

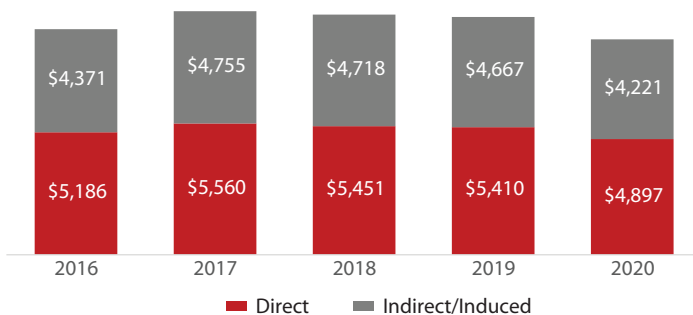
## Salt Lake County

### Economic Contributions<sup>1</sup>

Salt Lake County's arts, culture, and entertainment industry (cultural industry) is comprised of a variety of industries, including jobs in the areas of design, entertainment, fashion, film, humanities, live events, museums, and traditional arts.<sup>2</sup> In 2020, Salt Lake County's cultural industry generated \$4.9 billion in direct sales, which spurred an additional \$4.2 billion in indirect and induced effects, for a total of \$9.1 billion in total sales—or 9.7% of Salt Lake County's 2020 GDP (see Figures 1 and 4). In addition, nonprofit sales made up a 3% share of all Salt Lake County cultural sales (see Figure 2).

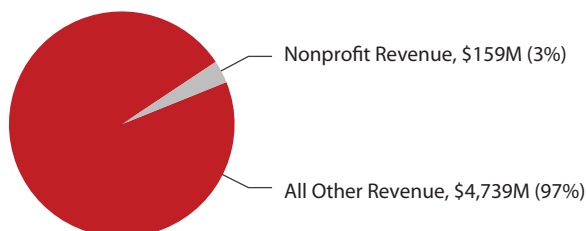
**Figure 1: Salt Lake County Cultural Industry Sales, 2016-2020**

(In Millions of 2020 Dollars)



Source: Kem C. Gardner Policy Institute analysis using IMPLAN economic model

**Figure 2: Nonprofit Revenue as Share of Total Cultural Industry Revenue, 2020**

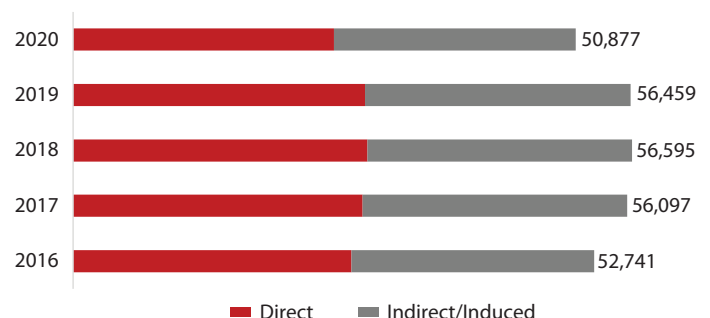


Source: CVS; Kem C. Gardner Policy Institute analysis using IMPLAN economic model

The industry supported an estimated 50,877 jobs in 2020, or 6.9% of the county's total jobs (see Figures 3 and 5).<sup>3</sup> Additionally, cultural industry employment generated a total of \$2.9 billion in labor income.<sup>4</sup>

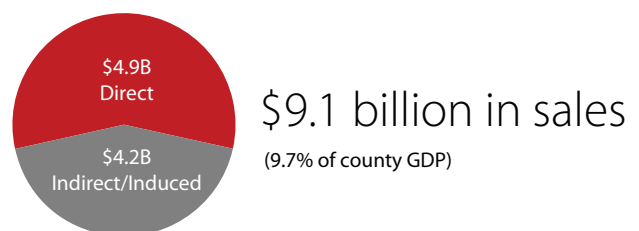
Salt Lake County levies a 0.1% sales and use tax to help support countywide recreation areas, arts, and parks organizations (RAP tax). Figure 6 shows the county's RAP tax revenue from 2018 to 2020, as well as the estimated visitor-generated and resident-generated portions.

**Figure 3: Total Salt Lake County Cultural Industry Jobs, 2016-2020**



Source: Kem C. Gardner Policy Institute analysis using IMPLAN economic model

**Figure 4: Salt Lake County Cultural Industry Sales, 2020**



Source: Kem C. Gardner Policy Institute analysis using IMPLAN economic model

## 2020 COVID-19 Impacts

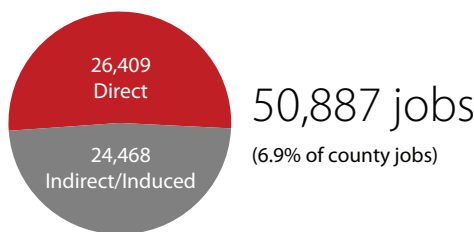
The cultural sector was Salt Lake County's second hardest hit industry in 2020 after leisure and hospitality (see Figure 7). From 2019 to 2020, direct cultural sector sales were down 7.9%, jobs were down 10.6%, labor income was down 6.9%, and tax revenue was down 8.4%.

## Tax Revenue

Tax revenue generated by cultural industry sales supports health and human services, public safety, education, and other statewide services.

The \$4.9 billion in direct Salt Lake County cultural industry sales generated an estimated \$155.2 million in direct tax revenue, or \$95.1 million in state and \$60.1 million in local tax revenue (see Figure 8). Of total direct tax revenue, state sales tax composed the largest share (\$47.4 million), followed by local property tax (\$37.3 million) (see Figure 9). In fact, the \$18.3 million in local sales tax revenue made up a 5.5% share of estimated 2020 Salt Lake County sales tax revenue.<sup>5</sup>

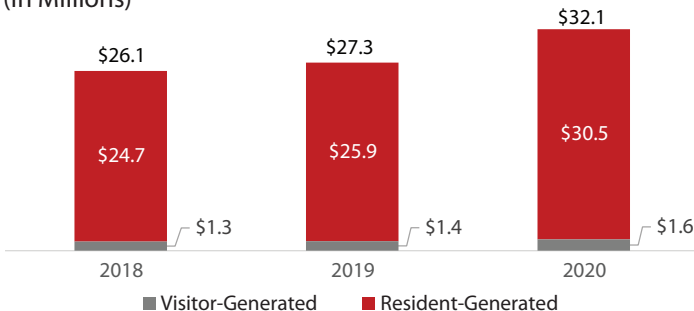
**Figure 5: Salt Lake County Cultural Industry Jobs, 2020**



Source: Kem C. Gardner Policy Institute analysis of Utah Department of Workforce Services and Chmura JobsEQ data using the IMPLAN economic model

**Figure 6: Salt Lake County RAP Tax Revenue, 2018-2020**

(In Millions)

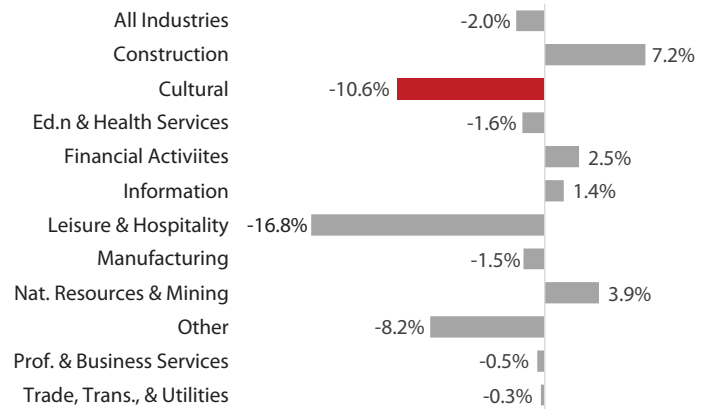


Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

## Endnotes

1. This Salt Lake County profile assess the economic multiplier effects associated with the current or predicted level of sales generated by the cultural industry in the county. Economic contribution captures the economic expanse of all cultural industry county spending and shows the relative reach and magnitude of the industry in the Salt Lake County economy. In contrast, economic impact studies measure the changes in the size and structure of a region's economy that occur when vendors purchase goods and services within the region with money generated outside the region.
2. For this analysis, the Gardner Institute utilized 93 cultural arts industry NAICS codes provided by the Utah Cultural Alliance and their advisory board of economists and economic development professionals to define the industry.

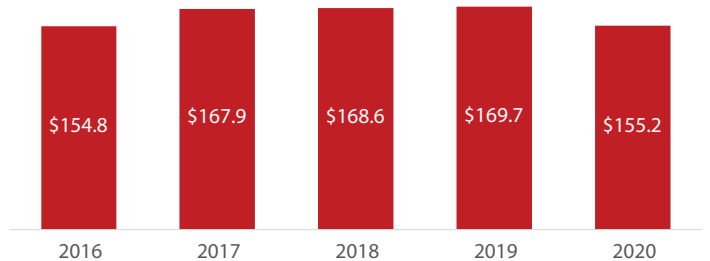
**Figure 7: Year-Over Change in Jobs by Sector, Salt Lake County, 2019-2020**



Note: Cultural sector jobs have been removed from other industry sectors to avoid duplication. Source: Kem C. Gardner Policy Institute analysis of Utah Department of Workforce Services and Chmura JobsEQ data

**Figure 8: Salt Lake County Direct Tax Revenue, 2016-2020**

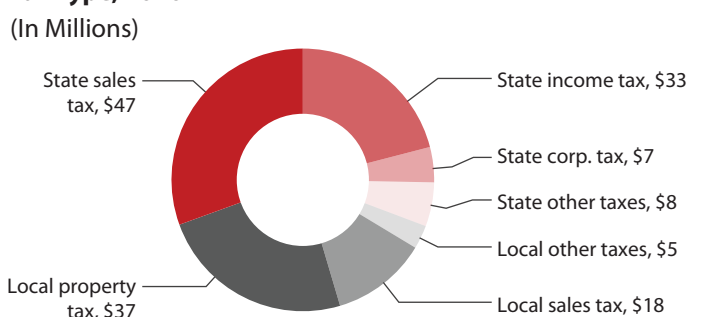
(In Millions of 2020 Dollars)



Source: Kem C. Gardner Policy Institute analysis using IMPLAN economic model

**Figure 9: Salt Lake County Direct Tax Revenue by Tax Type, 2020**

(In Millions)



Source: Kem C. Gardner Policy Institute analysis using IMPLAN economic model

Researchers entered industry codes into Chmura's JobsEQ software tool to generate industry jobs and then entered jobs into IMPLAN economic model to produce jobs, labor income, industry sales, and tax revenue. Creative Vitality Suite by Western States Arts Federation (WESTAF) provided industry nonprofit information.

3. Jobs include full- and part-time private and public employment, and self-employment.
4. Labor income is the sum of employee compensation (wages and benefits) and proprietor income.
5. Includes local sales tax revenue only.