

## Arts and Culture Sector Generates \$662.5 Million for Nevada's Economy

*The Arts and Economic Prosperity Study measures the arts industry's impact*

[Carson City, Nevada] — The Nevada Arts Council, a state arts agency, partnered with the Americans for the Arts, along with the Cities of Las Vegas and Reno, and Clark County, for their study of the nonprofit creative sector to measure the economic impact of arts as an industry in Nevada. ***The Arts and Economic Prosperity Study (AEP6)***, the sixth rendition of its kind in the past 25-years, found that \$662.5 million was generated by Nevada nonprofit arts and culture organizations and their audiences in 2022. The study also found that the industry provided 9,640 Nevada jobs, \$436.5 million in personal income to Nevada residents, and produced \$156.3 million in tax revenue to local, state, and federal governments.

The Nevada Arts Council led the statewide initiative with work from City of Reno, City of Las Vegas, and Clark County for specific reports on the economic and social impact of the arts in their jurisdictions. Total study collection statewide included 2,000 surveys from attendees at arts and cultural events tabulating the average spending on cultural events and activities outside the cost of the ticket or experience. This included items such as dining, hotel, transportation, and shopping. AEP6 also identified 600 arts, culture, or heritage nonprofits entities examining their budgets, staffing, and attendance.

Paper and electronic surveying of participants took place between May 2022 and May 2023 while organizational surveys were distributed between February 2023 and May 2023. The Americans for the Arts analyzed this data between June 2023 and September 2023.

Key results of the study concluded that nonprofit arts and culture organizations are businesses that employ, spend, and drive commerce locally. Statewide findings snapshot (Las Vegas and Reno partners snapshots are located in an adjoining document):

- ❑ Nonprofit arts and culture organizations spent an estimated \$249.7 million.
- ❑ This sector generated 4,371 jobs.
- ❑ Produced \$73.5 million in local, state, and federal government revenue.
- ❑ An average of \$44.58 was spent by attendees of art and culture events at local businesses outside of the event's ticket cost.
- ❑ 9.5% of arts and culture event attendees are nonlocal visitors from outside of the State of Nevada. This group spends an average of \$100.20 per event.

Arts and culture organizations contribute to quality of life in the State of Nevada:

- ❑ 88.2% of arts and culture attendees agree that arts and culture activities "is inspiring a sense of pride in this neighborhood or community."
- ❑ 84.3% agree that "I would feel a great sense of loss if this activity or venue were no longer available."

- 81.2% agree that the venue of facility where they were surveyed is “an important pillar for me within my community.”

“This data confirms what we’ve known in the arts industry — that the arts have a significant economic impact in the State of Nevada,” said Erica Hill Community Arts Development Specialist for the Nevada Arts Council. “The grant funding and professional development services we provide to artists and arts and culture organizations, is being reinvested into our economy,” she added.

“Our mission is to 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,” said Tony Manfredi, Executive Director of the Nevada Arts Council. “These results indicate that the funds entrusted to us are helping to improve the lives of Nevada residents statewide.

A program of the Americans for the Arts, this study is building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 uses a rigorous methodology to document the economic and social contributions of the nation’s nonprofit arts and culture industry. With local data, the data demonstrates that arts and culture are a critical economic driver of vibrant communities.

Nationally, the *Arts & Economic Prosperity 6* (AEP6) study reveals that America’s nonprofit arts and culture sector is a \$151.7 billion industry—one that supports 2.6 million jobs and generates \$29.1 billion in government revenue.

[Click here for the State of Nevada Report](#)

[Click here for the data from the partners](#)

[Click here for the American’s for the Arts report with national data findings](#)

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*The Nevada Arts Council is part of the Nevada Division of Tourism and Cultural Affairs. Its mission is to 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.*

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