

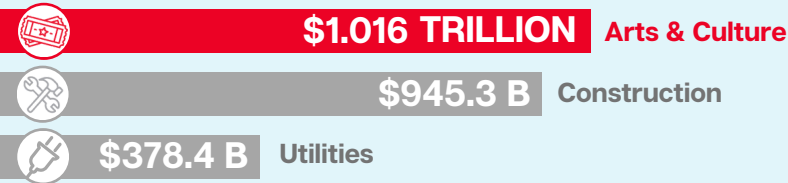
WHY THE ARTS MATTER IN UTAH



NATIONAL ARTS FACTS

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

4.4% Nation's GDP **4.85M** Jobs



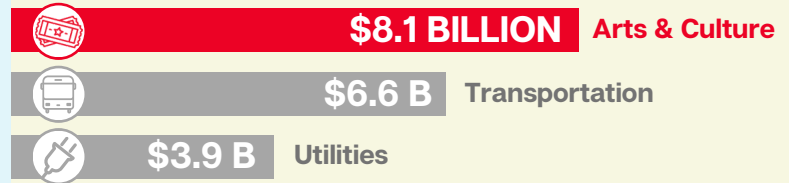
The national arts and culture sector was a **\$1.016 trillion industry** in **2021** (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

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

UTAH ARTS FACTS

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

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



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

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)

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

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.

View the Top 10 Reasons to Support the Arts HERE

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 HIGHLIGHTS

IN THE BEEHIVE STATE, THE ARTS UNITE US



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.

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.](#)

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.

[Utah Arts Alliance](#)

[Utah Museums Association](#)

[Utah Art Education Association](#)

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.

Interim Executive Director: Ernesto Balderas

Chair: Joshua Stavros

[Learn more here.](#)
[Join here.](#)



THE ARTS ARE EVERYWHERE

- Start in **Salt Lake City** to enjoy Utah Symphony/Utah Opera, Ballet West, Plan-B Theatre, Salt Lake Acting Company, Hale Centre Theatre, Pioneer Theatre Company, Pygmalion Theatre Company, Utah Museum of Contemporary Art, Utah Museum of Fine Arts, and LOST EDEN Gallery.
- 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.

9/5/2023



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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