# 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>Category</th>
<th>GDP (Billions)</th>
<th>Jobs (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7</td>
<td>5.2</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9</td>
<td></td>
</tr>
</tbody>
</table>

**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade surplus.

### Loss of Revenue and Jobs (Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue Lost</th>
<th>Unemployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Arts</td>
<td>$150B</td>
<td>52%</td>
</tr>
</tbody>
</table>

**BONUS:** In Utah, COVID-19 has devastated creative economy businesses with a loss of $1.2 billion in revenue. In addition, 52% of all creative workers became unemployed (32,872 people) as of July 2020.

### 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 revenues.

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

**BONUS:** 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 7.4 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.

### 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 allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just $1 per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.

**Source:** Americans for the Arts Action Fund, 2021.

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

**A** In FY 20-21, the state allocated $5,377,100 to the Utah Division of Arts & Museums. The Division also received $774,900 in federal NEA funds, which the Division re-granted to dozens of cultural organizations throughout the state. An additional 30 nonprofit organizations received direct grants from the NEA totaling $926,000.

**Source:** NEA and NASA. 2021

**Read:** "Utah’s art education policy hurts culture and economy," Kimiko Miyashima and Jonathan Cardenas, Salt Lake Tribune, 2018.

## Utah Arts Facts

### Arts & Culture Sector Represents 3.8% of State’s GDP & 66,624 Jobs

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</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$7.3</td>
<td>66,624</td>
</tr>
<tr>
<td>Mining</td>
<td>$2.7</td>
<td></td>
</tr>
<tr>
<td>Education Services</td>
<td>$3</td>
<td></td>
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**BONUS:** In 2019, UT arts and culture was also larger than the Agriculture industry.

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**Source:** Americans for the Arts, Arts & Economic Prosperity 5, 2017.

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**Source:** Americans for the Arts Action Fund, 2021.

**Read:** "Funding The Arts is Good for the Nation," The Hill, 2015.
THE UTAH DIVISION OF ARTS & MUSEUMS
Formerly the Utah Arts Council, the agency was established on 9 March 1899 by the Third Utah Legislature. 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.

Director: Victoria Panella Bourns
Chair: Caitlin Gochnour

> Learn more here.

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 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 UTAH ARTS NEEDS YOU! & 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 CULTURAL ALLIANCE
Founded in 1980, the Utah Cultural Alliance (UCA) is a statewide voice for culture working to advance 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: Derek Dyer

> Learn more here.
> Join here.

UTAH ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830
FOLLOW US: Facebook | Twitter | Instagram

To download this factsheet, "Why the Arts Matter in Utah," with corresponding resource links visit www.ArtsActionFund/StateFactsheets