An Economic Summary of Utah’s Arts, Culture, and Entertainment Industry

Economic Contributions

Utah’s arts, culture, and entertainment industry (cultural industry) is comprised of a variety of industries, including jobs in the area of design, entertainment, fashion, film, humanities, live events, museums, and traditional arts. 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 (see Figure 1). 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 (see Figure 2). Cultural industry employment generated a total of $5.2 billion in labor income.

2020 COVID-19 Impacts

Utah’s cultural industry was the second hardest hit industry in 2020, after leisure and hospitality (see Figure 3). From 2019 to 2020, direct cultural sector sales were down 7.8%, jobs were down 9.6%, labor income was down 5.9%, and tax revenue was down 8.4%. However, the industry began to recover in 2021. In the second quarter of 2021, statewide cultural jobs were up 0.7% from the second quarter of 2019, or baseline, while leisure and hospitality and natural resources and mining jobs continued to lag below baseline (see Figure 5). More specifically,

Figure 1: Utah Cultural Industry Sales, 2016–2020
(Billions of 2020 Dollars)

Source: Kem C. Gardner Policy Institute analysis using IMPLAN economic model.

Figure 2: Total Cultural Industry Jobs, 2016–2020 and 2021 Q2

Source: Kem C. Gardner Policy Institute analysis using IMPLAN economic model.

Figure 3: Year-Over Change in Jobs by Industry, 2019-2020

Note: cultural industry jobs have been removed from all other sectors prior to this analysis to avoid duplication.

cultural jobs in the professional business sector, such as marketing, interior design, and graphic design had added the most new jobs from 2019, while jobs in publishing, photography portrait studios, and rental/leasing had yet to reach 2019 levels.

**Endnotes**

1. Economic studies make a distinction between economic contribution and economic impact; see “Economic Contribution Studies” section, above.
2. Utah’s cultural industry is comprised of 93 codes from a variety of NAICS sectors, including: manufacturing; wholesale; retail; information; rental and leasing; professional, scientific, and technical services; educational services; performing arts and spectator sports; museums, historical sites, and similar institutions; and other services.
3. Total jobs include direct, indirect, and induced full- and part-time private and public employment, and self-employment.