

# ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

## State of Nevada & City of Reno



## Ben Harper concert

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Dinner before the show:	\$125
Hotel room:	\$179
Babysitter:	\$75
Travel to/from Reno:	\$45
Drinks during show:	\$65
Uber/Taxi:	\$25
<b>TOTAL:</b>	<b>\$514</b>

*\$128.50/per person*

## Shakespeare Festival

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Flights to Reno:	\$175
Dinner before the show:	\$50
Hotel room:	\$200
Travel to/from Reno:	\$75
Drinks during show:	\$30
<b>TOTAL:</b>	<b>\$530</b>

*\$132.50/per person*





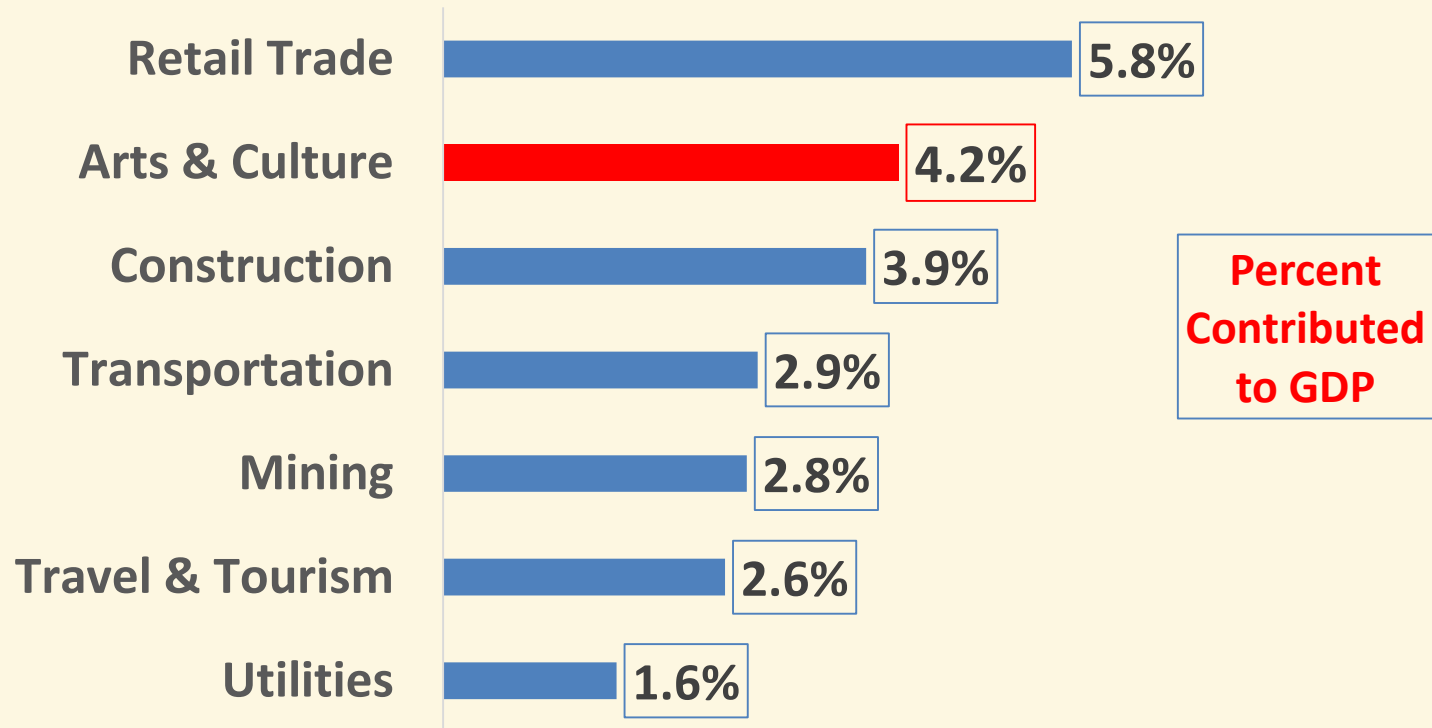
# Most Comprehensive Study Ever!

341 Study Regions in all 50 States—*Including Nevada and Reno*





## All U.S. Arts Industries (2014) \$730 Billion = 4.2 Percent of GDP

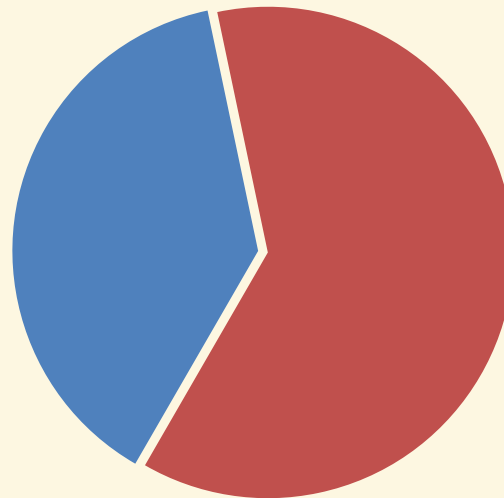


Source: U.S. Bureau of Economic Analysis



# Nationwide \$166.3 Billion Spending (2015)

**Nonprofit Arts  
Industry \$63.8  
Billion**



**Audiences \$102.5  
Billion**





## National Findings

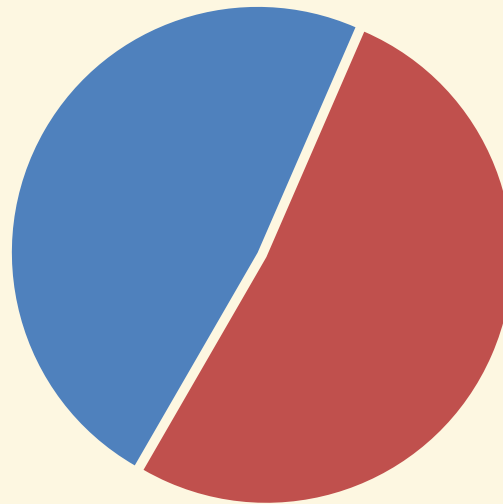
- Supported 4.6 million jobs
- Generated \$27.5 billion in revenue to local state and federal governments
- Average attendee spending - \$31.47 per person, per event
- 69% of non-local attendees said, “This arts event is the primary purpose for my trip.”



# NEVADA

## \$471.7 Million Spending (2015)

**Orgs \$227.3  
Million**



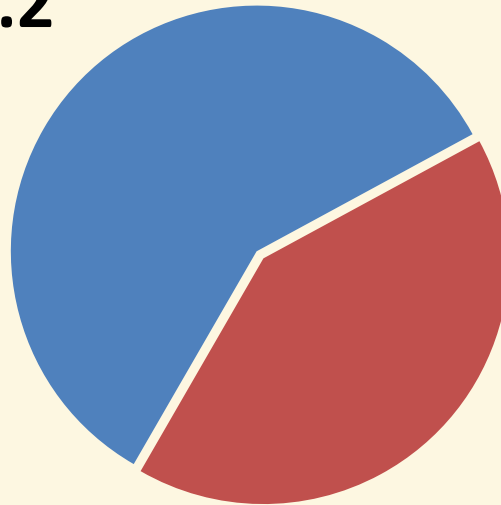
**Audiences  
\$244.4 Million**



# RENO

## \$89 Million Spending (2015)

**Orgs \$50.2  
Million**



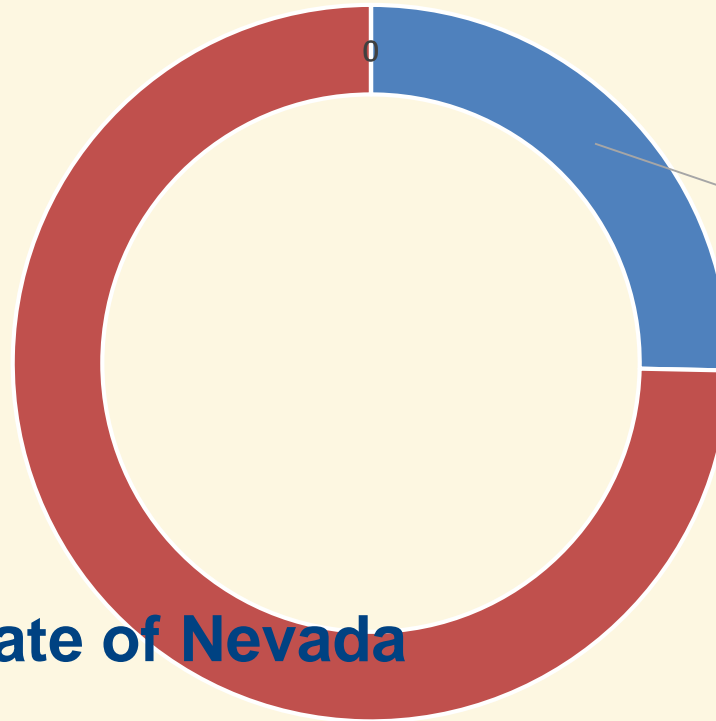
**Audiences  
\$39 Million**





# NEVADA

## 10,494 Jobs Supported (FTE)



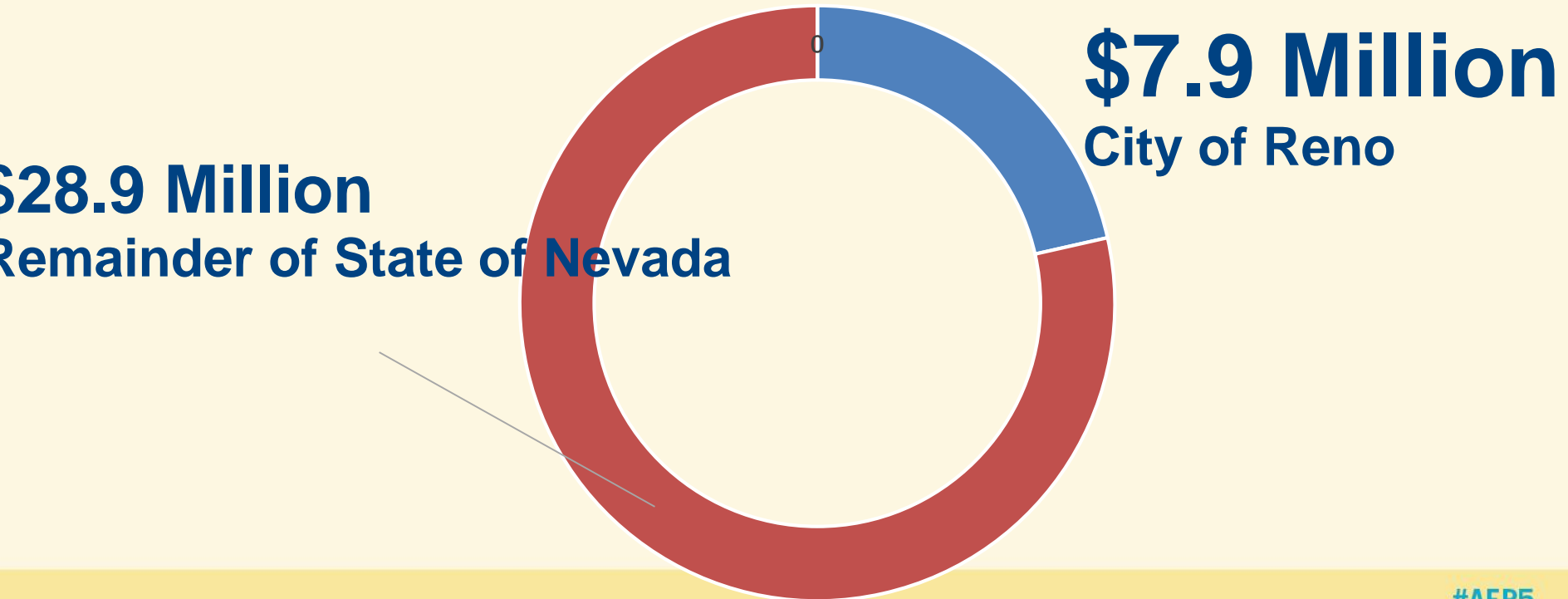
2,658  
City of Reno

7,836  
Remainder of State of Nevada



# NEVADA

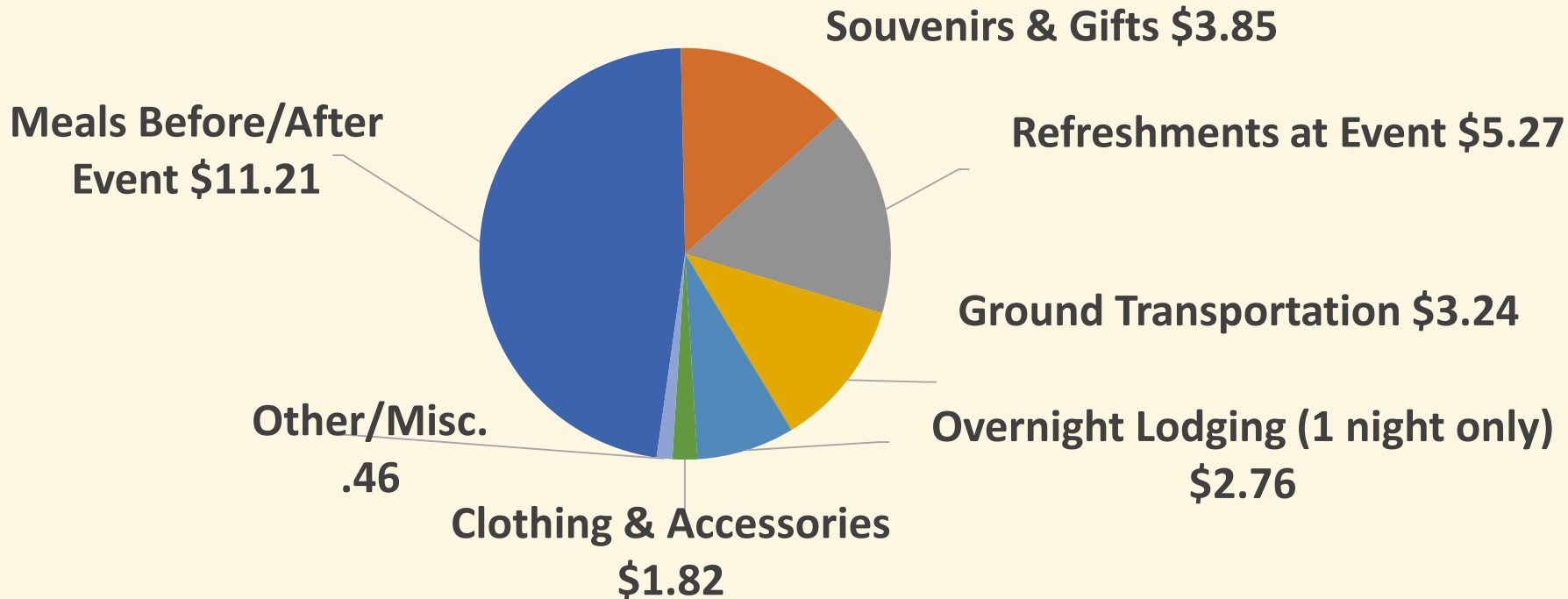
## State & Local Government Revenue \$36.8 Million





# NEVADA

## Attendees Spent \$28.90 Per Person, Per Event



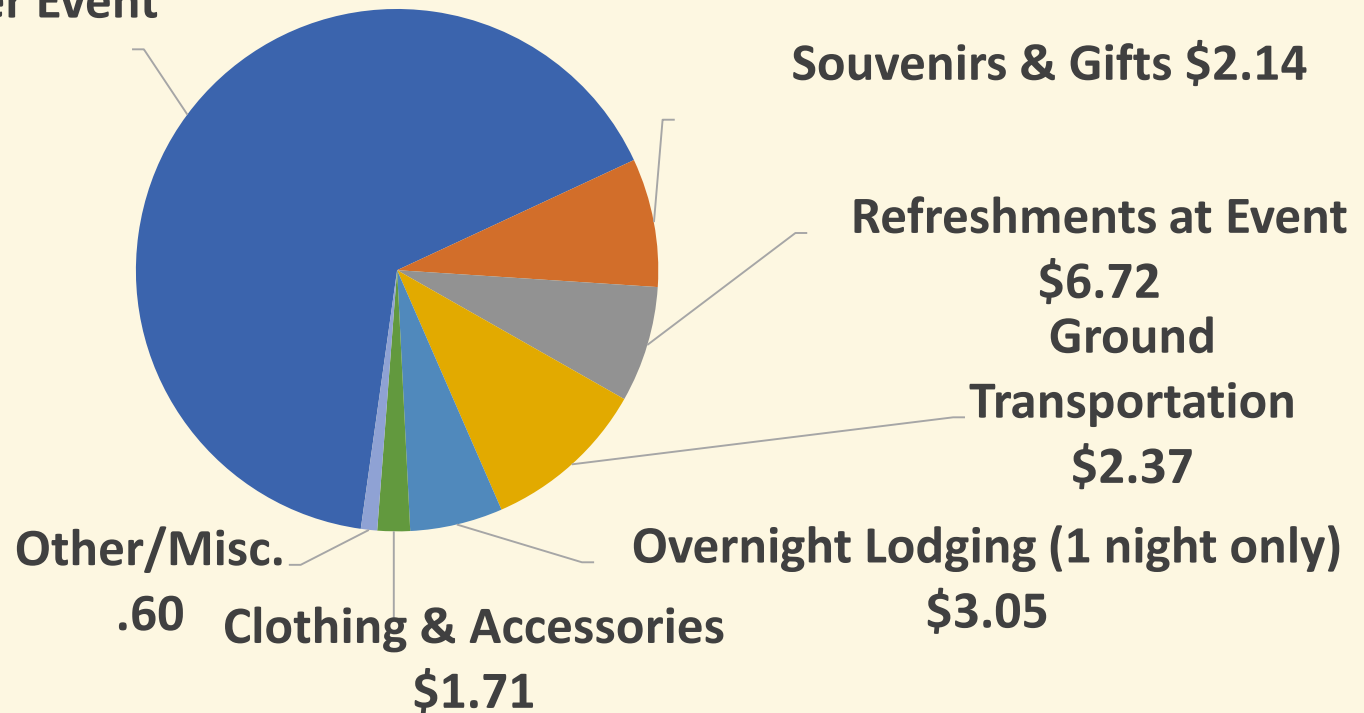




# RENO

## Attendees Spent \$29.78 Per Person, Per Event

Meals Before/After Event  
\$12.89

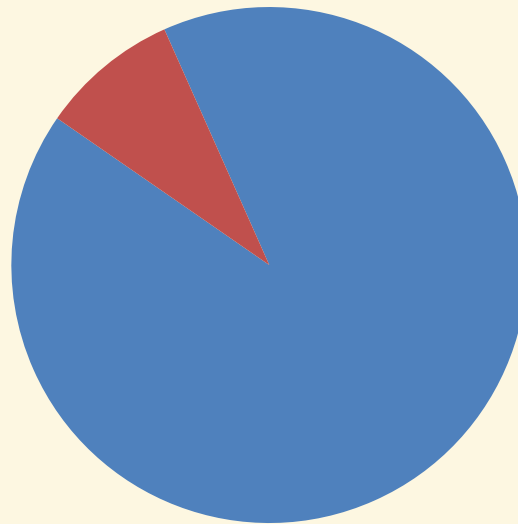




## NEVADA

### Audiences: Local vs. Non-Local

**Non-Local**  
**8.7%**



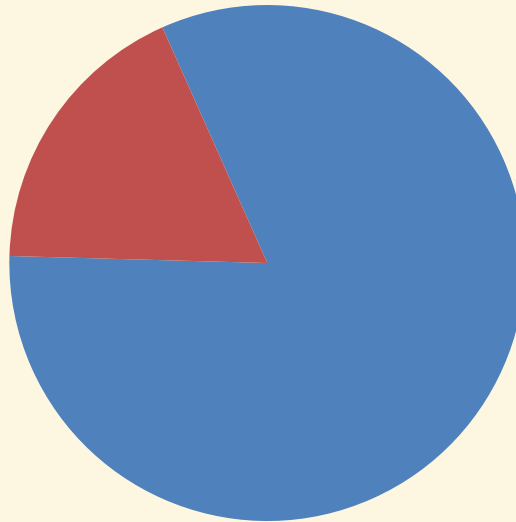
**Local**  
**91.3%**



## RENO

### Audiences: Local vs. Non-Local

**Non-Local**  
**17.9%**



**Local**  
**82.1%**

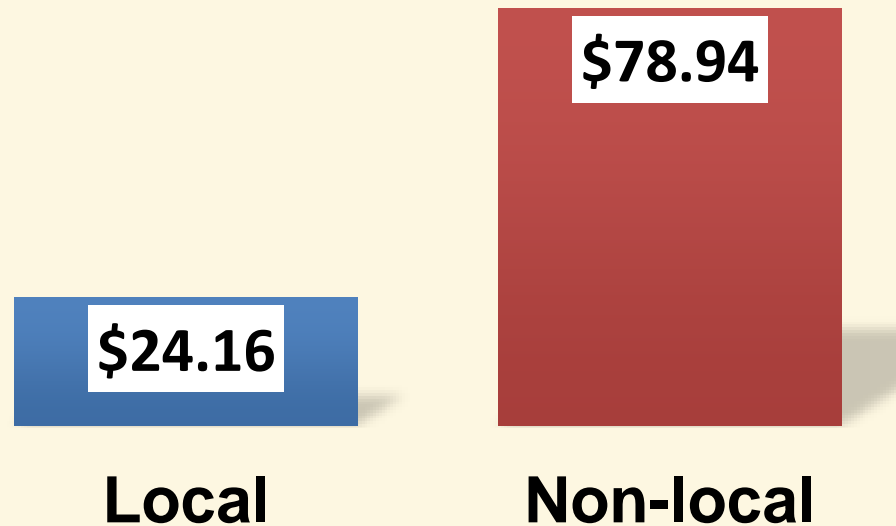




# NEVADA

## Event-Related Spending

### *Local vs. Non-Local*



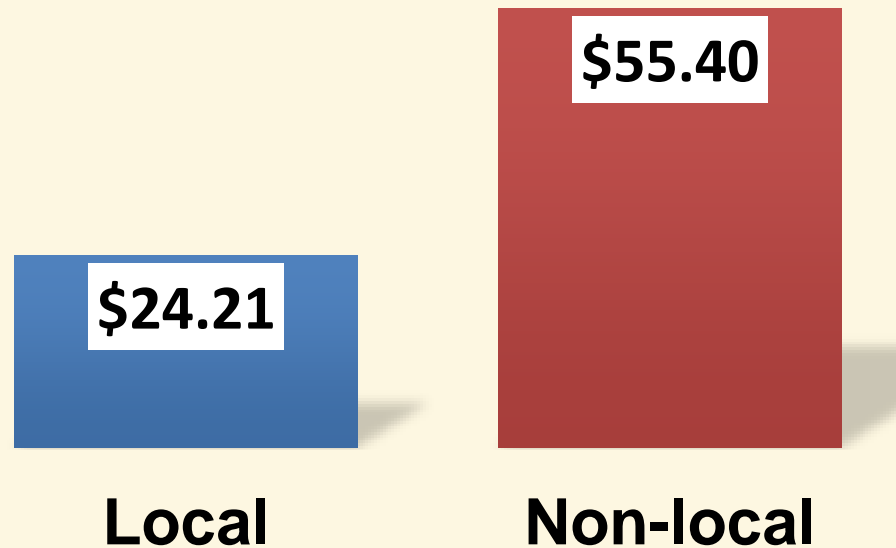
54.2% of non-local attendees said, "This arts event is the primary purpose for my trip."



# RENO

## Event-Related Spending

### *Local vs. Non-Local*



76.4% of non-local attendees said, "This arts event is the primary purpose for my trip."



## Arts Volunteerism in Nevada

➤ **11,065 volunteers**

➤ **581,343 hours**

➤ **\$13,696,441**

**(2015 volunteer hour = \$23.56)**





## Arts Volunteerism in Reno

➤ **3,344 volunteers**

➤ **214,379 hours**

➤ **\$5,050,769**

**(2015 volunteer hour = \$23.56)**

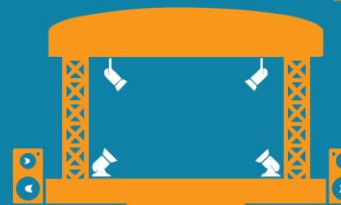
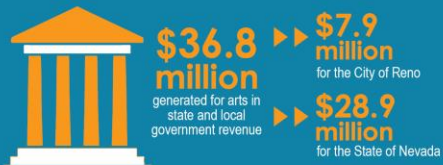
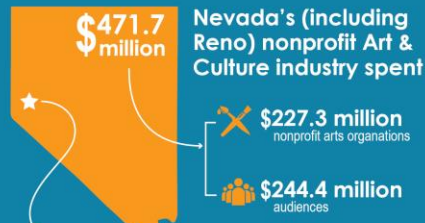


# ARTS MEAN BUSINESS IN NEVADA



According to BEA arts (nonprofit and for-profit) the arts were a \$730 billion industry in 2014, which represents 4.2% of the nation's Gross Domestic Product – a larger share of the economy that transportation, tourism, agriculture and construction.

**\$730 billion** industry



“This arts event is the primary purpose for my trip.”



Numbers are from the Americans for the Arts AEP 2015/2016 Study.





## Americans Value The Arts

**82%**

of Americans believe  
arts & culture are  
important to local  
businesses and the  
economy

**87%**

of Americans believe arts  
& culture are important  
to quality of life

**Source:** Americans for the Arts  
2016 survey of 3,020 adults  
by Ipsos Public Affairs





## Americans Value The Arts

**63%**

believe the arts “lift me up beyond everyday experiences”

**73%**

say the arts are a “positive experience in a troubled world”

**64%**

feel “pure pleasure to experience and participate in [the arts]”

**Source:** Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs



# ***The Arts Mean Business!***

**Nevada Arts Council**

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**City of Reno Arts & Culture Commission**

**[hilla@reno.gov](mailto:hilla@reno.gov)**