



STATE OF UTAH CULTURE REPORT

2019

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

Contents

Utah has a long tradition of strong public and private support for cultural businesses. Cultural businesses include individual artists and those who work in the cultural sector, many of whom are essentially small businesses or independent contractors. Utah's cultural industry is a sound investment. It attracts and develops businesses, creates and supports jobs, increases tourism, and generates revenue for state government. The health, vibrancy, quality, and diversity of Utah's cultural community are the envy of many of our colleagues across the country. And, with support from the public sector, our cultural assets shine even more brightly.



The Utah League of Cities and Towns was first organized in 1907. ULCT is a nonpartisan, inter-local, government cooperative, working to strengthen the quality of municipal government and administration of Utah's cities and towns.



Utah Cultural Alliance is the statewide advocate for the humanities and arts, and amplifies culture's contributions to community life.



The Salt Lake Chamber is Utah's largest and longest-standing business association. With roots that date back to 1887, the Chamber stands as the voice of business, supports its members' success and champion's community prosperity.

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Utahns Love Culture

We are **#1** in Live Arts Participation!

Our state is unique in its strong support for culture. The National Endowment for the Arts' 2015 Audience Participation Report found that Utah has the highest cultural participation among adults in the nation. Utah is also first in a number of subcategories such as: art exhibits and watching movies live. Utah is in the top ten for visiting heritage buildings, parks or sites and reading literature (poetry, plays, short stories, novels). Utah is eleventh for personally performing or creating artworks. Therefore, Utah is a friendlier business environment for individual artists than many other states.¹



Creative Sector

Defining the

Types of Cultural Businesses

Why cultural businesses? We at Utah Cultural Alliance refer to entities in the creative sector as cultural businesses because they include far more than just nonprofits. Our sector includes for-profit businesses including galleries, graphic design firms, interior designers, film makers, photography studios, as well as individual artists, many of whom are independent contractors, as well as botanical and zoological organizations.

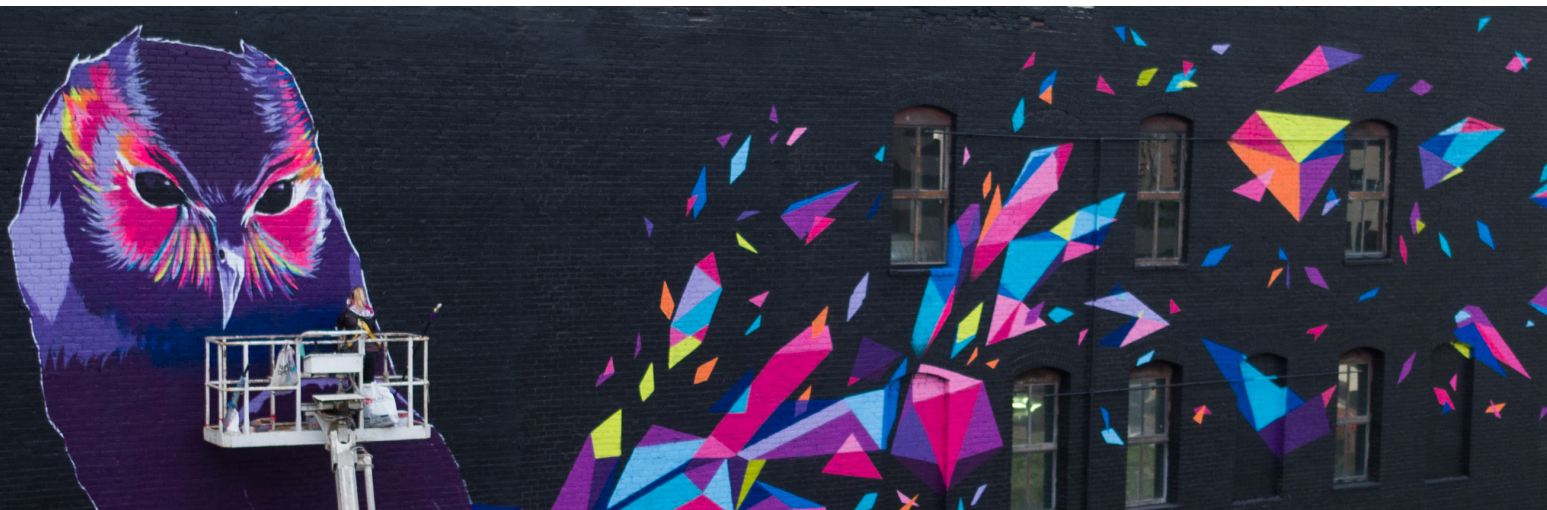
Cultural businesses utilize a wide range of different funding models such as for profit and nonprofit models.

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

Utah is continuously striving toward economic growth. The cultural sector is not only an economic driver and job creator, but according to many national studies, municipalities with vibrant cultural communities see an increase in property value, residents, tourism, an influx of businesses (employees want to live/work in exciting places), increase in tax revenue, benefits to K-12 education, and more.²

Our primary source of economic data is Western State Arts Federation's (WESTAF) and Creative Vitality Suite (CVS). CVS is a cloud-based data tool that measures earnings, jobs, wages, demographics, and sales of the creative businesses. CVS pulls 97 creative industries (NAICS) and 85 creative occupations (SOC) codes sourced from the Bureau of Labor Statistics and Bureau of Economic Analysis. CVS is not self-reported data. Of the 183 available codes UCA uses 148 for our definition of the creative industries (See listing on pages 28-29).



"[When] understanding and acknowledging the incredible economic impact of the nonprofit arts and culture, we must always remember their fundamental value. They foster beauty, creativity, originality, and vitality. The arts [and humanities] inspire us, soothe us, provoke us, involve us, and connect us. But they also create jobs and contribute to the economy."

—Robert L. Lynch, President and CEO of Americans for the Arts



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.³)

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

Utah's communities are full of cultural vibrancy that impacts their economies. Highlighted are three regions. All data comes from the 2017 WESTAF's Creative Vitality Suite



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

Let's talk about these three communities in the aggregate for a moment. They – a tiny sliver of Utah – made a giant impact on Utah's economy in 2017.

- These counties represent **31.7%** of Utah's population
- Added **\$1.4 BILLION** to Utah's economy
- Employed **33,069** Utahns

Employees Love Culture and the Workforce Needs it

The impact of cultural businesses is beyond the number of jobs we create. "The success of my family's business depends on finding and cultivating a creative and innovative workforce. I have witnessed firsthand the power of the arts [and humanities] in building these business skills. When we participate personally in [culture], we strengthen our 'creativity muscles,' which makes us not just a better ceramicist or chorus member, but a more creative worker—better able to identify challenges and innovative business solutions." – Christopher Forbes, Vice Chairman, Forbes, Inc.

Access to culture creates a creative workforce. A robust cultural scene attracts businesses and employees.

#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

An important factor in the economic health of Utah’s cultural businesses is the impact of public support, especially for nonprofit organizations and to a limited scale, support to further the careers or provide training for individual artists of all media. Hundreds of Local Arts, History, and other Cultural Agencies (LAAs) at the county and municipal levels also give funds to artists and nonprofits as well as create cultural programming.

By statute, RAP-type funds cannot replace funding available from the state through its grants to cultural nonprofits. The statute reads, “Without jeopardizing the state’s ongoing support of its recreational and zoological facilities and its botanical, cultural, and zoological organizations, the Legislature intends to permit the counties of the state of Utah to enhance public financial support of Utah’s publicly owned or operated recreational and zoological facilities, and botanical, cultural, and zoological organizations owned or operated by institutions or private nonprofit organizations, through the imposition of a county sales and use tax.”

Additionally, city and county RAP-type taxes are not allowed to coexist. If a county passes a RAP-type tax in which there is a city with an already existent one, the city is required to dissolve their RAP-type tax. Each RAP-type tax is different. All of them can only be used for projects within the municipality that created it. Various uses include cultural programming created by government, grants to cultural nonprofits, capitol projects, government-only capitol projects, and include recreation, parks, and more.



RAP-type Tax Programs

Sales tax revenue designated for cultural purposes is another source of public investment in the arts and humanities. Since their creation in 1993, a significant amount of funding to Utah’s cultural nonprofits comes from RAP-type taxes. RAP stands for Recreation, Arts, and Parks. Currently 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 FY2018.

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. Percent for Art programs typically require 1% of the costs of public capitol projects (some of which are buildings, some parks, some recreation capitol projects, it depends on the municipality), be saved for public art. Many of Utah’s Percent for art programs require that the art made by that project’s money be used within the project itself. Others collect all of the percent for art revenues into a central pot. Not all of these Percent for Art programs are spelled out in statute. Some are merely a practice of that entity’s government.



Cultural Tourism

Utah Cultural Alliance represents some 300 organizations, businesses, and individuals working in the arts & humanities. We are often asked by municipal representatives if there are organizations that could be cultural tourist drivers on the level of the Sundance or Shakespeare Festival. Absolutely! Notably: Fringe, Moab Music Festival, Utah Festival Opera, Deer Valley Music Festival, Escalante Canyons Art Festival, and the Gina Bachauer Piano Foundation/International Competition, which is one of the most prestigious classical piano competitions in the world.

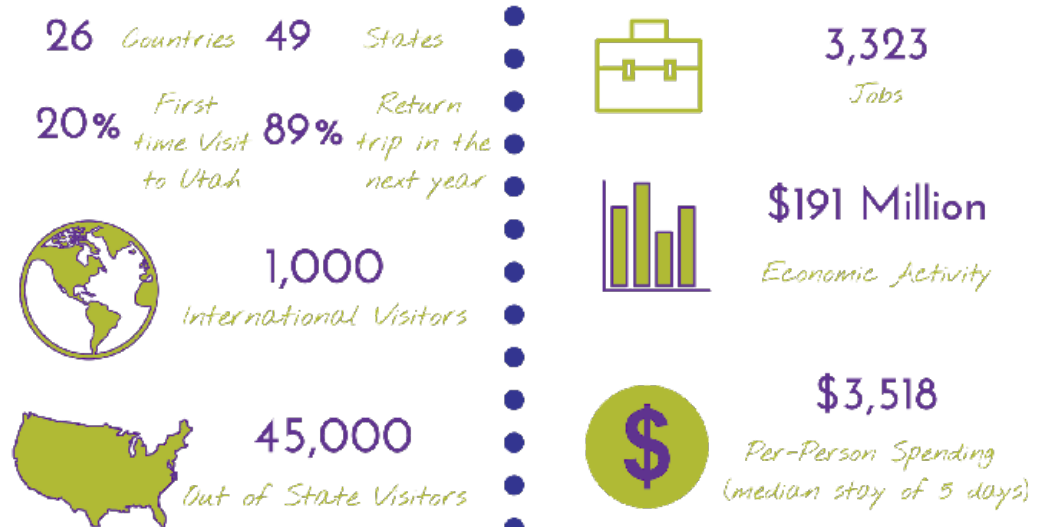
"Tourism creates jobs, new business opportunities, and strengthens local economies. Cultural Tourism protects natural and cultural resources, which improve the quality of life for residents and travelers who participate in the services and attractions of our local destination."

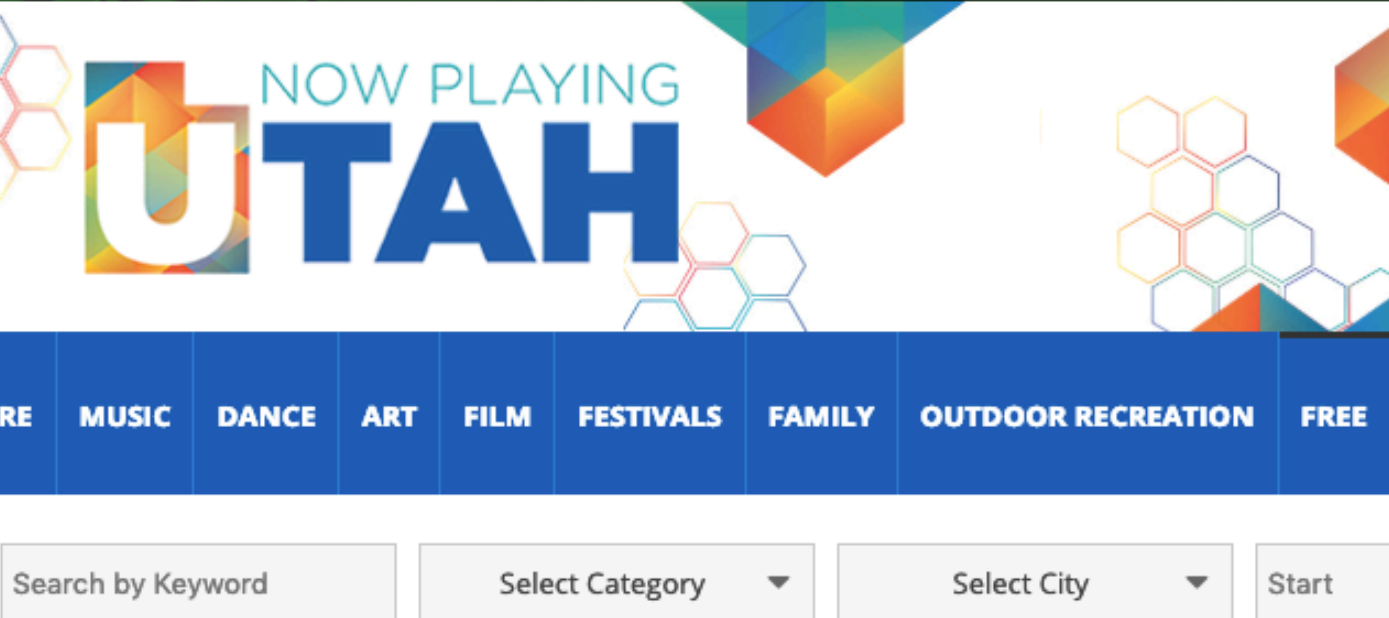
- Scott Beck CEO of Visit Salt Lake

Let's look at the economic impact of cultural tourism through one of our members; the Sundance Film Festival:

Sundance Film Festival:

Once small, the Sundance Film Festival is now a major attraction bringing in thousands of nation-wide and international visitors. The festival's 2018 economic impact was significant:⁵





NowPlayingUtah.com

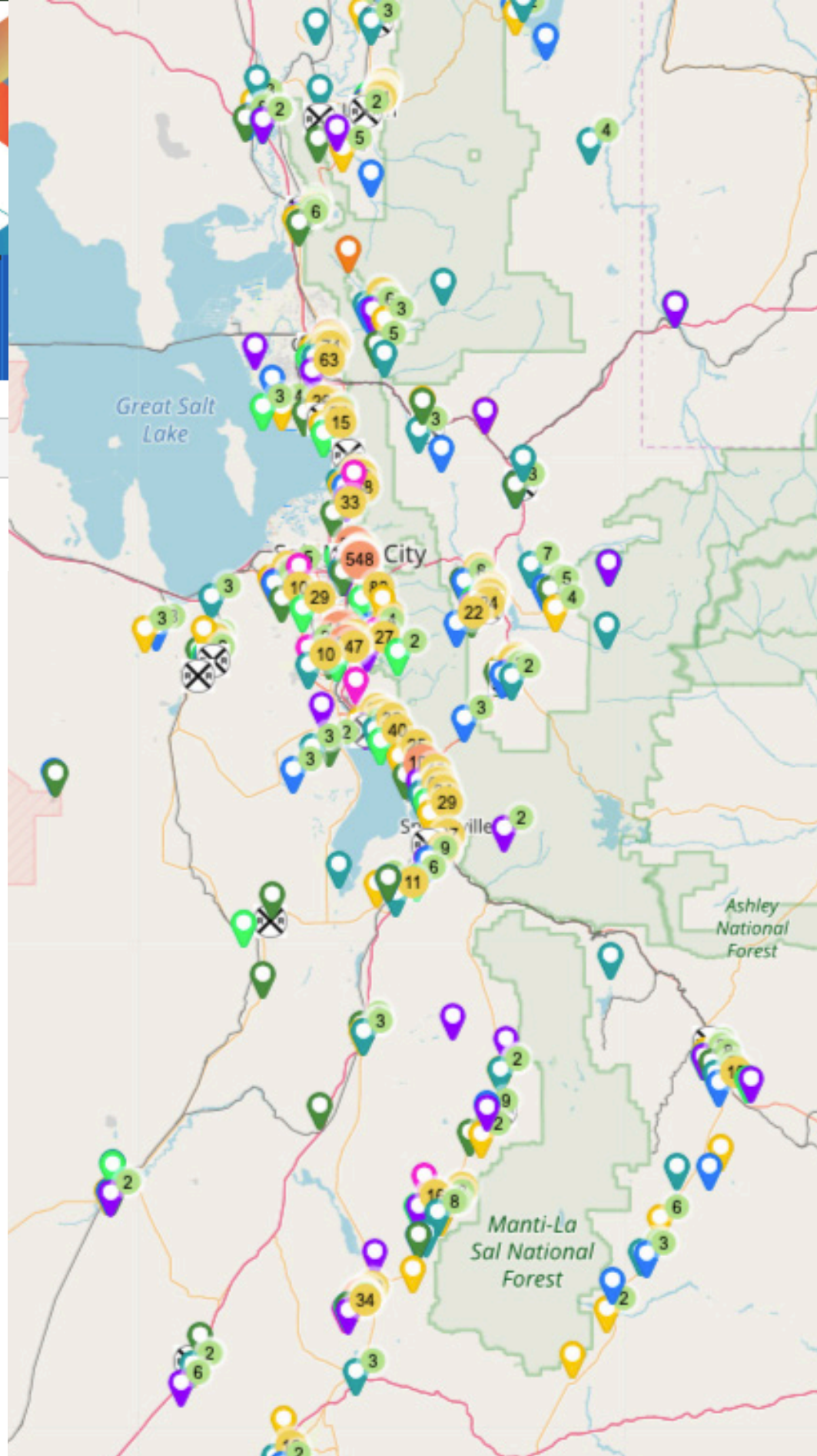
Our cultural businesses – be they for profit or nonprofit – commonly tell us two main pain points: 1) they need more funding/revenue and 2) they need help growing their audience. UCA has two tools to boost audience, the Cultural Asset Map is one tool to help raise awareness, and another is the Utah Arts and Cultural Coalition’s events calendar, NowPlayingUtah.com, managed by UCA. NowPlayingUtah.com is a one-stop resource for posting arts and cultural events that reaches 100,000+ visitors each month. Event submissions are made by organizations and the site itself scours the internet for happenings in UT. The site also lists artists and venues around the state.

2018 stats:

1,283,313
Sessions

988,975
Users

2,272,133
Page Views



Take a look at this awesome map! Many of Utah’s libraries are listed. There are museums and other cultural entities, even the Sri Sri Radha Krishna Temple in Spanish Fork where I like to go to see llamas! Awesome stuff, Utah Cultural Alliance. Kudos to you.

Anonymous Feedback

Cultural Asset Map

In our efforts to measure the economic impact of Utah’s cultural sector, we realized that no one organization could list all of the organizations and businesses that comprise arts & humanities. To fill that void, we created our Cultural Asset Map (visit it at www.utculture.org/map).

Map Stats

This map now lists over **5,000** pins of cultural businesses, individual artists, & scholars. It grows daily and is undergoing updates that will improve searchability for Utahns and visitors to see what is near them. To plan trips, explore their hometown, and support local cultural businesses.

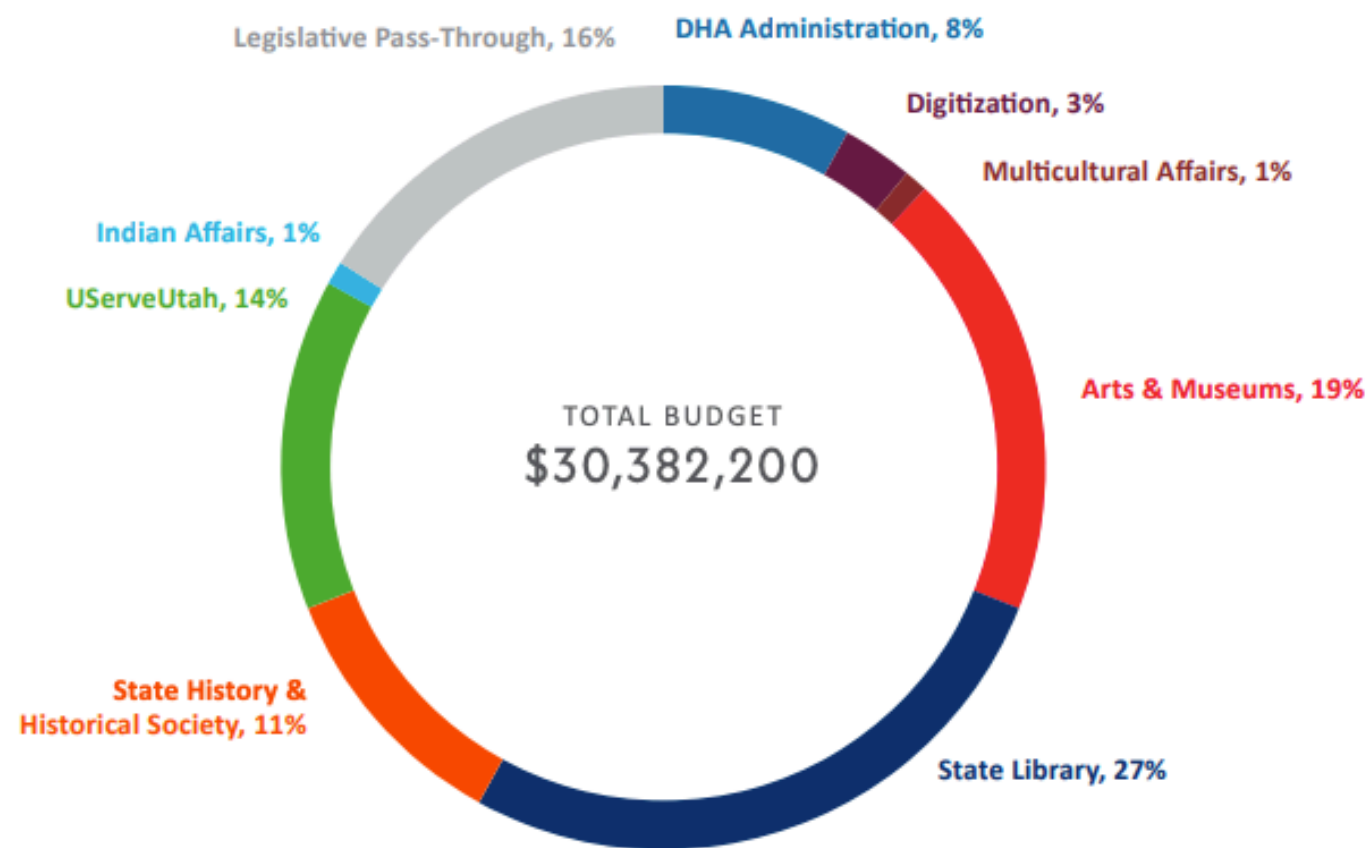
Utah Humanities

The Department of Heritage and Arts (DHA) and its seven divisions are a vital force in the arts & humanities sector and as such, we'd like bring a little attention to its numbers. The state provides grants to cultural nonprofits through DHA's seven divisions.

1.8 Million artifacts valued at *\$125 Million*

7000 4th-12th grade students attended *Utah History Day*

3,717 high school students participated in *Poetry out Loud*



The nonprofit, Utah Humanities, empowers Utahns to improve their communities through active engagement in the humanities by providing 4 specialized centers and a number of special projects. The Center for the Book, The Center for Community Heritage, The Center for Educational Access, and The Center for Local Initiatives combined served **272,417** Utahns through **1,210** events and have a media/web audience of **4,311,764!**



"The conversation this program fostered in our community was ground-breaking. To say that it opened our eyes and hearts to differing perspectives is an understatement, and many of us have been changed in important ways. I didn't realize I was "doing" the humanities by immersing myself in the history, culture, and even problems of my community, but I now see that the humanities are everywhere...simply because we are human."

-Speaking Volumes | Transforming Hate

Exhibition visitor.

Libraries

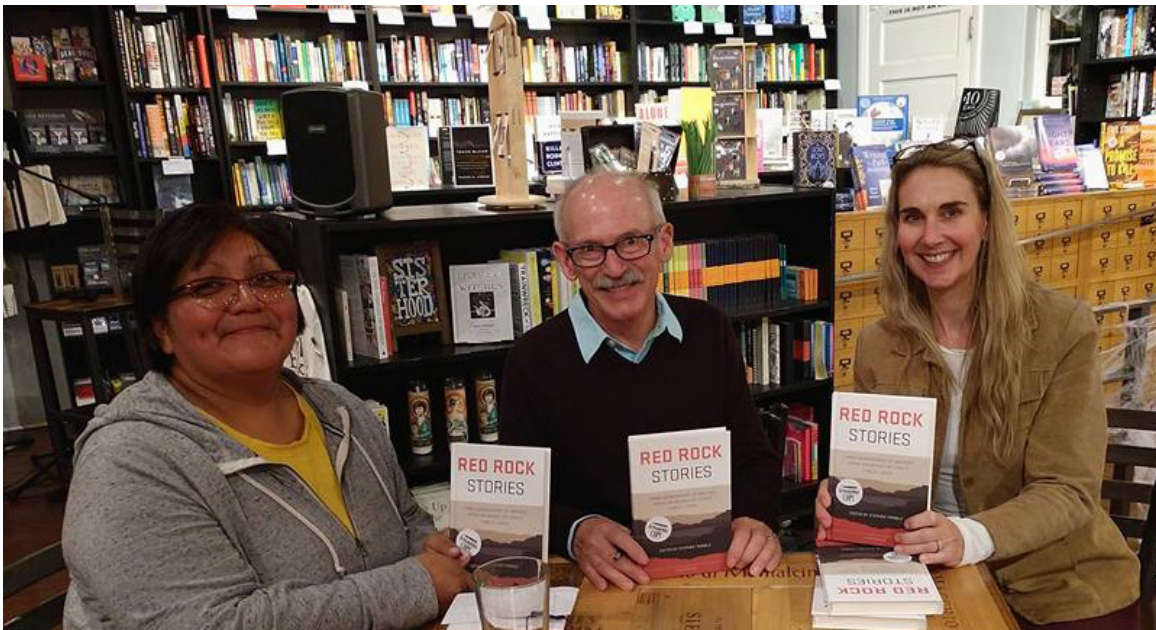
Utahns know that the Cultural Sector includes more than just for profit and nonprofit art entities, it includes libraries, bookmobiles, and humanities programing. Their value of the humanities is evident in the number of visits Utah Libraries received in 2018. **15 million** visits were logged, that is more than 5 vists for every resident! And, **Utah is #1 in the country in terms of children’s materials borrowed from libraries!**

“Commiunity libraries are the first introduction to the arts and humanities and growing up in a rural area, the books were the equalizer. The libraries are equalizers.” - Jon Peede Chair of the National Endowment for the Humanities

482,995
Articles Requested

146,808
Children, teens and young adults participated in summer reading programs

4,000
Children participated in the Read Today program



Utah is also redefining the user experience at a library. Bookmobiles provide full library services to Utahns living in rural locations such as Garfield, Iron, Juab, Kane, Millard, Piute, Sanpete, Sevier, Wayne, and Utah counties as well as the city of Vernon in Tooele County. 6 bookmobiles make over 200 stops Mondays through Thursdays.

Both the federal and state governments encourage preserving history through the Federal Historic Tax Credit (HTC) and the Utah Historic Preservation Tax Credit. Between 1990 and 2017, nearly \$364.3 million in private capital has been invested in historic builds through the two programs. The Federal HTC equals 20% of the amount invested in rehabilitating a building on the historic registry. It can be used for commercial, individually owned, and income-producing properties. Because the Federal Investment Tax Credit is an offset against income tax that is owed, every time \$100 is spent using the credit, \$20 stays in Utah that otherwise would have been sent to the general fund in Washington.



“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!”

-Preservation Utah

The Utah Historic Preservation Credit, is also a 20% credit, but is only used for individual homes and residential property. By the numbers (data is from 2013-2017)⁶ :

- Number of projects: **488**
- Average per year: **98**
- Dollars spent by historic property owners **\$64.3M⁷**
- Average per year: **\$12.9M⁸**
- Tax credits awarded: **\$12.9M⁹**
- Average per year: **\$2.8M**
- Housing units: **724**
- Average per year: **145**

Utah’s historic tax credit¹⁰ 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

Utah voters value the arts & humanities as important subjects for children to provide a well-rounded education and best prepare them for creative, inquisitive, and thoughtful future.¹²

Benefits of Education

We know that cultural education is important especially in young students.

Playing a musical instrument has shown to increase cognitive activity and even IQ points no matter the age of the participant... The effect was strongest on children and resulted in more self discipline, attentiveness, and better planning.¹³ Students who received early music training (before the age of 7) had higher executive functionality than students without music training. Executive functions are “high-level cognitive processes that enable people to quickly process and retain information, regulate their behaviours, make good choices, solve problems, and plan and adjust to changing mental demands”.¹⁴

However, we are seeing a decline in student participation as cultural programs are cut or underfunded. We have many amazing organizations that fill this ever widening gap in participation.

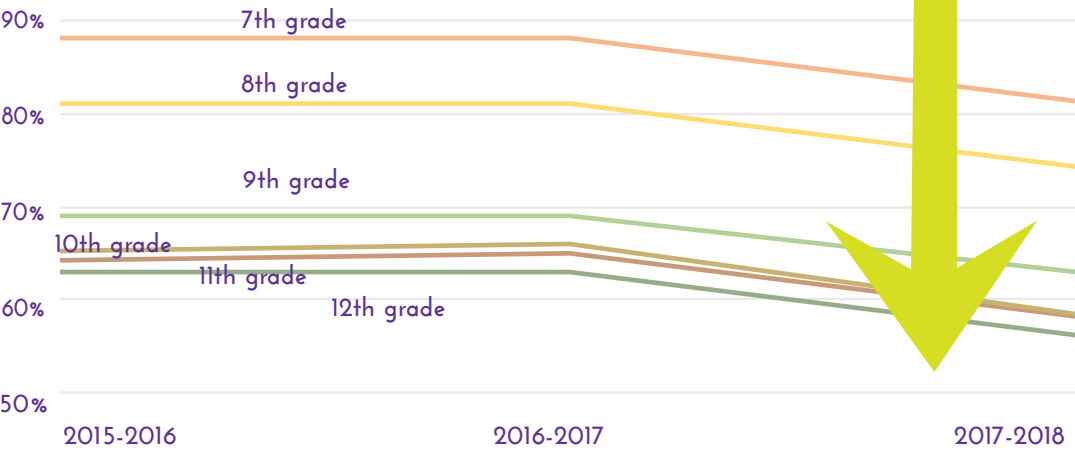
Beverly Taylor Arts Learning Program

This wonderful program brings an arts learning teacher into elementary schools to provide weekly instruction to children as well as work with teachers to create arts integrated curriculum. The arts can be a great tool for teaching additional subjects such as reading, science, math, history, and more. This program is funded in part by the Utah Legislature, participating schools are required to provide a portion of the cost.

By the numbers from the 2017-2018 school year:



Percent of students taking art classes



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.

Fine Arts Outreach / POPS

Since the 1960s, Utah is also home to the Fine Arts Outreach program, or as it's more commonly called, POPS (Professional Outreach Programs in the Schools). This program provides thirteen of our state's professional arts organizations to visit schools in the state and teach their art form. This program is partially funded by the Utah Legislature. The thirteen participating organizations must match funds from the state with at least a 1:1 match, but in most cases, they provide a 2:1 match. All participating organizations must visit all school districts in the state at least once within a 3-5 year period.

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

Similar to POPS, Utah is also home to the Science Outreach program or as it's more commonly called iSee (Informal Science Education Enhancement). iSEE is a collaboration among nonprofit informal science education organizations in Utah. UCA cares about iSEE because many of these programs are part of a humanities education. These groups receive partial funding from the Utah State Legislature to provide science experiences to students and teachers across Utah who would otherwise not be available to them. Participating organizations must match funds from the state with at least a 1:1 match, but in most cases, they provide a 2:1 match.

Participating organizations:

- Clark Planetarium
- Discovery Gateway
- HawkWatch International
- Loveland Living Planet Aquarium
- Natural History Museum of Utah
- Thanksgiving Point
- The Leonardo
- Red Butte Garden
- Ogden Nature Center
- Utah Hogle Zoo



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:



Dancing is associated with strong health benefits such as: lower disability rates and increased cognitive ability (despite declines that come with age).¹⁵

Making art can reduce stress and anxiety, improve connections in the brain, and increase cognitive activity. Additionally it can help us focus, get over sadness, and help us work through our problems.¹⁶

Listening to classical music can help lower blood pressure, make us more emotionally available, encourage better sleep, ease pain, make us smarter, improve our memory, relieve anxiety, build relationships, increase productivity, and help us relax.¹⁷ And, can momentarily lift Alzheimer patients out of the layers of confusion and fog. While music is not a cure it can make the symptoms “more manageable, decrease the cost of care, and improve a patient’s quality of life.”¹⁸

The Social & Health Benefits of Cultural Participation

Eight ways that Cultural Businesses Give Back

- #1 Public Safety:** Communities with arts and culture organizations are seen as safer by their residents; they bring residents closer together, and the arts and humanities act as a bridge between the community and police.¹⁹
- #2 Community Space:** Areas that are well-lit and have public art or murals attract pedestrians, bicyclists and even auto traffic; which leads to safer and more vibrant communities.
- #3 Education:** There is vast research which shows that a child with even minimal arts education performs better academically and socially than their peers.
- #4 Health:** Art therapy programs work across all health delivery platforms to provide effective health care services to both children and adults, including Veterans!
- #5 Good Judgment:** Arts and humanities show how good judgment prevails. Whether in sight or sound, prose or poetry, dance or theatre –it matters.
- #6 Perspective:** Arts and humanities teach how to see and celebrate multiple perspectives; there are many ways to interpret the world.
- #7 Gray Thinking:** Problems can have more than one solution and questions can have more than one answer; arts and humanities embrace diversity of outcome.
- #8 Property Value Increase:** Communities with vibrant cultural offerings see increases in property value and are more attractive to new residents.²⁰

Creative Climate

Improving our

Elected officials often ask what they can do to help bring these benefits to the state of Utah. As we have demonstrated, Utah’s cultural businesses are currently quite healthy and are significant contributors to the strength of Utah’s economy. However good can always be better. There are many exciting and creative ways that government and cultural businesses can work together to improve the economic health of our state and to attract out of state cultural tourists.

Here are the top 5 things that government can do to increase the economic health of the cultural sector.

- #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



Conclusion

Utah is a great place to live and work, in large part because of the vibrant cultural community. Indeed, Utah is also a friendly environment that fosters healthy cultural businesses. While there is always room for improvement, the Utah Cultural Alliance is proud to see so many successful cultural businesses thrive in Utah in 2018.



Sources

Cultural Vitality Suite

Industry Codes - New codes denoted by asterisk

238150 - Glass and glazing contractors, 238340 - Tile and terrazzo contractors, 323111 - Commercial printing (except screen and books), 323113 - Commercial screen printing, 323117 - Books printing, 323120 - Support activities for printing, 327110 - Pottery, ceramics, and plumbing fixture manufacturing, 327212 - Other pressed and blown glass and glassware manufacturing, 332323 - Ornamental and architectural metal work manufacturing, 337212 - Custom architectural woodwork and millwork manufacturing, 339910 - Jewelry and silverware manufacturing, 339992 - Musical instrument manufacturing, 448310 - Jewelry stores, 451130 - Sewing, needlework, and piece goods stores, 451140 - Musical instrument and supplies stores, 451211 - Book stores, 453110 - Florists, 453920 - Art dealers, 511110 - Newspaper publishers, 511120 - Periodical publishers, 511130 - Book publishers, 511140 - Directory and Mailing List Publishers*, 511191 - Greeting card publishers, 511199 - All other publishers, 511210 - Software publishers, 512110 - Motion picture and video production, 512120 - Motion picture and video distribution, 512131 - Motion picture theaters (except drive-ins), 512132 - Drive-in motion picture theaters*, 512191 - Teleproduction and other postproduction services, 512199 - Other motion picture and video industries, 512230 - Music publishers, 512240 - Sound recording studios, 512250 - Record Production and Distribution, 512290 - Other sound recording industries, 515111 - Radio networks, 515112 - Radio stations, 515120 - Television broadcasting, 515210 - Cable and other subscription programming, 519110 - News syndicates, 519120 - Libraries and archives, 519130 - Internet publishing and broadcasting and web search portals, 541310 - Architectural services 541320 - Landscape architectural services, 541340 - Drafting services, 541410 - Interior design services, 541420 - Industrial design services, 541430 - Graphic design services, 541490 - Other specialized design services, 541820 - Public relations agencies*, 541830 - Media buying agencies*, 541840 - Media representatives*, 541850 - Display advertising, 541860 - Direct mail advertising, 541870 - Advertising Material Distribution Services*, 541890 - Other services related to advertising, 541921 - Photography studios, portrait, 541922 - Commercial photography, 611610 - Fine arts schools (private), 711110 - Theater companies and dinner theaters, 711120 - Dance companies, 711130 - Musical groups and artists, 711190 - Other performing arts companies, 711310 - Promoters of performing arts, sports, and similar events with facilities, 711320 - Promoters of performing arts, sports, and similar events without facilities, 711410 - Agents and managers for artists, athletes, entertainers, and other public figures, 711510 - Independent artists, writers, and performers, 712110 - Museums, 712120 - Historical sites, 712130 - Zoos and botanical gardens*, 712190 - Nature parks and other similar institutions*, 811420 - Reupholstery and furniture repair, 812921 - Photofinishing laboratories (except one-hour), 812922 - One-hour photofinishing, 813410 - Civic and social organizations

Creative Occupations

11-2011 - Advertising and promotional managers, 11-2031 - Public relations and fundraising managers, 12-1011 - Agents and business managers of artists, performers and athletes, 15-1134 - Web developers, 17-1011 - Architects, except landscape and naval, 17-1012 - Landscape architects, 17-1021 - Cartographers and photogrammetrists*, 17-3011 - Architectural and civil drafters, 19 - Life, physical, and social science occupations, 19-3093 - Historians, 21-2021 - Directors, religious activities and education, 25 - Education, training, and library occupations, 25-4011 - Archivists, 25-4012 - Curators, 25-4013 - Museum technicians and conservators, 25-4021 - Librarians, 25-4031 - Library technicians, 25-9011 - Audio-visual and multimedia collections specialists, 27 - Arts, design, entertainment, sports, and media occupations, 27-1012 - Craft artists, 27-1013 - Fine artists, including painters, sculptors, and illustrators, 27-1014 - Multimedia artists and animators, 27-1019 - Artists and related workers, all other, 27-1021 - Commercial and industrial designers, 27-1022 - Fashion designers, 27-1023 - Floral designers, 27-1024 - Graphic designers, 27-1025 - Interior designers, 27-1026 - Merchandise displayers and window trimmers, 27-1027 - Set and exhibit designers, 27-1029 - Designers, all other, 27-2011 - Actors, 27-2012 - Producers and directors, 27-2031 - Dancers, 27-2032 - Choreographers, 27-2041 - Music directors and composers, 27-2042 - Musicians and singers, 27-2099 - Entertainers and performers, sports, and related workers*, 27-3011 - Radio and television announcers, 27-3022 - Reporters and correspondents, 27-3031 - Public relations specialists, 27-3041 - Editors, 27-3042 - Technical writers, 27-3043 - Writers and authors, 27-3091 - Interpreters and translators, 27-3099 - Media and communication workers, all other, 27-4011 - Audio and video equipment technicians, 27-4012 - Broadcast technicians, 27-4013 - Radio operators*, 27-4014 - Soundengineering technicians, 27-4021 - Photographers, 27-4031 - Camera operators, television, video, and motion picture, 27-4032 - Film and video editors,

27-4099 - Media and communication equipment workers, all other, 39-3031 - Ushers, lobby attendants, and ticket takers, 39-3092 - Costume attendants, 39-3099 - Entertainment attendants and related workers, all other, 39-5091 - Makeup artists, theatrical and performance, 43-4121 - Library assistants, clerical, 47-2044 - Tile and marble setters*, 47-2161 - Plasterers and stucco masons*, 49 - Installation, maintenance, and repair occupations, 49-9063 - Musical instrument repairers and tuners, 51-6041 - Shoe and leather workers and repairers*, 51-6051 - Sewers, hand*, 51-6052 - Tailors, dressmakers, and custom sewers*, 51-7011 - Cabinet-makers and bench carpenters*, 51-7021 - Furniture finishers*, 51-7031 - Model makers, wood*, 51-9051 - Furnace, kiln, oven, drier, and kettle operators and tenders*, 51-9071 - Jewelers and precious stone and metal workers, 51-9151 - Photographic process workers and processing machine operators*, 51-9194 - Etchers and engravers*, 51-9195 - Molders, shapers, and casters (except metal and plastic)*

Statewide Stats: Heritage and Tourism Study locations and festivals

Locations

Golden Spike National Historic Site, Edge of the Cedars State Park Museum - San Juan Co., Anasazi State Park Museum - Garfield Co., Frontier Homestead State Park Museum - Cedar City, Camp Floyd-Stagecoach Inn State Park and Museum - Utah Co., Territorial Statehouse State Park Museum - Fillmore, Wasatch Mountain State Park, John Huber House and Creamery - Wasatch Co., Fremont Indian State Park and Museum - Sevier Co., Antelope Island State Park, Fielding Garr Ranch - Davis Co., Utah Field House of Natural History State Park Museum, Vernal Sites of Historical Interest, Bluff Fort Historic Site, John Jarvie Ranch - Daggett Co., Cove Fort Historic Site - Millard Co., Mormon Pioneer National Heritage Area, Wolverton Mill - Wayne Co., Logan Utah Temple, Logan Tabernacle, Family History Center, Historic Downtown Logan, Swett Ranch - Daggett Co., Maynard Dixon Living History Museum - Mt. Carmel, Parowan Historic Cemetery, Dr. Meeks Pioneer Farmstead and Urban Fishery - Iron Co., Historic Temple Square, the Beehive House, Church History Museum, Family History Museum, and other historic buildings established by the LDS Church Brigham Young Winter Home, St. George LDS Tabernacle, and Jacob Hamblin Home, Historic Benson Grist Mill, Tooele Co.

Museums

Cedar City Daughters of the Utah Pioneers Museum Great Basin Museum - Delta, Hyrum City Museum Museum of Anthropology - Cache Co., Museum of Moab, Goulding's Museum and Trading Post - San Juan Co., Union Station - Odgen, Paradise Daughters of Utah Pioneers Museum, Park City Museum, Parowan Historic Cemetery, Rock Church Museum - Parowan, Richmond Daughters of Utah Pioneers Museum, Roy Historical Museum, Zion Human History Museum, American West Heritage Center and Festivals - Cache Co.,

Heritage Events

Old Ephraim's Mountain Man Rendezvous Boulder Heritage Festival, Brigham City Heritage Arts Festival, Clarkston Pony Express Days, Golden Spike National Historic Site Railroaders' Festival Echoing Traditional Ways Pow Wow - Cache Co., Logan Pioneer Day Celebration, Mormon Miracle Pageant at the Manti Utah Temple, Pioneer Day - Salt Lake City, Living Traditions Festival - Salt Lake City, Spring City Heritage Days

RAP-Type Tax

Counties

Duschene, Cache, RAPZ; Salt Lake, ZAP; Summit, RAP; Uintah; Washington, RAP; and Weber, RAMP

Cities

American Fork, Aurora, Bountiful, Blanding, Brian Head, Cedar City, Cedar Hills (PARC), Centerfield, Centerville, Clearfield, Fairview, Farmington, Green River, Gunnison, Helper, Layton, Lindon (PARC), Mayfield, Monticello, North Salt Lake, Orem (CARE), Payson, Price, Provo, Redmond, Richfield, Roosevelt, Salina, Spanish Fork, Syracuse, Tooele City (PAR), West Bountiful, Woods Cross

Endnotes

1 <https://www.arts.gov/sites/default/files/map-book-sept-rev3-sept2016.pdf>; This profile features state-level estimates of arts participation rates from the NEA’s Annual Arts Basic Survey (AABS) and the Survey of Public Participation in the Arts (SPPA). Both surveys are produced by the NEA in partnership with the U.S. Census Bureau. The SPPA is conducted approximately every five years; the AABS is a short-form version of the SPPA. AABS question topics alternate: they include (for years ending in odd numbers) items about arts attendance, literary reading, and arts classes taken, and (in even numbers) items about personal performance or creation of artworks.

2 See Americans for the Arts Art & Economic Prosperity IV report; see also annual reports from National Endowment of the Arts/The U.S. Bureau of Economic Analysis (BEA)

3 It should be noted that according to the AEPV data, nonprofits in three UT communities generated over \$400 million alone, hence the WESTAF data is missing some #'s, primarily because it draws from Duns & Bradstreet numbers which leaves out small organizations.

4 <https://www.deseretnews.com/article/865685144/Report-Arts-culture-key-to-downtown-SL-growth.html>

5 <https://www.sundance.org/blogs/news/2018-sundance-film-festival-economic-impact-report>

6 Data provided by Preservation Utah

7 The large \$14.7M Tribune Bldg./Neumont University project in 2014

8 The numbers for the Average Dollars Spent Per Year and the Total Tax Credits Awarded are the same because the 5-year period we are reporting on and the 20% tax credit both have “5” as the denominator in their equations.

9 20% of total rehab costs (\$ amounts above)

10 Multipliers provided in the Preservation Utah study (pp. 23-24)

11 This is based on the numbers that exclude the outlier Neumont University project.

12 According to data from Division of State Libraries

13 <https://www.telegraph.co.uk/news/science/science-news/6447588/Playing-a-musical-instrument-makes-you-brainier.html>

14 <https://www.psychologytoday.com/us/blog/the-athletes-way/201406/does-playing-musical-instrument-make-you-smarter>

15 <http://time.com/5484237/dancing-health-benefits/>

16 <https://www.businessinsider.com/why-you-should-make-art-even-if-youre-bad-2016-6#6-playing-music-is-associated-with-cognitive-gains-6>

<https://www.psypost.org/2016/06/skill-level-making-art-reduces-stress-hormone-cortisol-43362?fbclid=IwAR0ljWcanBvKG-S1cMvDxkR1f5vx53kXH4G2WDodvVtJbuwUSDnW98uwy8>

17 <https://www.rd.com/health/wellness/classical-music-effects/>

18 <https://bigthink.com/news/ever-get-the-tingles-from-listening-to-good-music-that-part-of-your-brain-will-never-get-lost-to-alzheimers>

19 <https://cityspeak.org/2017/06/09/8-ways-the-arts-can-boost-your-local-economy-strengthen-your-community/>

20 Adapted from: Eisner, E. (2002). The Arts and the Creation of Mind, In Chapter 4, What the Arts Teach and How It Shows. (pp.70-92). Yale University Press.

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- Cedar City Library
- Anonymous
- Bountiful Davis Art Center
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- Urban Room: Salt Lake City Library
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