



WHY THE ARTS MATTER IN NEBRASKA



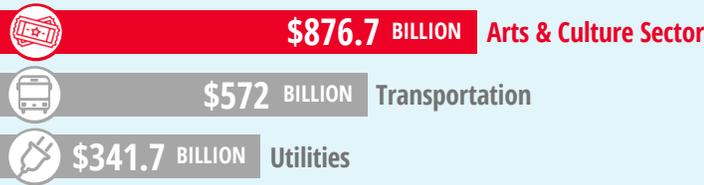
NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: **U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022** (2020 data collected during the pandemic)



BONUS: In 2020, the arts & culture sector ranked 3rd among comparison sectors.

NEBRASKA ARTS FACTS

NEBRASKA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE'S GDP & 26,888 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$3 billion** to Nebraska's economy in 2020, representing **2.2%** of the state's GDP, **26,888 jobs**, and total compensation of **\$1.8 billion**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



BONUS: In 2020, Nebraska arts and culture was also larger than the Utilities industry.

GDP & JOBS

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Between 2019 and 2020, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: **U.S. Bureau of Economic Analysis, 2022** (Data collected during the pandemic)
See Americans for the Arts regularly updated **COVID-19 Impact on the Arts Research Update**.



Nebraska arts and culture value added decreased by **3%** between 2019 and 2020. In addition, arts & culture employment decreased by **11%**, dropping from **30,152** to **26,888**.

Source: **U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022** (2020 data collected during the pandemic)



COVID-19 IMPACT

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, **Arts & Economic Prosperity 5, 2017** (Prior to COVID-19 pandemic)



In 2015, the Nebraska arts and culture sector employed **thousands of FTE jobs** and generated **millions of dollars in economic activity**. Nonprofit arts groups helped cultivate that activity.

- In Lincoln specifically, nonprofit arts groups generated **\$50.7 million** in economic activity. Audiences of 2.3 million people added another **\$48.3 million** in related spending for a total of **\$99.0 million** for the city in 2015, and this generated **\$9.8 million** in local and state government revenues and **2,976 FTE jobs**.

Source: Americans for the Arts, Arts & Economic Prosperity 5, **Lincoln** report, 2017.



ECONOMICS

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q How much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress allocated **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: **Americans for the Arts Action Fund, 2022**.

Q How much did Nebraska receive in public funding for the arts and culture?

A In **FY21-22**, the state allocated **\$4,142,346** to the Nebraska Arts Council. The Council also received **\$866,600** in federal NEA funds which was regranted to dozens of organizations across the state. Another **\$1,444,672** was received through the CARES act and ARPA funding. These funding sources combined benefitted **290** arts organizations and individual artists. Another **13** nonprofit arts organizations received direct grants from the NEA totaling **\$495,000**.

Source: **Nebraska Arts Council & NEA, 2022**

FUNDING



“The Arts is part of what makes Nebraska a jewel of the country. The rich history and continually diverse growth of arts programming, education, and showcasing across the state not only encourages new artists but also amplifies voices of our community that need to be heard.”

-D-Wayne Taylor - Arts Advocate, Radio, TV, and Live event host



NEBRASKA ARTS FACTS

IN THE GOOD LIFE STATE, THE ARTS LEAD THE WAY

The new Nebraska Creative District program will show the arts as an economic driver, support communities in Nebraska in telling their stories, and elevate the value of the arts in all parts of the state.

THE NEBRASKA ARTS COUNCIL (NAC)

is a state agency that promotes, cultivates, and sustains the arts for the people of Nebraska. In doing so, NAC helps to support creative and innovative communities, drive an integral part of the state's economy, and enrich the quality of life for all Nebraskans.

Executive Director: Suzanne Wise
Chair: Shari Hofschire



NEBRASKA ARTS COUNCIL

Learn more [here](#).

ART IN NEBRASKA

- Visit Nebraska provides a searchable database of arts destinations and events throughout the state [here](#).
- Visit Omaha can direct you to the city's best venues of live theater and dance performances [here](#).
- An interactive map of Nebraska Arts Council supported arts events in Nebraska [here](#).

NEBRASKA ARTS ORGANIZATIONS

The Nebraska Cultural Endowment
Nebraska Museums Association
Nebraska Art Teachers Association
Nebraska Music Educators Association
Nebraska Speech Communications and Theatre Association

NEBRASKANS FOR THE ARTS is a grassroots organization dedicated to advocating for the arts to federal, state, and local policymakers, supporting the importance of arts education, and promoting the arts and creative industries in Nebraska. Est. 1985

Executive Director: Petra Wahlqvist
Board President: Rex Barker



Learn more [here](#).
Join [here](#).

THE ARTS ARE EVERYWHERE!

- Start in **Omaha** for a variety of performing arts and museum experiences, including Omaha Performing Arts, El Museo Latino, and KANEKO.
- Travel north to **Norfolk** for the Great American Comedy Festival at the Johnny Carson Theatre every June or visit anytime to enjoy the downtown murals, sculpture walk, and the Norfolk Arts Center.
- The capitol city area of **Lincoln** offers a variety of arts experiences, including exhibitions at the LUX Center for the Arts, the annual Lincoln Arts Festival, and many multicultural events throughout the year.
- **Scottsbluff** is a hub of creativity through the Midwest Theatre and the West Nebraska Arts Center.
- **North Platte** was the nation's stop for traveling WWII soldiers; now travelers stop to enjoy the activities at the Prairie Arts Center and the Neville Center for Performing Arts.
- Visiting the center of state brings you to the center of art events and activities coordinated by the **Kearney** Cultural Partnership.
- The halfway point to St. Patrick's Day is always a celebration at the **Greeley** Irish Festival.
- **Red Cloud** is a destination for culture enthusiasts as the hometown of author Willa Cather; take in a show or exhibit at the Red Cloud Opera House and visit the National Willa Cather Center.
- Travel to **Valley County**, in the heart of Central Nebraska, and experience the exceptional arts and cultural rhythms along the flow of the Loup Rivers showcasing The Golden Husk Theatre, the Main Street Gallery, historical sites, town festivals, a craft brewery, and a rich array of talented artists.

NEBRASKA ARTS NEED YOU!

To View the Top 10 Reasons to Support the Arts, [Click Here](#).

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830

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To download this factsheet, "Why the Arts Matter in Nebraska," with corresponding resource links visit www.ArtsActionFund/StateFactsheets