

WHY THE ARTS MATTER IN UTAH



NATIONAL ARTS FACTS

UTAH ARTS FACTS

FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

4.24%

Nation's GDP

5.4 M

Jobs

\$1.17 T

Contributed to National GDP

\$553.9 B

Total Compensation

The national arts and culture sector was a **\$1.17 trillion industry** in **2023** (**4.24%** of the nation's GDP), representing **5.4 million jobs** (**3.35%** of nation's workforce), and total compensation of **\$553.9 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Endowment for the Arts](#) (2025). Data collected for 2023.

FOR-PROFIT & NON-PROFIT ECONOMIC SUMMARY OF UTAH'S CULTURAL ARTS INDUSTRY

3.41%

State's GDP

69,047

Direct Jobs

\$9.6 B

Contributed to State GDP

\$477.4 M

Sales Tax Revenue (2022)

The Utah cultural arts industry was a **\$9.6 billion** industry in **2023** (**3.41%** of the state's GDP), representing **69,047 direct jobs**, and total sales tax revenues of **\$477.4 million** in 2022.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies](#) (2025). Data collected for 2023. [Cultural Industry Economic Impact: State of Utah](#), Utah Cultural Alliance Foundation (2024). Data collected for 2021-22.

ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

\$151.7 B

Economic activity annually

2.6 M

Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#).

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Statewide

\$1.06 B

Economic activity annually

17,471

Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$193.3 million** in total tax revenue to federal, state, and local governments.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#). 2022 data collected for Utah.

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY25

\$207 Million

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) for FY25, maintaining level funding through a **Continuing Resolution** (CR). This amounts to just **62 cents per capita**. Ideally, Congress should index **\$1 per capita** funding to the NEA.

Source: [Americans for the Arts Action Fund](#), 2025.

View the Top 10 Reasons to Support the Arts [HERE](#)

PUBLIC FUNDING RECEIVED FOR UTAH ARTS & CULTURE SECTOR

State Appropriation FY25

\$10,835,100

NEA State Grant FY25

\$969,500

NEA Direct Grants FY24

\$675,000

Source: [NEA](#), [SBA](#), [NASAA](#), 2025.

UTAH ARTS HIGHLIGHTS

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 varied 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: Sharon Johnson



[Learn more here.](#)

BE SURE TO CHECK OUT

- 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 Humanities](#)

[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: Annie DiMartino

Chair: Elizabeth Mitchell

[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 Chase Home Museum of Utah Folk Arts.
- 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 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.



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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