UTAH CULTURAL ALLIANCE

Celebrating 35 Years of Fortifying Arts & Humanities

UCA is the voice of the arts, humanities, and cultural sector of Utah. We empower and strengthen this community through statewide advocacy, professional development, and by building cultural awareness.

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801.652.0737

GET INVOLVED, BECOME A MEMBER, & STRENGTHEN THE VOICE OF UTAH'S CULTURAL COMMUNITY
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.
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

DONATIONS: PUBLIC

DONATIONS: PRIVATE

EARNED INCOME

FOR-PROFIT CULTURAL BUSINESSES

INVESTMENTS/FELLOWSHIPS: PUBLIC

INVESTMENTS: PRIVATE

EARNED INCOME
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**

<table>
<thead>
<tr>
<th>#1</th>
<th>Total Expenditures = $76,128,287</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>FTE jobs = 1,955</td>
</tr>
<tr>
<td>#3</td>
<td>Local gov't revenue = $3,451,000</td>
</tr>
<tr>
<td></td>
<td>State gov't revenue = $3,571,000</td>
</tr>
<tr>
<td>#4</td>
<td>Tourists = 450,456</td>
</tr>
<tr>
<td>#5</td>
<td>Event related spending: $62,797,842</td>
</tr>
<tr>
<td></td>
<td>Residents: $19.85 pp</td>
</tr>
<tr>
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<td>Non-residents: $137.35 pp</td>
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<td>#</td>
<td>Category</td>
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<td></td>
<td>Non-residents</td>
</tr>
</tbody>
</table>
Arts & Economic Prosperity V

#1 Total Expenditures = $306,562,917

#2 FTE jobs = 10,479

#3 Local govt revenue = $13,080,000
   State govt revenue = $14,857,000

#4 Tourists = 1,842,194

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

SALT LAKE CITY
<table>
<thead>
<tr>
<th>City</th>
<th>Total Expenditures</th>
<th>FTE jobs</th>
<th>Local gov’t revenue</th>
<th>State gov’t revenue</th>
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</thead>
<tbody>
<tr>
<td>#1</td>
<td>$414,017,027</td>
<td>13,528</td>
<td>$17,984,000</td>
<td>$17,551,000</td>
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<tr>
<td>#2</td>
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<tr>
<td>#3</td>
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**Arts & Economic Prosperity V**

**THREE CITIES**
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
<table>
<thead>
<tr>
<th>Rank</th>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Overall participation outside of home</td>
<td>84.5%</td>
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<tr>
<td>#1</td>
<td>Live music, theatre, dance performances</td>
<td>51%</td>
</tr>
<tr>
<td>#1</td>
<td>Watch movies live</td>
<td>72.6%</td>
</tr>
<tr>
<td>#6</td>
<td>Read literature</td>
<td>57%</td>
</tr>
<tr>
<td>#7</td>
<td>Visit buildings, neighborhoods, parks for historic/design value</td>
<td>35.6%</td>
</tr>
</tbody>
</table>
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 & entertainment, 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