


UTAH CULTURAL ALLIANCE

*{ Celebrating 35 Years of
Fortifying Arts & Humanities }*



Since 1980, UCA is the ambassador of the arts, humanities, and cultural sector of Utah. We empower this sector through statewide advocacy, professional development, and building cultural awareness.



2017

STATE OF UTAH CULTURE REPORT

Two Purposes:

#1

Measure economic health of Utah's
arts, humanities, and cultural businesses

#2

Recommendations for increasing sector's health



Cultural Businesses =

#1

Nonprofits

#2

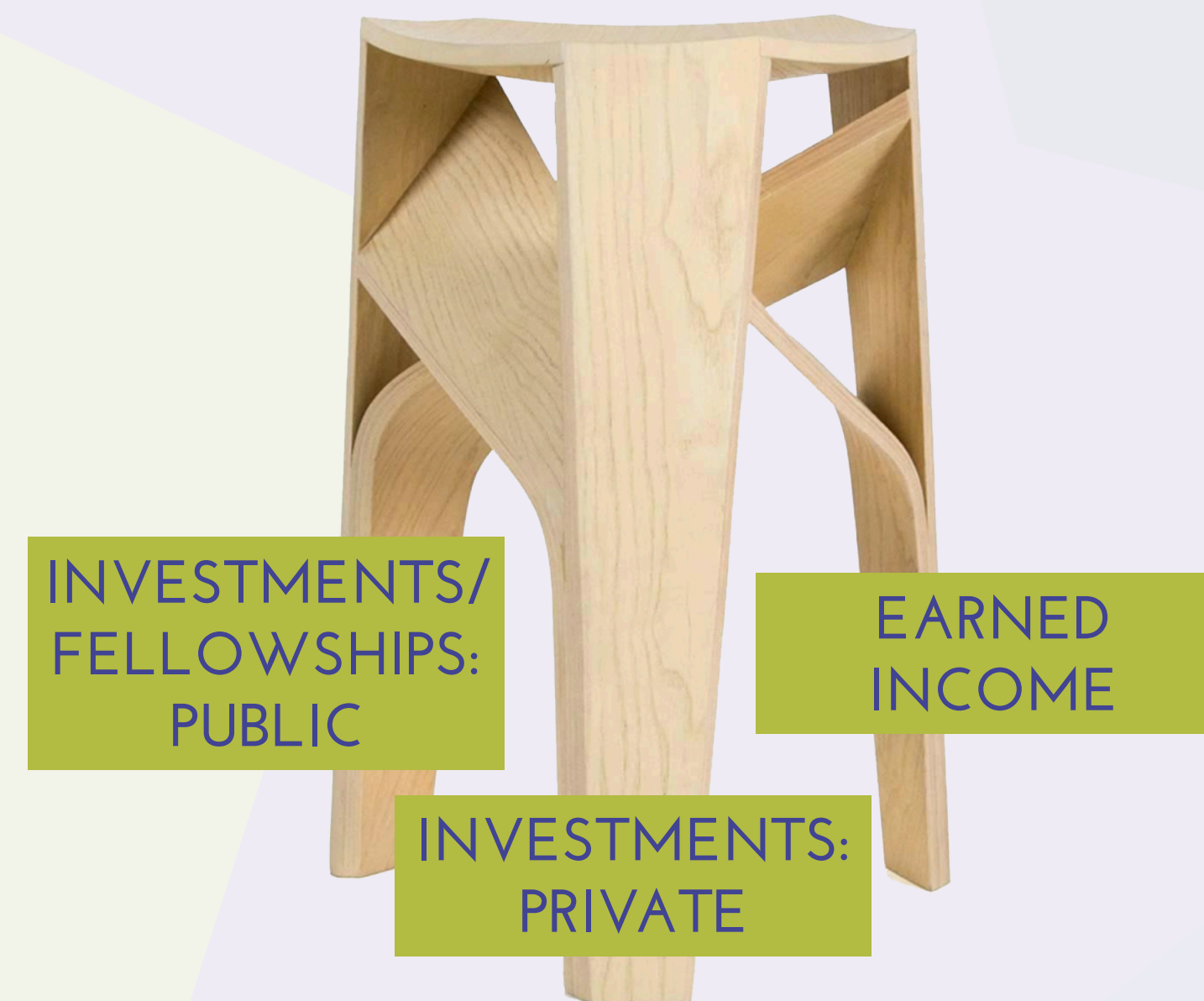
For profits

Three-Legged-Stool

NONPROFIT CULTURAL BUSINESSES



FOR-PROFIT CULTURAL BUSINESSES



Top 5 facts

#1

CBs
Employed
79,328
Utahns

#2

CBs
generated
\$3.5 billion
in earnings

#3

CBs are
3.9% of UT's
total empl. &
grew by
4.01%

#4

3 education
programs
(BTSALP,
POPS &
iSEE) served
1,575,189 kids

#5

Income from
historic
rehabilitation
projects
using state
tax credits:
\$32,303,365

Sources of Data

#1

ACPSA

#2

WESTAF's
Creative
Vitality
Index

#3

AFTA's Arts
and
Economic
Prosperity V
report

#4

Board of
Education

#5

Preservation
Utah study

Arts & Economic Prosperity V

IRON COUNTY

#1

Total
Expenditures
=
\$76,128,287

#2

FTE jobs
=
1,955

#3

Local gov't
revenue=
\$3,451,000

State gov't
revenue=
\$3,571,000

#4

Tourists
=
450,456

#5

Event
related
spending:
\$62,797,842
Residents:
\$19.85 pp
Non-
residents:
\$137.35pp

Arts & Economic Prosperity V

CACHE
COUNTY

#1

Total
Expenditures
=
\$31,325,823

#2

FTE jobs
=
1,104

#3

Local gov't
revenue=
\$1,453,000

State gov't
revenue=
\$1,241,000

#4

Tourists
=
128,401

#5

Event
related
spending:
\$13,753,037
Residents:
\$12.96 pp
Non-
residents:
\$88.07pp

Arts & Economic Prosperity V

SALT
LAKE
CITY

#1

Total
Expenditures
=
\$306,562,917

#2

FTE jobs
=
10,479

#3

Local gov't
revenue=
\$13,080,000

State gov't
revenue=
\$14,857,000

#4

Tourists
=
1,842,194

#5

Event
related
spending:
\$13,753,037
Residents:
\$21.44 pp
Non-
residents:
\$40.71pp

Arts & Economic Prosperity V

THREE CITIES

#1

Total
Expenditures
=
\$414,017,027

#2

FTE jobs
=
13,528

#3

Local gov't
revenue=
\$17,984,000

State gov't
revenue=
\$17,551,000

Historic Preservation

HISTORIC
REHABILITATION
USING STATE
TAX CREDITS
1990-2012

#1

Federal
Projects
Spent =
\$177,276,310

#2

State
Projects
Spent =
\$119,273,302

#3

Direct UT
jobs
=
737

#4

Indirect UT
jobs
=
1,539

Arts & Humanities Education

#1

Average % of
MS-HS
Students
taking Fine
Arts:

63%

#2

BTSALP

=

213,213
students
&
370 schools

#3

POPS

=

645,345
students
&
32,331
teachers
(PD credits)

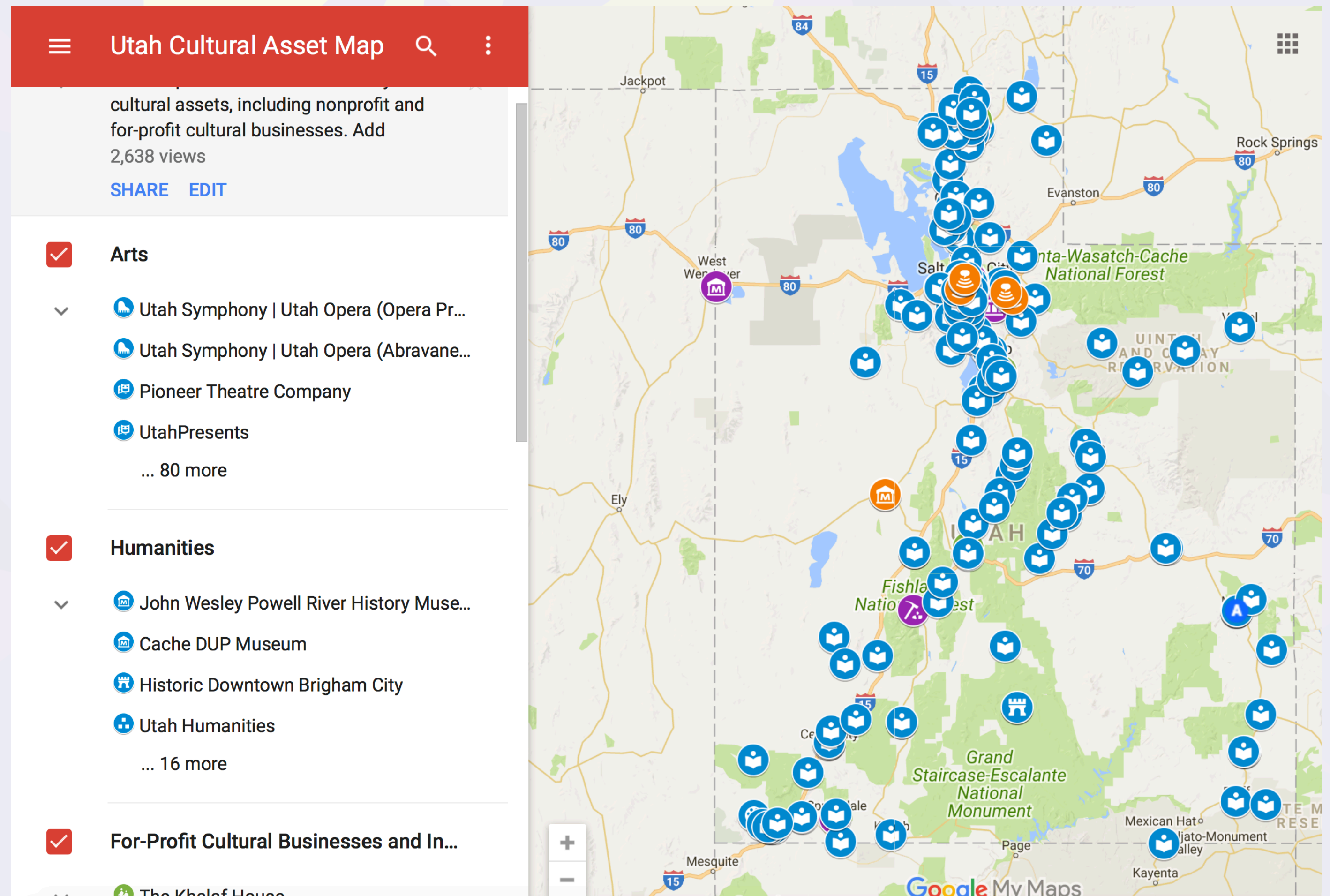
#4

iSEE

= 346,289
students in
class
370,342 in
field trips
1,986
teachers
(PD)

Cultural Asset Map

utculture.org/map



Utah Loves Culture

#1

84.5%

overall
participation
outside of
home

#1

51%

live music,
theatre,
dance
performances

#1

72.6%

watch
movies live

#6

57%

read
literature

#7

35.6%

visit buildings,
neighborhoods,
parks for
historic/design
value

Employees Want Access to Culture

SLC'S
OFFICE OF
ECON.
DEV.
STUDY &
U OF U
SURVEY

#1

a robust arts
& cultural
environment
is #1 factor
for businesses
considering
moving or
expanding

#2

arts &
entertainme
nt, quality of
life listed as
#1 factor
that keeps
companies in
SLC

#3

96% of UT
companies
believe that
businesses
are only
relevant if
they have a
creative
workforce

#4

61% of UT
companies
believe
creativity is
paramount
to success

#5

Creativity is
#1 quality
employers
look for in
potential
workforce

Investing in Future Growth

#1

More
funding for
arts &
humanities

#2

Invest in
Public Art &
Grow RAP
programs

#3

Maintain the
State Historic
Tax Credit

#4

Lessen
regulations
and taxes
surrounding
nonprofits
and cultural
businesses

#5

Culture And