



# WHY THE ARTS MATTER IN UTAH



## NATIONAL ARTS FACTS

**ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT** (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: [U.S. Bureau of Economic Analysis](#), 2015.

**\$764 BILLION** Arts & Culture Sector

**\$763 BILLION** Construction

**\$208 BILLION** Education Services

**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## UTAH ARTS FACTS

### THE UTAH ARTS & CULTURE SECTOR REPRESENTS 4.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$6.2 billion** to Utah's economy, representing 4.2% of the state's GDP—a larger share of the state's economy than Mining (\$3.0 billion) or Education Services (\$1.9 billion).

Source: [U.S. Bureau of Economic Analysis](#), 2015.

**\$6.2 BILLION** Arts & Culture Sector

**\$3.0 BILLION** Mining

**\$1.9 BILLION** Education Services

**BONUS:** In 2015, UT arts and culture jobs grew by 5.0% while the national average was 2.1%.

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, [Creative Industries](#), 2017.

**673,656** & **3.48M** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

In Utah, **6,567 Arts-Related Businesses** employ **39,565 people**.

- In Davis County, **698 Arts-Related Businesses** employ **2,229 people**.
- In Salt Lake County, **2,892 Arts-Related Businesses** employ **26,512 people**.
- In Utah County, **1,270 Arts-Related Businesses** employ **4,897 people**.

Source: Americans for the Arts, [Creative Industries](#), [Rhode Island](#) report, 2017.

**6,567** & **39,565** ARE INVOLVED IN THE  
BUSINESSES & JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017.

**ART IS A \$166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

In 2015, Utah arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Salt Lake City, for example, nonprofit arts groups generated **\$112.4 million** in economic activity. Audiences of 7.4 million people added another **\$194.1 million** in related spending for a total of **\$306.6 million** for the city in 2015, and this generated **\$27.9 million** in local and state government revenues and **10,479 FTE jobs**.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), [Salt Lake City](#) report, 2017.

**ART IS A \$6.2 BILLION GDP DRIVER OF OUR STATE ECONOMY.**

**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: [Americans for the Arts Action Fund](#), 2019.

Read: "[Funding The Arts Is Good For The Nation](#)," [The Hill](#), 2015.

**Q** What about Utah—how much does state government budget to the Utah Division of Arts & Museums each year?

**A** The state allocated **\$2,191,300** to the Utah Division of Arts & Museums. In 2017, the Division also received **\$718,400** in federal NEA funds, which the Division re-granted to dozens of cultural organizations throughout the state. An additional 21 nonprofit arts organizations received direct grants from the NEA totaling **\$1,290,400**.

Source: [NEA](#) and [NASAA](#), 2017.

Read: "[Utah's art education policy hurts culture and economy](#)," Kimiko Miyashima and Jonathan Cardenas, [Salt Lake Tribune](#), 2018.

GDP

JOBS

ECONOMICS

FUNDING

“It’s important for legislators to understand all the things the arts do for communities — for our schools, for education, for economic development and tourism. And just for our quality of life.”

—State Representative Patrice Arent (D-Millcreek)



## UTAH ARTS FACTS

### IN THE BEEHIVE STATE, THE ARTS UNITE US

The Utah Arts Festival is the largest outdoor multi-disciplinary arts event in Utah with attendance hovering over 70,000 each summer.

**THE UTAH ARTS COUNCIL**—Formerly the Utah Arts Institute, the agency was established on 9 March 1899 by the Third Utah Legislature. Representative Alice Merrill Horne, thirty-one-year-old patron of the arts, ran specifically to advance the arts agenda. Thus, the first state arts agency in the nation was created, “the object being to advance the interest of the fine arts.” Utah has cultivated arts as rich and as strong as the many ethnic and culturally diverse groups that have combined to help make up Utah. The arts endure because they inspire humanity, and an inspired humanity knows no limit.

> Learn more [here](#).

### MEET SOME UTAH ARTS ADVOCATES

- State Representative **Patrice Arent** is a House Democratic Caucus leader. And State Representative **Brad Wilson**, House Republican Majority Leader. Both Arent and Wilson were recognized in 2018 as Legislative Champions by the Utah Division of Arts & Museums. > [More](#)
- Zions Bank and CEO **Scott Anderson** received the Lifetime Cultural Achievement Award from the Utah Cultural Alliance in 2017, as well as Americans for the Arts’ recognition as one of America’s best businesses partnering with the Arts. > [More](#)
- Former Sandy Mayor **Tom Dolan** helped to establish the wonderful new Hale Centre Theater. > [More](#)
- **Crystal Young-Otterstrom** is the Executive Director of the Utah Cultural Alliance. > [More](#)

### ART IN UTAH

- NowPlayingUtah provides a comprehensive calendar of cultural events [here](#).
- Visit Utah can point you toward the best cultural destinations [here](#).
- Utah.com has information on the best museums [here](#), and Culture Trip can point you to the best conemporary art galleries in Salt Lake City [here](#).

### UTAH ART ORGANIZATIONS

Utah Cultural Alliance  
[www.utahculturalalliance.org](http://www.utahculturalalliance.org)  
Utah Museums Association  
[www.utahmuseums.org](http://www.utahmuseums.org)  
Utah Art Education Association  
[www.uaearted.org](http://www.uaearted.org)

### THE ARTS ARE EVERYWHERE!

- Start in **Salt Lake City** for its many great performing arts companies, including the Utah Symphony, Utah Opera, Ballet West, Plan-B Theater, Sakerson, and the Hale Centre Theater. The Utah Museum of Contemporary Art also features many ground-breaking works.
- Head north to **Ogden**, there’s the Ogden Symphony Ballet Association, Egyptian Theatre Foundation, and the art class of Nurture the Creative Mind. Nearby in **Logan**, there’s the Cache Valley Center for the Arts, Utah Festival Opera

& Musical Theatre, and Nora Eccles Harrison Museum of Art.

- South of Salt Lake City, the **Springville** Museum of Art provides an overview of the state’s art since the pioneering days. The **Moab** Music Festival stages wonderful music within the awesome canyons near **Moab**.
- Towards the southwest corner of the state, go to **Cedar City** for the Utah Shakespeare Festival, winner of a Tony, an Emmy, and many other

awards for outstanding theatrical productions and community service.

- The head to **St. George** for the St. George Art Museum, Celebrity Concert Series, the Tuacahn Amphitheater, the documentary film festival, DOCUtah.
- **Park City** offers the famous Sundance Film Festival, Park City Film Institute, Kimball Art Center, Egyptian Theatre, and lots of art galleries.

**To View the Top 10 Reasons to Support the Arts in Utah, Click Here.**

## UTAH ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in Utah,” with corresponding resource links visit [www.ArtsActionFund.org/UT](http://www.ArtsActionFund.org/UT).