



**ARTS &**  
ECONOMIC PROSPERITY 6

# The Economic & Social Impact of Nonprofit Arts & Culture Industry

*Clark County, Nevada*

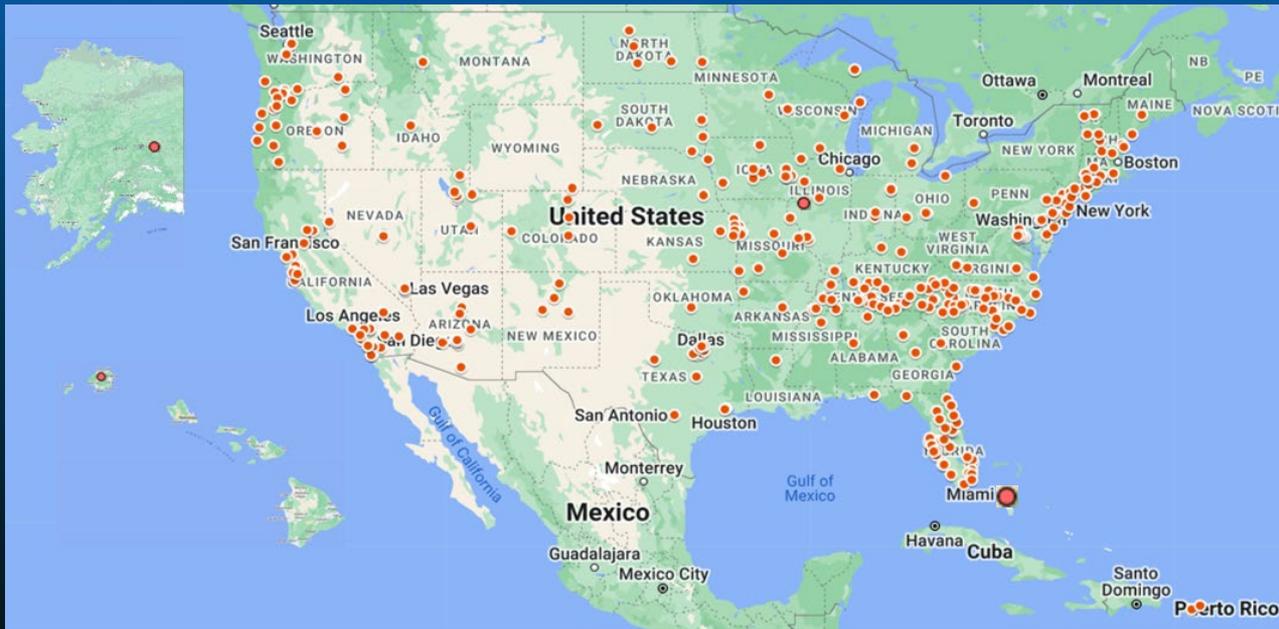
**FY 22**

@ccpublicarts

FB: Clark County Public Arts

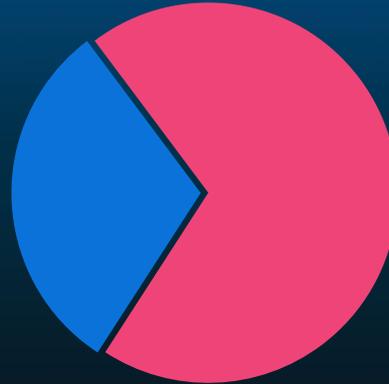
# Most Comprehensive Study Ever!

373 Study Regions. All 50 States + Puerto Rico —including Clark County, Nevada



# \$509.5 million Spending (2022)

Organizations  
\$155.8 Million



Audiences  
\$353.7



# Jobs Supported

7,201 Jobs



# Personal Income to Residents

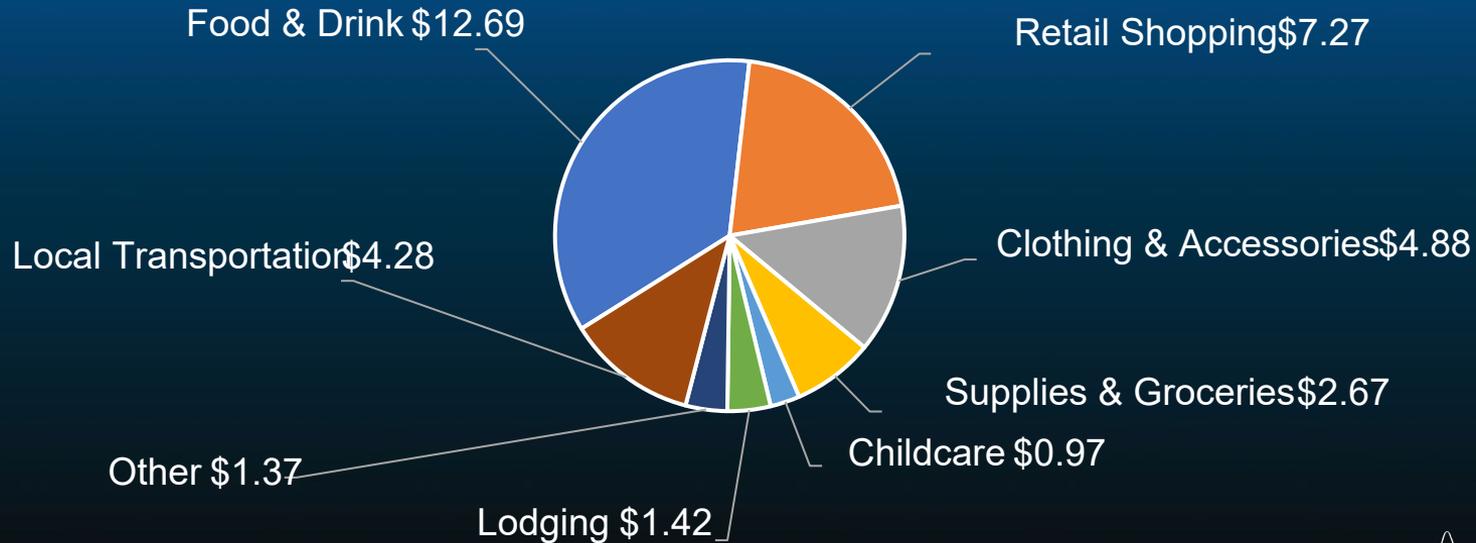
**\$326.8 million**



# Government Revenue (Local, State, Federal)

**\$118.5 million**

# Attendees Spent \$35.55 Per Person, Per Event



# Audiences: Local vs. Non-Local

Local

88%



Non-Local

12%

(Nonlocal = Outside the County)

# Event-Related Spending Local vs. Non-Local



44.2% of nonlocal attendees said, "This arts event is the primary purpose for my trip."



# Arts Volunteerism

- **2,545 Volunteers**
- **127,776 Hours**
- **\$3.6 Million Value**



# Social Impact Responses by Attendees

“This venue or facility is an important **pillar for me within my community** .” **81.7%**

“I would **feel a great sense of loss** if this activity or venue were no longer available” **86.7%**

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” **90%**

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations** ” **86.7%**

# Social Impact Responses by Attendees

	Attendees at <u>All Events</u> (N=1874)	Attendees at <u>BIPOC Events</u> (N=424)
“This venue or facility is an important <b>pillar for me within my community</b> .”	81.7%	82%
“I would <b>feel a great sense of loss</b> if this activity or venue were no longer available”	84.1%	85.1%
“This activity or venue is <b>inspiring a sense of pride</b> in this neighborhood or community”	87.6%	88%
“My attendance is my way of ensuring that this activity or venue is <b>preserved for future generations</b> ”	85.3%	85.5%

# Nationally, Attendee Spending at BIPOC Org's Similar to All Org's

**\$38.29**

per person spending  
by attendees at  
BIPOC events

**\$38.46**

national average  
spending at all  
events

# AEP6 National Partners





# Arts & Culture is Valued by the Public



**86%**

say arts and culture is "important to their community's quality of life and livability."



**79%**

believe arts and culture is "important to their community's businesses, economy, and local jobs."





# Arts Build Empathy & Understanding

**72%**

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

**63%**

say that the arts and culture helps them better understand other cultures in their community.



# ARTS & CULTURE BUILD

For more info:  
[AEP6.AmericansForTheArts.org](http://AEP6.AmericansForTheArts.org)