

NEVADA LIBRARY Q&A/CHECK-IN

10 am, Tuesday, September 22, 2020

with Tammy Westergard

Nevada State Library, Archives and Public Records Administrator

Tuesday @ 10 - Intentions



to promote unity,
fraternity, and help
build resilience



to debrief and share



to assist in the response
phase and start the
recovery phase.



to learn and be better
prepared

Agenda

01

Tony Manfredi,
Nevada Arts
Council

02

Save the Dates

03

Senator Cortez
Masto's Senior
Policy Advisor,
October 6

04

Library
News/Links

05

Check-in

Tony Manfredi, Executive Director, Nevada Arts Council

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The Nevada Arts Council was established in 1967 to enrich the cultural life of the state by supporting, strengthening, and making excellence in the arts accessible to all Nevadans.

Tony Manfredi's professional background combines 27 years of strategic planning, management, marketing, creative, and fundraising services for both local to Nevada (KNPB) and international businesses and organizations.

He is a graduate of the University of San Diego with the degrees in Communication Studies (mass media emphasis) and Art (with a dual emphasis in Graphic Communication and Painting).



Photo: Guy Clifton, Travel Nevada



NEVADA ARTS COUNCIL

enriching the lives of all Nevadans

Why the Arts Matter



CRITICAL NEED – CRITICAL VALUE

The arts are a fundamental component of a healthy society—one that provides benefits to the individual, community, state, and the nation.

Creativity - The arts encourage creativity, a critical skill for a dynamic world.

Innovation - The arts are sources of new ideas, futures, concepts, and connections.

Prosperity - The arts create thousands of jobs in Nevada and enhance economic health.

Skills - Arts aptitudes and techniques are needed in all sectors of society and work.

Nevadans believe the arts provide **meaning** to their lives.

76% of Nevada adults attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.

73% agree that the arts are a form of pure pleasure when they experience or participate in them.

73% and that the arts help them understand other cultures better.

70% of Nevadans believe the arts make them a more creative person.



WHY DO THE ARTS MATTER? - NEVADANS SPEAK OUT— PUBLIC OPINION SURVEY



Nevadans believe the arts have **positive social impact** for diverse audiences:

75% of Nevadans believe the arts help students perform better academically.

62% believe that the arts improve healing and the healthcare experience.

49% agree that the arts are helpful to military personnel transitioning back to civilian life.

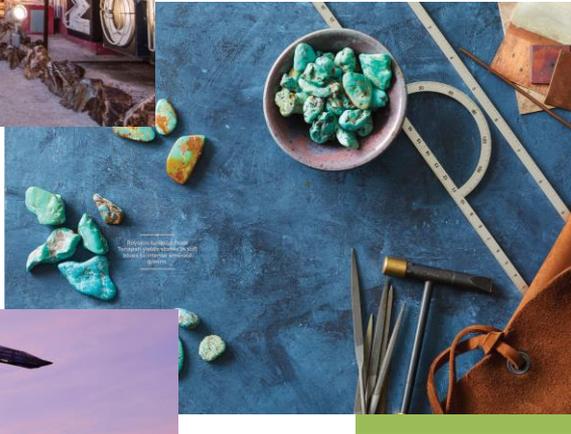


Creativity is seen to **boost professional success** in Nevada.

70% say the more creative and innovative they are at their job—either individually or as part of a team—the more successful they are in the workplace.

61% say their job requires them to be creative—either individually or as part of a team—and come up with ideas that are new or unique.

WHY DO THE ARTS MATTER? - NEVADANS SPEAK OUT— PUBLIC OPINION SURVEY



The arts are good for tourism and the economy in Nevada and make our communities better places to live.

72% The arts industry is good for the economy and supports jobs.

73% The arts have social impact, improving the quality and livability of my community.

85% of adults in agreement that the arts attract travelers and are good for tourism.



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

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.

Americans Speak Out About the Arts in 2018

63% OF
EMPLOYERS

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

Ready to Innovate

63% OF
COMPANIES

promote board service at arts
organizations believing that such
opportunities provide important
talent development opportunities.

Business Contributions to the Arts: 2018 Edition

WHY THE ARTS MATTER - A&C VALUE ADD IN NEVADA

The U.S. Bureau of Economic Analysis reports
arts and cultural production contributed

\$8,737,718,877

and is **5.5%** of Nevada's GDP

contributing to

40,911 JOBS

Source: U.S. Bureau of Economic Analysis State Arts and Cultural Production 2017

Arts and Culture Value Added in Nevada
ranks **2nd** among Companies and Sectors

Retail	\$10,792,100,000
ACPSA Total	\$8,737,718,877
Construction	\$7,665,100,000
Transportation	\$7,346,200,000
Mining	\$4,348,200,000
Utilities	\$2,382,500,000
Education Services	\$758,500,000



NEVADA IMPACT

Government entity, Non-profit, For-Profit, Unincorporated, Government Department, Other)

- 234 Respondents
- Total Financial Impact to Date -\$10,289,675
- Median Financial Impact per Org -\$18,000
- Organizations that have canceled events 98%
- Total Number of Lost Attendance 1,123,642

Nevada Non-Profit/Gov Agencies Status

- 184 Respondents
- Total Financial Impact to Date -\$8,921,775
- Median Financial Impact per Org -\$19,250
- Organizations that have canceled events 97%
- Total Number of Lost Attendance 806,403

PUBLIC PURPOSE AND CRITICAL NEED

AUTHORIZED IN NRS 223C

NRS233C states: "...it is the policy of the State of Nevada to join with institutions and professional organizations concerned with the arts to insure that the role of the arts in the life of the communities of the State will continue to grow and play an ever increasing part in the cultural development and educational experience of the residents of the State of Nevada."

HISTORY AND MISSION

Celebrating 53 years, the Nevada Arts Council (NAC) was established as a state agency in 1967 to enrich the cultural life of the state by supporting, strengthening, and making excellence in the arts accessible to all Nevadans.

VISION

A Nevada in which the arts enrich the lives of all residents, enhance the livability of communities and contribute to the state's economic revitalization.



NATIONAL ENDOWMENT for the **ARTS**
arts.gov

\$710,700

NEVADA
TOURISM & CULTURAL AFFAIRS

\$1,994,101

REGISTRATION FEES
and PRIVATE
CONTRIBUTIONS

NEVADA
ARTS COUNCIL

\$2,718,516

\$13,715

NEVADA ARTS COUNCIL – A STATE ARTS AGENCY

56
STATE OR
JURISDICTIONAL
ARTS AGENCIES



PUBLIC PURPOSE AND CRITICAL NEED

A STATE ARTS AGENCY

The NAC is one of America's 56 state and jurisdictional arts agencies (SAAs).

SAAS

- **Insure** that every community in the U.S. receives cultural, civic, economic, and educational benefits of the arts.
- **Support** Rural and Urban Communities
- **Enliven** Public Spaces
- **Promote** Health and Healing
- **Spark** Economic Growth
- **Drive** Educational Success
- **Foster** Inclusion and Equity
- **Reach** Low Income Communities
- **Create** Opportunities for Artists
- **Serve** the Public



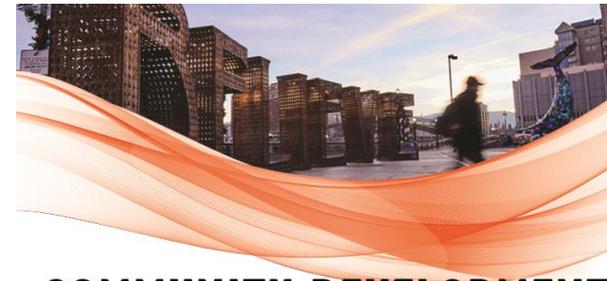
ARTIST SERVICES

serving Nevada's artists



ARTS LEARNING

building a community for arts education



COMMUNITY DEVELOPMENT

elevating Nevada's arts organization



FOLKLIFE

sharing Nevada's culture and heritage



GRANTS

supporting creation and access to the arts



PUBLIC INITIATIVES

strengthening cultural infrastructure



ARTIST SERVICES

serving Nevada's artists

NEVADA
ARTS COUNCIL *Wm*

ARTIST SERVICES

Artists enrich every element of Nevada’s quality of life, and the vigor of the state’s arts industry relies on the quality of artists living and working in the state.

- **Honor and showcase** the work of Nevada's contemporary literary, performing and visual artists to the public through exhibits, grants, outreach programs and publications.
- **Provide resources** to artists for career development.
- Help **promote** the vital role an artist plays in providing a creative workforce.





ARTS LEARNING

building a community for arts education

NEVADA
ARTS COUNCIL 

ARTS LEARNING

The Arts Learning Program supports the goal of lifelong learning in the arts by promoting and expanding quality arts education opportunities for all Nevada citizens.

- **Arts Education:** the development of knowledge, skills and/or the appreciation of one or more of the arts disciplines.
- **Arts Integration:** The use of the arts as tools to strengthen teaching and learning in non-arts subjects.
- **Arts for Social Development:** The use of the arts as tools to promote social development or health and healing.





COMMUNITY DEVELOPMENT

elevating Nevada's arts organization

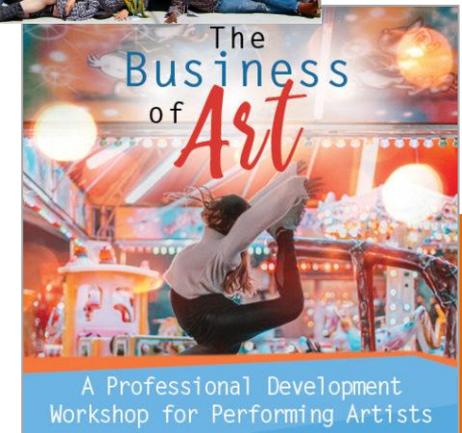
NEVADA
ARTS COUNCIL



Community Development

Support Nevada's nonprofit arts and culture organizations, public institutions, and government entities with programs and services aimed to elevate arts and cultural infrastructure and organizational capacity.

- **Expand the skill set** of Nevada's creative community
- **Cultivate** organizational capacity
- **Facilitate** professional networking and relationship building within and between communities
- **Increase** access to the arts





FOLKLIFE

sharing Nevada's culture and heritage

NEVADA
ARTS COUNCIL 

FOLKLIFE

Discover and document folk arts and folkways that are resident in Nevada;

Honor and support artists and communities that practice and share traditional arts and lifeways;

Explore intersections of art, tradition, community, and identity in 21st century Nevada;

Share the results of our work with artists, communities, and the general public through programs, presentations, exhibitions, and collaborations.





GRANTS

supporting creation and access to the arts

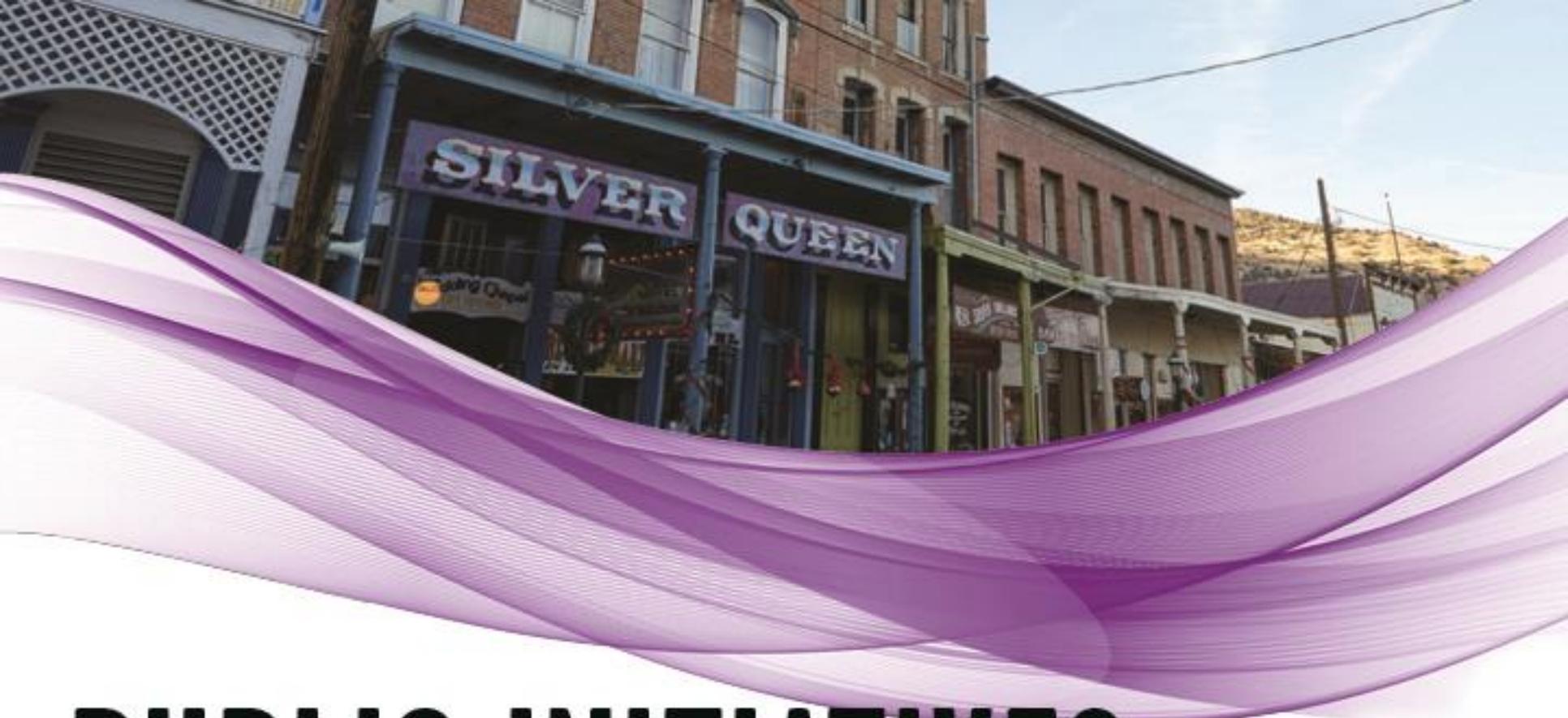
NEVADA
ARTS COUNCIL 

GRANTS

The Grant Program reflects a significant commitment by the State of Nevada and the Federal Government to **support the creation of art and access to the arts for its citizens.**

NAC grants support the efforts of **nonprofit and community organizations, public institutions and individual artists** to make cultural activities and experiences widely available to those who live in or visit Nevada.





PUBLIC INITIATIVES

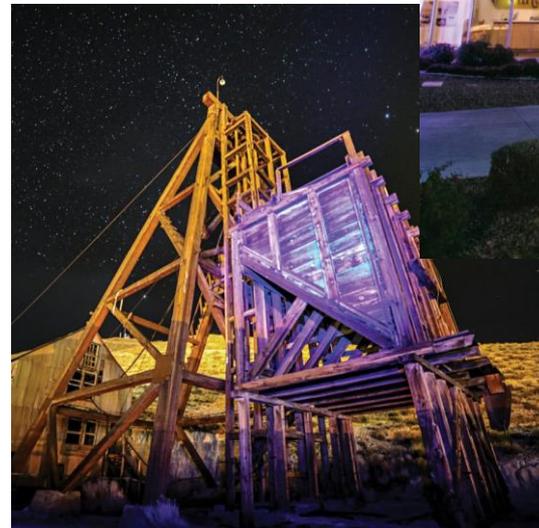
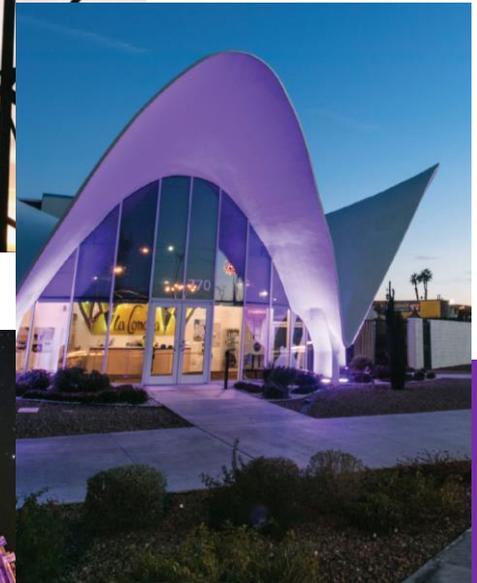
strengthening cultural infrastructure

NEVADA
ARTS COUNCIL 

PUBLIC INFO / ARTS INITIATIVES

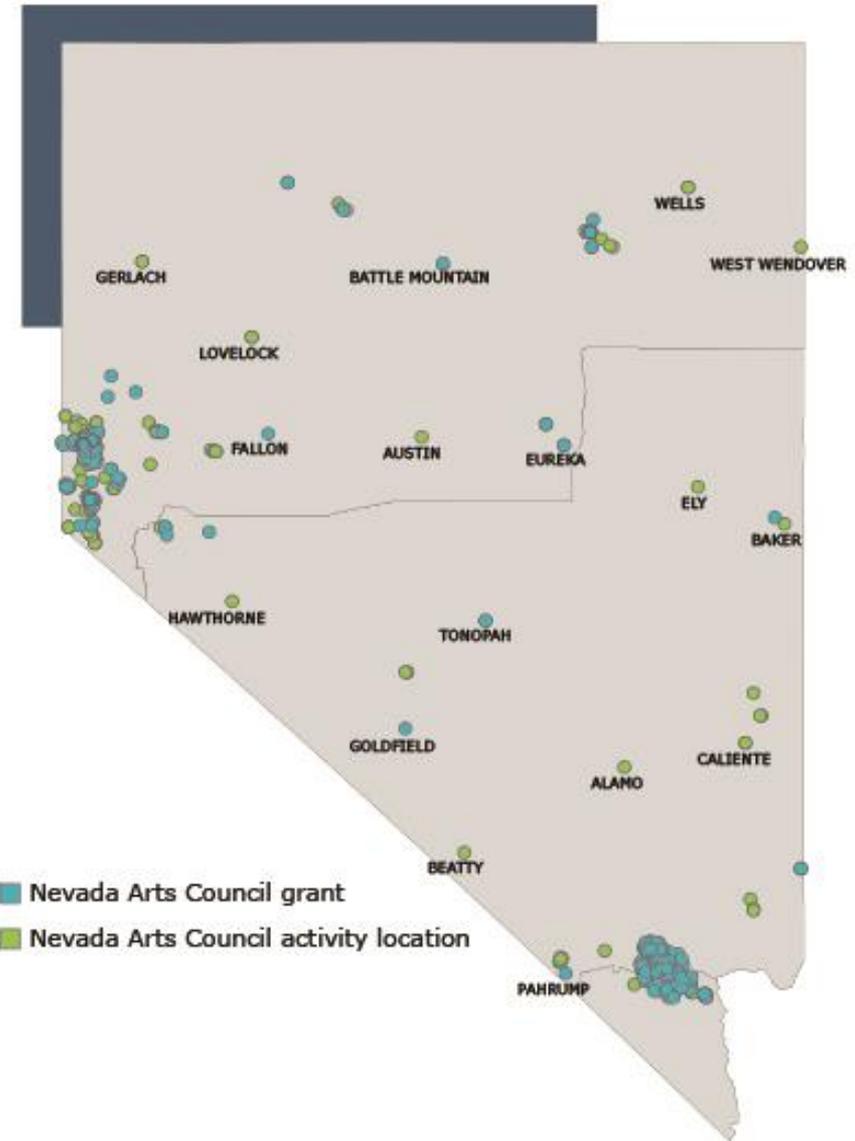
Oversee

- Nevada Arts Council Board engagement
- partnership initiatives
- public awareness campaigns
- special projects that promote Nevada's arts industry
- support the agency's mission and goals
- strengthens the state's cultural infrastructure



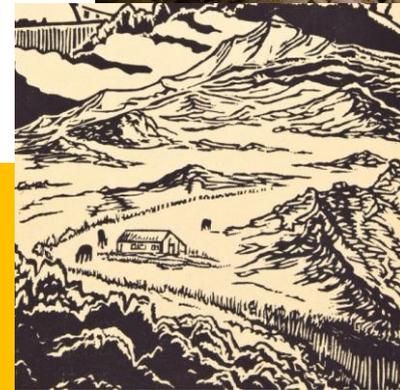
2019 Grants and Program Activity Results

- Reached 120 Zip Codes in 51 Cities in our 16 Counties and Carson City
- 344 Grants Awarded
- \$1,040,839 Grant Dollar Awards
- \$78,395,312 Cash and In-Kind Match
- Over \$72,700,000 Cash Match
- 1,667,805 Persons Engaged
- 12,697 Artists Engaged
- 457,919 PreK-12 Students Served



NEVADA TOURING EXHIBITION PROGRAM

NTI delivers high-quality visual arts exhibits to communities throughout the state for an affordable fee. The cost includes rental of the artwork, installation and pick-up, insurance, and publicity and educational materials. The NTI exhibits feature an array of subjects and art forms, ranging from traditional Washoe basketry to landscape painting and contemporary sculpture.



EVERY STUDENT SUCCEEDS ACT (ESSA)

- Passed in 2015 strongly encourages states to ensure that all students have a well-rounded education that:
- Includes programs and activities that use music and the arts as tools to support student success.
- Includes integrating other academic subjects, including the arts, into STEM subject programs to increase participation in STEM subjects, improve attainment of skills related to STEM subjects, and promote well-rounded education.



NEVADA READY 21

The arts align with the Nevada Department of Education’s *Nevada Ready 21*. This statewide initiative provides students with an equitable, technology-rich education that supports the development of 21st century skills – creativity, communication and collaboration – which in turn “fuels the economic growth of the state”.



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.

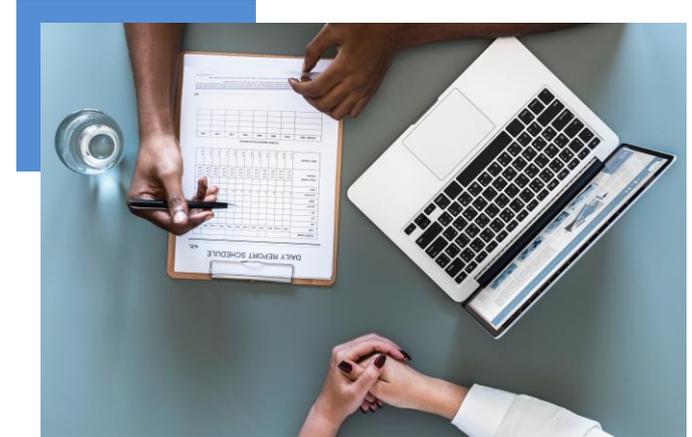
45% of business executives think that Americans lack the deeper learning skills needed for success in the 21st century workforce – communication, creativity, collaboration and critical thinking (Soft Skills).



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.



GRANTS

Project Grant for Organizations

Arts Learning Project Grants

Arts Learning Express Grants



Fall 2020 Virtual Symposium

GROWING DIGITAL LEARNING IN NEVADA



Schedule

- 9:00 🍂 Welcome & Keynote
- 10:00 🍂 Breakout Sessions
- 11:00 🍂 Breakout Sessions
- 11:50 🍂 Lunch Break
- 12:20 🍂 Town Halls
- 1:00 🍂 Breakout Sessions
- 2:00 🍂 Chat Lounges
- 2:40 🍂 Closing Remarks

All sessions will be held virtually in a webinar conference style setting.

We welcome you to join the NvDLC for a networking and stimulating professional learning event. Interact with fellow administrators and educators from across the state. This semi-annual event will inspire and ignite innovation as we grow digital learning in Nevada.

Save the Date

Saturday, Sept. 26, 2020

9am – 3pm

FREE Registration at:

bit.ly/NvDLC-EventSignUp-001

(case sensitive)

Nevada Digital Learning
Collaborative (NvDLC)

July 2020

#nvdigitallearning



www.nvdigitallearning.org

Save the Date #1: September 26

Nevada Digital Learning Collaborative (NvDLC)

- *Fall 2020 Virtual Symposium*
- Semi annual event for Nevada educators
- Keynote, breakout sessions, Town Hall, & chat lounges
- Register here: bit.ly/NvDLC-EventSignUp-001

Save the Date #2: September 25-27



Virtual National Book Festival

- All sessions will be recorded/available for 2 months
- Register for FREE:
<https://www.nationalbookfestival.com/s/nbf-2020-series-registration/home>
- NV Title: *Pedro and the Flea King*, a graphic novel by Las Vegas resident Kenneth Lamug
 - Meet Kenneth Lamug, September 26 @ 1pm:
<https://www.crowdcast.io/e/live-qa-with-ken-lamug/register>

Save the Date #3: October 14



READ Nevada Virtual Event

- October 14, 2020 @ 2 pm
- Gov. Sisolak celebrates reading, summer reading trends, library online story times, and more



Save the Date #4: October 6



Tuesdays @ 10 guest: Trevor Dean, *Office of Senator Cortez Masto*

- Senior Policy Advisor, covering infrastructure, consumer/public safety, workforce and telecommunications





Tuesday, September 29

Break!



LIBRARIES in the NEWS

Share your links  Share your stories



CHECK-IN

Comments, concerns, observations?

Library Planning & Development Team

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VIRTUAL COFFEE BREAK

An informal, after-meeting chat opportunity