



NEWS AND INFORMATION

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Study Shows More than \$204 Million in Economic Activity is Generated Annually by the Nonprofit Arts Industry in the Las Vegas Valley

LAS VEGAS, NV — Americans for the Arts announced today the results of the economic impact of the nonprofit arts industry in the Las Vegas Valley. These results were compiled as part of the most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States. Entitled *Arts & Economic Prosperity III*, the study was conducted in 156 communities and regions, (116 cities and counties, 35 multicounty regions, and 5 states) including the Las Vegas Valley. The city of Las Vegas Office of Cultural Affairs helped to facilitate the gathering of the detailed economic data from at least 42 arts organizations that were among 6,080 local arts organizations surveyed nationwide. Americans for the Arts, which conducted the national study, is the leading nonprofit organization for advancing the arts in America.

The local data reveals that the Las Vegas Valley's nonprofit arts industry generates \$204 million in economic activity annually, including:

- 5,828 full-time equivalent jobs
- \$105 million in resident household income
- \$8.4 million in local government tax revenues
- \$9.6 million in state government tax revenues

"This study shows us that the arts have a tremendous impact on all of us and help make our community more vital," said Las Vegas Mayor Oscar B. Goodman. "The city has stepped up its efforts this year and formed the Office of Cultural Affairs as a result of the interest shown for cultural growth in our community. Las Vegas is becoming a more sophisticated city as a result of arts and culture being of benefit to residents and tourists alike."

The \$204 million total includes \$69.6 million in spending by arts organizations and \$ 134.6 million in event-related spending by arts audiences, excluding the cost of admission. The

\$134.6 million in event-related spending by arts audiences reflects an average of \$27.57 per person in spending for hotels, restaurants, parking, souvenirs, refreshments, or other similar costs—with non-local attendees spending nearly twice as much as local attendees, (\$56.08 compared to \$18.67).

Nationally, according to the Americans for the Arts report, the nonprofit arts industry generates 5.7 million jobs and \$166.2 billion in total economic activity every year, resulting in \$29.6 billion in federal, state, and local government revenues. The \$166.2 billion total includes \$63.1 billion in spending by arts organizations and \$103.1 billion in event-related spending by their audiences. The total economic activity has a significant national impact, generating the following:

- 5.7 million full-time equivalent jobs
- \$104.2 billion in resident household income
- \$7.9 billion in local government tax revenues
- \$9.1 billion in state government tax revenues
- \$12.6 billion in federal government tax revenues

"This study is a myth buster," said Robert L. Lynch, president and CEO of Americans for the Arts. "Most Americans understand that the arts improve our quality of life. This study demonstrates that the arts are an industry that stimulates the economy in cities and towns across the country. A vibrant arts and culture industry helps local businesses thrive."

The nation's nonprofit arts and culture industry has grown steadily since the first analysis by Americans for the Arts in 1992, expanding at a rate greater than inflation. Between the second study conducted in 2000 and 2005, spending by organizations and their audiences grew 24 percent, from \$134 billion to \$166.2 billion in total economic activity.

The *Arts & Economic Prosperity III* study shows that nonprofits arts support more jobs than there are accountants and auditors, public safety officers, and even lawyers, and just slightly fewer than elementary school teachers. Spending by nonprofit arts and culture organizations provide rewarding employment for more than just artists, curators, and musicians but they also directly support builders, plumbers, accountants, printers, and an array of occupations.

In addition, the study reveals that the nonprofit arts industry is the cornerstone of tourism. The \$103.1 billion in event-related spending by arts audiences reflects an average of \$27.79 per person in spending for hotels, restaurants, parking, souvenirs, refreshments, or other similar costs—with non-local attendees spending twice as much as local attendees (\$40.19 vs. \$19.53). When a community attracts cultural tourists, it harnesses significant economic rewards.

The results of the economic impact of the arts for each of the 116 city and county participants, as well as comparative data for the 25 communities that participated in both the 2002 and current study are available online.

The *Arts & Economic Prosperity III* study was conducted by Americans for the Arts and supported by the Paul G. Allen Family Foundation, the John D. and Catherine T. MacArthur Foundation, and The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts local and statewide project partners contributed both time and financial support to the study. The full text of the report is available online.

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

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