

If you haven't noticed, Reno-Sparks has become a real arts and culture community. We have always embraced the arts, but in the past several years, we have stepped up our game. This month alone, we have the global immersive art tour, Beyond Van Gogh, at the Convention Center, the immensely successful first time ever, Reno Tahoe International Art show last week, and tens of thousands of Burning Man participants, many of them artists, flowing through our community. The arts are also an essential component of our economy and critical in attracting and retaining talent. Let's review some of our successes in the arts.

Artown year-round? We all enjoy and appreciate the overwhelming arts and culture displays and performances during Artown every July. The event features over 600 arts events, concerts, classes, tours, openings, lectures, workshops, exhibits, and many other events and activities. A short list of these art venues, displays, and performances includes the Reno Phil, the Nevada Museum of Art, the Reno Chamber Orchestra, the Performing Arts Center, and the Holland Project. Yet most communities have similar art anchors, so what makes us different?

Here are a few activities that make us special in the arts. Our unique art programs include hundreds of art events at UNR, arts in the streets leveraging our Burning Man relationships, walking tours in Reno and Sparks, the rapidly expanding building art, and our taxi wrap children's art. When we add some performing art like the Bruka and Reno Little Theaters and the Cordillera Film Festival, you get the picture. We have art, we love art, and we support art.

Arts and culture add value in so many ways. The thousands of jobs associated with the arts are just one way they add value to our community. The arts drive tourism, like a full-scale Burning Man or visitors to the Nevada Museum of Art. Art also sparks creativity and innovation, some of the top skills employers seek when hiring. And communities that embrace the arts have higher civic engagement, lower crime rates, and lower poverty rates, according to the University of Pennsylvania research.

It is just good business to support the arts. According to Americans for the Arts, “89% of executives agree that creativity is a top skill for today's workforce. 76% of companies that invest in creativity have happier employees,” and “53% of companies say that the arts stimulate creative thinking and problem-solving.” The U.S. Bureau of Economic Analysis reports arts and creative production contributes \$10.6 B and 53,000 jobs to the Nevada economy annually.

How can businesses support the arts? Make more art happen! Companies can actively encourage employee support for and engagement in the arts. Using local artists, companies can purchase and display art in and around their workplaces, even on the sides of their buildings. Consider sponsoring art events or providing in-kind or pro-bono services to support the arts. By fostering an exciting and welcoming work environment, businesses encourage innovation and increase employee retention.

So, where do we go from here? Name one great city that does not have exceptional arts and culture. While we already have a strong arts and culture foundation, we can build upon our success. Let's seize this opportunity to embrace the arts as an expression of “who we are” and support the arts as something we value. Attendance at events and purchasing art are critical if

Art “Town” All Year Long?

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our local artists are to survive and even thrive since it is ultimately their art that makes Reno-Sparks a “cool” place to live, work and play.

<https://www.marketwatch.com/story/nine-u-s-towns-worth-visiting-for-their-cool-art-scenes-11660171708>