2019
Utah Cultural Alliance

ANNUAL REPORT

PREPARED BY:
Kylie Howard
WHO WE ARE

UTAH CULTURAL ALLIANCE (501C4)

Founded in 1980, UCA is a membership association representing 300 organizations and 111,919* Utahns working in the humanities and arts. It is the statewide advocacy voice of Utah’s diverse cultural industries. As culture’s champion, we mobilize collective advocacy to foster a creative and thriving state.

*2017 Cultural Vitality Suite data which utilizes NAIC and SOC codes

UTAHNS FOR CULTURE (501C3)

UFC amplifies our diverse arts, humanities, and cultural industries. UFC collects data to demonstrate culture’s impacts (economic, social, health, and academic), publishes the Cultural Asset Map (so you can find culture near you), and offers career development for creative industries professionals.

UTAH ARTS & CULTURAL COALITION DBA NOWPLAYINGU TAH.COM (501C3)

To increase awareness about arts and cultural opportunities in Utah by providing a comprehensive events resource.
WHAT WE DO

UTAH CULTURAL ALLIANCE (501C4)

UCA lobbies for robust, fiscally responsible funding and constructive policy decisions that build culture’s presence and improve access to lifelong humanities and arts education. We create cultural champions among elected officials. We endorse candidates who are friendly to culture. We mobilize and unite the cultural sector into powerful advocates for themselves and our community.

UTAHNS FOR CULTURE (501C3)

Utahns for Culture amplifies the public presence of culture and communicates its positive impact on community prosperity.

Our tools:
- Collect economic, social, health and academic data to demonstrate culture’s impacts
- Cultural Asset Map mapping
- Career development for creative professionals.

UTAH ARTS & CULTURAL COALITION DBA NOWPLAYINGUTAH.COM (501C3)

- Nowplayingutah.com is a statewide calendar of everything happening in Utah with a special emphasis on the arts and humanities. The site received 3.2 million pageviews in 2019.
- Free Night of Art is a program that allows Utahns to attend cultural events for free throughout Utah as part of National Arts and Humanities Month. This program provides greater access to culture.
Municipal Project

We launched a new municipal ordinance project. We offer cities generic ordinances with culture-friendly policies as a starting point to expand arts and humanities in their municipality. We also work with cities working to pass RAP taxes and we surveyed and endorsed candidates in the 2019 municipal election.

- Assisted 6 cities (Murray, Eagle Mountain, Logan, South Salt Lake, & Millcreek) with a percent for art ordinance.
- Assisted 2 cities with RAP type tax ordinance (Springville & Eagle Mountain).
- 60% of our Endorsed Municipal Candidates were elected.

Legislative Accomplishments

With our colleagues at the state (Utah Division of Arts & Museums and the Department of Heritage & Arts), and our lobbyists, we worked to double the amount of money currently available in the UA&M grants budget. We also built relationships such that all but one member of the legislature belongs to our cultural caucus and 70 legislators attended our Legislative Dinner Event.

Appropriations

- $2 million one time (now ongoing) increase to the Utah Division of Arts and Museums Arts Sustainability Grants.
- $1.5 million one time for BTSALP
- $200,000 one time funding for iSEE
- $200,000 one time to allow three new organizations to join POPS and $200,000 ongoing for the existing members.
- $1 million one time funding for the Motion Picture Post Performance Economic Development Incentive Program
- $250,000 one time for the Transcontinental Railroad Spike 150 Celebration.

Bills

- Passed HB128 "Consumer Ticket Protection Modifications" -- This bill requires that any ticket reseller clearly identify itself as a secondary reseller to protect consumers from website fraud. It makes it illegal for any ticket reseller to try and impersonate a primary seller, including by using the name of the event, venue, artist, etc. in their domain names. It instructs the Division of Consumer Protection to enforce these rules with stiff penalties.
UTAHNS FOR CULTURE

2019 ACCOMPLISHMENTS

We published the 2019 State of Utah Culture Report in a brand new format that was well received. Release of this information was covered in the Salt Lake Tribune, KUED, economic workforce committee, St. George News, and UPR.

- We reported that Utah is #1 in Live Arts Participation
- 33.9% of Utahns Attend Art Exhibitions
- 51% of Utahns participate in Cultural Performances
- 84.5% of Utahns participate in the arts and humanities outside of the home
- 11,919 Utahns were employed in the cultural sector in 2017

We hired an economist to calculate sales tax brought in by the creative industries in 2018: $327 Million!

We hosted an 8 week online marketing training for member.s

We started the Culture Bytes Podcast which has over 500 listens!

We started a Pinterest board where we post articles listing the benefits of the humanities and arts.
NEW FEATURES

New Categories:
Users can now search by sub categories (such as Rock in Music and Shakespeare in Theater) in all genres.

Additional Genre Changes include:
- Health and wellness events/classes
- Community events
- Gardens & gardening events/classes
- Brand New Humanities category and subcategories.
- NEW Identity categories for events:
  - LGBTQIA+
  - 801 Creative Women
  - Living Color

Podcasts:
nowplayingutah.com now lists podcasts.

Student Resources:
Students can now find internships, events with discounts, and resources.

FREE NIGHT OF ART

We expanded Free Night of Theater to Free Night of Art. We distributed 902 tickets from 27 different organizations to 849 participants. 51 of these tickets were distributed to community partners (The Boys and Girls Club, The Family Place, United Way of Southern Utah, YMCA, and the YWCA).
STAFF

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(UCA, UFC, NPU)

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