

WHY THE ARTS MATTER IN NEVADA



NATIONAL ARTS FACTS

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

4.31% Nation's GDP **5.2 M** Jobs



\$1.102 TRILLION Arts & Culture



\$457.4 B Mining



\$270.8 B Agriculture & Forestry

The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

NEVADA ARTS FACTS

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

4.9% State's GDP **43,254** Jobs



\$10.9 BILLION Arts & Culture



\$4.6 B Mining



\$0.3 B Agriculture & Forestry

The Nevada arts and culture sector was a **\$10.9 billion industry** in 2022 (4.9% of the state's GDP), representing **43,254 jobs** (2.83% of Nevada's workforce), and total compensation of **\$3.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies (2024). Data collected for 2022.

ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

\$151.7 B Economic activity annually

2.6 M Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

88.5% of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

87% of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6.

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

Statewide

\$662.5 M Economic activity annually

9,640 Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$156.3 million** in total tax revenue to federal, state, and local governments.

88.2% of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

85.6% of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6. 2022 data collected for Nevada.

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24 **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. 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, 2024.

4/2024

PUBLIC FUNDING RECEIVED FOR NEVADA ARTS & CULTURE SECTOR

State Appropriation FY24 **\$2,261,397**

NEA Grant FY24 **\$934,200**

NEA Direct Grants FY23 **\$1,145,950**

Source: NEA, NASAA, 2024

NEVADA ARTS HIGHLIGHTS

THE SILVER STATE IS RICH IN ART



Nevada is many things at once. Neon-buzzing boulevards and wide-open roads. Spectacular stage shows and star-studded skies. Avant-garde art and million-year-old rock formations. Glitz, Glam, Grit. This Western landscape is inspiring to artists and to tourists attracted to the lights of Las Vegas, the playa of the Black Rock desert, the shores of Lake Tahoe, and the 19 small cities and several dozen unincorporated towns that are scattered across a basin and range region. Nevada is full of endless surprises.

THE NEVADA ARTS COUNCIL Founded in 1967, the Nevada Arts Council ensure that arts and creativity will continue to grow and play an ever-increasing part in the economic vitality, cultural development, quality of life, and educational experience of the residents of the State of Nevada. Through its program areas, the agency provides grant funding, offers professional assistance to the state's creative industry, and coordinates statewide outreach programming, initiatives and activities for Nevada residents and visitors alike.

Executive Director: Tony Manfredi

Chair: Jerry Schefcik



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

Arts Learning in Nevada
www.nvartscouncil.org/programs/arts-learning/

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.



Learn more [here](#).

THE ARTS ARE EVERYWHERE

- Start in Reno with a visit to the Nevada Museum of Art, the states only accredited art museum, and the Lilley Museum of Art on the campus of the University of Nevada Reno, then on to enjoy performances from A.V.A Ballet, the Reno Philharmonic and the Broadway Series at the Pioneer Center for the Performing Arts, and Artown, a month-long summer festival that brings over 500 events in venues throughout the city. Sierra Arts Foundation and Holland Project also have a large impact on community involvement and arts education in the region.
- North of Reno is the Pyramid Lake Paiute Tribe Museum and Visitors Center and then on to Black Rock Desert, the site of the Burning Man Festival, the famous experiment in community building, artistic self-expression, and gift giving.
- Northeast of Reno is the Humboldt Museum in Winnemucca, The Tuscarora Pottery School, and Elko, proud of its cowboy and ranching

heritage. The town is home to the National Cowboy Poetry Gathering, Cowboy Arts and Gear Museum and Northeastern Nevada Museum.

- Head out East of Reno to experience visual and performing arts at historic Oaks Park Art Center in Fallon. Continue along the Loneliest Road in America to the Eureka Historic Opera House and the Ely Art Bank.
- South of Reno stop by St. Mary's Art Center in Historic Virginia City then on to the state capital of Carson City for Mark Twain Days, Stewart Indian School & Father's Day Powwow, the Wild Horse Children's Theater, and the Brewery Arts Center for art galleries, concerts, and classes in painting, photography, and pottery.
- Continuing south down Free-Range Art Highway stop at Beatty Museum and Historical Society, then experience ghostly sculptures at Goldwell Open Air Museum, and what is believed to be the country's largest outdoor car display at the International Car Forrest of the Last Church.

- Then head to Las Vegas for the Smith Center for the Performing Arts to experience Broadway, Nevada Ballet Theater, and Las Vegas Philharmonic. On to the world-famous Neon Museum, dedicated to collecting, preserving and displaying iconic Las Vegas signs, don't miss the Life in Death Festival at Winchester, an intimate performance at A Public Fit, The Marjorie Barrick Museum on the campus of the University of Nevada, Las Vegas, and Left of Center gallery in North Las Vegas dedicated to showing artwork through a diversity of style and media including a permanent collection of African Art. Round out your visit with a stop in Henderson to experience their Culture Arts program with live performances, public art, and galleries, Mesquite Fine Arts Center and Gallery, the Lost City Museum in Moapa Valley, the Dam Short Film Festival in Boulder City, and the Clark County Fair and Rodeo in Logandale.

5/2024



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