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)

<table>
<thead>
<tr>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>$878 billion</td>
<td>$790.4 billion</td>
<td>$246 billion</td>
</tr>
</tbody>
</table>

**BONUS:** U.S. exports generate a $29.7 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.

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**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.

<table>
<thead>
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**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

**FUNDING**

- **Q** What about Utah—how much does state government budget to the Utah Division of Arts & Museums each year?
  - **A** In FY 2020, the state allocated $5,333,000 to the Utah Division of Arts & Museums. The Division also received $733,200 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.


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

- **A** 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!


**ECONOMICS**

**ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION’S GDP & 5.1 MILLION JOBS**

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $878 billion industry, representing 4.5% of the nation’s GDP—a larger share of the economy than mining or education services.


**BONUS:** In 2017, UT arts and culture jobs grew by 5.28%.

**UTAH ARTS FACTS**

**ARTS & CULTURE SECTOR REPRESENTS 4.3% OF STATE’S GDP & 63,617 JOBS**

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $7.2 billion to Utah’s economy, representing 4.3% of the state’s GDP—a larger share of the state’s economy than Mining or Education Services.


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

- 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 26,512 people.
  - In Utah County, 1,270 Arts-Related Businesses employ 4,897 people.


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**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

- In Utah, 6,567 Arts-Related Businesses 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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“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)

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
• State Senator Victors and State 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, as well as Americans for the Arts’ recognition as one of America’s best businesses partnering with the Arts.

UTAH ART ORGANIZATIONS
Utah Cultural Alliance
www.utahculturalalliance.org
Utah Museums Association
www.utahmuseums.org
Utah Art Education Association
www.uaeaarted.org

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