



2020 STATE OF UTAH CULTURE REPORT

Measuring the impact of Utah's cultural industry on our state's economy, academics, and quality of life



UTAH CULTURAL ALLIANCE FOUNDATION (501c3)

As the cultural industry association, Utah Cultural Alliance Foundation (UCAF), communicates and amplifies the value of culture and supports creative professionals.



UTAH CULTURAL ALLIANCE (501c4)

Utah Cultural Alliance (UCA) cultivates robust public investment in and policies that enhance the cultural industry and lifelong cultural education.

A UTAH KNOWN NATIONALLY FOR ITS WIDE BREADTH OF CULTURES WHERE PUBLIC AND PRIVATE INVESTMENT IN AND EQUITABLE ACCESS TO ARTS AND CULTURAL OPPORTUNITIES ARE PRIORITIZED AND VALUED.



Equity: We fight to ensure the cultural industry is representative of and available to communities of all socioeconomic, racial, ethnic, sexual orientation, gender identity, ability, and cultural backgrounds.



Growth: We seek to constantly improve our understanding of other cultures, viewpoints, and systems that allow us to better serve the Utah cultural community.



Collaboration: Because we know the cultural industry is stronger when we work together, UCA strives to develop long-lasting partnerships between individuals and organizations that allow us to better advocate for and support creative professionals.



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INTRODUCTION

Elbert Hubbard once said, "Art [and culture] is not a thing, it is a way." Indeed, love for culture is the Utah way. From our state's Indigenous Peoples who tell their histories through rock art, dance, and storytelling to the pioneers arriving in the 1800s who built a theater before any other public building, the humanities and arts are part of our Utah DNA. Utah is #1 per capita for creating art nationally. This annual report celebrates the value that our cultural industry brings to Utah's economy, academics, communities, health, and quality of life. It takes a village, and we thank our co-publishers and sponsors for making this report possible. Co-publishers: Utah Department of Heritage & Arts, Utah Division of Arts & Museums, Salt Lake Chamber of Commerce, Utah League of Cities and Towns, Utah Association of Counties, Utah Humanities, Utah Museums Association, Art Works for Kids, Salt Lake County Arts & Culture, and Utah Live Events Industry Association.

The cultural industry is a broad umbrella that includes art, humanities, film, museums, heritage, and entertainment. For the purposes of this report, we define the industry through 97 industry (NAICS) codes and 85 occupation (SOC) codes listed in the endnotes. Most of our data is purchased from Emsi via WESTAF's Creative Vitality Suite and is ultimately from the Bureau of Labor Statistics and Bureau of Economic Analysis. We also utilize data and consultation on this project from Utah Department of Workforce Services, Governor's Office of Economic Development, Utah Office of Tourism, Kem C. Gardner Policy Institute, Utah Department of Heritage & Arts, Utah Division of Arts & Museums, Utah Film Commission, Preservation Utah, Utah Humanities, Art Works for Kids, National Endowment for the Arts, National Assembly of State Arts Agencies, Brookings Institute, WESTAF, Utah Museums Association, and the Utah State Board of Education. This report is compiled by UCA staff members and economic consultants. UCA staff member Kylie Howard is the primary author and designer.

DEFINITIONS

The Cultural Industry is a vibrant, diverse sector of the economy that includes for-profit businesses, arts and humanities nonprofits, heritage organizations, scholars, independent creatives, and artists. See endnotes for a list of industry (NAICS) and occupation (SOC) codes used to define this industry.



UTAH IS #1 IN ART CREATION NATIONALLY

UTAH IS #3 IN LIVE EVENT ATTENDANCE NATIONALLY

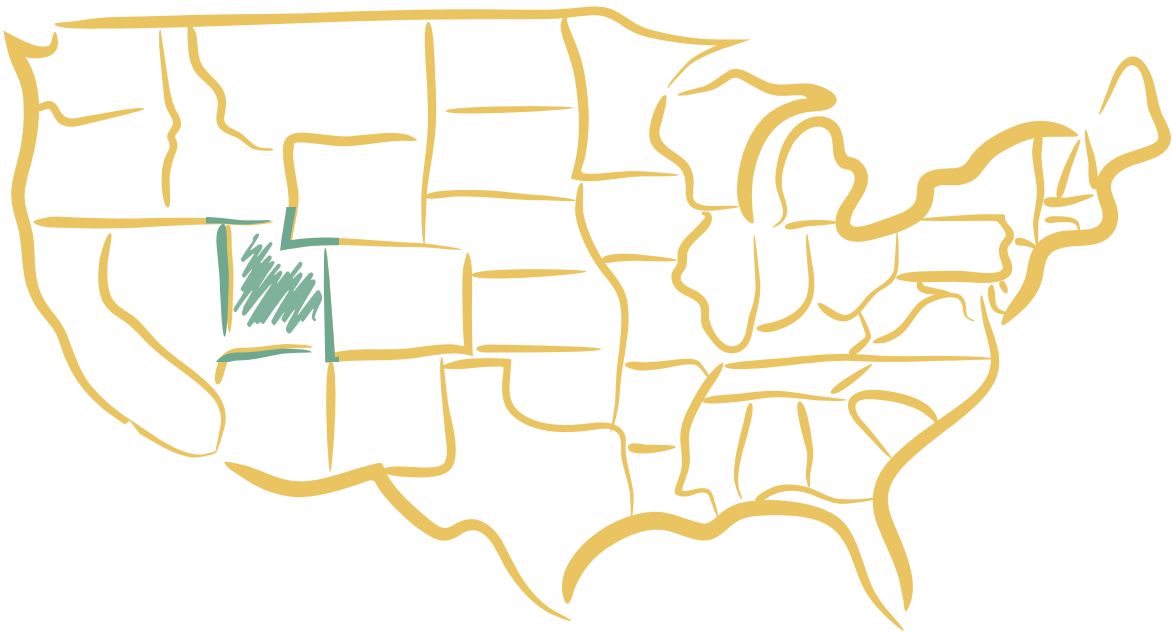
67% Attend Visual or Performing Arts Events

54% Personally Perform or Create Art

75% Consume Art Via Electronic Media



The National Endowment for the Arts' 2017 Arts Participation Report found that
UTAH CREATES THE MOST ART IN THE NATION



Utah has the **THIRD** highest cultural participation among adults in the nation and is in the **TOP TEN** for visiting cultural sites and reading literature.



2018 NUMBERS

*most recent year data is available

\$7.2 Billion

Arts and cultural production in Utah added 4.3% or \$7.2 billion to the state's economy.

4% Growth

Creative industry jobs in Utah grew by 4%, making it the third fastest growing state.



155,551

EMPLOYED UTAHNS



\$4.8 Billion

IN EARNINGS



\$264.3 Million

NONPROFIT REVENUE



\$15.2 Billion

GROSS SALES

Important Note: The Arts and Cultural Production Satellite Account, which is a project shared by National Endowment for the Arts and Bureau of Economic Analysis, reports that Utah's arts industry employs 63,620 workers. These workers earned wages and benefits totaling over \$3.5 billion. Their numbers differ from this report because we use a broader cultural industries definition that includes additional NAICS and SOC codes than does ACPSA. Because ACPSA is specific to arts it does not include history and sciences museums, some film codes, humanities, and botanical/zoological organizations.

CULTURAL INDUSTRY IMPACT



The co-publishers of this report believe that the cultural industry brings lasting value to our state, including:

- Utah's cultural organizations foster thriving communities by improving long-term physical and emotional health and enhancing our quality of life.
- Long-term and sustainable investment in Utah's cultural industries directly and positively impact Utah's economy.
- The cultural industry serves as a core component of the tourism, leisure, hospitality, and recreation industries that, together, directly benefit and develop Utah's economy.
- A strong and enduring life-long cultural education provides critical 21st century skills that allow individuals to better communicate, collaborate, and creatively problem solve.

COMMUNITIES WITH A VIBRANT CULTURAL INDUSTRY EXPERIENCE ECONOMIC PROSPERITY.

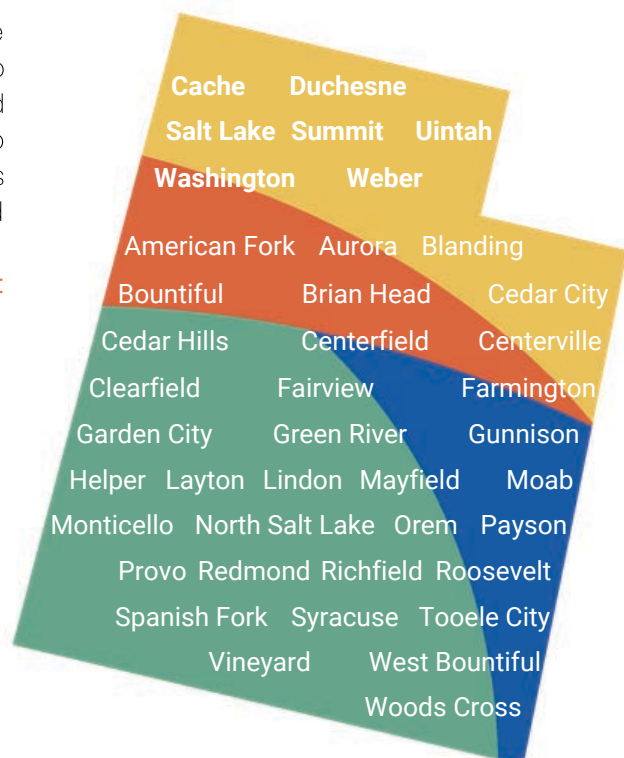
RAP TAXES IN 7 COUNTIES & 32 CITIES FY 2020 GENERATED: \$54,802,850

City and county governments of all sizes can partner with the cultural industry to make their communities even better places to live and do business. All businesses need investment to succeed and Utah's municipalities have had an important tool available to them in the Recreation, Arts, and Parks Tax since 1994. These taxes set aside .001% of sales tax revenue for recreation, parks, and cultural use and is authorized by Utah taxpayers every 10 years.

In 2020, two communities voted to add/renew their RAP type tax: Moab and Summit County.

RAP is also known as: PARC, CARE, RAMP, RAPZ, PAL, ZAP

Why should municipalities consider implementing a RAP Tax? According to various 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, as well as benefits to K-12 education.



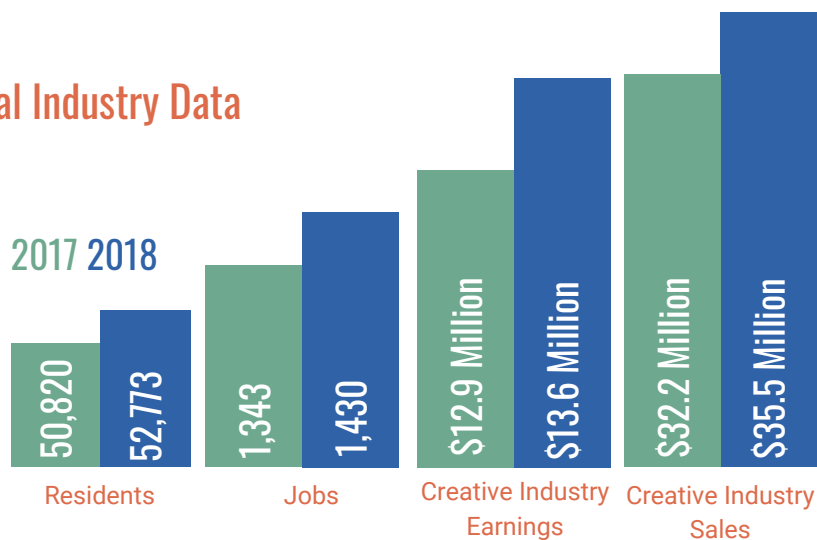
WANT TO SEE WHAT A RAP TAX CAN BRING TO YOUR COMMUNITY?
ASK UCA ABOUT MUNICIPAL ORDINANCES.

RURAL & URBAN IMPACT

RURAL COMMUNITIES benefit significantly from the cultural industry. Our businesses bring tourism, create jobs, and bring communities together. While cultural employment per capita tends to boost overall employment, this effect is felt the strongest in rural communities.

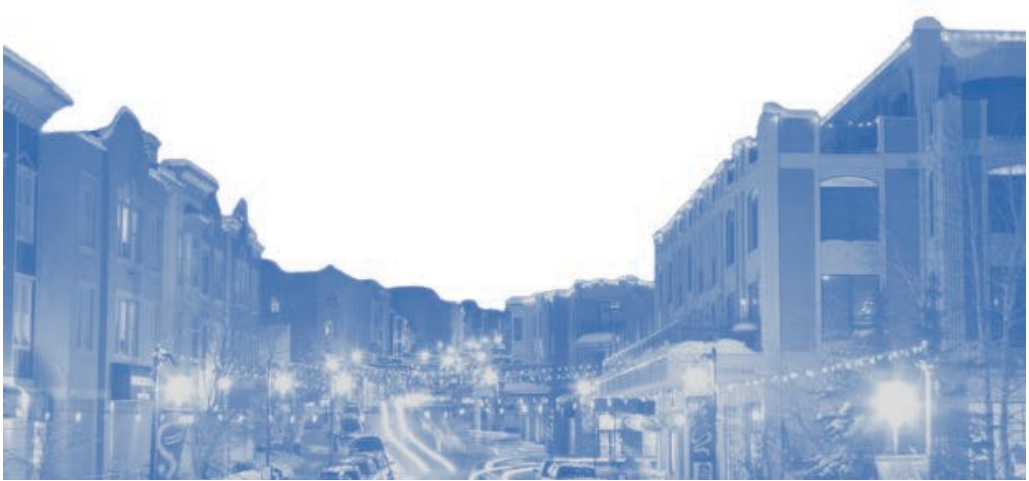
The Utah Shakespeare Festival, Southern Utah Museum of Art, Orchestra of Southern Utah, and many artists call Iron County home.

Iron County Cultural Industry Data



The Utah Governor’s Office of Economic Development (GOED) is hoping to bring the MAIN STREET PILOT PROGRAM back to Utah in the 2021 legislative session. Focused on rural communities, this community-led program will bring numerous state agencies together to address economic vitality through historic preservation.

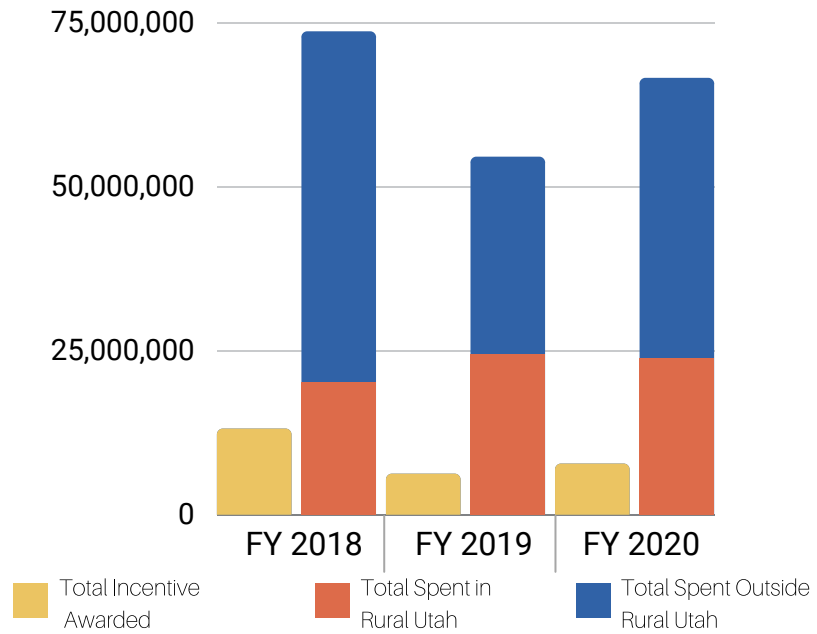
ARTS & ENTERTAINMENT IS THE #1 FACTOR KEEPING COMPANIES IN SLC



Access to culture creates a more creative workforce. A robust cultural scene attracts businesses and employees. Employment growth in the cultural industry has a positive causal effect on general state level employment rates. This is key in economic stability. The Economic Development Corporation of Utah announced in their 2019/2020 report that arts & entertainment is a #1 factor keeping companies in SLC.

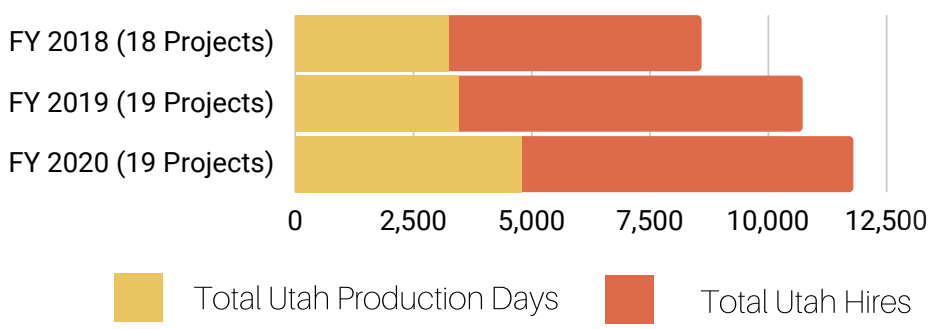
FILM INCENTIVES

UTAH'S FILM INCENTIVE PROGRAM BRINGS FILM PRODUCTIONS TO UTAH. THE RETURN ON INVESTMENT IS MONUMENTAL AND IS SPENT ACROSS THE STATE.



For every \$1 Million spent in Film Incentives, 830 Utahns are employed.

For every \$1.00 spent in Film Incentives, \$14.20 is pushed back into Utah's Economy.



When Film Incentives are available, more productions are filmed in Utah bringing with them jobs and boosts to the local and statewide economy. By shifting policy to increase incentives for film production in Utah, we will enrich our economy, community, and enhance our national presence.

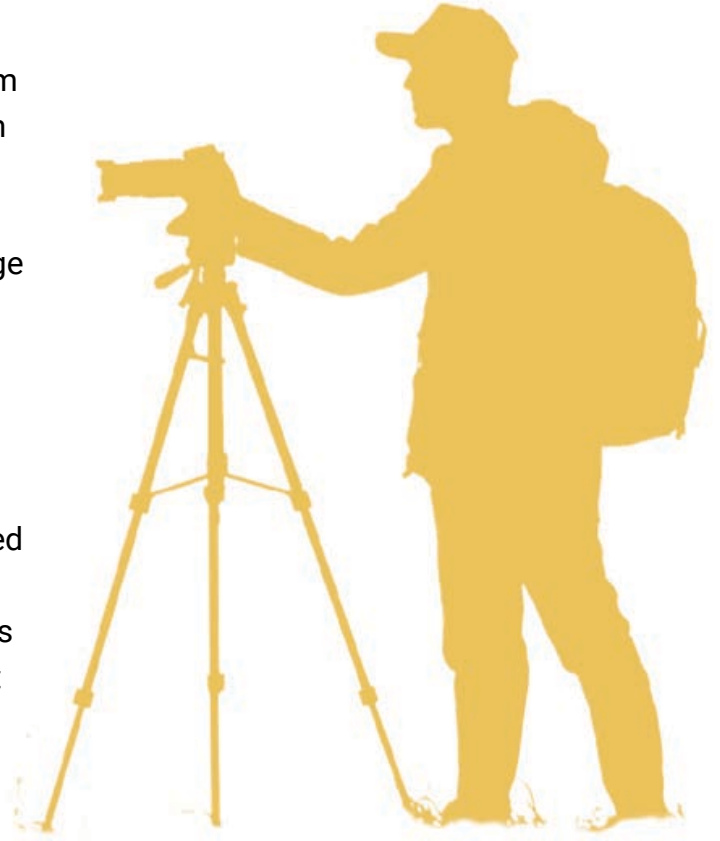


TOURISM

While Utah is known for its outdoor visitation, **CULTURAL TOURISM** is a strong factor in tourism growth. **19% of visitors** chose to vacation in Utah for entertainment, historic, and cultural interest.

Visitor spending in Utah has increased an average of 5.1% annually over the past 5 years. Between 2015 and 2019, **tourism spending for museums, historical sites, zoos, and parks** grew by 63.5% while performing arts spending grew by 13.5%.

Visitors motivated by historic interest represented **the second-highest average spend per visitor: \$863**. Only those visiting state and national parks spent more per trip. Entertainment visitors spent an average of \$639 per trip and cultural visitors spent an average of \$455 per trip.



HISTORIC PRESERVATION

The **UTAH HISTORIC PRESERVATION TAX CREDIT**, a 20% credit, used for individual homes and residential property, generated the following economic activity between 2017-2019:

On average, for every \$1 Million awarded in tax credits, **\$15 Million is spent and an average of 11.1 jobs are created**

\$10.7 Million in awarded tax credits resulted in **294 projects spending a total of \$53.8 Million**





AN INVESTMENT IN THE CULTURAL INDUSTRY IS AN INVESTMENT IN UTAH'S COMMUNITIES

While the Cultural Industry is an important part of our economy, it is also a vital contributor to the health and stability of our communities. As families seek to balance their work and personal lives, opportunities that allow them to create, learn, engage, and be entertained are at the center of their priorities.



"Quality of life matters more now than it ever has before. As people continue to work from home, they're going to look around for quality of life opportunities to enrich their lives. Love for arts and culture are part of who we are as Utahns. Yes, this industry strengthens our state's economic health but the contribution to our state's quality of life cannot be surpassed."

Dan Hemmert - Executive Director of the Governors Office of Economic Development

PUBLIC SAFETY: Cultural organizations often act as a bridge between the community and police which helps residents feel safer.

HEALTH: Art therapy programs work across all health delivery platforms to enhance health care services.

PERSPECTIVE: Programs at cultural institutions teach participants how to see and celebrate multiple perspectives.

CREATIVE THINKING: Problems can have more than one solution and questions can have more than one answer; arts and humanities embrace diversity of outcome.



THE OUTDOORS IS YOUR **FREE** MUSEUM

Public art is art in public places and readily accessible to all. The creation of public art can be a key factor in establishing a **unique and culturally vibrant place** which as demonstrated on page 9, attracts visitors. Creating civic icons and transforming our public places and artworks acts as a catalyst for community regeneration.

Public art has been part of Utah's community fabric since 1985. Currently, there are eight municipalities with "PERCENT FOR PUBLIC ART" programs. These programs set aside 1% of the cost of public capital projects for public art. This small investment makes a significant positive impact on communities.



WANT TO SEE WHAT PUBLIC ART CAN BRING TO YOUR COMMUNITY?

ASK UCA ABOUT MUNICIPAL ORDINANCES.

There are over 1,000 public art pieces listed on NowPlayingUtah.com with more being added every day.

Make your own tour by visiting www.nowplayingutah.com/public-art.

You can sort by location, collection, medium, and artist.



EDUCATION

CULTURAL EDUCATION ISN'T AUXILIARY EDUCATION, IT SHAPES STUDENTS TO BE CONTRIBUTING COMMUNITY MEMBERS AND ENHANCES ALL OTHER LEARNING.

Utah has a rich legacy of cultural education and is home to three programs unique to this state:

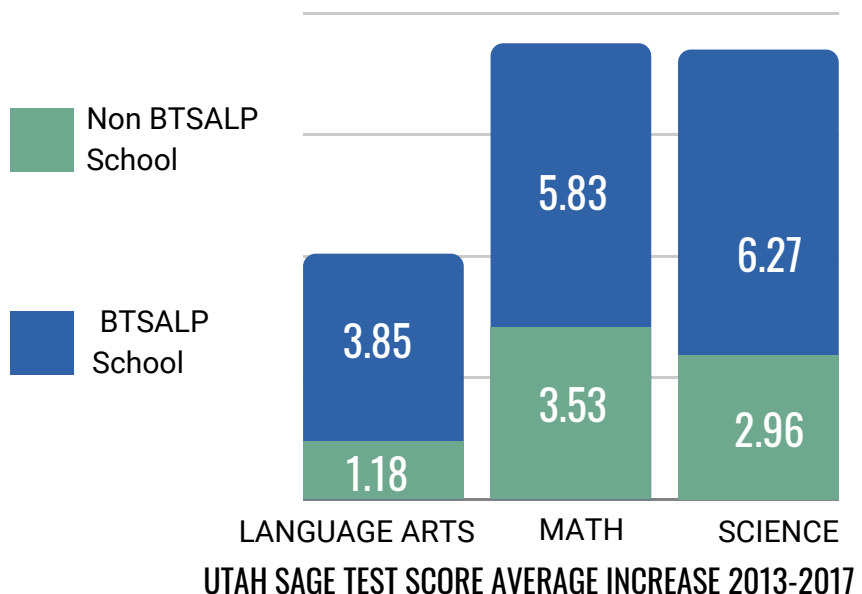
Students who receive early music training show higher executive functionality enabling them to **quickly process and retain information, regulate behaviors, make good choices, problem solve, plan, and adjust to changing mental demands.** Similar results have been found in many other traditional forms of cultural engagement.

Since the 1960s, Utah has invested in the **PROFESSIONAL OUTREACH PROGRAMS IN THE SCHOOLS (POPS)**. This program provides Utah students access to thirteen of our state's professional cultural organizations. Partially funded by the Utah Legislature, participating POPS organizations are required to match state funds 1:1. Participating organizations must visit all school districts in the state at least once within a 3-5 year period.



The Utah legislature also invests in **INFORMAL SCIENCE EDUCATION ENHANCEMENT (iSEE)**. iSEE is a collaboration among science and history education organizations in Utah. These groups receive partial funding from the Utah State Legislature with a required 1:1 match, to provide science experiences to students and teachers across Utah who would otherwise not be able to participate.

Utah's third arts program, the **BEVERLEY TAYLOR SORENSON ARTS LEARNING PROGRAM (BTSALP)**, brings arts learning teachers into elementary schools to provide instruction to children and work with teachers to create arts integrated curriculum. Integrated curriculum provides a deeper understanding of grade-level content and enriches the experience for all involved. BTSALP is working to expand to all Utah elementary schools.



DEPARTMENT OF HERITAGE & ARTS

DEPARTMENT OF HERITAGE & ARTS (DHA) and its seven divisions are a vital pillar of the cultural industry. They aim to preserve, foster, and share Utah's diverse cultural heritage for present and future generations [by encouraging and celebrating intellectual, creative, and civic contributions statewide.](#)

Businesses grow through investment. Because a strong cultural industry is the Utah way, the Utah legislature and Utah's cultural industry have worked together to invest in this industry by investing in Arts & Museums Sustainability Grants, distributed by Utah Division of Arts & Museums (UA&M). This shift from individual line items gives all cultural nonprofits a fair shake at state investment, be they rural or urban, large or small.

- Funds are allocated through a competitive process that ensures accountability for taxpayer dollars
- While 25 % of Utah's population lives in rural areas, 31% of the UA&M grant funding goes to organizations in rural areas, and 41% of UA&M grantees are from rural Utah



UTAH HUMANITIES

UTAH HUMANITIES empowers Utahns to improve their communities through active engagement in the humanities.

The humanities focus on how people experience and document their world, and they help us understand the meaning of all human expression such as literature, history, art, and thought.

[The humanities can connect us to ourselves and each other in deeply meaningful ways.](#) Utah Humanities puts ideas into action through four program centers and a number of special projects.

Specialized Centers:

The Center for the Book
The Center for Community Heritage
The Center for Educational Access
The Center for Local Initiatives

UTAH HUMANITIES SERVES 151,463 UTAHNS ANNUALLY
THROUGH OVER 1,192 EVENTS AND
HAS A MEDIA/WEB AUDIENCE OF 3,292,778



LIBRARIES

UTAH'S LIBRARIES

- Log 14 million visits annually
- Utah ranks 4th in the nation for library program attendance
- Utah ranks 1st nationally for children's materials borrowed
- There are more public libraries than McDonald's restaurants in Utah
- Six bookmobiles make over 200 stops in rural communities weekly



"Community libraries are the first introduction to the arts and humanities and growing up in a rural area, the books were the equalizer. Libraries are equalizers."

Jon Peede, Former Chair of the National Endowment for the Humanities

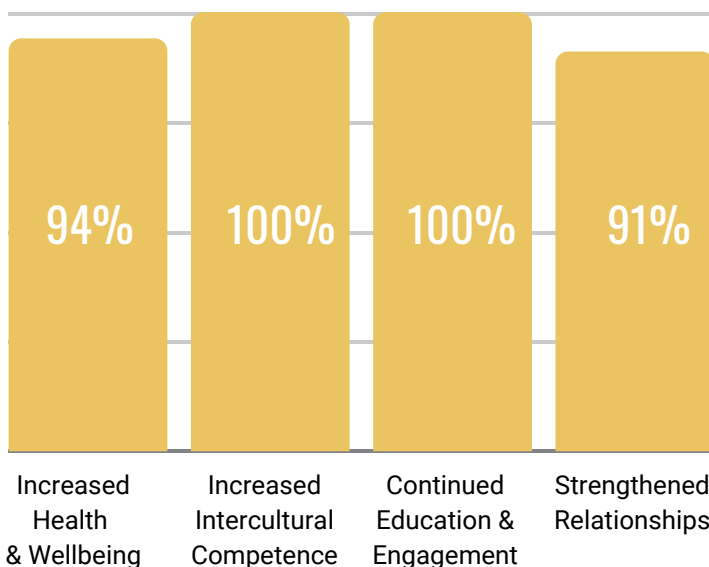
MUSEUMS

UTAH HAS MORE THAN 350 MUSEUMS.

71% ARE NONPROFIT AND 60% ARE LOCATED RURALLY

Utah Division of Arts & Museums conducted a Social Impact Study in 2018/2019 that measured 104 indicators from 392 participants at 8 different museums.

96% of the indicators had a statistically positive increase on people's lives.





DIVERSITY

Vibrant diverse organizations can be found throughout Utah. These organizations tell the story of ALL Utahn's and enhance community's heritage and sense of self. A couple of our favorites are Artes de Mexico en Utah and Project Success Coalition.

ARTES DE MEXICO EN UTAH - Creates space for a variety of diverse individuals to share and **discuss their perspectives**. While striving for Multiculturalism in Utah, Artes demonstrates how our state can be the best it can be through both understanding and cross-cultural competence.



JUNETEENTH - Seventeen Utah-based arts and community organizations, including the Utah Department of Heritage & Arts, Utah Division of Multicultural Affairs, and UCA came together in June to create a concert to celebrate Juneteenth, in full support of the 30 years of Juneteenth observations organized by Project Success Coalition. The event, held at the International Peace Gardens, featured all Black musicians, poets, and Gospel singers. **It observed the complex experience of celebrating Juneteenth while offering solidarity to the grieving Black Community.**



In an effort to present the comprehensive story of all Utahns, organizations across the cultural industry, including Utah Cultural Alliance (UCA), have strategically enacted **INCLUSION, DIVERSITY, EQUITY, and ACCESSIBILITY work**.

OUR AREAS OF FOCUS INCLUDE:

- Work to remove barriers that impede the success of organizations lead by Black, Indigenous, People of Color (BIPOC) and Ability community members
- Increasing industry and community activation in response to the stated needs of BIPOC industry members
- Highlighting the contributions of BIPOC organizations to their communities and promoting engagement with these organizations

LET'S CONTINUE THE MOMENTUM TO
CREATE A MORE EQUITABLE UTAH.



COVID-19 IMPACT

We are all standing witness to a history that will be told for generations. Such a time calls for the introspective creativity and resilience that's common to the arts and humanities. No one will be exempted from the impacts of COVID-19. While we recognize that attention must be paid first and foremost on the life-saving work happening at this moment, including social distancing, vaccines, and increased testing, we also need to do better than simply live. It is in this spirit of unity that we collect and release the following sobering data.



- **THE LEISURE & HOSPITALITY INDUSTRY REPORTED A LOSS OF \$70,580,061**

DATA COLLECTED BY GOED VIA SHOP IN UTAH AND LIVE EVENTS APPLICATIONS, FOR THE PERIOD OF MARCH - NOVEMBER 2020

- **THE CULTURAL INDUSTRY REPORTED A LOSS OF \$76,592,582**

DATA COLLECTED BY HERITAGE & ARTS VIA CREATE IN UTAH APPLICATIONS AND UCAF COVID ECONOMIC IMPACT SURVEY

- **TICKET ROLLOVER INTO 2021: \$17,239,220**

EVEN WITH RESTRICTIONS LIFTED, BUSINESSES CAN'T SELL FULL REVENUE BECAUSE IT IS PRE-SOLD FROM 2019 AND EARLY 2020 DUE TO EVENT CANCELATIONS AND POSTPONEMENTS

\$29.75 MILLION IN RELIEF FUNDING

The Utah Department of Heritage & Arts, Utah Division of Arts & Museums, Governor's Office of Economic Development, Utah Museums Association, Utah Live Events Industry Association, and Utah Cultural Alliance worked together with the Utah Legislature to secure \$29.75 Million, the third-largest state investment of CARES dollars in the arts and culture industry. Of that investment, \$4 Million was directed towards multicultural organizations.

Additionally, several county and city governments stepped up to help this industry: Box Elder, Cache, Davis, Emery, Iron, Juab, Murray, Rich, St. George, Salt Lake, Summit, Taylorsville, Utah, Washington, and Weber recognized our industry need and responded. We thank them for their support.

THANK YOU

UTAH'S CULTURAL INDUSTRY IS ALIVE BECAUSE OF THESE VITAL SHOTS IN THE ARM

THANK YOU TO THE UTAH LEGISLATURE AND THE ABOVE-MENTIONED MUNICIPAL GOVERNMENTS FOR KEEPING ARTS AND CULTURE ALIVE

THANK YOU TO THE DEPARTMENT OF HEALTH FOR HELPING US SAFELY SERVE UTAHNS

Important notes: w2 unemployment claims count full- and part-time job losses reported to BLS/DWS. This number represents only about 15% of all Utah arts and culture jobs. The other 85% of jobs are self-proprietors/independent contractors (1099). Thus, a loss of 3,303 full- and part-time jobs represents a much larger loss of around an estimated 22,000 total industry jobs. Note on economic loss: the second bullet is larger than the first because organizations that applied for Round 1 of Create in Utah were ineligible for Shop in Utah Grants and therefore did not apply and their loss is not reflected in the GOED applications. GOED tracked NAICS codes 71 and 72 together. Please note that 72 is not included in our definition of the Cultural Industry. Duplicate businesses between Heritage & Arts and UCAF Economic Impact Survey were removed.

#NOWMORETHANEVER

Search www.nowplayingutah.com

Search by Keyword

Advanced Search

SEARCH 

People are hungry for cultural activities. NowPlayingUtah.com (NPU) is Utah's premier event website and its visitation numbers have remained high throughout the pandemic. Visitors may search for virtual and in-person events.

Free for organizations and artists to use, the site continues to be an essential marketing tool for the industry.

ANNUAL STATISTICS

- 3.2 million pageviews
- 1.4 million unique users
- 8,000 events
- 14 calendars powered by NPU

SEARCH FEATURES

- Events
- Organizations
- Venues
- Stories
- Artists
- Public Arts
- Podcasts
- Discounts

Though the road to recovery may be long for the cultural industry, organizations are ready to serve how and when they can to unify communities and promote healing. With innovative solutions such as virtual events, unique productions, and following health department protocols, Utahns can safely participate in many cultural activities.

THE NOW PLAYING IN UTAH CAMPAIGN, AS PART OF BROADER IN UTAH BRANDING, ENCOURAGES UTAHNS TO SAFELY REENGAGE WITH THE CULTURAL INDUSTRY AMIDST THE PANDEMIC.

**NOW
PLAYING
IN
UTAH**



CONCLUSION

Utah has a history of love for arts and culture, it is in our DNA. However, due to COVID-19, our survival is tenuous. Further investment is needed. The runway to full recovery will be long for Utah's Cultural Industry. Together, we can build an industry that doesn't just survive, it thrives.



PATH FORWARD

THE FINANCE COMMITTEE OF THE UTAH ECONOMIC RESPONSE TASK FORCE RECOMMENDED THE FOLLOWING INITIATIVES TO HELP THE CULTURAL INDUSTRY RECOVER:



- Direct federal recovery funding toward Utah's cultural and arts organizations. The Legislature and Governor could set aside \$50 million for the arts under the state's \$1.5 billion CARES package.

In 2020, the state followed this recommendation and invested \$29.75M. A similarly sized investment is needed in 2021.

- Implement a statewide .001% sales tax benefiting arts and cultural organizations and rural communities' recreational development, i.e. a statewide "RAP" tax (recreation, arts, and parks).

A statewide RAP tax could supply \$50M per year, providing investment to cultural organizations and much-needed recreational activities in rural communities.



ENDNOTES & PHOTO CREDITS

- **Cover:** Photo Credit - Ririe Woodbury Dance Company
- **Page 4:** 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)
- **Page 5:** Creative Vitality Suite
 - The Arts and Cultural Production Satellite Account, a partnership between National Endowment for the Arts & Bureau of Economic Analysis.
- **Page 6:** Utah State Tax Commission Economics and Statistics webpage: <https://tax.utah.gov/econstats>
- **Page 7:** Creative Vitality Suite,
 - National Assembly of State Arts Agencies: "The Arts and Culture Sector's Contributions to Economic Recovery and Resiliency in the United States: Key Findings" Pg 3. https://nasaa-arts.org/nasaa_research/the-arts-and-culture-sectors-contributions-to-economic-recovery-and-resiliency-in-the-united-states-key-findings/
 - Economic Development Corporation of Utah "Salt Lake City Business Survey" 2017, <https://edcutah.org/news/2017/09/01/edcutahs-salt-lake-city-business-research-study-reveals-key-insights>
- **Page 8:** Utah Film Commission
 - Photo Credit - Shooting "Yellowstone" courtesy of the Utah Film Commission
- **Page 9:** "The State of Utah's Travel and Tourism Industry 2019" published by Kem C. Gardner Policy Institute. Authored by Jennifer Leaver & 2019 Utah Visitor Profile & Insights Report prepared for Utah Office of Tourism by Omnitrak.
 - Historic Preservation: This is based on the numbers that exclude the outlier Neumont University project. Data provided by Preservation Utah. 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. 20% of total rehab costs (\$ amounts above) Multipliers provided in the Preservation Utah study (pp. 23-24)
 - Photo Credit - Lion House
- **Page 10:** Photo Credit - Stephanie Perkins
 - Cities Speak "Ways the Arts Can Boost Your Local Economy" <https://citiesspeak.org/2017/06/09/8-ways-the-arts-can-boost-your-local-economy-strengthen-your-community/>
 - Photo Credit - The Battalion Drum & Bugle Corps
- **Page 11:** Photo Credit - Convergence by Douwe Blumberg located on 4431 South 2700 West, Taylorsville, UT
 - Americans for the Arts "Public Art Green Paper" https://www.americansforthearts.org/sites/default/files/PublicArtNetwork_GreenPaper.pdf
 - NowPlayingUtah.com Public Art Directory www.nowplayingutah.com/public-art/
- **Page 12:** Business Insider "7 science-backed reasons You Should Make Art even if you're Bad at it" 2016 <https://www.businessinsider.com/why-you-should-make-art-even-if-youre-bad-2016-6#6-playing-music-is-associated-with-cognitive-gains-6>
 - Utah State Board of Education "Welcome to Fine Arts" <https://schools.utah.gov/curr/finearts?mid=4609&tid=6>
 - Photo Credit - Grimshaw Family courtesy of Cedar City Arts Council
 - Figure from Artworks for Kids; Music Integration Study by Rebecca Penerosa, Ph.D. Westminster College https://artworks-cms.s3.amazonaws.com/sites/55c399ea622356442200074b/content_entry5d88f5a0705e5e293000024c/5d891a80705e5e2930000442/files/NAfME_Poster_2018.pdf?1571331949
- **Page 13:** Utah Humanities: "The Humanities" <https://www.utahhumanities.org/index.php/About-Us/the-humanities.html> https://www.utahhumanities.org/images/aboutus/docs/Annual_Report_2019-compressed.pdf,
 - Photo Credit - Visitors engage in conversation at Speaking Volumes | Transforming Hate hosted by the Ogden Union Station Museums
- **Page 14:** 2020 Utah Public Library Factoids <https://library.utah.gov/wp-content/uploads/2020/02/Utah-Public-Library-Factoids-2020.pdf>
 - "Utah Division of Arts & Museums Social Impact Study" <https://artsandmuseums.utah.gov/impactstudy/>
 - Photo Credit - Cedar City Library
- **Page 15:** Photo Credit - Ibram X Kendi and JD Erica George speaking at a Tanner Humanities Event
- **Page 16:** Department of Workforce Services, Kem C. Gardner Policy Institute
 - Governors Office of Economic Development Live Events Grant Reporting, Utah Division of Arts & Museums Grant Reporting, Utah Cultural Alliance COVID Impact Survey. Total loss was derived by adding reported loss to Utah Division of Arts & Museums in Grant Reporting to Survey Respondents. Duplicates were removed. For more information contact kylie@utculture.org
- **Page 18:** Photo Credit - Art Pianos in Summit County Leslie Chavez of Utah Symphony | Utah Opera
 - Photo Credit - Living Traditions 2018



WESTAF'S CULTURAL VITALITY SUITE

Industry (NAICS) Codes

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, 51210 - 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 (SOC) Codes

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 - Cabinetmakers 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)*

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St. George Children's Museum
St. George Dinosaur Discovery Site at Johnson Farm
Story Crossroads
Suzuki Strings Cedar City
Tanner Dance Program at the University of Utah
The Battalion Drum and Bugle Corps
The Madeleine Festival & Eccles Organ Festival
The Monarch
The Mundi Project
The Old House at Center and Main
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Tooele Valley Youth Symphony
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University of Utah Department of Theatre
Utah Arts Alliance

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