## Arts & Culture Sector’s Percentage of U.S. Economy

### Arts & Culture Sector Represents 4.3% of Nation’s GDP & 5 Million Jobs

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $804 billion industry, representing 4.3% of the nation’s GDP—a larger share of the economy than construction (4%) or education services (1.1%).


### National Arts Facts

- **$804 Billion** Arts & Culture Sector
- **$746 Billion** Construction
- **$244 Billion** Education Services

**BONUS:** U.S. exports generate a $25 billion arts trade SURPLUS.

### Number of Arts-Related Businesses and Jobs

<table>
<thead>
<tr>
<th>Businesses</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>673,656</td>
<td>3.48M</td>
</tr>
</tbody>
</table>

**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.


### 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 **$275 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

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

Congress has proposed allocating **$162.25 million** to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just 49¢ 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!


### Why the Arts Matter in Utah

#### Utah Arts Facts

- **4.4% of State’s GDP & 62,526 Jobs**

**UTAH ARTS FACTS**

**Arts & Culture Sector Represents 4.4% of State’s GDP & 62,526 Jobs**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **$6.9 billion** to Utah’s economy representing 4.4% of the state’s GDP—a larger share of the state’s economy than Mining or Education Services.


### Utah Arts & Culture Sector Represents 4.4% of State’s GDP & 62,526 Jobs

- **$6.9 Billion** Arts & Culture Sector
- **$2.1 Billion** Mining
- **$2.3 Billion** Education Services

**BONUS:** In 2016, UT arts and culture jobs grew by 8%.

### Number of Arts-Related Businesses and Jobs

<table>
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In Utah, 6,567 Arts-Related Businesses employ 111,919 people.

- In Davis County, 698 Arts-Related Businesses employ 2,229 people.
- In Salt Lake County, 2,892 Arts-Related Businesses employ 65,512 people.
- In Utah County, 1,270 Arts-Related Businesses employ 4,897 people.


### Economic Impact of Nonprofit Arts Organizations & Their Audiences

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 **$279.9 million** in local and state government revenues and **10,479 FTE jobs**.


### Public Investment in Grants to Nonprofit Arts Organizations & Artists

**What about Utah—how much does state government budget to the Utah Division of Arts & Museums each year?**

The state allocated **$5,333,000** to the Utah Division of Arts & Museums. In 2017 the Division also received **$732,200** in federal NEA funds, which the Division re-granted to dozens of cultural organizations throughout the state. An additional 304 nonprofit organizations received direct grants from the NEA totaling **$977,000**.


THE UTAH DIVISION OF ARTS & MUSEUMS
Formerly the Utah Arts Council, the agency was established on 9 March 1899 by the Third Utah Legislature. Representative Alice Merrill Horne, thirty-one-year-old patron of the arts, ran specifically to advance the arts agenda. Thus, the first state arts agency in the nation was created, “the object being to advance the interest of the fine arts.” Utah has cultivated arts as rich and as strong as the many ethnic and culturally diverse groups that have combined to help make up Utah. The arts endure because they inspire humanity, and an inspired humanity knows no limit.
> Learn more here.

MEET SOME UTAH ARTS ADVOCATES
• Senator Victors and Representative Gibson were both recognized in 2020 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 2019, as well as Americans for the Arts’ recognition as one of America’s best businesses partnering with the Arts. > 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
Utah Art Education Association www.uaeaarted.org

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, Salt Lake Acting Co., and the Hale Centre Theatre. The Utah Museum of Contemporary Art also features many groundbreaking works.
• Head north to Ogden, there’s the Ogden Symphony Ballet Association, Egyptian Theatre Foundation, and the art classes 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.
• Then head to St. George for the St. George Art Museum, Celebrity Concert Series, the Tuacahn Amphitheater, and 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.

UTAH ARTS NEEDS YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!
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UTAH ARTS FACTS
IN THE BEEHIVE STATE, THE ARTS UNITE US
The Utah Arts Festival is the largest outdoor multi-disciplinary arts event in Utah with attendance hovering over 70,000 each summer.

“It’s important for legislators to understand all the things the arts do for communities — for our schools, for education, for economic development and tourism. And just for our quality of life.”
—State Representative Patrice Arent (D-Millcreek)