



STATE OF UTAH CULTURE REPORT

2019

Measuring the Economic Impact of Utah's Cultural Businesses & Recommendations for Increasing This Sector's Health



Utahns Love Culture

We are #1 in Live Arts Participation!



Attend Art Exhibitions **33.9%**

Participate in Cultural Performances **51%**

Overall Participation outside of the Home **84.5%**

Creative Sector

Defining the

For-Profits

- Galleries
- Design: Graphic/Creative/Interior/Fashion, etc.
- Film/TV/Video
- Photography
- Individual Artists: visual, music, dance, authors, poets, actors etc.
- Presenting/Concert Venues
- Event Production
- Recording Studios
- Creative Directors
- Theatres
- Architecture
- Historic rehabilitation
- Journalism

Nonprofits

- Museums: arts, history/heritage, science, botanical gardens, zoos
- Universities/Schools
- Archives
- Libraries
- Presenting/Concert Venues
- Theatres
- Organizations: arts, folk arts, cultural, humanities, science, education, preservation, history, anthropology/archeology/, film/media, and heritage organizations
- Historical Societies: Daughters of Utah Pioneers, etc.

Utah's Cultural Businesses are Economic Drivers



In 2017 Utah's cultural businesses.*

Employed **111,919** Utahns (2016: 107,829).

Generated **\$4 billion in earnings** (5% increase or gain of \$203.1 million).

UT's nonprofit sector generated **\$244.6 million in revenue** (3% increase from 2016 or gain of \$168.4 million in revenue.)

State Arts Agency (Utah Division of Arts & Museums) awarded **\$1.5 million in grants to 226 recipients** or \$0.52 award amount per capita.

*The most recent year available



Sanpete County

- 684 Creative Occupations
- \$4.7 million in Creative Industry Earnings
- \$604.1 thousand in Cultural NONPROFIT revenues
- \$14.8 million in Creative Industry Sales



Utah County

- 24,204 Creative Occupations
- \$1.2 billion in Creative Industry Earnings
- \$7.1 million in Cultural NONPROFIT revenues
- \$3.9 billion in Creative Industry Sales



Davis County

- 8,181 Creative Occupations
- \$180.7 million in Creative Industry Earnings
- \$14.7 million in Cultural NONPROFIT revenues
- \$590.8 million in Creative Industry Sales



Employees Love Culture and the Workforce Needs it

#1 Most important factor that businesses consider when choosing to move to or expand in SLC is a robust arts & cultural environment

#1 Major contributor that keeps companies in SLC is the arts & entertainment and quality of life

96% Utah companies believe that business in their industry can only remain relevant if they have a creative workforce

61% Said that creativity is paramount to their success

Public Support for Culture



RAP-type Tax Programs

Seven counties and thirty-two cities within Utah have RAP-type tax programs. The various names are:

ZAP, RAP, PAR, PARC, RAMP, RAPZ, CARE.

Total monies collected by this local options sales tax in 39 municipalities and counties (listed in appendix) equaled **\$32,355,036.68** in FY2016.

All RAP-type Tax Programs are voted on by the community and are renewed regularly by popular vote.

Public Art

Eight municipalities in Utah have Percent for Public Art programs. Those programs are: Ogden City Arts, Salt Lake City Arts Council, Salt Lake County, Utah Division of Arts & Museums Public Art, Park City, Summit County, St. George ("Art Around the Corner" which is a nonprofit public art organization), and newly, Moab.



Cultural Tourism

"Tourism creates jobs, new business opportunities, and strengthens local economies. Cultural Tourism protects natural and cultural resources, which improve the quality of life for residents and travelers who participate in the services and attractions of our local destination."

- Scott Beck CEO of Visit Salt Lake

Sundance Film Festival:

26 Countries 49 States



3,323
Jobs

20% First time Visit to Utah 89% Return trip in the next year



\$191 Million
Economic Activity



1,000
International Visitors

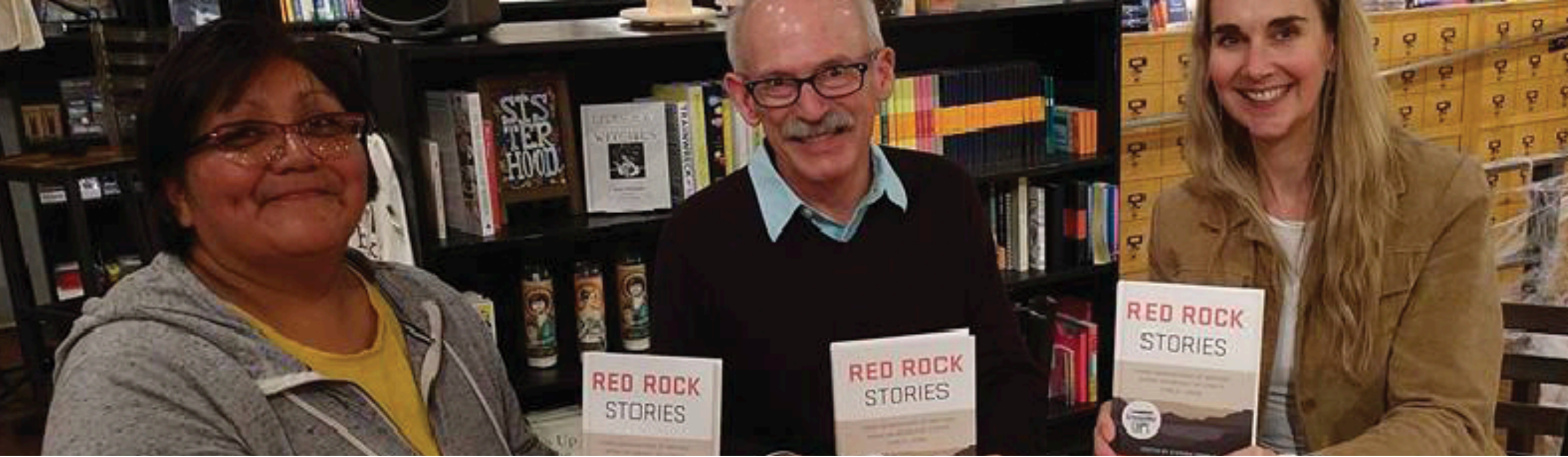


45,000

Out of State Visitors



\$3,518
Per-Person Spending
(median stay of 3 days)



Libraries

15 million visits were logged, that is more than 5 visits for every resident! And, Utah is #1 in the country in terms of children's materials borrowed from libraries!

Over the past 5 years, approximately 100 projects per year have been approved with about \$10M invested per year by property owners, resulting in \$2M per year in state income tax credits!⁷

-Preservation Utah



Utah's historic tax credit⁸ generates **\$15M in economic activity** for every \$1M in tax credits resulting in the following:

\$750M in economic benefits

Utah's historic tax credit generates **11.1 jobs** (5.9 direct, 5.2 indirect) for every \$1M spent on historic rehab projects

Education

Beverly Taylor Arts Learning Program



Fine Arts Outreach / POPS

Participating organizations:

- Ballet West
- Repertory Dance Theatre
- Ririe-Woodbury Dance
- Springville Museum of Art
- Spy Hop Productions
- Tanner Dance
- Timpanogos Storytelling
- Utah Festival Opera & Musical Theatre
- Utah Film Center
- Utah Museum of Fine Arts
- Utah Opera
- Utah Shakespeare Festival
- Utah Symphony



Science Outreach / iSEE



Competitive college programs and scholarships are requiring that students 'DO more, BE more'.

Current education requirements make it difficult for students to have time for additional classes.

Student participation in the fine arts is dropping as a result.

Percent of students taking art classes



The social and health benefits of the arts and humanities are constantly researched with results, stories, and news published frequently. Here are a few highlights of research released in the last year:



The Social & Health Benefits of Cultural Participation

Creative Climate

Improving our

- #1 Increased public investment in organizations, artists, & education
- #2 Grow the number of Public Art & RAP programs
- #3 Maintain the State Historic Tax Credit
- #4 Lessen regulations surrounding nonprofits
- #5 Increase credits available to films produced in Utah

