WHY THE ARTS MATTER IN NEVADA

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)

NEVADA ARTS FACTS

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

4.8% State's GDP 39,683 Jobs

$9.4 BILLION Arts & Culture

$5.5 B Mining

$0.4 B Agriculture & Forestry

The Nevada arts and culture sector was a $9.4 billion industry in 2021 (4.8% of the state's GDP), representing 39,683 jobs (2.8% of Nevada's workforce), and total compensation of $3.5 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

Missoula, Montana

$471.1 M Economic activity annually

$38.8 M State and local government revenue generated

In Reno specifically, nonprofit arts groups generated $50.1 million in economic activity.


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.

PUBLIC FUNDING RECEIVED FOR NEVADA ARTS & CULTURE SECTOR

State Appropriation FY23 $2,101,634

NEA Grant FY23 $828,600

NEA Direct Grants FY22-23 $1,943,582

SVOG FY21-22 $254,498,274

NEVADA ARTS HIGHLIGHTS
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.

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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

NEVADA ARTS COUNCIL
Learn more here.

BE SURE TO CHECK OUT

- 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.

Nevada Museums Association
www.nevadamuseums.org

Art Educators of Nevada
www.arteducatorsofnevada.org

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.

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.