebraska Speech Communications and Theatre Association

NEBRASKANS FOR THE ARTS

is a grassroots organization dedicated to advocating for the arts to federal, state, and local policymakers, supporting the importance of arts education, and promoting the arts and creative industries in Nebraska. Est 1985

Executive Director: Petra Wahlqvist

Board President: Rex Barker



Learn more [here](#).

Join [here](#).

THE ARTS ARE EVERYWHERE

- Start in **Omaha** for a variety of performing arts and museum experiences, including Omaha Performing Arts, El Museo Latino, the BLUEBARN Theatre, and KANEKO.
- Just to the west is the idyllic hamlet, **Ashland**. Stroll the art galleries, restaurants and boutiques in the Flora District; Nebraska's first certified Creative District.
- Travel north to **Norfolk** for the Great American Comedy Festival at the Johnny Carson Theatre every June or visit anytime to enjoy the downtown murals, sculpture walk, and the Norfolk Arts Center.
- The capitol city area of **Lincoln** offers a variety of arts experiences, including exhibitions at the LUX Center for the Arts, the annual Lincoln Arts Festival, and many multicultural events throughout the year.
- Visiting the center of the 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 at the **Greeley** Irish Festival.
- **Red Cloud** is a destination for culture enthusiasts as the hometown of author Willa Cather; take in a show or exhibit at the Red Cloud Opera House and visit the National Willa Cather Center.
- The **North Platte** Canteen 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.
- Travel to **Valley County**, in the heart of Central Nebraska, and experience The Golden Husk Theatre, the Main Street Gallery, historical sites, town festivals, a craft brewery, and a rich array of talented artists.
- **Scottsbluff** is a hub of creativity through the Midwest Theatre and the West Nebraska Arts Center.

2/16/2023



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org

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