

CULTURAL POLICY: ESSENTIAL FOR NEVADA

Government demonstrates its values and priorities through its public policies and programs—an ideal as valid during times of economic recovery as in times of economic prosperity.

The Board of the Nevada Arts Council (NAC) is grateful to you, our policymakers, for continued support of the NAC and its dedicated staff. Unfortunately, the nearly 53% in cuts to the NAC's budget since FY2009 has seriously compromised the level of funding for our grantees and agency programs. Understanding the need for shared sacrifice, the NAC staff has continued to uphold the agency's mission to serve the entire state with its vital and imaginative programs during the past five years. Now is the time to reverse the consequences of allocating just 2 cents out of every \$100 in state appropriations to the Nevada Arts Council.

OUR REQUEST TO THE LEGISLATURE

The NAC Board requests that you examine the value of your state arts agency and the role of Nevada's arts and culture (creative) industry as essential to restoring the economic, cultural, educational and civic benefits to our state and communities. Celebrating the diversity of our population and cultures, our programs serve **all Nevadans**, including our most recent immigrants and Nevada's First Peoples.

We respectfully call upon you, our lawmakers, to help begin the restoration of state funds previously lost—*in the amount of \$325,000 per year for the 2014–15 biennium*. We believe this investment in one of Nevada's smallest, yet most efficient and innovative state agencies is right for:

NEVADA'S VALUES & ECONOMY

- A 21st-Century Nevada must lead the region with a vibrant cultural profile and communities that boast exceptional qualities of life and place.
- The livability of communities is key to an economic development strategy that focuses on the race for talent—much of it young and entrepreneurial. Energetic and lively communities offering quality arts and cultural activities and facilities help attract skilled workers, jobs and companies.
- Nevada's arts industry is comprised of large and small businesses and entrepreneurs—the very same business sectors that our government says are critical to Nevada's continuing recovery.

NEVADA'S VALUES & ECONOMY

CONTINUED

- NAC grants, in particular, have provided a vital source of income for the state's arts industry, and have leveraged critical matching dollars that are invested directly into our local economies.
- Nevadans appreciate the arts for their intrinsic values – their beauty, vision, and inspiration; their ability to open new horizons; and sharpen and challenge our thinking.

NEVADA'S YOUTH

- To prepare the creative thinkers of tomorrow, Nevada's education leaders need access to arts education programs and strategies today.
- The tools of arts education encourage creativity and innovation for every child in Nevada, while ensuring that lifelong learning opportunities are available to all Nevadans.
- Nevada recognizes the competitive nature of today's workplace and the importance of creating vibrant communities that both retain and attract our talented, innovative and entrepreneurial young people.

NEVADA'S CULTURAL TOURISM

- The Nevada Arts Council, as an agency within the Department of Tourism and Cultural Affairs (DTCA), recognizes the symbiotic relationship between the cultural traveler and economic development.
- NAC grants and programs that serve our urban neighborhoods and rural towns across the state sustain a wealth of artistic, historic and folklife activities and traditions that are key to the cultural tourism experience.
- Research repeatedly demonstrates the higher per-capita spending habits of cultural travelers, reinforcing the need for a healthy and sustainable cultural presence throughout Nevada.

Understanding the daunting and challenging issues and decisions that you face this session, we unequivocally believe that a re-investment in the Nevada Arts Council will provide the state with valuable and creative solutions for the road to economic and social recovery.

THE NEVADA ARTS COUNCIL BOARD OF DIRECTORS

Tim Jones, Chair, Reno; Julia Arger, Reno; Stacy Endres, Reno; Count Guido Deiro, Las Vegas; Barbara Good, Henderson; Joan Lolmaugh, Henderson; Deon Reynolds, Eureka; Javier Trujillo, Las Vegas; Rylie Valdez, Reno.

