EDAWN’S MID-YEAR UPDATE & BUSINESS ARTS COLLABORATION LUNCHEON
BJ North
EVP & Chief Banking Officer
Secretary/EDAWN Board
NEVADA
ARTS COUNCIL
Food Sponsor

TMCC
Celebrating 50 Years!
City of Reno **Arts & Culture** Commission

- Geralda Miller, **Chair**
- Erik Fong, **Vice Chair**
- Eric Andersen
- Debbi Engebritson
- Doug Erwin
- Naomi Duerr, **Council Liaison**
- Lisa Genasci
- Dana Hatjakes
- Melanie Rudnick
- Mark Salinas
- Bhie-Cie Ledesma
- Shaughn Richardson
City of Sparks Art & Culture Advisory Committee

• Eileen Gay, Chair
• Ann Higginbotham, Member
• Debbi Engebritson, Member
• Monique Bowman, Member
• Kasey Graham, Member
New PLATINUM Investors
New Presidential Gold Investors

bomba

McKenzie Properties
Management, Inc.
New Gold Investors

Acres Advisory Group
Amada Senior Care of Northern Nevada
Cushman & Wakefield
D.R. Horton, Inc.
Gilbane Building Company
Helix Electric
K-7 Construction, Inc.
Lyon Living
Plenium Builders
MUFG Union Bank
New **Gold** Investors

- Novo Logistics
- Porter Group, LLC
- Renewable Energy Park
- Reno Public Market LLC
- River City City Logistics Inc.
- Scenic Investments
- SR Construction
- Uline
- Value Venture Studio Inc
## Regional Public / Private Partners

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<td>RSCVA</td>
<td>Many Others !</td>
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</table>
Mike Kazmierski
President & CEO
EDAWN
EDAWN Coin!

This Coin Is Presented In Recognition Of Exceptional Leadership, Engagement, And / Or Cooperation In Support Of Reno-Sparks Regional Economic Development Efforts!
EDAWN Coin Recipient

39 North Downtown
EDAWN Coin Recipient

Custom Ink

EDAWN'S MID-YEAR UPDATE & Arts BUSINESS COLLABORATION LUNCHEON
Rae McElroy – 20 Yr Anniversary

• Chief Operating Officer
• EDAWN Employee 20 Years
• Held A Variety Of Positions at EDAWN Since Joining In 2001
• Is The Glue That Holds The Organization Together
• A True Team Player And Is Always Willing To Pitch In, No Matter What!
• She Knows Nearly Everyone In The Community
Kevin O’Keefe - Artist

• Reno Fine Arts Collective, CEO & Founder, Along With His Daughter Briana Dolan

• Tradeshows Industry Executive For Over 30 Years

• Crown Exhibit Group, CEO

• Emerald Expositions, LLC, EVP

• Launched The Reno Creative Movement – March 2021
Exhibition Producer

2 shows to 48 events
40 launches
10 Countries
3,500 exhibitors
150,000 attendees
4 million net feet
EVP Emerald Expositions

$70 Million in annual Lifestyle, Luxury Design and Art events
Built the top design event in North America
ICFF Gallery
NYC, Miami, Paris, London
Citywide Design & Art Celebration

300 events...
+400,000 participants
COVID ends all Exhibitions

• Moved to Reno
• Painted a lot more
• Daughter (and artist) Briana Dolan and Kevin decide to create a website
• Look at the market in Reno Tahoe
• Discover a huge community of very talented artists
The Reno Tahoe art community is the equal of any in the world.

The Pandemic has changed the way NYC, LA, San Francisco and Chicago are viewed.

Affluent populations are moving... the world is a different place.
Goals

• **Elevate** our artists. Our people need to know that our artists are the equal of any in the world... own the reality.

• **Create** an art district in downtown Reno.. Move from avoidance to attraction.

• **Lift** Reno Tahoe onto the national stage as an arts & cultural destination.
www.renofineartscollective.com
70 curated local artists.... +450 original works
200 South Virginia Gallery

• 50 artists
• 5,000
• +350 original works on display
• One of the largest presentations of original art in the Western US
• Weekly “Talks” and receptions
Reno Sparks Convention Center

• September 8-11, 2022
• A Celebration of Art & Design
• Concurrent with Great Balloon Races
• Citywide
100 Reno Tahoe Artists and Designers

Wine bars

Local music
Galleries & Features

• 60 fine art galleries from the US, Mexico, Canada and Europe
• Indigenous First Nation Art Exhibition
• UNR Presents; students, staff, alumni works
• Lilley Museum of Art
• Nevada Museum of Art
• Latimer Art Club feature
• Sierra Arts Foundation
• TBD features from Europe
Citywide Celebration

• Reno Tahoe Arts Awards and reception
• Local music concerts
• Events at Museum of Art, and Lilley
• Sierra Art Foundation events
• Counter Gallery retailer events
Regional & National Audience

- Interior Designers
- Architects
- Decorators
- Art Consultants
- Art Collectors
- Art & Design enthusiasts
Supporting Media
250,000 Audience

VIP Program
Multiple e-mails
Direct mailings
Social Advertising
Print Advertising
Newsletters
TeleMarketing
A Successful Event

- Becomes a platform for a major art & design event and citywide
- Inherently changes the way the world looks at us
- Reno-Sparks becomes a destination for people and companies seeking an arts and cultural center
Join us

• Partner in the Citywide
• Talk about the show
• Be a sponsor & connect with the city and the audience
• Reno, this is our time
Mike Kazmierski
President & CEO
EDAWN
69% Initiated Vaccines Age 12 & Older (54% of Total)

“As of Aug. 30, over 173 million people have been fully vaccinated just 0.01 percent of them ended up in a hospital or died from COVID according to CDC numbers.”
PANDEMIC SURVIVAL
Diversification = Less Volatility

<table>
<thead>
<tr>
<th>Unemployment</th>
<th>Las Vegas Double Reno-Sparks</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>5.4%</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>9.4%</td>
</tr>
<tr>
<td>Washoe</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Reno - Sparks Diversified Economy

Reno - Sparks Same As Vegas

Unemployment:
- U.S.: 5.4%
- Las Vegas: 9.4%
- Washoe: 4.9%
Washoe County Positive After Two Months and trending Up!

Reno & Vegas Sales & Use Tax Revenue Through Pandemic
2021 More National Recognition

- **Milken Institute** April 2021
  Reno #2 For **Job Growth** And #18 Best Performing Cities
- **Advisor Smith Solutions** June 2021
  Reno Is #3 In Top Cities Where **Manufacturing** Is Thriving
- **Business Insider** July 2021
  Reno Is 8th Best Cities To **Start A Business** Or To Move To
- **Business Facilities** August 2021
  Reno-Sparks Top 10 Cities For **Millennials**.
Pandemic Changes To Our Plan

- Continue Marketing To California
- Consider Attraction & Use Of Remote Workers
- Rapid Reskilling Of Our Displaced Workers
- Embrace AI and Automation
- Connect And Support New Pandemic Driven Entrepreneurs
- Increase Emphasis On STEAM Education And Training
The Last 18 Months

- 57 New Companies
- 22 Corporate HQs
- 3,978 New Jobs
57 New Companies By Industry

- Technology: 47%
- Manufacturing: 23%
- Distribution & Logistics: 18%
- E-Commerce: 5%
- Health-Medical: 4%
- Back Office: 2%
- Call Center: 2%
## A Few Of Recent Announcements

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry</th>
<th>Jobs</th>
<th>Ave Wage</th>
<th>HQ’s</th>
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</thead>
<tbody>
<tr>
<td>Pacific Farms</td>
<td>Back Office</td>
<td>25</td>
<td>$45</td>
<td>YES</td>
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<tr>
<td>StemExpress</td>
<td>Health, Medical</td>
<td>100</td>
<td>$32</td>
<td>YES</td>
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<tr>
<td>Mary Kay</td>
<td>Logistics, Dist</td>
<td>50</td>
<td>$25</td>
<td>NO</td>
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<tr>
<td>The Balm</td>
<td>Manufacturing</td>
<td>200</td>
<td>$30</td>
<td>YES</td>
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<tr>
<td>ThyssenKrupp</td>
<td>Manufacturing</td>
<td>69</td>
<td>$37</td>
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<tr>
<td>TerraScale</td>
<td>Technology</td>
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<td>$45</td>
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<tr>
<td>PayCertify</td>
<td>Technology</td>
<td>100</td>
<td>$30</td>
<td>NO</td>
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<tr>
<td>TraitWare</td>
<td>Technology</td>
<td>50</td>
<td>$38</td>
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<tr>
<td>Toast</td>
<td>Technology</td>
<td>100</td>
<td>$35</td>
<td>NO</td>
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</table>
45% Increase In Household Income In 7 Years!
## Pending Announcements

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jobs</th>
<th>HQ</th>
<th>Confidence</th>
<th>Relocation State</th>
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<tbody>
<tr>
<td>Back Office</td>
<td>50</td>
<td></td>
<td>Very Likely</td>
<td>AZ</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>159</td>
<td></td>
<td>Very Likely</td>
<td>CA</td>
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<tr>
<td>Technology</td>
<td>179+</td>
<td>X</td>
<td>Very Likely</td>
<td>CA</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>175</td>
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<td>Very Likely</td>
<td>AZ</td>
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<tr>
<td>Manufacturing</td>
<td>60</td>
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<td>Very Likely</td>
<td>MT</td>
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<tr>
<td>Manufacturing</td>
<td>75</td>
<td></td>
<td>Very Likely</td>
<td>IL</td>
</tr>
<tr>
<td>Back Office</td>
<td>25</td>
<td></td>
<td>Very Likely</td>
<td>CA</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>723</strong></td>
<td></td>
<td><strong>1</strong></td>
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</table>
## Hot Prospects!

<table>
<thead>
<tr>
<th>Industry</th>
<th>Job Count</th>
<th>HQ</th>
<th>Confidence</th>
<th>Relocation State</th>
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</thead>
<tbody>
<tr>
<td>Technology</td>
<td>50</td>
<td></td>
<td>Finalist</td>
<td>CA</td>
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<tr>
<td>Technology</td>
<td>350</td>
<td></td>
<td>Finalist</td>
<td>NY</td>
</tr>
<tr>
<td>Fintech</td>
<td>100</td>
<td>X</td>
<td>Finalist</td>
<td>INT</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>416</td>
<td>X</td>
<td>Finalist</td>
<td>MI</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>400</td>
<td>X</td>
<td>Finalist</td>
<td>IL</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1,000</td>
<td></td>
<td>Finalist</td>
<td>CA</td>
</tr>
<tr>
<td>Aviation-Manuf.</td>
<td>1,600</td>
<td>X</td>
<td>Finalist</td>
<td>CA</td>
</tr>
<tr>
<td>Distribution</td>
<td>400</td>
<td></td>
<td>Finalist</td>
<td>TX</td>
</tr>
<tr>
<td>Back Office</td>
<td>100</td>
<td></td>
<td>Finalist</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,416</strong></td>
<td></td>
<td><strong>4</strong></td>
<td></td>
</tr>
</tbody>
</table>
More Jobs Than Unemployed

• 500 Jobs Added in July in the Reno MSA
• 13,093 Reno MSA Unemployed In July
• Unemployment Rates
  • 5.7% U.S.
  • 7.7% Nevada
  • 9.4% Las Vegas Area
  • 4.9% Reno
• 17,402 Jobs Posted in Reno MSA In August
Retention-Expansion-Workforce

- Assist Primary Companies
- Drive Expansions
- Connect To Valuable Resources
- Remove Roadblocks
- Connect Businesses With Each Other
- Help New Companies Get Established
- Implement Comprehensive Workforce Development Plan
Guide Workforce & Community Partners To Meet The **Current And Future Needs** Of Our Employers
Developing Skills Of The Future

- Nevada Robotics – Training Teachers
- TMCC Software Development Bootcamp
- NVIE – DRI – PBS → Manufacturing Videos
- RNOX/Code Legion – Coding School
- New K-12 Robotics Center
Thanks to UNR & Tesla

New ‘Robotics Center’ for students opens in old Southside School building (August 6, 2021)
2021 Initiatives - Entrepreneurial Team

Tech / Startup Attraction Program

Seed Capital Ecosystem Catalyst

Local Ecosystem Support
Entrepreneurial Attraction – 20-’21

- 21 New Startup Companies
  - 200+ Jobs
  - $38/hr Average Wage
- Dramatic Increase In Experienced Founders And Investors

ProfitPay  SWEAT EQUITY VENTURES
UNSTOPPABLE DOMAINS  okCapsule®  zibo
Ecosystem Health

- Northern NEN
  - 600+ Members

- 40 New Local Startups

- More Late-Stage Startups Than Ever
Seed Capital Ecosystem – RSF

Reno Seed Fund:
• 8 Local Companies Received Investment
  - MessageDesk
  - PlusPlus
  - PantyDrop
  - HiBear Designs
  - Algorithmic Intuition
  - Taskable, Semi-Exact
  - DayaMed

Since Jan 2020
• $3.8M Invested From RSF And Limited Partners
• RSF Has Helped Their Portfolio Startups Raise $24M In Capital
Community Challenges – To Address

1. Workforce / Affordable Housing
2. Homelessness
3. Adequate Workforce

Let's work together!
Fewer Housing Units Than We Need

Not Just Here – But A National Problem

Housing Shortage Impacts:
- Drives Up Prices
- Forces Low Income Citizens Out
- Increases Sprawl And Traffic
- Increases Homelessness
- Less Attractive
Single Family Detached

Multifamily

New Housing Shortfall As Population Increased

Population Increase 146,000

New Housing In Washoe County – Past 20 Yrs

Center For Regional Studies
College of Business
University of Nevada, Reno
Did you know?
44% of homeless people are Employed.
Shouldn't work be an escape from poverty?
Zero Homelessness Is Possible

- System That Monitors Each Person In Real-Time
- Community-Wide Commitment
- Collaborative Methodology
- Adequately Fund Facilities And Programs
- Increase Affordable Housing
Communities Achieving Zero

- Arlington County VA: 229,164
- Bergen County NJ: 938,506
- Ft Myers/Lee County FL: 701,892
- Gulfport/Gulf Coast Regional MS: 485,889
- Lake County/North Chicago IL: 703,910
- Lancaster City & County PA: 536,624
- Montgomery County MD: 1,040,116
- Norman/Cleveland County OK: 274,458
- Riverside City & County CA: 2,361,026
- Rockford, Boone County IL: 340,463
- Abilene TX: 122,999

Average Size 661,000
A Chronically Homeless Person Costs The Taxpayers An Average Of $35,578 Per Year.
Phase I

$17.6 million to date

Land Acquisition
- 10 Acres for Homeless Services
- 5 Acres for Supportive Housing Programs

Shelter
- 46,000 sq ft Sprung building
- 600 Beds and lockers
- Self contained outdoor restrooms and showers
Phase II

- **Resource/Day Center** (Hub Of Homeless Services—Not Just For Shelter Residents)
- Case Management
- Intake Office
- Cafeteria & Meals
- 50 Bridge Housing Units
- Partitions For Separation (Our Place Model)
- Laundry
- Secure Storage
- Facilities / Maintenance Area
Summary of Costs

Total Estimate = $38.4 Million

$8 Million Phase I Sprung Additions & Carryover

$17.1 Million Phase II New Construction, Outdoor Space, Roads & Parking

$8.6 Million Phase I and II Soft Costs for Design, Construction Fees, Permits, etc

$4.7 Million Governor’s Bowl Infrastructure, Safe Camp & Cooling/Warming Facility & Soft Costs
## Cares Campus Capital Campaign

<table>
<thead>
<tr>
<th>Private Philanthropy</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Day Center Building Purchase</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>• Day Center Renovation</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>• Resource Center – Case Management</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>• Green Space, Pet Facilities, Signage</td>
<td>$700,000</td>
</tr>
<tr>
<td>• Cafeteria and Warming/Serving Kitchen</td>
<td>$620,000</td>
</tr>
<tr>
<td>• Shelter Walls &amp; Partitions</td>
<td>$1,700,000</td>
</tr>
<tr>
<td>• Campaign-Related Costs*</td>
<td>$395,000</td>
</tr>
<tr>
<td>• Total</td>
<td>$8,915,000</td>
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</tbody>
</table>
## Capital Campaign Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Organization</th>
</tr>
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<tbody>
<tr>
<td>Par Tolles</td>
<td>Founder &amp; CEO of Tolles Development</td>
</tr>
<tr>
<td>Chris Askin</td>
<td>President &amp; CEO of Community Foundation</td>
</tr>
<tr>
<td>Cindy Carano</td>
<td>Chairman of Women’s Giving Circle</td>
</tr>
<tr>
<td>Ron Codd</td>
<td>Co-Chair of Montreux Cares Committee</td>
</tr>
<tr>
<td>Allison Gorelick</td>
<td>Managing Member of Gorelick Real Estate</td>
</tr>
<tr>
<td>Alexis Hill</td>
<td>Commissioner of Washoe County</td>
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<tr>
<td>Neoma Jardon</td>
<td>Councilwoman of City of Reno</td>
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<td>Mike Kazmierski</td>
<td>CEO of EDAWN</td>
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<tr>
<td>Charlene Bybee</td>
<td>Councilwoman of City of Sparks</td>
</tr>
<tr>
<td>Chad Martinson</td>
<td>CEO of ACOVA Integrated Health</td>
</tr>
<tr>
<td>Alex Stettinski</td>
<td>Executive Director of DRP</td>
</tr>
<tr>
<td>Kate Thomas</td>
<td>Assistant Manager of Washoe County</td>
</tr>
<tr>
<td>Doug Thornley</td>
<td>City Manager of City of Reno</td>
</tr>
<tr>
<td>Abbi Whitaker</td>
<td>Owner &amp; President of The Abbi Agency</td>
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<td>RSCVA</td>
<td>Many Others!</td>
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Arts & Business Video

EDAWN'S MID-YEAR UPDATE & Arts BUSINESS COLLABORATION LUNCHEON

Reno Sparks Tahoe
Economic Development Authority of Western Nevada
Tony Manfredi

• Executive Director
  Nevada Arts Council
• Vice President, PBS, 2006-2017
• 28 Years Strategic Planning, Management, Marketing, Creative & Fundraising Services
• Designed & Built Custom Websites For Fortune 500 Companies
• Artist
• Graduate of University of San Diego
WHY DO THE ARTS MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

Arts and creativity make us stronger—as individuals, families, communities, Nevadans and as a country.

They are a backbone of innovation, prosperity, and thriving people and places.

Public and private funding for arts and creativity is a high-return investment that benefits every Nevadan in every city, town and rural community statewide.
WHY DO THE ARTS MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

ECONOMY
Arts and creativity are a Nevada economic engine. They provide people with the foundation for creativity, equipping an innovative workforce, generating new ideas in every field, and keeping our state nationally and globally competitive.

Arts and creativity strengthen economic health by creating jobs in multiple industries, driving tourism, and providing opportunities for young people to build families.

2019
U.S. Bureau of Economic Analysis reports arts and creativity production contributed $10,657,409,000 and is 6% of Nevada’s GDP contributing to 53,120 JOBS

Arts and Culture Value Added in Nevada ranks 2nd among Companies and Sectors
## Nevada Non-Profit Arts and Cultural Organizations and their Audiences

### Direct Economic Activity

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
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<tbody>
<tr>
<td>Arts and Culture Orgs</td>
<td>$227,298,372</td>
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<tr>
<td>Arts and Culture Audience</td>
<td>$244,426,892</td>
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<tr>
<td>Total</td>
<td>$471,725,264</td>
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### Economic Impact of Spending

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<td>Arts and Culture Orgs</td>
<td>$142,772,000</td>
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<tr>
<td>Arts and Culture Audience</td>
<td>$144,714,000</td>
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<tr>
<td>Total</td>
<td>$287,486,000</td>
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### Event Related Spending by Audience (excluding ticket price)

<table>
<thead>
<tr>
<th>Audience</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Resident Audience</td>
<td>$182,681,810</td>
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<tr>
<td>Non-Residence Audience</td>
<td>$61,745,082</td>
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<tr>
<td>All Audiences</td>
<td>$244,426,892</td>
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</table>
### Reno Non-Profit Arts and Cultural Organizations and their Audiences

#### Direct Economic Activity

- **Arts and Culture Orgs**: $50,139,403
- **Arts and Culture Audience**: $38,895,672
- **Total Direct Economic Activity**: $89,035,075

#### Economic Impact of Spending

- **Arts and Culture Orgs**: $40,945,000
- **Arts and Culture Audience**: $19,838,000
- **Total Economic Impact**: $60,783,000

#### Event Related Spending by Audience (excluding ticket price)

- **Resident Audience**: $25,949,246
- **Non-Residence Audience**: $12,946,426
- **All Audiences**: $38,895,672
CULTURAL TOURISM IMPACT IN NEVADA

ARTS DRIVE TOURISM

54.2% of non-local event attendees said the primary purpose of their visit to the state was “specifically to attend this arts/cultural event.”

47.6% of non-resident attendees said they would have “traveled to a different community to attend a similar cultural event.”

LOCAL IMPACT

41.8% of resident attendees said they would have “traveled to a different community to attend a similar cultural event.”

AUDIENCE SPENDING

$79 Non-local average attendee spending per person above and beyond ticket price

$24 Avg. per person attendee spending beyond ticket price
COVID-19 IMPACT

NEVADA
Government entity, Non-profit, For-Profit, Unincorporated, Government Department, Other) 257 Respondents
• Financial Impact
  -$15,783,450
• Median Financial Impact per Org
  -$19,250
• Organizations that have canceled events
  98%
• Lost Attendance
  1,350,192

NORTHWEST NEVADA (Carson, Churchill, Douglas, Mineral, Storey, and Washoe)
Government entity, Non-profit, For-Profit, Unincorporated, Government Department, Other) 116 Respondents
• Financial Impact
  -$9,268,000
• Median Financial Impact per Org
  -$22,770
• Organizations that have canceled events
  98%
• Lost Attendance
  497,920
WHY DO THE ARTS MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

HEALTH AND WELL-BEING

Arts and creativity improve Nevadans’ **health and well-being**. They are one of the most effective treatments for trauma, depression and anxiety, including among our nation’s veterans.

Arts and creativity **reduce our susceptibility to stress-related diseases**. And art therapies help to forestall Alzheimer’s and promote lifelong brain health, while helping us address the nation’s opioid crisis.
COVID 19 – EMOTIONAL IMPACT
COVID 19 – EMOTIONAL IMPACT

VALENTIN YORDANOV
Beyond Borders
ARTS AND CREATIVITY STRENGTHEN NEVADA

COMMUNITIES

Throughout northern Nevada, arts and creativity strengthen the fabric of our communities.

They celebrate local culture—both cherished and new traditions—telling stories of people and places.
WHY DO THE ARTS MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA COMMUNITIES

Arts and creativity promote connection and cohesion, **foster the entrepreneurial spirit** our communities need to thrive, and create the kinds of communities where young people want to build families.
WHY DO THE ARTS MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

EDUCATION

Arts and creativity strengthen education. They set young people up for success, close the achievement gap and improve test scores.

Arts and creativity spark human potential, promoting cognitive development and readiness to learn at every age. And they develop an innovative, globally competitive workforce by adding the key ingredient of creativity to STEAM education.
IMPORTANCE OF ARTS EDUCATION IN THE LIVES OF CHILDREN

National Governors Association issued a report highlighting that children who study the arts are:

• 4 times more likely to be recognized for academic achievement.
• Elected to class office within their schools 3 times as often.
• 4 times more likely to participate in a math and science fair.
• 3 times more likely to win an award for school attendance.
• 4 times more likely to win an award for writing an essay or poem.
IMPORTANCE OF ARTS EDUCATION IN THE WORK FORCE

Research shows that arts education can have dramatic effects on critical 21st century skills, such as creativity, teamwork and perseverance.

45% of business executives think that Americans lack the deeper learning skills needed for success in the 21st century workforce – communication, creativity, collaboration and critical thinking (Soft Skills).
WHY ARTS EDUCATION?

THE ARTS DRIVE INNOVATION

The arts foster inspiration, empathy, and leadership—all which establish a platform to innovate in an ever-evolving economy.

60% of Americans agree that the more creative and innovative they are at their job, the more successful they are in the workplace.

63% of employers who considered creative ability a primary concern in the hiring process preferred the creative employee over the technically skilled individual.

63% of companies promote board service at arts organizations believing that such opportunities provide important talent development opportunities.

*Americans Speak Out About the Arts in 2018*  
*Ready to Innovate*  
*Business Contributions to the Arts: 2018 Edition*
PREPARING STUDENTS FOR THE NEXT AMERICA

The Arts Education Partnership (AEP) Report highlights that arts education:

- Equips students with the skills to be creative.
- Strengthens problem-solving abilities.
- Builds collaboration and communication skills.
- Develops leadership skills, including decision-making, strategy-building, planning and reflection.
ADVANCING STUDENT SUCCESS THROUGH ARTS

Education Commission of the States cites that the arts – including dance, music, theatre, media arts, and visual arts bolster deeper learning skills allowing students to:

• Master core academic content.
• Think critically and solve complex problems.
• Work collaboratively.
• Communicate effectively.
• Learn how to learn.
• Develop academic mindsets.
Strengthening Nevada through the Arts & Creativity

RICH IN ART

NEVADA ARTS COUNCIL

EDAWN Arts Business 2021
### 8 Reasons the Arts ARE GOOD FOR BUSINESS

1. **Creatively Communicate Your Values**
   The arts provide unique opportunities to share your company's mission while demonstrating community-oriented values.

2. **Set Yourself Apart**
   Incorporating the arts into your work can help you build market share, enhance your brand and reach new customers.

3. **Foster an Inclusive Workplace & Community**
   Inside and outside of your company, the arts provide opportunities to bridge differences and connect with people from different backgrounds.

4. **Contribute to the Economy & Quality of Life**
   When you partner with the arts, you are fueling the economy while building a vibrant, healthy, and engaging community.

5. **Advance Corporate Objectives & Strategies**
   The arts help you achieve goals and objectives by getting your message across in engaging ways.

6. **Recruit & Retain a Fantastic Workforce**
   Employees who work in a dynamic environment, 76% of companies that invest in creativity have happier employees. (Adobe State of Creativity 2018)

7. **Encourage Creativity Among Your Employees**
   Creativity is among the top skills sought by employers. 53% of companies say the arts stimulate creative thinking and problem solving. (BusinessContributionArts 2018 Edition)

8. **Become a Community Leader**
   By publicly supporting the arts, you are encouraging other businesses to become increasingly involved in their communities.

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### 8 Ways to Collaborate with the Arts

1. **Make More Art Happen**
   Sponsor artwork in your building or neighborhood (murals, sculpture, performances, etc.), transform a reception area into an exhibition space for local artwork, and include public art in development plans (large and small).

2. **Hire Artists**
   Artists bring an elevated aesthetic and skill set to their work. Hire artists to design your logo or creative collateral, a holiday card or calendar, fabricate signage, or perform at events.

3. **In-Kind Support Makes a Difference**
   Provide pro-bono/discounted services or donate your merchandise to artists and arts nonprofits.

4. **Connect Artists to Your Mission**
   Start an artist in residence program within your business. Short or long term, this opens up endless possibilities for employee engagement, the creation of artwork in your facility, unique branding and design ideas and as well as heightened visibility in your community.

5. **Encourage Employees to Get Creative**
   Provide opportunities for employees to show off their talents by hosting an employee art show, hiring a teaching artist to facilitate team-building activities or take your team to an art museum or gallery for inspiration.

6. **Buy Art**
   Buying art is an easy way to support artists. Buy art for client or employee gifts and to display or even use in the office (pottery, handmade furniture, etc.). Commission artists to create company awards or location specific artworks (over a reception desk, for a conference room, etc.).

7. **Inspire Employees to Give**
   Create incentives for employees to support the arts. 92% of companies offer a matching gift program, and 35% of companies match employee gifts to any organization of the employee's choosing. (Giving in Numbers 2018)

8. **Be seen! Sponsor an Arts Event**
   Visibly support the arts in your community while building awareness for your brand. Encourage employees to attend arts events and learn about the arts in their community.

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This handout was produced by the 2019 EDAWN Arts and Business Awards Advisory Committee.
Mark Your Calendar!

“EDAWN’s Existing Industry Awards”

October 21, 2021
5:00 pm – 7:30 pm
Atlantis Casino Resort Spa

Visit www.edawn.org for more info!