

NEVADA ARTS COUNCIL

strengthening the lives of all Nevadans



NEVADA
ARTS COUNCIL

nvartscouncil.org



2024-2027 strategic plan

NEVADA ARTS COUNCIL PUBLIC PURPOSE

Celebrating 56 years of service, the Nevada Arts Council was established as a state agency in 1967 to strengthen the creative life of the state through leadership, financial, and program support that creates opportunities for artists and arts organizations. The Nevada Arts Council ensures that every Nevada community receives the cultural, civic, economic, and educational benefits of the arts.

Arts and Creativity are the backbone of innovation and prosperity that create thriving people and places throughout Nevada. They are an economic and tourism driver. They improve health outcomes around anxiety, depression, and addiction. They enhance success in our student's educational performance by closing the achievement gap through the key ingredient of STEAM.

The Nevada Arts Council is one of America's 56 state and jurisdictional arts agencies serving Nevada's metropolitan and rural communities, enlivening its public spaces, sparking economic growth, promoting health and healing, driving educational success, and fostering inclusion, equity and accessibility.

The Nevada Arts Council, a Division of the Department of Tourism and Cultural Affairs, receives funding from the State of Nevada, the National Endowment for the Arts, and other private sources.



NEVADANS BELIEVE THE ARTS PROVIDE MEANING TO THEIR LIVES AND MAKE THEIR COMMUNITIES BETTER PLACES TO LIVE



Source: Americans Speak Out About The Arts in 2018 Ipsos Public Affairs Survey on behalf of Americans for the Arts

NEVADA ARTS COUNCIL PROGRAM SERVICES

The Nevada Arts Council encompasses six program areas that work together and independently to effectively serve our diverse statewide constituency.

Artist Services - Honors and showcases the work of Nevada's contemporary literary, performing and visual artists to the public through exhibits, grants, and outreach programs. Provides resources to artists for career development and helps Nevadans understand the vital role that artists contribute to a creative workforce.

Arts Learning - Supports the goal of lifelong learning in the arts by promoting and expanding quality arts education opportunities for all Nevada citizens. Program focus areas include Arts Education, Arts Integration, and Arts for Social Development.

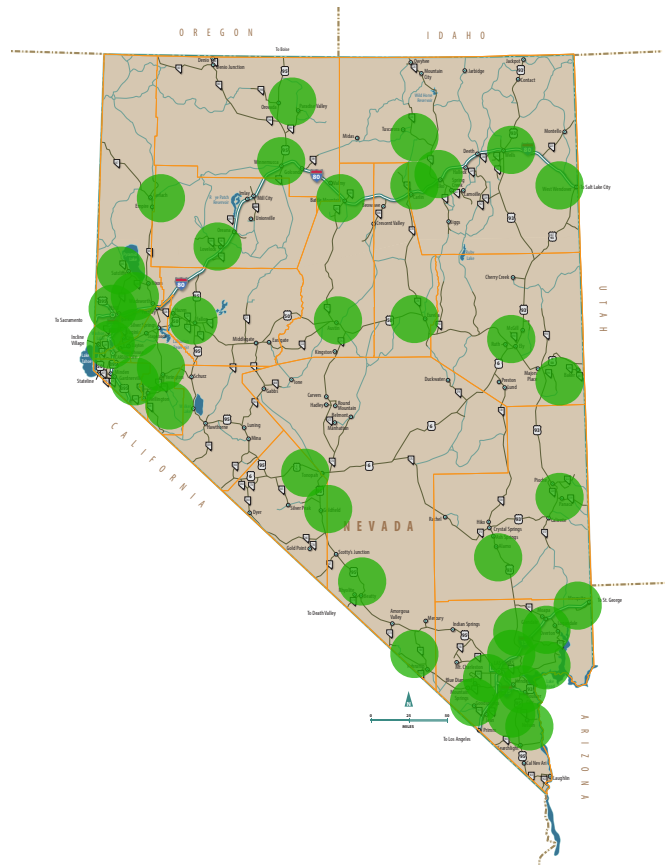
Community Arts Development - Supports Nevada's nonprofit arts and culture organization, municipalities, public institutions, and tribal governments with programs and services aimed to elevate the arts and cultural infrastructure and organizational capacity statewide.

Folklife - Supports the folk and traditional arts activities of individuals, organizations and communities through grants, consultations, and technical assistance. Promotes appreciation of Nevada's folk, traditional arts and heritage by producing and documenting projects and exhibitions.

Grants - Reflects a significant commitment by Nevada and the Federal Government to support the creation of arts and the access to the arts for its citizens. In FY19-FY21, the Grants Program managed over 900 grants and awarded \$3,037,402 to artists and creative organizations throughout the Nevada.

Public Initiatives - Performs a wide range of agency and constituent services that promote Nevada's arts industry, support the agency's mission and goals and strengthens the state's cultural infrastructure. Objectives include partnerships, public awareness and marketing/branding campaigns, and other special agency initiatives.

2020-2022 GRANT GIVING



Grant Awards
\$4,134,675

Adults, Children,
Artists Engaged
4,267,842

Economic Impact of
Grant Projects
\$265,579,388



GUIDING PRINCIPLES

The Nevada Arts Council continually assesses who and how often they **reach** their constituents, ensure they are aligned to **relevant** community needs, and apply agency **resources**, including staff and funding, to expand its impact and provide awareness of these results.



Mission

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.

Vision

A Nevada in which arts and creativity are understood for how they enrich the lives of all residents, enhance the livability of our communities, and contribute to the state's economic vitality.

Values

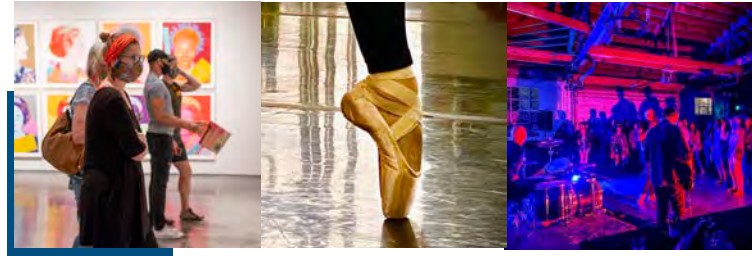
- Relevance
- Responsiveness
- Leadership
- Teamwork
- Respect
- Collaboration
- Partnership
- Engagement
- Appreciation
- Sustainability
- Art for all



PRIORITY AREAS

Agency activities ensure that **all** Nevadans have access to the cultural, civic, economic, health, and educational benefits of arts and creativity. The Nevada Arts Council has been listening, learning, and leading when able, to provide consistent improvements within Nevada's underserved communities.

The goals for the Nevada Arts Council will focus agency programs and grant support into **3 priority areas**:



1. arts education

conducting workshops, mentorships, professional development opportunities, regional and statewide convening, and funding for contemporary and traditional artists, non-profit and cultural organizations, and public institutions. In addition, increasing arts education and arts integration into the curriculum of Nevada's Pre-K-12 schools and promoting lifelong learning through use of arts and creativity in the social development, health, and healing for all Nevada citizens.

2. economic vitality

addressing Nevadans access to arts and creativity through the recovery and sustainability of artists and arts organizations by creating funding opportunities, promoting cultural tourism, collaborating with government and business, improving creative infrastructure, developing financial viable creative districts, and supporting cultural awareness, understanding, and preservation.

3. healthy communities

collaborating with partners to increase the understanding, use, and financial support of arts and creativity to aid in the healing, wellbeing, quality of life initiatives, and aging of Nevada's residents.

STRATEGIC GOALS

goal 1

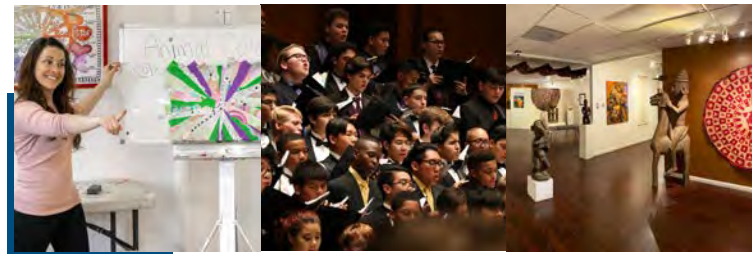
To Provide Arts Education to Nevada

Indicators

1. Establish state requirements for art credits for elementary and middle school transition, and high school graduation.
2. Establish a communication bridge between high school art programs and higher education arts programs and teaching programs.
3. Provide lifelong training and professional development for arts educators, teaching artist, arts organizations, and artists to help them improve their practice.
4. Create opportunities for artists and arts organizations to create and share their work.
5. Understanding of social, racial, and cultural heritage challenges and preservation.
6. Advocacy efforts that highlight and promote arts education.

Strategies

1. Convene and lead statewide and district Arts Education groups.
2. Create consistent workshops and training opportunities.
3. Provide grant funding to arts organizations and artists that serve this focus.
4. Create or connect arts organizations and artists to opportunities to showcase their work.
5. Ensure that inclusiveness, diversity, equity, and accessibility drive our work.
6. Create compelling marketing and communication showcasing Agency's stories of arts educations impact.



STRATEGIC GOALS

goal 2

To Promote Economic Vitality



Indicators

1. Support the economic recovery, sustainability, and prosperity of arts organizations and artists.
2. Support cultural tourism initiatives to bring tourists back to Nevada.
3. Incorporate creative district designations throughout our state.
4. Assist in establishing local arts agencies that are sustainable and deeply connected to their local.
5. Create relationships within our underserved communities to encourage understanding and use of agency resources.
6. Create opportunities for arts organizations and artists to serve this area.
7. Understanding of racial and cultural heritage challenges and preservation.
8. Advocacy efforts that highlight and promote economic vitality through the arts.

Strategies

1. Refocus grant opportunities to account for recovery through aftermath of COVID-19 pandemic.
2. Increase grant applications from underserved applicants by 15%.
3. Collaborate with Travel Nevada to establish campaigns that drive tourism to arts and cultural assets of the state.
4. Work with outside state arts agencies who have been successful in instituting creative district in their states to learn best practices.
5. Convene state/business leaders to promote understanding and need of creative district designation.
6. Work with existing local arts agencies to provide guidance on best practices and work with areas to find local champions to lead these creations.
7. Develop projects to engage with historically underserved populations that integrate all NAC program areas and collaborate with trusted, outside partners.
8. Provide grant funding to arts organizations and artists that serve this focus.
9. Create or connect arts organizations and artists to opportunities to showcase their work.
10. Ensure that inclusiveness, diversity, equitable, and accessibly drives our work.
11. Create compelling marketing and communication showcasing Agency's stories of economic impact.

STRATEGIC GOALS

goal 3

To Support Healthy Communities

Indicators

1. Support physical, mental, emotional health and recovery through the arts.
2. Increase and support the understanding, value and use of the arts in the healing, wellbeing, and aging of Nevada's residents.
3. Create relationships within our underserved and marginalized communities to encourage understanding and use of resources.
4. Create opportunities for arts organizations and artists.
5. Understanding of racial and cultural heritage challenges and preservation.
6. Advocacy efforts that highlight and promote healthy communities.

Strategies

1. Determine partners, develop relationships, and create asset map for arts in the healthcare industry.
2. Collaborate with healthcare providers and partners on arts integration opportunities.
3. Develop projects to engage with historically underserved or marginalized populations that integrate all NAC program areas and collaborate with trusted, outside partners.
4. Provide grant funding to arts organizations and artists to serve this focus
5. Create or connect arts organizations and artists to opportunities to showcase their work.
6. Ensure that inclusiveness, diversity, equitable, and accessibly drives our work.
7. Create compelling marketing and communication elements to support, promote and highlight healthy communities through the arts.



IN 1967 THE NEVADA STATE LEGISLATURE FORMED THE NEVADA ARTS COUNCIL

NRS 233C.020 1967, 1105; 2003, 632

The Nevada 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.

