



enriching creativity

NEVADA
ARTS COUNCIL 

WHY DO ARTS AND CREATIVITY MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

Arts and creativity make us stronger—as individuals, families, communities, Nevadans and as a country.

They are a backbone of **innovation, prosperity, and thriving people and places.**

Public funding for arts and creativity is a **high-return investment** that benefits **every Nevadan** in every city, town and rural community statewide.



**THERE IS NO
RECOVERY
WITHOUT
CREATIVITY.**

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HEALTH AND WELL-BEING

Arts and creativity improve Nevadans' health and well-being.

They are one of the most effective treatments for trauma, depression and anxiety, including among our nation's veterans. Arts and creativity reduce our susceptibility to stress-related diseases, and art therapies help to forestall Alzheimer's and promote lifelong brain health.



ARTS AND CREATIVITY STRENGTHEN NEVADA

COMMUNITIES

From rural towns to big cities, arts and creativity strengthen the fabric of Nevada's communities. They celebrate local culture—both cherished and new traditions—telling stories of people and places.

Arts and creativity promote connection and cohesion, foster the entrepreneurial spirit communities need to thrive, and create the kinds of communities where young people want to build families.



WHY DO ARTS AND CREATIVITY MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

EDUCATION

Arts and creativity strengthen education. They set young people up for success, close the achievement gap and improve test scores.

Arts and creativity spark human potential, promoting cognitive development and readiness to learn at every age. And they develop an innovative, globally competitive workforce by adding the key ingredient of creativity to **STEAM** education.



ARTS AND CREATIVITY STRENGTHEN NEVADA

ECONOMY

Arts and creativity are a Nevada economic engine.

They provide people with the foundation for creativity, equipping an innovative workforce, generating new ideas in every field, and keeping our state nationally and globally competitive. Arts and creativity strengthen economic health by creating jobs in multiple industries, driving tourism, and providing opportunities for young people.



ARTS AND CREATIVITY DRIVE ECONOMIES & BUILD RESILIENCE

Growth in the Arts Sector positively impacts growth in overall economy.

Research shows that arts and creative industries offer a powerful strategy for localities to reignite economic growth and diversity and stimulate economies.

Just ONE performing arts organization in a rural community DOUBLES the chance that local businesses will be innovative and design-integrated.



Rural areas with innovative and design-integrated businesses recover faster from economic recessions, seeing faster growth in average weekly earnings.

ARTS AND CREATIVITY STRENGTHEN NEVADA

2022 U.S. Bureau of Economic Analysis reports
arts and creativity production contributed

\$10,875,871,000

and is **4.88%** of Nevada's GDP
contributing to

43,254 JOBS

CORE ARTS & CULTURE PRODUCTION

\$2,941,782,000

SUPPORTING ARTS & CULTURE PRODUCTION

\$7,724,873,000

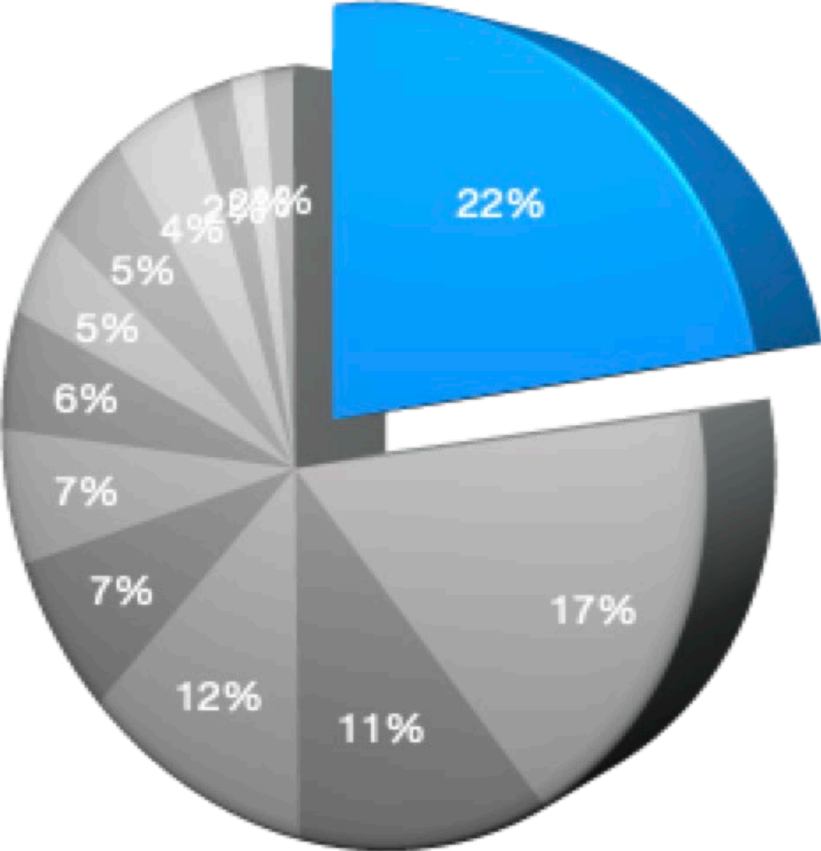
ARTS AND CREATIVITY STRENGTHEN NEVADA

Arts and Culture Value Added in Nevada ranks **4th** among Sectors

Construction	\$17,894,900,000
Retail	\$16,527,800,000
Transportation	\$10,914,100,000
Arts and Culture	\$10,875,871,000
Mining	\$4,620,100,000
Utilities	\$3,518,800,000
Education Services	\$1,261,600,000
Agriculture and Forestry	\$264,500,000

NEVADA EMPLOYMENT BY INDUSTRY

Arts, Entertainment, and Recreation Rank #1 in Nevada



Industry	Nevada	NV Rank	United States
Arts, Entertainment, and Recreation	310,206	1	14,346,635
Educational Services, Health care and Social Assistance	239,111	2	36,753,702
Retail Trade	164,069	4	17,253,259
Professional, Scientific, and Related Services	165,311	3	18,817,926
Construction	106,802	5	10,717,186
Transportation & Warehousing, and Utilities	93,914	6	8,905,978
Finance and Insurance, Real Estate, Rental and Leasing	82,334	7	10,151,206
Other Services except Public Administration	65,052	9	7,485,169
Manufacturing	71,225	8	15,786,008
Public Administration	61,436	10	7,399,660
Wholesale Trade	28,386	11	3,916,817
Information	21,731	12	3,031,263
Agriculture, forestry, fishing, and hunting, and mining	19,870	13	2,614,109

Source: 2023 Demographic Profile from the Research Division, Nevada Legislative Council Bureau

NEVADA ARTS & CULTURE NONPROFIT SECTOR SNAPSHOT

Arts & Economic Prosperity 6 Survey

GENERATED \$662.5
MILLION

GENERATED \$249.7
MILLION IN SPENDING

GENERATED \$412.8
MILLION EVENT-
RELATED
EXPENDITURES

SUPPORTED 9,640
JOBS

PROVIDED \$436.5
MILLION IN PERSONAL
INCOME

The Nevada Arts Council acknowledges the importance of the AEP6 data collection and report in better understanding how arts and culture nonprofits drive our economy by creating jobs, generating commerce, and increasing tourism.

Source: 2023 AEP6 Survey data collection took place from Summer 2022 to May 2023 via audience-interpret surveys at local arts and culture events across the state to better understand the economic impact of the nonprofit arts and culture industry.

NEVADA ARTS & CULTURE NONPROFIT SECTOR SNAPSHOT

Arts & Economic Prosperity 6 Survey



Direct Economic Spending	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY22)	\$249,736,291	\$412,791,184	\$662,527,475

Source: 2023 AEP6 Survey data collection took place from Summer 2022 to May 2023 via audience-interpret surveys at local arts and culture events across the state to better understand the economic impact of the nonprofit arts and culture industry.

NEVADA ARTS & CULTURE NONPROFIT SECTOR SNAPSHOT

Economic Impact of Spending by Arts and Culture Organizations and their Audiences

Total Economic Impacts	Organizations	Audiences	Total Impacts
Employment (Jobs)	4,371	5,269	9,640
Personal Income Paid to Residents	\$229,881,698	\$206,590,559	\$436,472,257
Local Tax Revenue (city & county)	\$8,394,064	\$15,574,703	\$23,968,767
State Tax Revenue	\$15,349,415	\$28,255,942	\$43,605,357
Federal Tax Revenue	\$49,714,614	\$38,964,789	\$88,679,403

Source: 2023 AEP6 Survey data collection took place from Summer 2022 to May 2023 via audience-interpret surveys at local arts and culture events across the state to better understand the economic impact of the nonprofit arts and culture industry.

NEVADA ARTS & CULTURE NONPROFIT SECTOR SNAPSHOT

Event-Related Spending by Arts and Culture Audiences Totaled \$412.8 M

Attendance to Arts & Culture Events	Local Attendees	Nonlocal Attendees	All Attendees
Total Attendance to In-Person Events	7,928,777	832,303	8,761,080
Percentage of Total Attendance	90.5%	9.5%	100%
Average Per Person, Per Event Exp.	\$38.75	\$100.20	\$44.58
Total Event-Related Expenditures	\$291,010,159	\$121,781,025	\$412,791,184

Source: 2023 AEP6 Survey data collection took place from Summer 2022 to May 2023 via audience-interpret surveys at local arts and culture events across the state to better understand the economic impact of the nonprofit arts and culture industry.

NEVADA ARTS & CULTURE NONPROFIT SECTOR SNAPSHOT

Nonprofit Arts and Culture Audiences Spend an Average of \$44.58 Per Person, Per Event

Category of Event-Related Exp.	Local Attendee	Nonlocal Attendee	All Attendees
Food & Drink	\$14.86	\$20.08	\$15.36
Retail Shopping	\$6.81	\$11.48	\$7.25
Overnight Lodging (1 night only)	\$2.46	\$39.04	\$5.93
Local Transportation	\$5.04	\$14.30	\$5.92
Clothing & Accessories	\$4.39	\$5.45	\$4.49
Groceries & Supplies	\$3.06	\$5.53	\$3.29
Childcare	\$0.69	\$1.45	\$0.77
Other/Misc	\$1.44	\$2.87	\$1.57
Overall Average Per Person, Per Event	\$38.75	\$100.20	\$44.58

Source: 2023 AEP6 Survey data collection took place from Summer 2022 to May 2023 via audience-interpret surveys at local arts and culture events across the state to better understand the economic impact of the nonprofit arts and culture industry.

NEVADA ARTS & CULTURE NONPROFIT SECTOR SNAPSHOT

The Arts Drive Tourism- Cultural Tourism

NONLOCAL ATTENDEES

50.8%

PRIMARY PURPOSE OF VISIT TO NEVADA
WAS SPECIFICALLY TO ATTEND THE
PERFORMANCE, EXHIBIT, VENUE, OR FACILITY
WHERE THEY WERE SURVEYED

NONLOCAL ATTENDEES

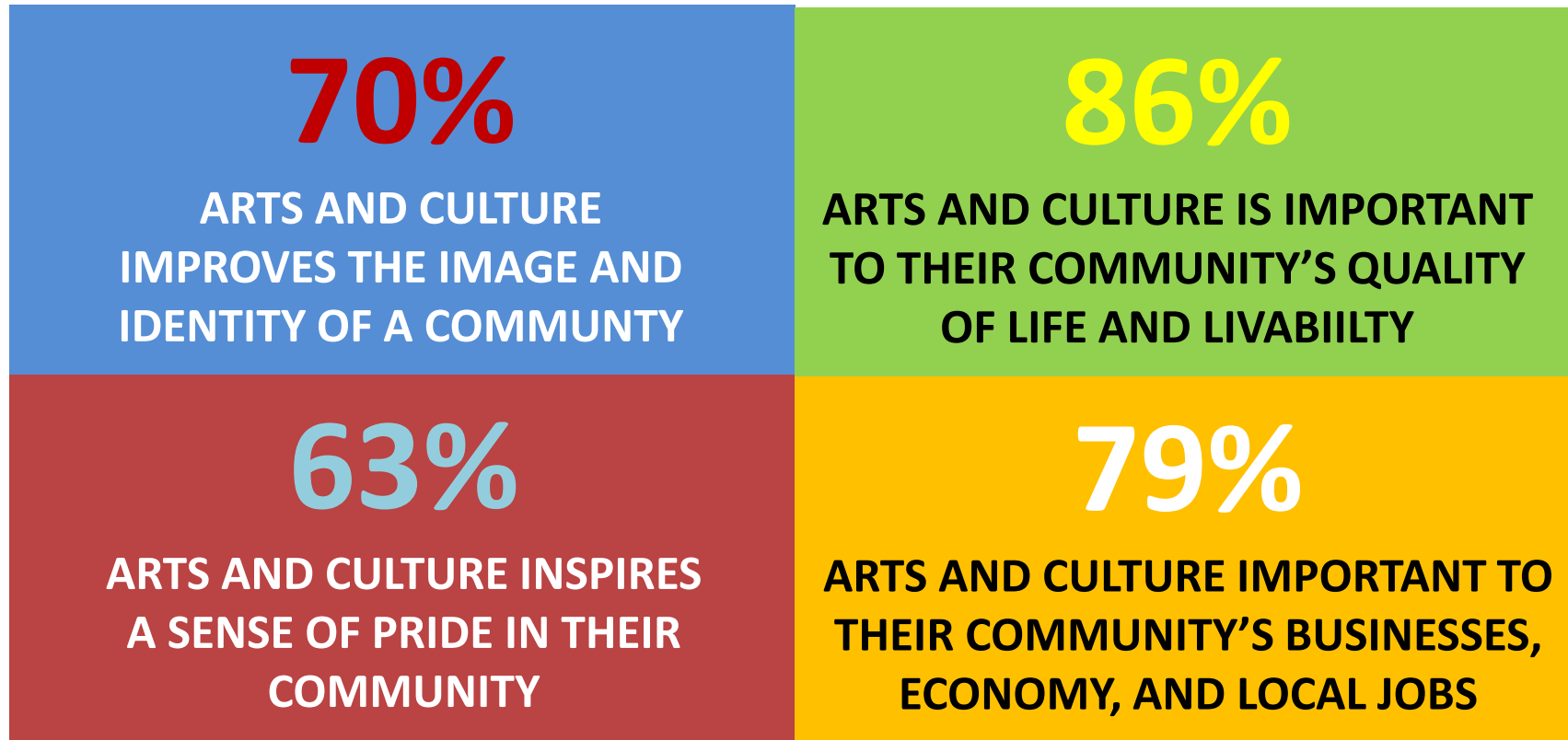
48.2%

WOULD HAVE TRAVELED TO A DIFFERENT
COMMUNITY TO ATTEND A SIMILAR ARTS OR
CULTURAL ACTIVITY

Source: 2023 AEP6 Survey data collection took place from Summer 2022 to May 2023 via audience-interpret surveys at local arts and culture events across the state to better understand the economic impact of the nonprofit arts and culture industry.

NEVADA ARTS & CULTURE NONPROFIT SECTOR SNAPSHOT

Social Impacts of Arts and Culture



Source: 2023 American's Speak Out About the Arts in 2023. A National Public Opinion Poll of 3,062 American Adults About Arts and Culture.

Celebrating 57 years
Nevada Arts Council was
established as a state
agency in 1967.

PUBLIC PURPOSE AND CRITICAL NEED

NEVADA STATE LEGISLATIVE DECLARATION NRS 233C.020 1967, 1105; 2003, 632

The Legislature hereby determines and declares that:

1. The giving of further recognition to the **arts as a vital aspect** of our culture and heritage is an **essential means of expanding the educational programs and promoting the general welfare of the people of the State of Nevada.**
2. The practice, enjoyment and impact of the arts are of **increasing importance to the economic vitality of communities in this state.**
3. Residents of this state desire **increased opportunity to view, enjoy or participate in the performing, literary, visual and folk arts.**
4. To this end, it is the policy of the State of Nevada to join with institutions and professional organizations concerned with the arts to **ensure that the role of the arts** in the life of the communities of the State **will continue to grow and play an ever- increasing part in the cultural development and educational experience of the residents of the State of Nevada.**

PUBLIC PURPOSE AND CRITICAL NEED

A STATE ARTS AGENCY

The Nevada Arts Council is one of America's 56 state and jurisdictional arts agencies.

PURPOSE

- Ensure that every community in the U.S. receives cultural, civic, economic, educational, and health benefits of the arts.
- Support Rural and Urban Communities
- Enliven Public Spaces
- Promote Health and Healing
- Spark Economic Growth
- Drive Educational Success
- Foster Inclusion and Equity
- Reach Low Income Communities
- Create Opportunities for Artists
- Serve the Public

STATE AND JURISDICTIONAL ARTS AGENCIES IN THE NATION.



FY20-22 GRANTS BY THE NUMBERS



NAC Grant Awards
\$4,204,873

Adults, Children, Artists Engaged
4,728,540

Total Cash Contribution to Nevada
\$276,050,257

