WHY THE ARTS MATTER IN UTAH

**NATIONAL ARTS FACTS**

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

- 4.4% Nation's GDP
- 4.85M Jobs

- $1.016 TRILLION Arts & Culture
- $945.3 B Construction
- $378.4 B Utilities

The national arts and culture sector was a $1.016 trillion industry in 2021 (4.4% of the nation's GDP), representing 4.85 million jobs (3.2% of nation's workforce), and total compensation of $504.2 billion.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2023 (2021 data collected during the pandemic)

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

- National
  - $166.3 B Economic activity annually
  - $27.5 B Federal, state, and local government revenue generated

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

Source: Americans for the Arts, Arts & Economic Prosperity 5, 2017 (New data coming Oct 2023)

**FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS**

- Federal Appropriation FY23: $207 Million
- SBA SVOG Grants FY21-22: $13 Billion

Congress allocated $207 million to the National Endowment for the Arts (NEA) in FY23. 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, 2023.

**PUBLIC FUNDING RECEIVED FOR UTAH ARTS & CULTURE SECTOR**

- State Appropriation FY23: $9,447,400
- NEA State Grant FY23: $857,400
- NEA Direct Grants FY22: $2,027,400
- SBA SVOG Grants FY21-22: $164,556,608

Source: NEA, SBA, NASAA, 2023

**UTAH ARTS FACTS**

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

- 3.6% State's GDP
- 65,696 Jobs

- $8.1 BILLION Arts & Culture
- $6.6 B Transportation
- $3.9 B Utilities

The Utah arts and culture sector was a $8.1 billion industry in 2021 (3.6% of the state's GDP), representing 65,696 jobs (3.9% of Utah's workforce), and total compensation of $4.7 billion.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2023 (2021 data collected during the pandemic)

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

- Statewide
  - In 2020, Utah's cultural industry generated $9.1 billion in direct sales, which spurred an additional $8.7 billion in indirect and induced effects, for a total of $17.8 billion in total sales—or 9.0% of Utah's 2020 GDP. The industry supported an estimated 108,560 total jobs in 2020; this means that one in 12 Utah jobs was directly or indirectly attributed to the cultural sector. Cultural industry employment generated a total of $5.2 billion in labor income.

Source: Utah Cultural Alliance, Kem C. Gardner Policy Institute, Cultural Industry Economic Impact Report, 2022

View the Top 10 Reasons to Support the Arts HERE
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.

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.

**THE ARTS ARE EVERYWHERE**


- 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 famous Sundance Film Festival, 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.

**THE UTAH DIVISION OF ARTS & MUSEUMS** - Utah’s culture is as rich and as strong as the many diverse 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:** Caitlin Gochnour

Learn more here.

**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:** Crystal Young-Otterstrom  
**Chair:** Joshua Stavros

Learn more here.  
Join here.

**Learn more here.**

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