

# RENO BIG ARTS LITTLE CITY

RENO SPENT

**\$84.4 MILLION**

IN ARTS & CULTURE

**1,261** ARTS & CULTURE JOBS SUPPORTED

**\$35.5 MILLION**  
BY AUDIENCES

**\$48.9 MILLION**  
BY NONPROFIT ARTS & CULTURE ORGS

**\$200,000**

GRANTED TO NONPROFIT ARTS & CULTURE ORGS

**\$8.9 MIL**

GENERATED IN STATE & LOCAL GOVERNMENT REVENUE

**435%** ROI

RETURN ON INVESTMENT

RENO ARTS & CULTURE EVENT RELATED SPENDING

**\$38.13**

LOCAL

**\$54.62**

NON-LOCAL

**86%**  
OF ARTS & CULTURE ATTENDEES

"THIS ACTIVITY INSPIRES A SENSE OF PRIDE IN THE COMMUNITY."

Numbers are from the Americans for the Arts AEP6 (Arts & Economic Prosperity 6) 2022 Study.



CITY OF  
**RENO**

