



## Five Reasons to Support the Arts

The arts contribute to the greater economy

Community development centers around culture

Education thrives on creativity

Health and wellbeing are enhanced by arts and culture

Support of the arts brings beauty and grace to all that we do

Regions across Wyoming contribute to a dynamic creative economy. Increased understanding of the creative industries can ensure Wyoming creatives have the support and access to the resources they need.

## Creative Industries

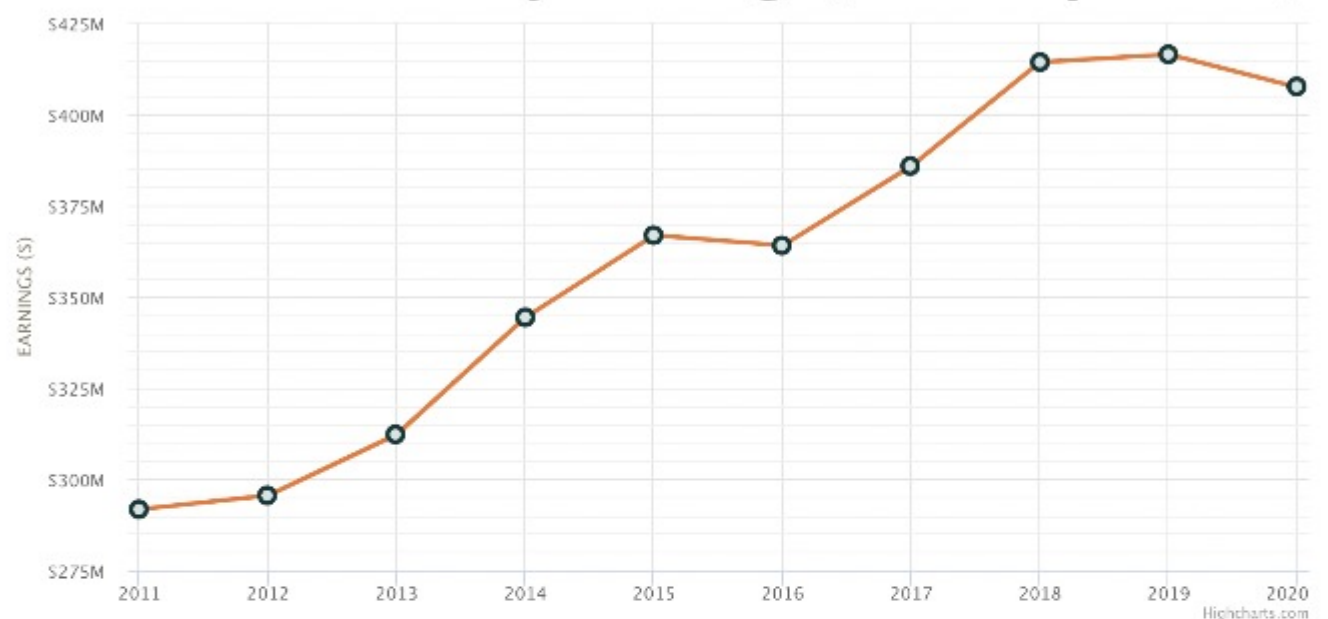
### Industries with greatest earnings

Industry type	Industry Earnings
Artists, Writers, & Performers	\$36.3M
Newspaper Publishers	\$29.2M
Architectural Services	\$20.4M
Advertising Agencies	\$18.5M
Radio Stations	\$18.0M

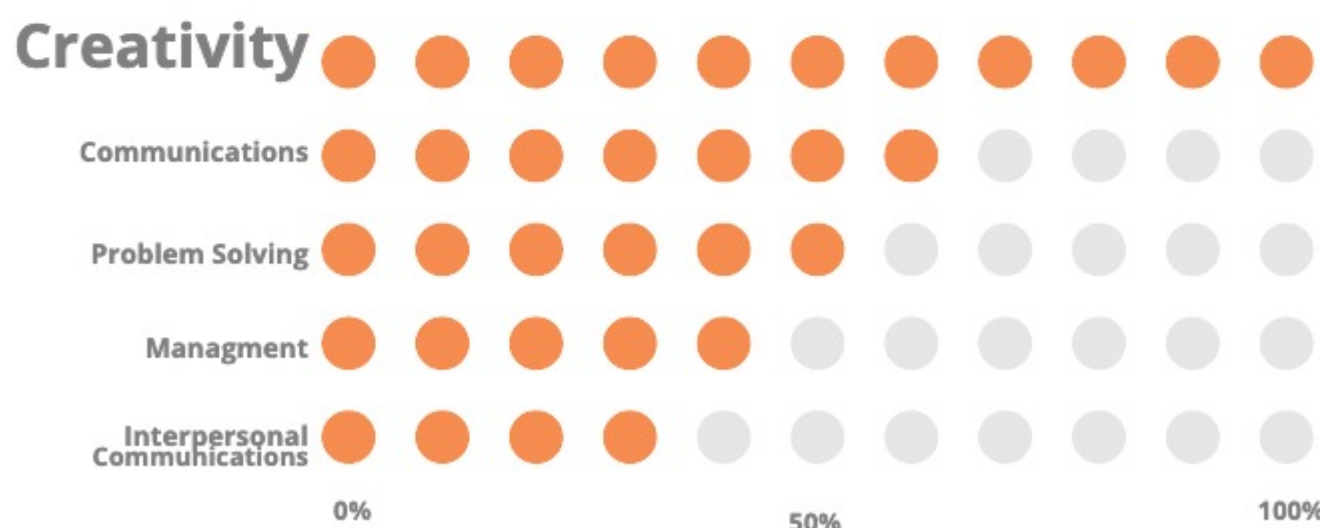
The Artists, Writers, & Performers industry generated higher industry earnings in 2019 than media and architectural-related industries.

Wyoming's creative industries have grown by 40% since 2011 with the COVID-19 pandemic disrupting significant gains in 2020.

### Creative Industry Earnings (2011 to present)



## Skills in Demand



Creativity is a core skill businesses look for in new talent, in addition to communication, problem solving, and management skills.

# Creative Occupations

Wyoming was impacted significantly by the Covid-19 Pandemic and lost more creative jobs in 2020 than any other year in the past 9 years.

## Creative Occupation Growth (2011 to Present)



**\$407M**  
Total Earnings



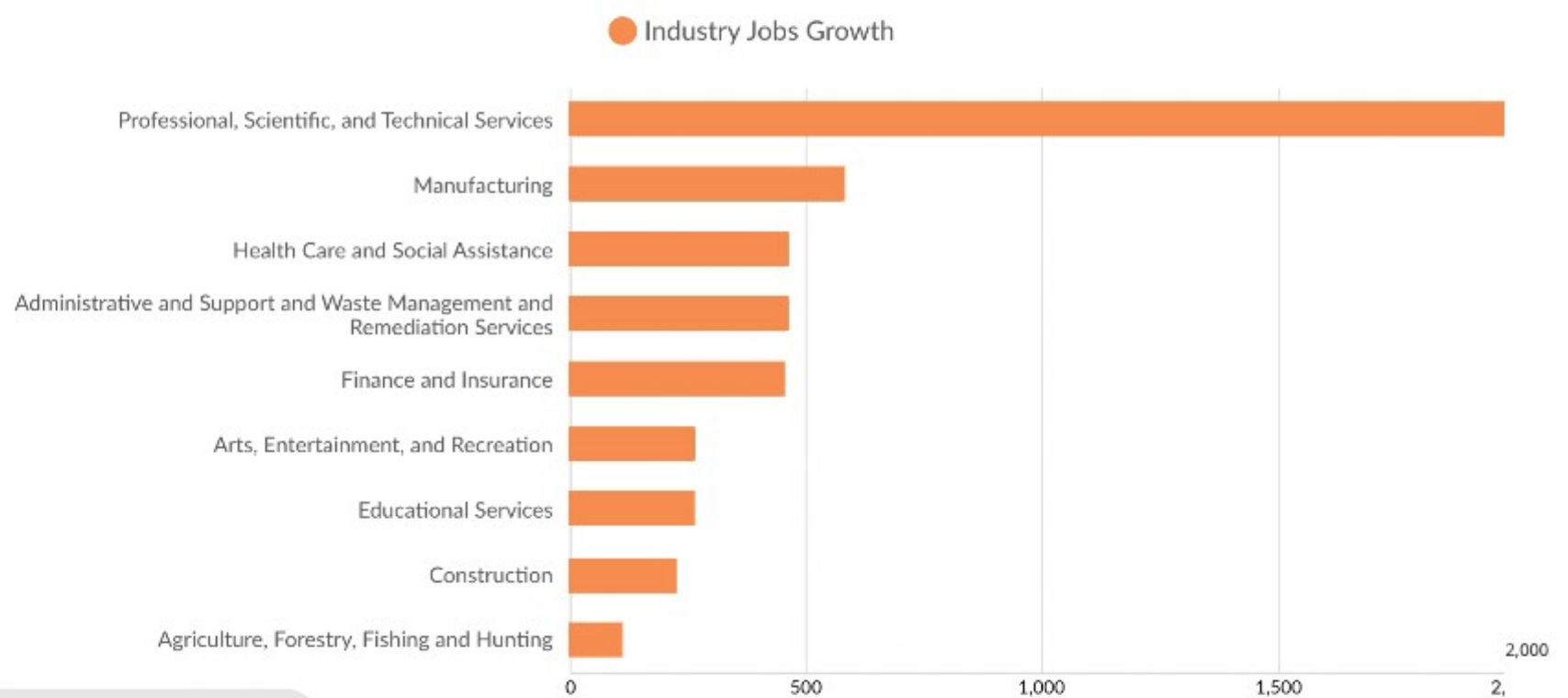
In 2020, Wyoming's creative economy earned \$407.5 million and supported 18,693 creative jobs across a range of occupations with strong representation in photography, writers and authors, and musicians and singers that drive growth.

# Creative Economy

## Creative Economy Performance

Arts, Entertainment, and Recreation industries are growing faster than Education Services, Construction and Agriculture industries.

## Top Growing Industries (2019 to 2020)



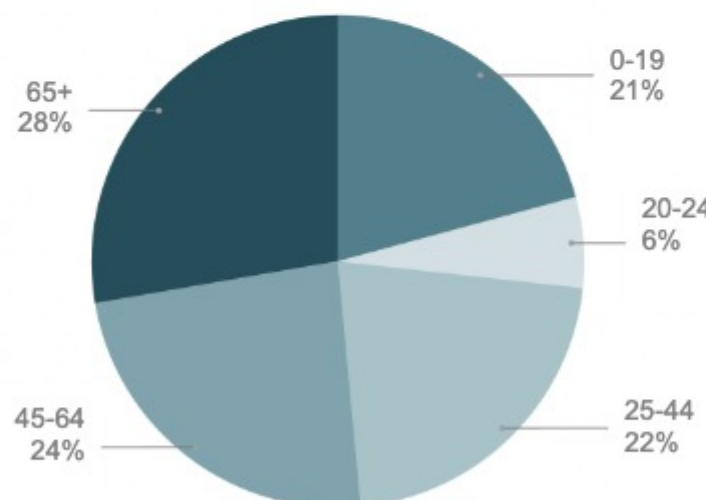
# Creative Non-Profits

## Non-Profits Contribute

**\$74.8M**

Wyoming's arts and culture non-profits grossing over \$50,000 in annual revenue brought in \$74.8 million dollars in 2019 with History Museums grossing the highest revenue.

## Creative Aging



52% of Wyoming's creative economy is above the age of 45 years old

## Arts and Culture Grants

**\$1.8M**  
Total grants dollars

The Wyoming Arts Council distributed \$1.8M to 844 organizations and individuals from 2019 to 2021.

## Data Sources (Version 2022.1)

---

Descriptive Names of Industries (NAICS codes) & Occupations (SOC codes) have been truncated on the Regional Snapshot Report. For full descriptive names please visit the education section of [learn.cvsuite.org](http://learn.cvsuite.org)

Due to rounding some percent values may not equal 100%.

---

### Occupations: Lighcast

SOC Codes (77) 11-2011, 11-2021, 11-2031, 13-1011, 15-1251, 15-1256, 15-1257, 17-1011, 17-1012, 17-1021, 17-3011, 19-3091, 19-3093, 21-2021, 25-4011, 25-4012, 25-4013, 25-4022, 25-4031, 27-1011, 27-1012, 27-1013, 27-1014, 27-1019, 27-1021, 27-1022, 27-1023, 27-1024, 27-1025, 27-1026, 27-1027, 27-1029, 27-2011, 27-2012, 27-2031, 27-2032, 27-2041, 27-2042, 27-2099, 27-3011, 27-3023, 27-3031, 27-3041, 27-3042, 27-3043, 27-3091, 27-3099, 27-4011, 27-4012, 27-4014, 27-4021, 27-4031, 27-4032, 27-4098, 35-1011, 35-2013, 39-3031, 39-3092, 39-3099, 39-5091, 41-3011, 43-2099, 43-4121, 47-2044, 47-2161, 49-9063, 51-6041, 51-6051, 51-6052, 51-7011, 51-7021, 51-7031, 51-9051, 51-9071, 51-9151, 51-9194, 51-9195

---

### Industry Earnings: Lighcast

NAICS Codes (78) 238150, 238340, 238390, 323111, 323113, 323117, 323120, 327110, 327212, 332323, 337212, 339910, 339992, 448310, 451130, 451140, 451211, 453110, 453310, 453920, 511110, 511120, 511130, 511140, 511191, 511199, 511210, 512110, 512120, 512131, 512132, 512191, 512199, 512230, 512240, 512250, 512290, 515111, 515112, 515120, 515210, 519110, 519120, 519130, 541310, 541320, 541340, 541410, 541420, 541430, 541490, 541810, 541820, 541830, 541840, 541850, 541860, 541870, 541890, 541921, 541922, 611610, 711110, 711120, 711130, 711190, 711310, 711320, 711410, 711510, 712110, 712120, 712130, 712190, 811420, 812921, 812922, 813410

---

### Class of worker: Lighcast

Extended Proprietors, Non-QCEW Employees, QCEW Employees, Self-employed

---

### State Arts Agency Grants: National Assembly of State Arts Agencies

---

### Cultural Nonprofit Revenues: National Center for Charitable Statistics

---

### Demographic: Lighcast

---

**Creative vitality index (CVI):** The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.

---

Wyoming State contains:

Wyoming