



# Mission

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

# Board Members

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Network Hospitals

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Nelson / Utah  
Lawyers for the Arts

Joshua Stavros  
Utah Shakespeare  
Festival

Matt Whittaker  
Natural History  
Museum of Utah

# Utah's Cultural Businesses

## FOR PROFIT

- Galleries
- Design: Graphic/Creative/Interior/  
Fashion, etc.
- Film/TV/Video
- Photography
- Individual Artists (visual, music,  
dance, authors, poets, actors, etc.)
- Presenting Venues (Depot)
- Event Production

## NONPROFITS

- Museums (arts, history/heritage,  
science, botanical gardens, zoos)
- Universities
- Archives
- Libraries
- Organizations: arts, folk arts,  
cultural, humanities, science,  
education, preservation, history,  
anthropology/archaeology, and  
heritage organizations.

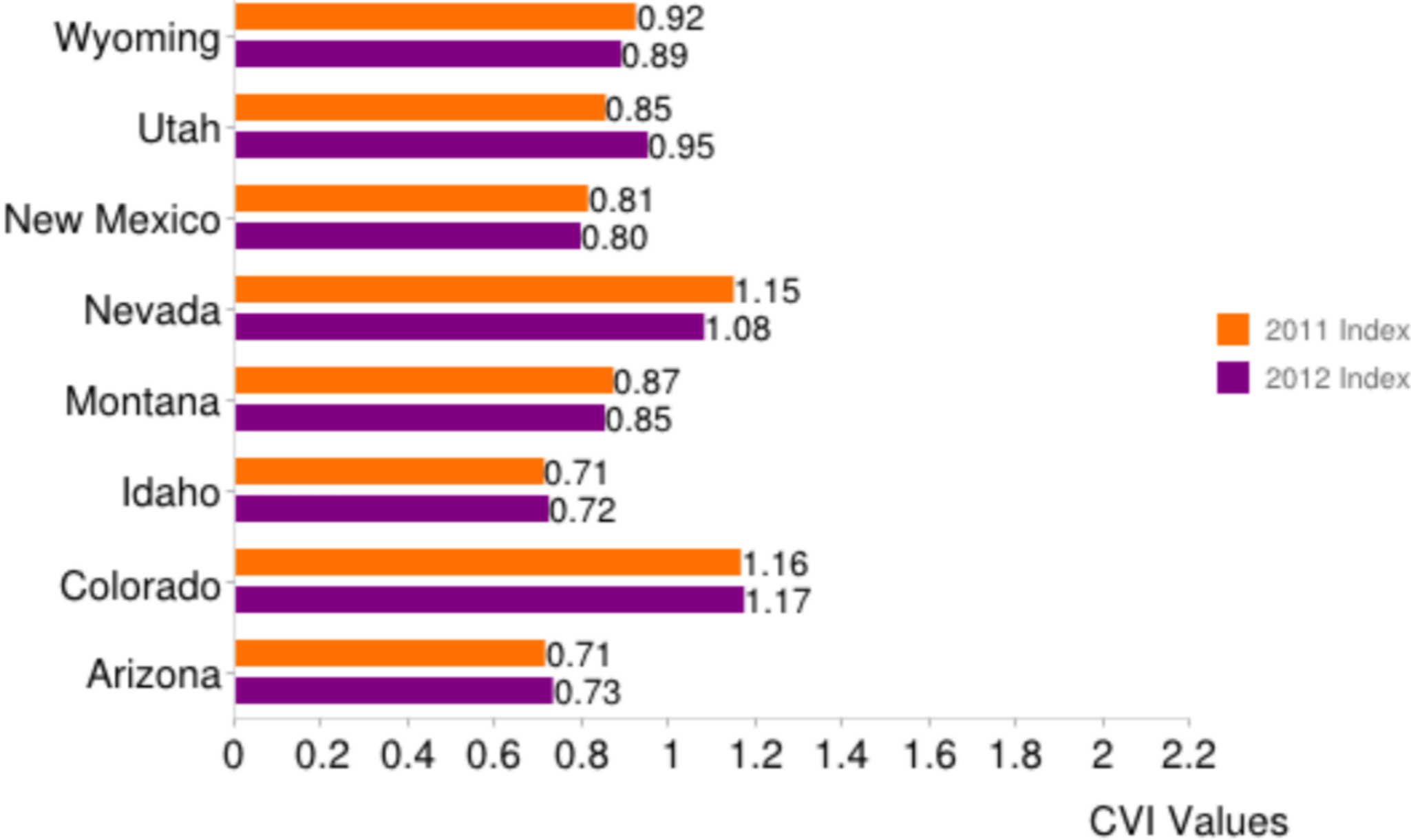
# Utah's Cultural Business Sector\*

- Cultural businesses employed over 51,000 Utahns
- \$3 Billion in Earnings (entire creative sector)
- \$187.1 in Cultural Nonprofit revenue
- \$1.2 million awarded by State Arts Agency Grants

\*data pulled from WESTAF's 2014 Creative Vitality Index (CVI)

Chart #1

Comparative CVI™ of the Mountain West State 2011-2012

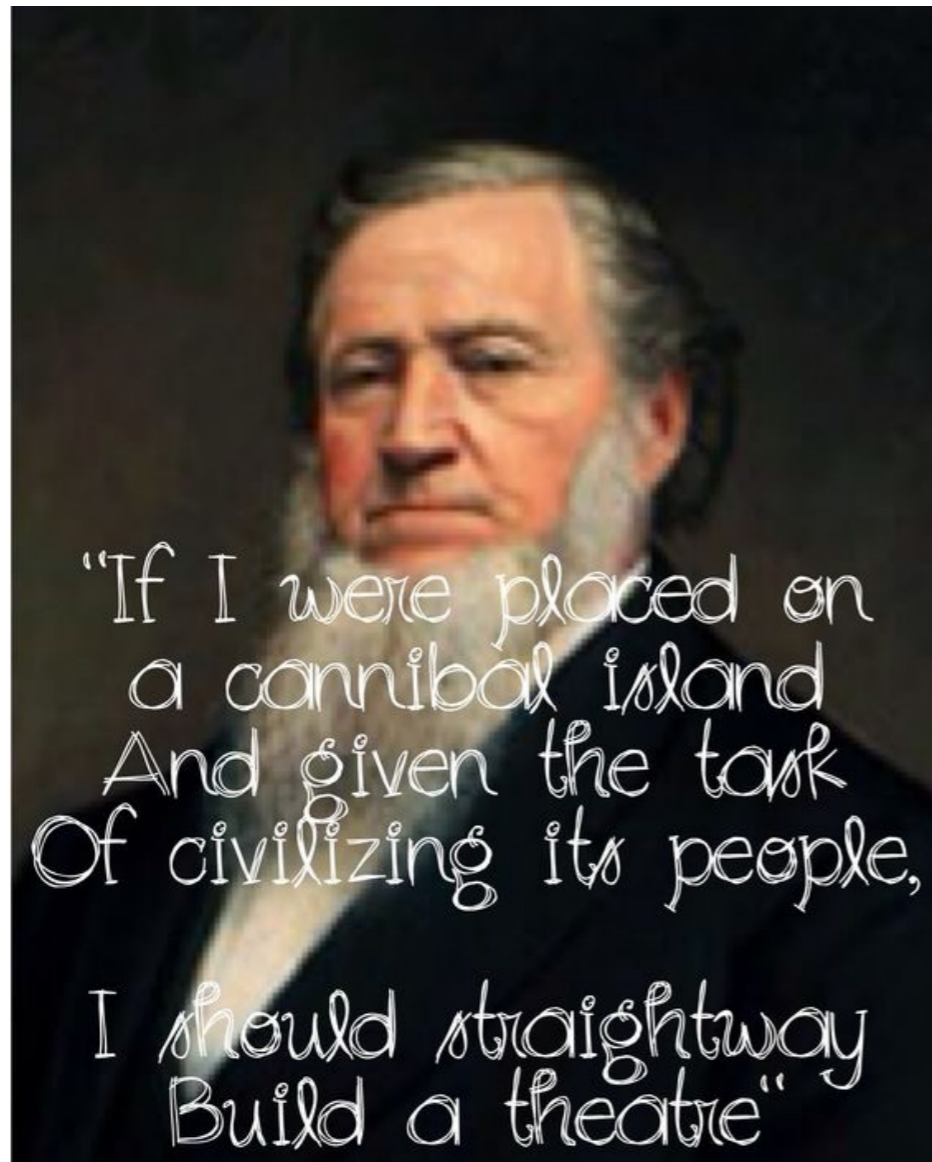


Source: WESTAF

# *Additional Impact*

- Property Value
- Cultural Tourism
- Residents
- Community vibrancy/revitalization
- Attracts New Businesses/Workers
- Educational benefits for Children

# Utah Loves Culture





# Utah Loves Culture

#1: 84.5% // Attend a visual or performing arts event or went to the movies

#1: 51% // Live music, theatre, dance performances

#1: 33.9% // Art exhibits

#1: 72.6% // Watch movies live

#7: 35.6% // Visit Buildings, Neighborhoods, Parks for Historic/Design Value

#6: 57% // Read literature (poetry, plays, short stories, novels)

#11: 53.6% // Personally Perform or Create Artworks

## *Public Support Contributes to Utah's Healthy Environment for Cultural Businesses*

1. Grants through the Utah Department of Heritage and Arts, its 5 divisions, and LAAs
2. % for Public Art programs (8 municipalities)
3. RAP-type taxes (6 counties, 27 cities)

# RAP-type

1. Statute: RAP can't replace state funds
2. Can only go to defined types or organizations or programs set by that municipality
3. Different names/functions: ZAP, RAP, PAR, RAMP, RAPZ, CARE

# Salt Lake County ZAP Snapshot

1. Applicants spent \$115.4 Million in Salt Lake County
2. 6.5 Million SLCo residents served
3. 2.6 Million SLCo residents received free admission
4. 13,645 jobs provided
5. 36,240 volunteers
6. 32,785 Artists, Scholars, Botanists and Zoologists are involved
7. Over \$25 million of in-kind contributions

# *Cultural Businesses Give Back*

1. Job Creators
2. Pay Taxes
3. Cultural offerings increase Property Values
4. Consumers
5. Cultural Tourism
6. Indirect Spending "Night Out"

# Cultural Tourism

## 1. Utah Shakespeare Festival

- Total impact: \$35M annually
- Direct spending: \$16.9M
- Indirect: \$18.6M
- 85% of audience drives more than 75 miles

## 2. Sundance Film Festival

- Economic activity of \$143.3M
- 1,440 jobs
- \$7.9 million in state and local tax revenue
- Attended by more than 46,660 people from 42 states and 16 countries.

## 3. **More:** Fringe, Moab Music Festival, Utah Festival Opera, Deer Valley Music Festival, Escalante Canyons Art Festival, Gina Bachauer Piano Foundation/International Competition etc.

# Improving Our Creative Climate

1. Marketing \$ to draw cultural tourists (within region and out of state)
2. Funding
3. Community Development
4. Property Tax/Regulations
5. Data

# Contact Us

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