



# WHY THE ARTS MATTER IN UTAH



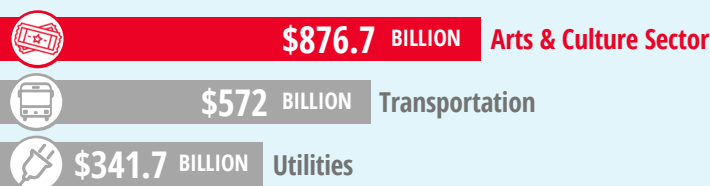
## NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY** (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: [U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022](#) (2020 data collected during the pandemic)



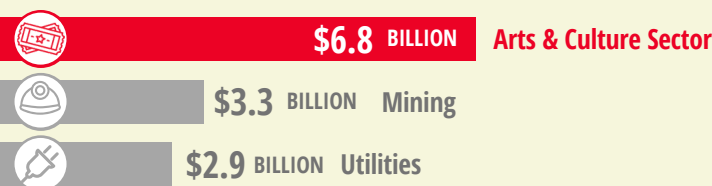
**BONUS:** In 2020, the arts & culture sector ranked 3rd among comparison sectors.

## UTAH ARTS FACTS

### UTAH ARTS & CULTURE SECTOR REPRESENTS 3.5% OF STATE'S GDP & 60,729 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$6.8 billion** to Utah's economy in 2020, representing **3.5%** of the state's GDP, **60,729 jobs**, and total compensation of **\$4 billion**.

Source: [U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022](#) (2020 data collected during the pandemic)



**BONUS:** In 2020, UT arts and culture ranked 3rd among the comparison sectors.

## LOSS OF REVENUE AND JOBS

 (Commercial & Nonprofit Arts Organizations Combined)

Between 2019 and 2020, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: [U.S. Bureau of Economic Analysis, 2022](#) (Data collected during the pandemic)

See Americans for the Arts regularly updated [COVID-19 Impact on the Arts Research Update](#).

**\$53.6B** GDP LOST & **600,000** JOBS LOST

Utah arts and culture value added decreased by **3%** between 2019 and 2020. In addition, arts & culture employment decreased by **9%**, dropping from **66,404** to **60,729**.

Source: [U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022](#) (2020 data collected during the pandemic)

**\$200M** GSP LOST & **5,675** JOBS LOST

## ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, [Arts & Economic Prosperity 5, 2017](#) (Prior to COVID-19 pandemic)

**NONPROFIT ART ISA** **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2020, Utah's cultural industry generated **\$9.1 billion** in direct sales, which spurred an additional **\$8.7 billion** in indirect and induced effects, for a total of **\$17.8 billion** in total sales—or **9.0%** of Utah's 2020 GDP. The industry supported an estimated **108,560 total jobs** in 2020; this means that one in 12 Utah jobs was directly or indirectly attributed to the cultural sector. Cultural industry employment generated a total of **\$5.2 billion** in labor income.

Source: Utah Cultural Alliance, Kem C. Gardner Policy Institute, [Cultural Industry Economic Impact Report, 2022](#)

**NONPROFIT ART ISA** **\$6.2 BILLION** DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

## PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** How much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress allocated **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: [Americans for the Arts Action Fund, 2022](#).

**Q** How much did Utah receive in public funding for the arts and culture?

**A** In **FY22**, the state allocated **\$8,740,000** to the Utah Division of Arts & Museums. The Division also received **\$405,762** in federal NEA funds. They received an additional **\$788,100** through CARES Act and ARPA and **\$5 million** in COVID relief. Almost 2,000 artists and arts organizations have benefitted from these funds between 2021 and 2022. Another **12** nonprofit arts organizations received direct grants from the NEA totaling **\$920,000**.

Source: [Utah Division of Arts and Museums & NEA, 2022](#)

“The last couple of years have been difficult on our souls. I hope, as we turn the page on this difficult time, that we can tend to our souls and immerse ourselves in the arts.”

– Utah House of Representatives Speaker Brad Wilson



## UTAH ARTS FACTS

### IN THE BEEHIVE STATE, THE ARTS UNITE US

The **Utah Shakespeare Festival** in Cedar City is just one example. This Tony Award-winning theatre plays to more than 110,000 patrons who view nearly 300 plays each year. It's a true destination theatre and one of Utah's cultural treasures.

#### THE UTAH DIVISION OF ARTS & MUSEUMS

Utah's culture is as rich and as strong as the many diverse groups that make up the state's population. Established in 1899, UA&M provides professional development opportunities and grants that serve schools, local arts agencies, organizations, community centers, performing groups, museums, and individuals across Utah.

**Director:** Victoria Panella Bourns

**Chair:** Caitlin Gochnour



[Learn more here.](#)

#### ARTS & MUSEUMS IN UTAH

- UA&M's website has a [directory of Utah museums](#).
- [NowPlayingUtah](#) provides a comprehensive calendar of cultural events.
- [Visit Utah](#) can point you toward the best cultural destinations.

#### UTAH CULTURAL ORGANIZATIONS

[Utah Arts Alliance](#)  
[Utah Museums Association](#)  
[Utah Art Education Association](#)

#### UTAH CULTURAL ALLIANCE

Founded in 1980, the Utah Cultural Alliance (UCA) is a statewide voice for culture, working to advance the arts, museums, film, humanities, and entertainment. As an industry association representing 400+ cultural businesses and thousands of creative professionals, UCA's arms share a unified vision and mission, thereby allowing it to advance culture in both the public and private sectors.

**Executive Director:** Crystal Young-Otterstrom

**Chair:** Joshua Stavros



[Learn more here.](#)

[Join here.](#)

### THE ARTS ARE EVERYWHERE!

- Start in **Salt Lake City** to enjoy Utah Symphony/Utah Opera, Ballet West, Plan-B Theatre, Salt Lake Acting Company, Hale Centre Theatre, Pioneer Theatre Company, Pygmalion Theatre Company, Utah Museum of Contemporary Art, Utah Museum of Fine Arts, and LOST EDEN Gallery.
- Head north to **Ogden** for the Ogden Symphony Ballet Association, Egyptian Theatre, Nurture the Creative Mind, The Monarch, and Good Company Theatre.
- Further north in **Logan**, there's the Cache Valley Center for the Arts, Utah Festival Opera & Musical

Theatre, and Nora Eccles Harrison Museum of Art.

- In the mountains southeast of Salt Lake City, the town of **Park City** offers the famous Sundance Film Festival, Park City Film Institute, Kimball Art Center, Egyptian Theatre, and many art galleries.
- Travel south of Salt Lake City to visit the **Springville** Museum of Art, founded in 1903. The museum houses more than 2,500 works of Utah art, 20th-century Soviet Realist art, and American art.
- The town of **Helper** features the Western Mining Railroad Museum, highlighting Carbon County's coal mining past. Helper is also home to a thriving visual arts community.

- Further south, the Moab Music Festival stages wonderful music within the awesome canyons near Moab, and the Moab Folk Festival hosts traditional, contemporary, and multicultural folk music at the Moab City Ballfield.
- In the southwestern corner of the state in **St. George**, check out the St. George Art Museum, Celebrity Concert Series, the Tuacahn Amphitheatre, and the documentary film festival, DOCUtah.

**To View the Top 10 Reasons to Support the Arts, Click Here.**

## UTAH ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

**E-MAIL US:** [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

**VISIT US:** [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

**CALL US:** 202.371.2830

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To download this factsheet, "Why the Arts Matter in Utah," with corresponding resource links visit [www.ArtsActionFund/StateFactsheets](http://www.ArtsActionFund/StateFactsheets)