

# WHY THE ARTS MATTER IN NEVADA



## 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.

**\$764 BILLION** Arts & Culture Sector

**\$763 BILLION** Construction

**\$208 BILLION** Education Services

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

## NEVADA ARTS FACTS

### THE NEVADA ARTS & CULTURE SECTOR REPRESENTS 4.3% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$6.2 billion** to Nevada's economy, representing 4.3% of the state's GDP—a larger share than some other industries in the state.

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

**\$6.2 BILLION** Arts & Culture Sector

**\$3.9 BILLION** Mining

**\$0.6 BILLION** Education Services

**BONUS:** In 2015, NV arts and culture jobs generated \$2.7 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.

**673,656** & **3.48M** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

In Nevada, **4,942 Arts-Related Businesses** employ **28,551 people**.

- In Clark County, **3,612 Arts-Related Businesses** employ **24,199 people**.
- In Douglas County, **123 Arts-Related Businesses** employ **301 people**.
- In Washoe County, **838 Arts-Related Businesses** employ **2,989 people**.

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

**4,942** & **28,551** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

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.

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, nonprofit arts organizations in the state generated **\$471.1 million in economic activity** annually that supported **10,494 jobs** and generated **\$38.8 million** in state and local government revenue.

- In Reno specifically, nonprofit arts groups generated **\$50.1 million** in economic activity. Audiences of 1.3 million people added another **\$38.9 million** in related spending for a total of **\$89.0 million** for the city in 2015, and this generated **\$8.0 million** in local and state government revenues.

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

ART IS A **\$471.7 MILLION** GDP DRIVER OF OUR STATE ECONOMY.

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 Nevada—how much does state government budget to the Nevada Arts Council each year?

**A** The state allocated **\$1,953,506** to the Nevada Arts Council. In FY 2017, Nevada Arts Council also received **\$696,400** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 9 nonprofit arts organizations received direct grants from the NEA totaling **\$811,400**.

Source: NEA and NASAA, 2017.

Read: "Nevada's Arts & Culture Industry Brings in Millions Annually," Noah Glick, KUNR.org, 2017.

GDP

JOBS

ECONOMICS

FUNDING

“Children who receive arts education or are exposed to the arts perform better in school, they’re disciplined, critical thinkers, learn creativity, tolerance, respect and acceptance of others. The arts are necessary.”

—Beth Barbre, Executive Director and CEO of the Nevada Ballet Theater



## NEVADA ARTS FACTS

### 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.

**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. The NAC serves a Nevada in which the arts enrich the lives of all residents, enhance the livability of communities, and contribute to the state’s economic revitalization.

> Learn more [here](#).



### MEET SOME NEVADA ARTS ADVOCATES

- **Judith Harris** is Chair of the Cultural Alliance Nevada. > [More](#)
- **Thomas Manfredi** is the Executive Director of the Nevada Arts Council. > [More](#)
- **Joe O’Neill** is the Senior Cultural Specialist for the City of Nevada. He serves as the Chair of the Board of the Nevada Arts Council. > [More](#)
- **Christina Barr** is Executive Director of Nevada Humanities. > [More](#)

### ARTS IN NEVADA

- 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 ART ORGANIZATIONS

The Cultural Alliance Nevada  
[www.culturalalliancenv.org](http://www.culturalalliancenv.org)

Nevada Museums Association  
[www.nevadamuseums.org](http://www.nevadamuseums.org)

Art Educators of Nevada  
[www.arteducatorsofnevada.org](http://www.arteducatorsofnevada.org)

### THE ARTS ARE EVERYWHERE!

- Start in **Reno** for Ava Ballet Theater, the Nevada Museum of Art, the Reno 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.
- 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 House Children’s Theater, the Jazz and Beyond Music Festival, the Brewery Arts Center for art galleries, concerts, classic movies, and classes in painting, photography, and pottery.
- In Genoa, don’t mist the Candy Dance Arts and Craft 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 Original Arts and Craft Show, with tens of thousands handmade art and crafts, all-day entertainment, and a kids’ activity center.

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

## NEVADA ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

**E-MAIL US:** [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

**VISIT US:** [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

**CALL US:** 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Nevada,” with corresponding resource links visit [www.ArtsActionFund.org/NV](http://www.ArtsActionFund.org/NV).