

WHY THE ARTS MATTER IN WYOMING

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.

WYOMING ARTS FACTS

THE WYOMING ARTS & CULTURE SECTOR REPRESENTS 2.4% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$1 billion** to Wyoming's economy, representing 2.4% of the state's GDP—a larger share than several other industries in the state.

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

\$1.04 billion Arts & Culture Sector

\$2.3 billion Construction

\$84 million Education Services

BONUS: In 2015, WY arts and culture jobs generated \$817 million 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 Wyoming, **1,008 Arts-Related Businesses** employ **4,396 people**.

- In Laramie County, **192 Arts-Related Businesses** employ **1,185 people**.
- In Natrona County, **140 Arts-Related Businesses** employ **775 people**.
- In Teton County, **145 Arts-Related Businesses** employ **527 people**.

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

1,008 & **4,396** 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, 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.

ART IS A **\$1 BILLION** 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 Wyoming—how much does state government budget to the Wyoming Arts Council each year?

A The state allocated **\$1,038,975** to the Wyoming Arts Council. In FY 2017, the Wyoming Arts Council also received **\$695,600** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling **\$765,600**.

Source: NEA and NASAA, 2017.

Read: "Arts Create Economic Growth in Wyoming," Baylie Evans, *Wyoming Business Council*, 2018.

GDP

JOBS

ECONOMICS

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

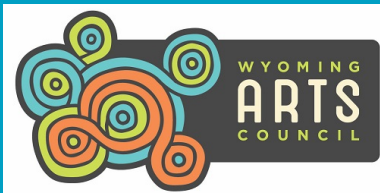
IN THE EQUALITY STATE, THE ARTS UNITE US

The Laramie Community Quilt Project is creating a patchwork quilt that shows the fabric of Laramie and Albany County to create public conversations about the future of Wyoming.

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.

> [Learn more here.](#)



MEET SOME WYOMING ARTS ADVOCATES

- **Steve Schrepferman** of Cody and **Jo Crandall** of Pinedale are Co-Presidents of the Wyoming Arts Alliance. > [More](#) & [More](#)
- **Michael Lange** is the Executive Director of Wyoming Arts Council. > [More](#)
- **Susan Stubson** is Board Chair of the Wyoming Cultural Trust Fund, a Casper Attorney and music scholar. > [More](#)
- **Babs Case** is the Artistic and Executive Director of Dancers' Workshop in Jackson, WY and a Governor's Arts Award recipient. > [More](#)
- **Bruce Richardson** is a Wyoming Arts Alliance Board Member, former University of Wyoming English Professor and all around Wyoming Arts Advocate. > [More](#)
- **Erin Taylor** is a Wyoming arts advocate providing advocacy services for the Wyoming Arts Alliance. > [More](#)

ART IN WYOMING

- **Wyoming Artscapes** 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 Art Education Association
www.facebook.com/WYAEA

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. It's worth a special trip to see the 59 public art pieces on display during 2019.
- 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!

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 x2067

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To download this fact sheet, "Why the Arts Matter in Wyoming," with corresponding resource links visit

www.ArtsActionFund.org/WY.