WHY THE ARTS MATTER IN UTAH

NATIONAL ARTS FACTS

ARTS SECTOR’S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION’S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $764 billion industry, representing 4.2% of the nation’s GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).


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<thead>
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<td>Construction</td>
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BONUS: U.S. exports generate a $24.1 billion arts trade SURPLUS.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, Creative Industries, 2017.

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ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

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.


PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q | So how much is the federal government investing in the National Endowment for the Arts (NEA)?
A | Congress has proposed allocating $155 million to the NEA in FY 2019, which has been relatively level for the last several years. This amounts to just 47¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with $1 per capita!


Q | What about Utah—how much does state government budget to the Utah Division of Arts & Museums each year?
A | The state allocated $2,191,300 to the Utah Division of Arts & Museums. In 2017, the Division also received $718,400 in federal NEA funds, which the Division re-granted to dozens of cultural organizations throughout the state. An additional 21 nonprofit arts organizations received direct grants from the NEA totaling $1,290,400.


UTAH ARTS FACTS

THE UTAH ARTS & CULTURE SECTOR REPRESENTS 4.2% OF STATE’S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $6.2 billion to Utah’s economy, representing 4.2% of the state’s GDP—a larger share of the state’s economy than Mining ($3.0 billion) or Education Services ($1.9 billion).


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BONUS: In 2015, UT arts and culture jobs grew by 5.0% while the national average was 2.1%.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

In Utah, 6,567 Arts-Related Businesses employ 39,565 people.

- In Davis County, 698 Arts-Related Businesses employ 2,229 people.
- In Salt Lake County, 2,892 Arts-Related Businesses employ 26,512 people.
- In Utah County, 1,270 Arts-Related Businesses employ 4,897 people.


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ECONOMICS

In 2015, Utah arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Salt Lake City, for example, nonprofit arts groups generated $112.4 million in economic activity. Audiences of 74 million people added another $194.1 million in related spending for a total of $306.6 million for the city in 2015, and this generated $27.9 million in local and state government revenues and 10,479 FTE jobs.


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MEET SOME UTAH ARTS ADVOCATES

- State Representative Patrice Arent is a House Democratic Caucus leader. And State Representative Brad Wilson, House Republican Majority Leader. Both Arent and Wilson were recognized in 2018 as Legislative Champions by the Utah Division of Arts & Museums. > More
- Zions Bank and CEO Scott Anderson received the Lifetime Cultural Achievement Award from the Utah Cultural Alliance in 2017, as well as Americans for the Arts’ recognition as one of America’s best businesses partnering with the Arts. > More
- Former Sandy Mayor Tom Dolan helped to establish the wonderful new Hale Centre Theater. > More
- Crystal Young-Otterstrom is the Executive Director of the Utah Cultural Alliance. > More

ART IN UTAH

- NowPlayingUtah provides a comprehensive calendar of cultural events here.
- Visit Utah can point you toward the best cultural destinations here.
- Utah.com has information on the best museums here, and Culture Trip can point you to the best contemporary art galleries in Salt Lake City here.

UTAH ART ORGANIZATIONS

Utah Cultural Alliance www.utahculturalalliance.org
Utah Museums Association www.utahmuseums.org
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THE ARTS ARE EVERYWHERE!

- Start in Salt Lake City for its many great performing arts companies, including the Utah Symphony, Utah Opera, Ballet West, Plan-B Theater, Sakerson, and the Hale Centre Theater. The Utah Museum of Contemporary Art also features many ground-breaking works.
- Head north to Ogden, there’s the Ogden Symphony Ballet Association, Egyptian Theatre Foundation, and the art class of Nurture the Creative Mind. Nearby in Logan, there’s the Cache Valley Center for the Arts, Utah Festival Opera & Musical Theatre, and Nora Eccles Harrison Museum of Art.
- South of Salt Lake City, the Springville Museum of Art provides an overview of the state’s art since the pioneering days. The Moab Music Festival stages wonderful music within the awesome canyons near Moab.
- Towards the southwest corner of the state, go to Cedar City for the Utah Shakespeare Festival, winner of a Tony, an Emmy, and many other awards for outstanding theatrical productions and community service.
- The head to St. George for the St. George Art Museum, Celebrity Concert Series, the Tuacahn Amphitheater, the documentary film festival, DOCUtah.
- Park City offers the famous Sundance Film Festival, Park City Film Institute, Kimball Art Center, Egyptian Theatre, and lots of art galleries.

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

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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CALL US: 202.371.2830 x2067
FOLLOW US: Arts Action Fund | @ArtsActionFund | #ArtsVote

To download this fact sheet, “Why the Arts Matter in Utah,” with corresponding resource links visit www.ArtsActionFund.org/UT.