CREATIVE GOVERNMENT CHECKLIST

Below are a number of ways that municipal policies and programs can boost your community's arts & humanities.

SUPPORT
☐ Historic Society/Agency
☐ Certified Local Government
☐ Local Arts/Cultural Agency (LAA)
☐ Cultural Master Plan
☐ Adequate Cultural Facilities

☐ Advisory boards include appointees from humanities/arts
☐ Creatives-in-residence
☐ Creatives integrated in leadership

FUNDING
☐ Local Arts Agency (LAA) invests in nonprofit cultural organizations
☐ LAA invests in artists
☐ RAP tax (ZAP, RAPZ, CARE, RAP, RAMP)
☐ Services from RDA and EconDev available to cultural industries
☐ Reduced office/performance space rental for artists and nonprofits
☐ Reduced fees for day use, including festivals
☐ County: TRT funds available to cultural entities
☐ County: Restaurant tax funds available to cultural entities
☐ Bonds that support the cultural sector

PLACEMAKING
☐ Public Art programs, including:
  ☐ 1% for Art
  ☐ Appropriations for public art
  ☐ Budget for public art maintenance
  ☐ Transportation or utility projects included in % for Art
  ☐ RDA supports public art with $ 
  ☐ Incentives for private development
☐ Historic District/structure(s) are protected
☐ Funding/credits available to increase preservation
☐ Cultural District(s) defined
☐ General beautification: main street revitalization, mural programs/festivals, green space, etc

AWARENESS
☐ Municipality promotes happenings of cultural organizations (website, email, social media etc.)
☐ Cultural Asset Map integrated into website
☐ nowplayingutah.com populates community calendar

BOOSTING CREATIVITY

☐ Therapy: art/dance/music/theatre therapy used to improve community problems such as homeless, mental health, opioid addictions
☐ If a county, are you denying nonprofits exemption from property tax?
☐ Regulations / ordinances friendly to cultural businesses
☐ Are your tax structures friendly to for-profit cultural businesses?

CONTACT US: CRYSTAL YOUNG-OTTERSTROM, ED // 801.652.0737
254 W 400 S SUITE 302 SLC UT 84101 // CYO@UTCULTURE.ORG // UTCULTURE.ORG
Utah Cultural Alliance is the statewide voice of the humanities and arts. We amplify culture’s positive contributions to Utah’s economic, family, and community life.

STATEWIDE STATS¹
1. Employs 111,919 Utahns and generates $4.2 billion in earnings
2. UT is #1 for live arts participation per capita
3. Comprises 4.01% of Utah’s employment (3rd fastest growing state)
4. Three cultural education programs served 1,575,189 children
5. Direct income from historic rehabilitation projects using state historic preservation tax credits: $32,303,365 and 737 jobs

BENEFITS OF CULTURE
Data sources: www.utculture.org/whyculture
1. Attracts businesses
2. Makes communities more attractive, vibrant, livable, and preserves our history
3. Boosts creativity, empathy, and kindness; businesses frequently cite creativity as a #1 valued skill in employees
4. Improves graduation rates, creativity, and test scores for children

UCA SERVICES
1. Supply code for ordinances to improve arts and humanities sector (free): % for art, RAP, cultural districts, murals vs. signage
2. Consult with municipalities to form strategies & master plans to boost cultural industries and cultural tourists (free)
3. Customized Cultural Asset Map for community (small fee)
4. nowplayingutah.com events data feed to populate your community events calendar (small fee)

¹ data source: WESTAF Creative Vitality Suite, which collects 183 creative industry and occupation codes from the BLS and BEA. Of these, UCA’s creative industries definition uses 148. The most recent year available is 2017.