



WHY THE ARTS MATTER IN NEBRASKA



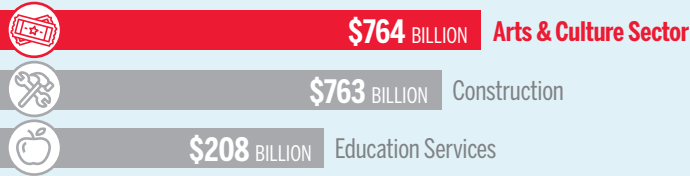
NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

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

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



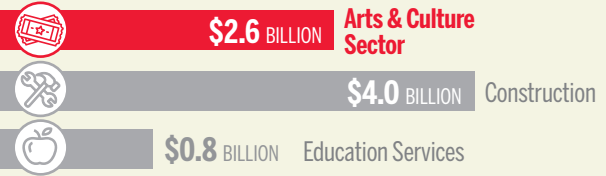
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

NEBRASKA ARTS FACTS

THE NEBRASKA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$2.6 billion** to Nebraska's economy, representing 2.2% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



BONUS: In 2015, NE arts and culture jobs generated \$1.4 billion in total compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In Nebraska, **3,242 Arts-Related Businesses** employ **18,405 people**.

- In Douglas County, **1,264 Arts-Related Businesses** employ **10,866 people**.
- In Lancaster County, **597 Arts-Related Businesses** employ **3,303 people**.
- In Sarpy County, **212 Arts-Related Businesses** employ **647 people**.

Source: Americans for the Arts, *Creative Industries, Nebraska* report, 2017.



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.



In 2015, the Nebraska 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 Lincoln specifically, nonprofit arts groups generated **\$50.7 million** in economic activity. Audiences of 2.3 million people added another **\$48.3 million** in related spending for a total of **\$99.0 million** for the city in 2015, and this generated **\$9.8 million** in local and state government revenues and **2,976 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5, Lincoln* report, 2017.



PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

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

A Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

Q What about Nebraska—how much does state government budget to the Nebraska Arts Council each year?

A The state allocated **\$1,561,484** to the Nebraska Arts Council. In FY 2017, Nebraska Arts Council also received **\$764,400** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. An additional 32 nonprofit arts organizations received direct grants from the NEA totaling **\$1,091,900**.

Source: NEA and NASAA, 2017.

Read: "Arts Mean Business for Nebraska," Pamela Thompson, *NET News*, 2018.

GDP

JOBS

ECONOMICS

FUNDING



“Arts education is important for every student in this state. If we are truly to get everything from every human being in this state, we have to provide them with a background in math, science, history, reading, writing – and the arts has to be the doorway to that, to help students who might not ordinarily see their gift see it.”

–Patsy Koch Johns, State Board of Education member;
Board President – Nebraskans for the Arts



NEBRASKA ARTS FACTS

IN THE CORNHUSKER STATE, THE ARTS UNITE US

The Lied Center for Performing Arts offers dynamic programming for K-12 students & teachers, college students, and community members of all ages in towns across the state.

THE 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 state’s economy, and enrich the quality of life for all Nebraskans.

> Learn more [here](#).

THE NEBRASKA CULTURAL ENDOWMENT is the first cultural endowment in the nation to sustain both the arts and humanities, its resources enhance the programs and grants of the Nebraska Arts Council and Humanities Nebraska by raising funds and investing them to provide the \$1-to-\$1 match required to trigger additional investments at the State of Nebraska.

>Learn more [here](#).

MEET SOME NEBRASKA ARTS ADVOCATES

- **Suzanne Wise** is the recipient of the 2018 Gary Young Award for extraordinary public support for the arts, an award of the National Assembly of State Arts Agencies. Wise serves as Executive Director of Nebraska Arts Council. > [More](#)
- **Doug Zbylut** is Executive Director of Nebraskans for the Arts, a grassroots organization dedicated to advocating for the arts and arts education. > [More](#)
- **Patsy Koch Johns** is President of Nebraskans for the Arts and an elected representative of the Nebraska State Board of Education. > [More](#)
- **Jordan Huether** is the 2018 Governor’s Arts Awardee. > [More](#)
- **Todd Simon** is a passionate contemporary arts collector and supporter, serving on the boards of the Bemis Center for Contemporary Arts and United States Artists > [More](#)

ART IN NEBRASKA

- 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](#).
- An interactive map of Nebraska Arts Council-supported arts events in Nebraska [here](#).

NEBRASKA ART ORGANIZATIONS

- Nebraskans for the Arts
www.nebraskansforthearts.org
- Nebraska Museums Association
www.nebraskamuseums.org
- Nebraska Art Teachers Association
www.nebraskaarteducators.org

THE ARTS ARE EVERYWHERE!

- Start in **Omaha** for a variety of art museum experiences, ranging from the twenty galleries and public art of Joslyn Museum to the Bemis Center for Contemporary Art.
- Travel north in June to enjoy the **Norfolk** Arts Center and take in the Great American Comedy Festival at the Johnny Carson Theatre.
- The capitol city area of **Lincoln** offers a wide variety of plays and musicals through venues connected with the Lincoln Theatre Alliance.
- **Scottsbluff** is a hub of creativity through the Midwest Theatre and the West Nebraska Arts Center.
- **North Platte** 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.
- Visiting the center of 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 when you attend the **Greeley** Irish Festival.

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

NEBRASKA 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 x2067

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To download this fact sheet, “Why the Arts Matter in Nebraska,” with corresponding resource links visit www.ArtsActionFund.org/NE.