



Arts & Economic Prosperity[®]5

A Project of **Americans for the Arts**

HOW TO PUT THE STUDY DATA TO WORK FOR YOU:

- Develop social media and web content, emails, and press releases to share the message with board members, volunteers, funders, and the elected officials in your community.
- Attend local meetings with community members and public officials to share this vital data.
- Need funding? Know your stuff. Use the arguments below to make a data-filled case by connecting the arguments to some concrete examples of successes or challenges in your community.

THE ARTS AS ECONOMIC DRIVERS

The arts create jobs and produce tax revenue. A strong arts sector is an economic asset that stimulates business activity, attracts tourism and expands a state's work force and tax base. The arts have been shown to be a successful and sustainable strategy for revitalizing rural areas, cities and populations struggling with poverty: National Assembly of State Arts Agencies.

In a nationwide study of spending in 2015, Americans for the Arts & Economic Prosperity 5 found that arts in Nevada support nearly 10,500 full-time equivalent jobs and bring in \$36.8 million in revenue to cities, counties and the state.

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"...governors and states are finding that arts, culture, and design can be important components of a comprehensive strategy for growth," National Governors Association.

The arts are a dynamic contributor to the small-business sector. The creative industries are composed of many talented workers who are self-employed, freelancers or employed by microenterprises. According to National Endowment for the Arts (NEA) analysis of U.S. Census occupational data, artists are nearly 3.5 times more likely than the total U.S. work force to be self-employed (33.6% vs. 9.8%). Many nonprofit arts organizations, too, are small businesses and play an important role in training creative workers and



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incubating artistic enterprises. The arts provide the critical-thinking, communications and innovation skills essential to a productive 21st-century work force: National Assembly of State Arts Agencies.

More than \$471 million of Nevada's economic activity is the result of spending in the arts and culture industry: Americans for the Arts Economic Prosperity Study 5.

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No longer do business leaders need to choose between arts and economic development. This study shows that an investment in the arts is an investment in an industry – one that supports jobs, generates government revenue and is the cornerstone of tourism: Americans for the Arts Economic Prosperity Study 5.

THE ARTS AND PUBLIC GOOD

The arts are a public good — not merely a consumer product. Everyone benefits when neighborhoods are more livable, when children do better in school, when our economy is more productive and when diverse populations come together — all of which result from inclusive access to arts activities and experiences: National Assembly of State Arts Agencies.

Nevada's nonprofit arts and cultural organizations are businesses in their own right. They spent \$227.3 million during fiscal year 2015 to employ people locally, purchase goods and services from local establishments, and attract tourists. They also leveraged a remarkable \$244.4 million in additional spending by cultural audiences — vital revenue for restaurants, hotels, retail stores and other local businesses. Arts organizations are strongly rooted in their communities, most of the jobs they provide support local residents: Americans for the Arts Economic Prosperity Study 5.

THE ARTS AND TOURISM

Data were collected from 2,045 event attendees during 2016. Event-related spending by these attendees totaled \$244.4 million , excluding the cost of event admission.

Arts and culture is a magnet that attracts visitors. Researchers estimate that 8.7 percent of the 8.4 million nonprofit arts attendees were nonresidents – or said another way – more than 730,000 people who attended arts event in Nevada were visitors. Nonresident attendees spent an average of 227 percent more per person than local attendees (\$78.94 vs. \$24.16). For a total of \$61,745,082: Americans for the Arts Economic Prosperity Study 5.



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