WHO WE ARE

A UTAH KNOWN NATIONALLY FOR ITS WIDE BREADTH OF CULTURES WHERE PUBLIC AND PRIVATE INVESTMENT IN AND EQUITABLE ACCESS TO ARTS AND CULTURAL OPPORTUNITIES ARE PRIORITIZED AND VALUED.

VALUES

Equity: We fight to ensure the cultural industry is representative of and available to communities of all socioeconomic, racial, ethnic, sexual orientation, gender identity, ability, and cultural backgrounds.

Growth: We seek to constantly improve our understanding of other cultures, viewpoints, and systems that allow us to better serve the Utah cultural community.

Collaboration: Because we know the cultural industry is stronger when we work together, UCA strives to develop long-lasting partnerships between individuals and organizations that allow us to better advocate for and support creative professionals.

MISSION

UTAH CULTURAL ALLIANCE FOUNDATION (501c3)

As the cultural industry association, Utah Cultural Alliance Foundation (UCAF), communicates and amplifies the value of culture and supports creative professionals.

UTAH CULTURAL ALLIANCE (501c4)

Utah Cultural Alliance (UCA) cultivates robust public investment in and policies that enhance the cultural industry and lifelong cultural education.
WHAT WE DO

INCLUSION, DIVERSITY, EQUITY, & ACCESSIBILITY

Utah Cultural Alliance and Utah Cultural Alliance Foundation recognize that systemic racism, sexism, classicism, and other divisions exist within the cultural industry as well as within our own organization. Through this program, we work to improve inclusion, diversity, equity, and access throughout all our programming and provide tools for organizations to do the same.

ADVOCACY & ELECTIONS (501C4 & PAC)

Utah Cultural Alliance lobbies for robust, fiscally responsible funding and constructive policy decisions that build culture’s presence and support lifelong humanities and arts education. We do this by creating cultural champions among elected officials. By mobilizing and uniting the cultural industry, Utah Cultural Alliance garners respect for cultural businesses throughout the state.

DATA INITIATIVE

This initiative equips those in the industry with the data and resources to raise awareness of their work, as well as the impacts it has on the community. Finalized data and analyses are published annually via the annual State of UT Culture report. Reports are shared with the press and generate news stories, are co-published with SL Chamber, Utah League of Cities and Towns, Utah Association of Counties, and are shared with decision makers including elected officials, philanthropists, and the for-profit business community.

PODCAST

As part of Utah Cultural Alliance Foundation’s mission to amplify the cultural industry, the weekly podcast Culture Bytes is an opportunity to highlight the exciting work of this sector. Now in its second season, Culture Bytes boasts 500 weekly subscribers. Season 2 is heavily focused on highlighting the work of artists of color as well as the work that cultural organizations are doing to boost diversity.
WHAT WE DO... CONTINUED

CAREER DEVELOPMENT & NETWORKING

This series gives creative professionals the needed tools to expand the capacity of the cultural industry. Topics include streaming cultural events; virtually connecting with your audience; online marketing; public relations; grant writing; fundraising; audience evaluation; advocacy; ethical practices; diversity, accessibility, inclusion, and equity initiatives; community building; public programming; social media; budgeting; economic impact; and collaborative partnerships. Utah Cultural Alliance Foundation is strongly committed to being a statewide resource and hold these events around the state as well as including online access whenever feasible.

NOWPLAYINGUTAH.COM

NowPlayingUtah.com offers arts and cultural organizations, venues, and artists a cost-effective way to boost awareness of their work. Over the past decade, the site has become the premiere source for audiences to search for live dance, theater, music, art, and film listings, as well as community events. NowPlayingUtah.com also promotes exhibits and classes at zoological and botanical gardens, historical sites, and museums.

NOWPLAYINGUTAH FREE NIGHT

Utah Cultural Alliance Foundation coordinates with cultural groups to distribute free event tickets and admissions to patrons experiencing socio-economic hardship or other barriers to access meaningful cultural engagement during National Art & Humanities Month. In 2019, 849 patrons participated in Free Night of Art which was a significant increase from the 522 participants in 2018. This program was put on hold in 2020 to be reevaluated with a focus on inclusion, diversity, equity, and accessibility.
UTAH CULTURAL ALLIANCE (C4)

2020 ACCOMPLISHMENTS

GENERAL
www.utculture.org launched a new widescreen look with a simplified menu that is easier to navigate.

ORGANIZATION MEMBERSHIP
Membership grew by 9% in 2020. Utah Cultural Alliance onboarded 6 new organizations including a scholarshiped organization. The first ever Organization Membership drive was conducted in November 2020 with a 105% completion rate. The drive included over $4,000 in advertising as prizes distributed to UCA members to assist in creating awareness of the cultural industry during these troubled times. A focus on membership support resulted in a monthly member orientation to help onboard new organizations and orient returning organizations. Additionally the option to pay monthly or annually was created, as well as a new member portal to display membership type, expiration date, and profile settings.

ADVOCACY & ELECTIONS
COVID - The Utah Department of Heritage & Arts, Utah Division of Arts & Museums, Governor’s Office of Economic Development, Utah Museums Association, Utah Live Events Industry Association, and Utah Cultural Alliance worked together with the Utah Legislature to secure $29.75 Million, the third-largest state investment of CARES dollars in the arts and culture industry nationally. Of that investment, $4 Million was directed towards multicultural organizations. Additionally, several county and city governments stepped up to help the cultural industry through the COVID-19 crisis: Box Elder, Cache, Davis, Emery, Iron, Juab, Murray, Rich, St. George, Salt Lake, Summit, Taylorsville, Utah, Washington, and Weber recognized our industry need and responded. We thank them for their support.

Utah Cultural Alliance created a microsite for session grading that will launch in 2021.

We commissioned Aisha Lehmann (who is a BIPOC artist) to create the 2020 Cultural Champion awards which we began distributing. They were well received. Distribution will continue in 2021.
2020 ACCOMPLISHMENTS

MERGE
The boards for the two 501(c)3’s, Utah Cultural Alliance Foundation and Utah Arts & Culture Coalition (dba: NowPlayingUtah.com) approved a merge of the two organizations into one 501(c)3. Beginning in 2021, NowPlayingUtah.com will become a program of the Utah Cultural Alliance Foundation rather than its own independently operated/managed business.

DATA INITIATIVE
Utah Cultural Alliance Foundation worked with partners across the state to collect and track the ramifications of COVID-19 on the Cultural Industry. Reporting a loss of $76,592,582 and an estimated 22,000 impacted jobs.

The new Cultural Asset Map was launched on NowPlayingUtah.com. This platform is powered by the organization, venue, artist, and public art directories native to the site.

PODCAST
Culture Bytes Season 2 launched 36 episodes resulting in 1,150 downloads. This reflects an 87% growth in downloads. Season 2 focused on BIPOC lead organizations and artists.

CAREER DEVELOPMENT & NETWORKING
Utah Cultural Alliance Foundation began the monthly event series Culture Conversations. Many of the topics in 2020 focused on adapting to the COVID-19 crisis and recovery. Additionally, several webinars were held with prominent community members to address PPP loans, emergency grant opportunities, and event safety procedures.
NEW FEATURES

NEW WEBSITE
NowPlayingUtah.com launched a new wide screen and mobile friendly website that includes better navigability, a universal search bar, accessibility features, and the cultural asset map.

COVID RESPONSE
NowPlayingUtah.com pivoted to include virtual events and offerings and track canceled/postponed events.

ARTIST DIRECTORY AUDIT
The Artist category underwent an audit of artists to find who was missing and remove duplicates and those that no longer live/work in Utah. NowPlayingUtah.com worked with multiple organizations to increase the diversity of artists represented in this directory.

PUBLIC ART DIRECTORY
NowPlayingUtah.com added a public art directory to the existing organization, venue, and artist directories. Over 1,000 public art pieces were uploaded.

ACCESABILITY FEATURES
Users can now change font, text size, color and language of the website to make it easier for all visitors to use.
2020 MEMBERS

Organizational Members

Alyx Engen Ski Museum
Alta Arts Center
American West Symphony and Chorus of Sandy
Art Access
Artes de México en Utah
Artist of Utah / 15 Bytes
Arts to Zion
Artspace
Aspen Winds
Bad Dog Arts
Beethoven Festival Park City
Better Days 2020
Bountiful/Davis Art Center
Brigham City Museums
Broll Arts
Cache Valley Center for the Arts
Caribbean Nightingale LLC
Cedar City Arts Council
Center for Documentary Expression and Art
CenterPoint Legacy Theatre
Chamber Orchestra Ogden
Children’s Media Workshop World
Choral Arts Society of Utah
Clever Octopus Inc.
Craft Lake City
Dave Thompson Financial Advisors
Discovery Gateway Children’s Museum
Downtown Alliance & The BLOCKS
DUP McQuarrie Memorial Museum
Eccles Community Art Center Eccles Art Center
Egyptian Theatre Foundation
EngAGE Utah
Entrada Institute
Epicenter
Excellence in the Community
FotoFly City LLC
Gina Bachauer International Piano Foundation
Hale Center Theater (Orem)
Hale Centre Theatre (Sanday)
Heart & Soul

Hutchings Museum
Inspire Choral Arts
Jeana Neu
Jordan Youth Choir
Kensington Theatre Company
Leaf Home Booking
Lindquist College of Arts & Humanities at Weber State University
Lyric Repertory Company
Lyrica Opera Company
MagicSpace Entertainment / Broadway Across America - Utah
Moab Arts Council
Moab Folk Festival
Moab Music Festival
Motion Picture Association of Utah
Murray City Cultural Arts
Natural History Museum of Utah
NEXT Ensemble
Nitya Nihita Foundation
NonProfit Legal Association of Utah
NOVA Chamber Music
Ogden Downtown Alliance
Ogden First / O1ARTS
Ogden Friends of Acoustic Music
Ogden Musical Theatre
On Pitch Performing Arts Inc.
Onstage Ogden
Park City Summit County Arts Council
Parker Theatre
Pilar Pobli Legacy Foundation
Pioneer Craft House
Preservation Utah
Project Success
Red Butte Garden
Reperatory Dance Theater
Ririe-Woodbury Dance Company
Sackerson Theatre Co.
Salt Contemporary Dance
Salt Lake Acting Company
Salt Lake Choral Artists Reeder
Salt Lake City Arts Council
Salt Lake City Public Library
Salt Lake County Arts & Culture
Salt Lake Film Society
Salt Lake Gallery Stroll
SB Dance
SCERA Center for the Arts
Silver Reef Foundation, Inc.
SLAM SLC
Salt Lake County Zoo Arts & Parks
SONDERimmerse
South Jordan Arts Council
South Salt Lake Arts Council
SUU Arts Administration Program
Southwest Symphony
Springville Museum of Art
Spy Hop
Sri Sri Radha Krishna Temple Spanish Fork
St. George Children’s Museum
St. George Dinosaur Discovery Site at Johnson Farm
Story Crossroads
Suzuki Strings Cedar City
Tanner Dance Program at the University of Utah
The Battalion Drum and Bugle Corps
The Madeleine Festival & Eccles Organ Festival
The Monarch
The Mundi Project
The Old House at Center and Main
The Peregrine House
Theoelle Valley Youth Symphony
Torrey House Press
Tree of Utah Momen Foundation, Inc.
Treehouse Children’s Museum
TreeUtah
Tuacahn Center for the Arts
Umbrella Theater
University of Utah College of Fine Arts
University of Utah Department of Theatre
Utah Arts Alliance

Utah Chamber Artists
Utah Council for Citizen Diplomacy
Utah Department of Heritage & Arts
Utah Division of Arts & Museums
Utah Festival Opera and Musical Theatre
Utah Film Center
Utah Film Commission
Utah Film Makers
Utah Humanities
Utah Library Association
Utah Metropolitan Ballet
Utah Museum of Contemporary Art
Utah Museum of Fine Arts
Utah Museums Association
Utah Music Educators Association
Utah Nonprofits Association
Utah Shakespeare Festival
Utah Symphony / Utah Opera
Utah Women Artists Exhibition
UtahPresents
West Valley Center
West Works Theatre
Witness Music

100 CLUB MEMBERS

A. Scott Anderson
Josh Kanter Family Foundation
Jane & Tami Marquardt
Mary McCarty
Amy Oglesby
Jonathan & Tina Ruga
Spencer Stokes & Adam Kolowich

10 CLUB MEMBERS

Cameron Archibald
Cynthia Bell-Snow
Danielle Bendinelli
Tyler Bloomquist
Nancy Boskoff
Susan Boskoff
Cynthia Buckingham
Molly Cannon
Justin Chouinard
Havilah Clarke
Erika Cohn
Patrick de Freitas
Manuel Delgado
Debbie Ditton
Emie Doose
Emma Dugal
Derek Dyer
Susli Fetch-Malohifo’ou
Susan F. Fleming
Juliann Fritz
Kathleen Gardner
Don Gomes

Holly Gunther
Karen Hale
Ann Hanniball
Paul Hill
Pat Holmes
Holly Holst
Brooke Horejsi
Karen Horne
Terri Hrechkosy
Patrick Hubley
Kirk Huffaker
Scott Huntsman
Marian Ingham
Amir Jackson
Jeff Kemp
Theresa King
Nelson Knight
Karen Kwan
Kim Lambert
Kathryn Lindquist
Becca Lloyd
Emily Loughlin

Jill Love
Shari Lyon
Cody McCarthy
Alice McHugh
Mariah Mellus
Mary Migliorelli
Jonathan & Janilee Miles
James Morgese
Sara Neal
Theresa Otteson
Adam Overacker
Jen Parsons-Soran
Victoria Petro-Eschler
Kat Potter
Kirstin Roper
Emily Spencer
Diana Major Spencer
Tammy Spicer
Alice Steiner
Dan Toone
Rita Wright
Hiram Walter Young
Crystal Young-Otterstrom

40 CLUB MEMBERS

Tika Beard
Shannon Belt
Victoria Bourns
Jennifer Dailey-Provost
Norman Emerson
Susan Gagnier
Lucinda Kindred
Taylor Knuth
Steven Labrum
R. Scott Phillips
James Rees
Ruth White

STUDENT MEMBERS

Kathy Davis
Beatrix Gee
Carmen Hall

LeAnne Hodges
Sara Kenrick
Laurie Larson

Tong Liu
Katie Strader
Carly Taylor
THANK YOU TO OUR SPONSORS AND PARTNERS FOR THEIR GENEROUS SUPPORT