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Arts and Culture is in Utah’s DNA and is our way of life.

The cultural industry is a vibrant, diverse sector of the economy that includes for-profit businesses, arts and humanities nonprofits, heritage organizations, scholars, independent creatives, and artists.

In Utah, cultural engagement is in our very DNA. From indigenous peoples to the pioneers to modern day Utahns, Utah shows over and over again its dedication to sharing and discussing the human experience through creative means.

The National Arts and Cultural Production Satellite Account (ACPSA), which is produced jointly by the NEA’s Office of Research & Analysis and the Bureau of Economic Analysis, U.S. Commerce Department reported that in 2020 Utah ranked #3 for total arts and culture value added to state economies and #10 in total arts and cultural employment added to the state.

In the most recent national data (2017) Utah was #1 for art creation, #3 for live event attendance, and #1 for most children’s book materials borrowed from libraries. Among adults, Utah has the third highest cultural participation and is in the TOP 10 for visiting cultural sites and reading literature. Additionally, UTAHNS CREATE THE MOST ART IN THE NATION.

In 2020, Utah’s cultural industry generated $9.1 billion in direct sales, which spurred an additional $8.7 billion in indirect and induced effects, for a total of $17.8 BILLION IN TOTAL SALES - OR 9% OF 2020 GDP.

The industry supported an estimated 108,560 JOBS IN 2020, OR 5.2% OF UTAH JOBS. Additionally, cultural industry employment generated a total of $5.2 BILLION in labor income.

The $9.1 billion in direct cultural industry sales generated an estimated $309 MILLION IN DIRECT TAX REVENUE, or $195 million in state and $114 million in local tax revenue. State sales tax composed the largest share ($90 million), followed by local property tax ($77 million). In fact, the $90 MILLION IN STATE SALES TAX REVENUE MADE UP 3.9% OF ESTIMATED 2020 STATE SALES TAX REVENUE.
Cultural Industry Jobs

Utah's cultural industry comprises a variety of jobs in the area of culture, design, entertainment, fashion, film, humanities, live events, museums, and traditional arts. These jobs include full- and part-time private and public employment, and self-employment. Note: 2021 Q2 jobs reflect the most recent data available at the time of study. Analysts used 93 cultural industry NAICS codes selected by industry leaders to generate this data.

In Q2 of 2021, full-time, part-time, and gig worker jobs in the traditional arts composed 20% of the cultural industry, followed by jobs in humanities (15.8%), design (8.6%), film (8%), entertainment (6.8%), museums (5%), and fashion (3.7%). All other cultural industry jobs, such as cultural and artist equipment manufacturing, radio stations, and grant-making foundations, accounted for the remaining 32.1% of Utah's cultural industry jobs. After 2020, jobs in all cultural industry sectors—except for the museum sector—increased, with entertainment and traditional arts recovering the fastest.

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YOY Percent Change in Cultural Industry Jobs by Type, Utah, 2020 vs. 2021 Q2

- All: -95% 2020, -52% 2021 Q2
- Design: -65% 2020, -6% 2021 Q2
- Entertainment: -70% 2020, -6% 2021 Q2
- Film: -256% 2020, 111% 2021 Q2
- Humanities: -69% 2020, 52% 2021 Q2
- Museums: -6% 2020, -37% 2021 Q2
- Supporting: -2% 2020, 3% 2021 Q2
- Traditional Arts: -26% 2020, -18% 2021 Q2

Utah YOY Percent Change in Jobs by Industry, 2019-2020

- All Industries: -9.5% 2020, -6.8% 2021 Q2
- Construction: -12.6% 2020, -5.3% 2021 Q2
- Education & Health Services: -3.3% 2020, 0.9% 2021 Q2
- Financial Activities: 4.6% 2020, 1.7% 2021 Q2
- Information: -18.3% 2020, 1.4% 2021 Q2
- Leisure & Hospitality: -6.9% 2020, 0.1% 2021 Q2
- Manufacturing: -22.3% 2020, -31.9% 2021 Q2
- Natural Resources & Mining: -2.6% 2020, -2.8% 2021 Q2
- Other: -6.8% 2020, -6.8% 2021 Q2
- Professional & Business Services: -6.9% 2020, 3% 2021 Q2
- Public Administration: -6.9% 2020, -6.9% 2021 Q2
- Trade, Transportation, & Utilities: -6.9% 2020, -6.9% 2021 Q2

In 2020, the cultural sector was Utah's second hardest-hit industry after "leisure and hospitality" with average annual income trailing behind all industries except for "uncategorized" and "leisure and hospitality". 2020 numbers and averages are only a snapshot view of how the COVID-19 pandemic's first wave impacted the cultural industry.

Thanks to strong partnerships within the state legislative bodies and health departments, Utah produced the first COVID-19 guidelines in the nation for arts and entertainment, invested deeply in cultural recovery, and was among the first in the nation to return to movie theaters and live entertainment.

Although the cultural industry is recovering from the devastating economic impact of a worldwide pandemic, it continues to show its resiliency through large strides in job recovery in the majority of sectors within the industry.

Average Annual Income by Industry, 2020 Utah

- All Industries: $54,501 2020, $54,501 2021 Q2
- Construction: $57,409 2020, $57,409 2021 Q2
- Education & Health Services: $49,741 2020, $49,741 2021 Q2
- Financial Activities: $46,194 2020, $46,194 2021 Q2
- Information: $79,694 2020, $79,694 2021 Q2
- Leisure & Hospitality: $61,577 2020, $61,577 2021 Q2
- Natural Resources & Mining: $38,88 2020, $38,88 2021 Q2
- Other: $67,41 2020, $67,41 2021 Q2
- Professional & Business Services: $49,58 2020, $49,58 2021 Q2
- Public Administration: $49,58 2020, $49,58 2021 Q2
- Trade, Transportation, & Utilities: $49,58 2020, $49,58 2021 Q2
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.

The industry supported an estimated 50,887 JOBS in 2020, or 6.9% of the county’s total jobs. Additionally, cultural industry employment generated a total of $2.9 BILLION in labor income.

Salt Lake County Tax Revenue, 2016 - 2020 (Millions of 2020 Dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Revenue</th>
<th>Direct</th>
<th>Indirect &amp; Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$154.8</td>
<td>$155.2</td>
<td>$169.7</td>
</tr>
<tr>
<td>2017</td>
<td>$167.9</td>
<td>$168.6</td>
<td>$169.7</td>
</tr>
<tr>
<td>2018</td>
<td>$168.6</td>
<td>$168.6</td>
<td>$169.7</td>
</tr>
<tr>
<td>2019</td>
<td>$169.7</td>
<td>$169.7</td>
<td>$169.7</td>
</tr>
<tr>
<td>2020</td>
<td>$155.2</td>
<td>$155.2</td>
<td>$169.7</td>
</tr>
</tbody>
</table>

In 2020, Washington County's cultural industry generated $315.3 MILLION in direct sales, which spurred an additional $239.3 MILLION in indirect and induced effects, for a total of $554.6 MILLION in total sales - or 10.2% of Washington County's 2020 GDP.

The industry supported an estimated 4,377 JOBS in 2020, or 5.8% of the county's total jobs. Additionally, cultural industry employment generated a total of $138.6 MILLION in labor income.

Washington County Tax Revenue, 2016 - 2020 (Millions of 2020 Dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Revenue</th>
<th>Direct</th>
<th>Indirect &amp; Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$14.2</td>
<td>$15.7</td>
<td>$14.8</td>
</tr>
<tr>
<td>2017</td>
<td>$15.7</td>
<td>$14.8</td>
<td>$14.1</td>
</tr>
<tr>
<td>2018</td>
<td>$14.8</td>
<td>$14.1</td>
<td>$12.6</td>
</tr>
<tr>
<td>2019</td>
<td>$14.1</td>
<td>$12.6</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>$12.6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The $315 MILLION in direct Washington County cultural industry sales generated an estimated $12.6 MILLION in direct tax revenue, or $7.4 MILLION in state and $5.2 MILLION in local tax revenue. Of total direct tax revenue, state sales tax composed the largest share ($4.3 MILLION), followed by local property tax ($3.4 MILLION).

In fact, the $1.6 MILLION in local sales tax revenue made up a 3.8% share of estimated 2020 Washington County sales tax revenue.

The cultural industry was Washington County’s hardest hit industry in 2020. From 2019 to 2020, direct cultural industry sales were down 8.3%, jobs were down 9.3%, labor income was down 9.9%, and tax revenue was down 10.2%.
Municipal Collaboration

The cultural industry is not only a contributor to statewide and county economies but also boosts municipalities. According to research done by Americans for the Arts, cultural organizations can increase nearby residential property values by up to 20%, increase creative thinking and problem-solving in business, and even spark growth and innovation by delivering a better-prepared workforce.

All businesses need investment to succeed. There are several economic tools to help Utah’s municipalities invest in their communities by supporting their local cultural industry. Two key tools are RAP Taxes and Historic Rehabilitation.

Historic Rehabilitation

Historic preservation is another way communities can invest in themselves. By seeking to preserve historic buildings, communities can increase jobs, revitalize districts, increase tourism and property value, house small businesses and startups, support neighborhood diversity, expand affordable housing, increase neighborhood stability, and community engagement. All of these benefits make preservation a no-brainer. Not convinced? Take a look at Utah’s Historic Rehabilitation program work and utilization of the State Historic Rehabilitation Tax Credit.

Park City’s Historic Theatre the Egyptian’s facade

Counties and municipalities can levy a 0.1% local option sales tax and use tax to support recreation, arts, and parks organizations. This small investment can lead to significant growth and stabilization of cultural organizations thereby enhancing city growth, attracting businesses, employees, and visitors.

Local governments can access Utah Cultural Alliance’s model ordinances (available at www.utahculturalalliance.org/municipalities). To ensure the greatest support for their local cultural industry, municipalities are encouraged to join the Cultural Caucus.

Historic Rehabilitation Tax Credit 2019-2021

- For every $1 in historic tax credit awarded, AT LEAST $5 is spent in the economy.
- On average, 101 certified State historic tax credit projects take place annually in Utah.

Taylorsville’s ALRASOOL MOSQUE was founded in a small Murray storefront in the 1980s and gradually grew to become the Intermountain Region’s primary Shi’a Islamic religious center. This growth eventually required the congregation to find a new building. Approximately 10 years ago, Alrasool purchased the 130 year old former Taylorsville LDS Ward and Assembly Hall and has occupied this building ever since. In late December, 2019, Alrasool contacted Preservation Utah and the State Historic Preservation Office (SHPO) and asked the two offices to visit their building and evaluate its condition. Due to years of wear and tear, Alrasool’s historic building had begun to crumble.

Together with the Taylorsville Historic Commission, Preservation Utah and SHPO visited Alrasool and inspected the building. This inspection, in turn, led Preservation Utah and SHPO to devise a plan to place the Alrasool Building on the National Register of Historic Places. This National Register listing, which was completed in Spring 2022, facilitates the religious center’s fundraising and grant writing efforts and formalizes the building as a COMMUNITY GATHERING POINT.
Film

56.9% Rural Production
56.9% of all film and television productions take place in rural Utah where companies hire local staff and utilize local restaurants, lodging, and other businesses.

$94.5 Million Spent in Rural Utah
$94.5 million was spent on productions taking place in rural Utah.

$6 Billion from Visitors
Between 2010 and 2020 $6 billion was generated by film-induced tourism resulting from 2.2 million trips to Utah.

$1 becomes $7
For every $1 spent in film incentives, $7 are returned to Utah’s economy through productions selecting Utah’s scenic locations and skilled artisans.

Cultural Tourism
Utah’s diverse outdoor recreation, historical, and cultural opportunities support the state’s $10 billion-dollar tourism industry. In addition to its five national parks, 11 national monuments, and 15 ski resorts, Utah is home to hundreds of art galleries, theaters, museums, and cultural arts venues. Utah also hosts popular cultural events, including the Sundance Film Festival, Utah Shakespeare Festival, and Park City Arts Festival.

According to Omnitrak TravelTrakAmerica data, over the past five years one in ten travelers, an average of 11% of survey respondents, indicated an arts and culture activity as their primary or secondary reason for visiting Utah. Likewise, one in three out-of-state visitors, and one in four in-state visitors, indicated that they participated in an arts and culture activity while in Utah, even when it was not their primary or secondary reason for visiting. Arts and culture activities include visiting art galleries and festivals, historic sites, museums, arts and crafts fairs, Native American ruins and rock art, and musical concerts, theater, and festivals.

Omnitrak reports that over the past five years, arts and culture visitors in Utah spent an average of $569 per party per trip, which is above the average Utah trip spend of $531. About one-third of that spend, however, is on transportation to Utah, meaning that the other two-thirds is spent in Utah. Assuming one in 10 travelers visit Utah for an arts and culture experience, it can be estimated that cultural tourism generates around $1 billion in annual statewide spending. After accounting for the travel-to-Utah spending share (e.g. airline tickets, gasoline to get to Utah, etc.), it is estimated that Utah’s cultural arts visitors spend roughly $650 million in Utah’s economy each year, generating statewide and regional economic impact.

Average Expenditure per Travel Party per Trip for Cultural/Art Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Average Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural/Art Driven Participation</td>
<td>$569</td>
</tr>
</tbody>
</table>

Historic Sites #1 for Cultural/Art Participation
80% Stayed Overnight
13% was Cultural/Art Driven
28.8% included Cultural/Art Participation

### Cultural Tourism

- **Historic Sites #1 for Cultural/Art Participation:** 80% Stayed Overnight, 13% was Cultural/Art Driven, 28.8% included Cultural/Art Participation.

<table>
<thead>
<tr>
<th>Area where a TV or movie was Filmed</th>
<th>% of Total Visitation</th>
<th>% of Out of State Visitors</th>
<th>% of In State Visitors</th>
<th>% of Arts/Cultural Primary/Secondary Activity as Reason for Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharpsville</td>
<td>28.8%</td>
<td>30.6%</td>
<td>26.2%</td>
<td>100%</td>
</tr>
<tr>
<td>Marda</td>
<td>4.4%</td>
<td>5.2%</td>
<td>3.3%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Logan</td>
<td>16.5%</td>
<td>17.5%</td>
<td>15.1%</td>
<td>56.8%</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>9.0%</td>
<td>10.6%</td>
<td>6.6%</td>
<td>34.7%</td>
</tr>
<tr>
<td>Historic Sites</td>
<td>4.7%</td>
<td>6.1%</td>
<td>2.8%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Courthouse</td>
<td>5.6%</td>
<td>6.8%</td>
<td>4.0%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Joseph Smith</td>
<td>09%</td>
<td>1.2%</td>
<td>0.6%</td>
<td>3.0%</td>
</tr>
<tr>
<td>County Park</td>
<td>2.8%</td>
<td>2.4%</td>
<td>3.3%</td>
<td>16.3%</td>
</tr>
<tr>
<td>Pinnacle Peak</td>
<td>2.0%</td>
<td>2.0%</td>
<td>19%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Trapper Peak</td>
<td>2.4%</td>
<td>2.4%</td>
<td>0.5%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>

### Film

Film editor editing a scene of a couple at a computer.

### Film

Film editor editing a scene of a couple at a computer.

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Social & Emotional Impact

While the cultural industry is an important part of our economy, it is also a vital contributor to the health and stability of our communities. Cultural entities can anchor their communities and provide a sense of belonging, work-life balance, entertainment, and opportunities for learning. The following are two of Utah’s strong cultural businesses that create a strong social and emotional impact.

**Hopebox Theatre - Kaysville**

The Hopebox Theatre is built on the power of the performing arts to help people heal. Theatre founder Jan Williams, herself a four-time cancer survivor, knows first-hand the struggle and strain that cancer puts on an individual, their family, and their community. During her third battle with cancer, Jan’s theatre students serenaded her from her doorstep with her favorite Broadway show tunes, bringing her hope and energy. This event inspired Jan to start the Hopebox Theatre in a vacant Kaysville church building with Curtis Dalton and Derek Raynor.

Hopebox Theatre provides love and support to cancer patients and their families through their Wall of Hope program. Each show is dedicated to an individual cancer patient. The Wall of Hope Recipient is the heart and soul of every production. They are recognized in the set details, cheered for at rehearsals, and work with the cast and production team. Finally, they are honored onstage on the production's closing night. Additionally, a portion of ticket sales is donated to the recipient and patrons are encouraged at each show to donate directly to the Wall of Hope program. Each show is dedicated to an individual cancer patient.

"At times I've questioned why God has kept me alive. I'm so thankful to be able to see my vision realized by being able to soften the effects of cancer to an individual and their family! We may be small, but our mission is great and we are making a positive impact... one life at a time! I feel so blessed to be helping families in our community find hope during one of the hardest times in their life!"

- Jan Williams

**Epicenter - Green River**

In the heart of Green River, there is magic brewing! In an unprecedented move, the City of Green River recently donated 3.8-acres of vacant land towards Epicenter’s creative placemaking and downtown revitalization efforts.

The southeastern corner of the land is already being dramatically transformed at the hands of visiting artists and local volunteers from a vacant lot into Pearl Baker Park.

Pearl Baker is a historic local woman who was a cowgirl, artist/artisan, published writer, and educator. The overall project, named Canal Commons, will transform the nearly 4-acres from blighted land into a pocket neighborhood for local residents complete with 5-10 affordable housing units, common greenspaces, public art, and the Pearl Baker Park and Outdoor Classroom.

**2021 Highlights**

- Started the artist-led revitalization/redesign of the old town park
- Raised over $50K towards Pearl Baker Park & Outdoor Classroom, and climbing
- Selected to receive ARP funds from the National Endowment for the Arts
- Hosted 65 creative professionals for their 2022 Spring Summit in partnership with Granary Arts

Public Art

Public art is art in public places and readily accessible to all. Today’s public art is more than murals or wrapped electric boxes, it can range from sculpture to landscaping, and even digital art. Public art is a creative placemaking tool. It enhances public spaces, creates identity and character of communities, connects people to place, and enhances social cohesion and cultural understanding.

Public art causes us to think and wonder and connect. A The recently installed “Out of the Blue” whale tail sculpture in Salt Lake City sparked a lively public discussion on public art and community representation. Public art can encourage residents to spend more time outdoors with the added benefit of enhancing public health through stronger social cohesion, reducing stress and increasing personal wellness of community members.

**Moab ArtTrails**

Since its inception in 2015, Moab ArtTrails has added over $90,000 of art to the community with 11 sculptures acquired for the permanent public collection. The fourth year of this program is produced with the kind support of the Moab Arts Council, the Moab Arts & Recreation Center, Grand County, the City of Moab, and dozens of artists, foundations, private contributors, arts lovers, civil servants, builders, and friends.

Left to right is Sue Quinlan and Liz Holland holding MoabArtTrails sign

Actresses dressed as nuns singing

Storytelling around a campfire
Education

Cultural education isn’t auxiliary education, it shapes students to be contributing community members and enhances all other learning. In multiple, peer-reviewed studies, students who receive early music training show higher executive functionality thus enabling them to quickly process and retain information, regulate behaviors, make good choices, problem solve, plan, and adjust to changing mental demands. Similar results have been found in many other traditional forms of cultural engagement.

Utah has three unique state-funded programs that ensure as many children as possible throughout Utah have access to the benefits of cultural participation and engagement.

Professional Outreach Program in the Schools (POPS)

Professional Outreach Program in the Schools (POPS), managed by the Utah State Board of Education and sponsored by the Utah State Legislature, supports arts education in Utah’s public schools by bringing professional arts organizations’ educational programs to schools for free or subsidized costs. The program connects schools, teachers, administrators and students with high quality arts learning experiences and professional artists. POPS supports the state’s core arts standards by providing arts education opportunities to all Utah schools.

POPS Participating Organizations:
- Ballet est
- Nora Eccles Museum of Art
- Plan-B Theatre
- Repertoryance Theatre
- Ririe-oodburs Company
- Springville Museum of Art
- Spy Hop
- Tanner anec
- Utah estival Opera and Musical Theatre
- Utah ilm Center
- Utah Museum of Contemporary Art
- Utah Museum of fine Arts
- Utah Opera
- Utah Shaepeare estival
- Utah Symphony

Beverley Taylor Sorenson Arts Learning Program (BTSALP)

The Beverley Taylor Sorenson Arts Learning Program provides arts-integrated instruction to elementary students, effectively increasing student performance in every subject. BTSALP Arts puts specialists trained in visual art, dance, music, and theatre in elementary schools to develop lesson plans that incorporate art. The Utah State Board of Education administers the program statewide, and collaborates with administrators and university staff from Brigham Young University, Dixie State University, Southern Utah University, University of Utah, Utah State University, Weber State University, and Westminster College. The program pays for arts supplies, equipment, materials, and supports ongoing research to ensure quality implementation and results.

380 SCHOOLS W/ BTS ARTS EDUCATORS • 60% STATEWIDE COVERAGE • 213,105 STUDENTS

iSEE

Informal Science Education Enhancement (iSEE) is a collaboration among nonprofit informal science education organizations in Utah. These groups receive funding from the Utah State Legislature to provide science experiences to students and teachers across Utah who would otherwise not be available to them.

iSEE Participating Organizations:
- Clar Planetarium
- Discovery Gateway Children’s Museum
- HawkWatch International
- Loveland Living Planet Aquarium
- Natural History Museum of Utah
- Ogden acture Center
- Red Butte Garden
- Thanksgiving Point
- The Leonardo
- Utah State University Extension
- Utah’s Hogle Zoo

Student Experiences 2020 School Year

394,961

Education Spotlight: SPY HOP Productions

Spy Hop is a digital media arts center offering in-school, after-school, summer camps, youth-in-care, and satellite programming for students ages 9-19 of all skill levels and aspirations in film, music, audio and design. They offer hands-on project-based programming in Salt Lake City and across the state of Utah for students 9-19 of all skill levels and aspirations. Spy Hop meets young people where they are in their lives and invites them to tell their stories through film, music, audio and design. Their model combines youth development, arts education, and career preparation to empower young people to gain the skills they need to be successful.

Spy Hop’s mission is to mentor young people in the digital media arts to help them find their voice, tell their stories, and be empowered to affect positive change in their lives, their communities, and the world. They envision a world in which all young people possess the skills and mindsets necessary for future success and that their voices are heard and valued in their communities. Spy Hop serves over 18,000 students a year from more than 120 schools across the state, making it one of the largest and most diverse youth media organizations in the U.S.
Inclusion, Diversity, Equity, & Accessibility

Organizations across the cultural industry, including Utah Cultural Alliance, have done strategic work to ensure inclusion, diversity, equity, & accessibility (I.D.E.A) are part of everything they do. Utah's cultural industry MUST begin or continue to engage meaningfully in this work through active listening and real application. Whether just starting this work or already translating I.D.E.A. practices into action, many of the cultural industry's own organizations throughout Utah have shown what effective I.D.E.A. work looks like. The following are just a couple of businesses with strong I.D.E.A policies that champion their diverse communities.

Pacific Island Knowledge 2 Action Resource is an asset-based community organization whose mission is to help Utah's Pacific Islander communities flourish through providing culturally-relevant resources, opportunities and services to help build alliances, bridge communities, and provide opportunities. PIK2AR, in collaboration with various community partners, is focused on providing support in the following areas:

**BUSINESS EDUCATION & NETWORKING**

**KAVA TALKS (KOMMITMENT AGAINST VIOLENCE ALTOGETHER)**

**UTAH PACIFIC ISLAND FILM SERIES**

Sema Hadithi African American Heritage and Culture Foundation strives to "tell the story" of Black American history, heritage, and culture in Utah by researching, preserving, and sharing information throughout the community.

Sema Hadithi Foundation works to uncover and centralize previously untold stories of Black Utah, and share those stories with the public. Active projects include a graphic novel depicting the lives of Buffalo Soldiers, placement of historic markers at the sites of lynchings, an Annual Day of Remembrance and Black History Conference, and an index of contributions of Black women to the state. Sema hadithi means "tell the story" in Swahili.
When the pandemic hit, Utah’s arts, museum and cultural organizations were shut down. In order to mitigate the effects of COVID-19, the Utah Division of Arts & Museums immediately took action. This funding has been instrumental in Utah’s arts and museums ability to re-open and serve the public. Since March 2020, Utah Arts & Museums (UA&M) has operated eight separate transparent grant processes to provide more than $26.5 million to arts organizations, museums, and artists. Grants were reviewed by community leaders, board members, an independent CPA, and staff members. They received nearly 1,400 applications annually.

The Utah State Legislature is ranked third in the nation in the amount of CARES support allocated from federal relief directly to cultural organizations. In addition, thanks to the support of the National Endowment for the Arts, private donors, and partnership with sister government agencies, UA&M provided significant assistance through multiple timely and transparent granting processes.

UA&M received Institute for Museum & Library Services (IMLS) funding ($500,000) for a three-year measurement of Museum Social Impact study.

The federal IMLS grant is the first of its kind for UA&M, and the first National Leadership Grant awarded in Utah in more than ten years. The grant has enabled Museum Services to expand on its pilot Social Impact Study, which ran from 2017-2019. Social impact can be defined as the effect of an activity on the social fabric of a community and the well-being of the individuals and families who live there. This nationwide research project involved 30 museums investigating the social impact of their organizations.

In 2020, UA&M launched a six-week training course about accessibility training for the cultural community. The course aims to help individuals and organizations become more inclusive and welcoming in their programming, gathering spaces, hiring, and staffing.

The training starts by exploring the history of the disability movement and legal requirements and goes on to cover topics including: barriers, models of disability, universal design, microaggressions, and internationality. The training then asks participant organizations to consider how to better incorporate accessibility in everything they do. Organizations receive tools for assessments and are encouraged to consider how to better incorporate accessibility in everything they do by developing and implementing an accessibility plan.

UA&M museums staff, in partnership with Utah Humanities, have been awarded a three-year, $375,000 grant from the National Endowment for the Humanities to create the Utah Community Preservation Program to train professionals across the state who manage cultural collections.

The grant funds a conservator to coordinate the program and serve as lead instructor for a series of 24 online and eight in-person trainings and workshops over the course of two years. The program trains ten cultural heritage professionals, geographically distributed throughout the state, to act as an ongoing Community Preservation Team.
WE LOOK TO THE PAST TO SEE THE FUTURE MORE CLEARLY.

The study of history and civic engagement are two sides of the same coin.

The Utah Division of State History (UDSH) preserves and shares artifacts, documents, photos, experiences, and more to tell Utah’s history – for today and future generations. Over 500,000 people annually access many of our resources at history.utah.gov.

The study of history and civic engagement are two sides of the same coin.

UDSH engages with scholarship through the Utah Historical Quarterly, the state’s official historical journal since 1928.

UDSH honors our dead by partnering with more than 400 cemeteries to combine 725,000 burial records to review.

UDSH challenges thousands of young people through the rigorous academic National History Day – Utah program.

UDSH cares for the state’s collection of over 30,000 historical objects.

UDSH documents over 1,200 historic and commemorative sites throughout the state.

In 2026, UDSH will open the doors of the new Museum of Utah.

History is essential to understanding ourselves and the world in which we live today. History celebrates past achievements while recognizing sometimes painful truths as we strive to form a more perfect Utah.

Utah Humanities (UH) empowers Utahns to improve their communities through active engagement in the humanities.

The humanities focus on how we all experience and document our world. They help us understand each other by revealing our shared experience while also helping us explore current issues and navigate divides.

As an example of the deeply relevant impact of the humanities, UH’s 3-year Think Water Utah project is a statewide collaboration and conversation on the critical topic of water. Together with their partners, they generated over two dozen exhibitions and hundreds of events that explore the essential role of water in Utah communities. This collaboration includes museums, cultural centers, nature preserves, and more. Our community partners are telling their own water stories by creating local companion exhibits and online curriculum, as well as live and virtual events that are drawing over 50,000 attendees across the state, all of whom are invited to research, reflect, and converse.

Utah Humanities serves as the catalyst behind these types of experiences, putting humanities ideas into action, through four specialized centers:

- **The Center for the Book**
- **The Center for Community Heritage**
- **The Center for Educational Access**
- **The Center for Local Initiatives**
Libraries

Libraries are important features in our society. Libraries give their communities **learning spaces** that can be used for studying, homework help, creative labs, and collaborative learning. They provide space for **the arts** through visual and performing art exhibits and programming. Libraries are a **social hub** for health information, social services, financial assistance, and nonprofit resources.

They also provide **workforce and small business** resources through skills development and career planning programs, job-search assistance, research and resources that support small business creation.

Libraries expand **digital access** through public computing and technology hubs, wireless-internet, and mobile hot spots. Most importantly, libraries are **literacy** centers that provide early literacy skills, digital resources, test prep, coding instruction, and **life-long learning opportunities**.

![Mother reading to child in a library](image)

**Libraries**

Utah's **300+ museums**, 60% of which are located in rural areas, are essential to communicating the diverse stories of our communities - both past and present. From the Topaz Museum in Delta preserving the history of Japanese Internment Camps during World War II to the Springville Museum of Art exhibiting artwork created by students to show how the COVID-19 pandemic changed their daily view on life and local tribes sharing their culture with visitors at the Fremont Indian State Park Museum to the Utah Black History Museum which was established in 2021 to bring Utah's complex black history to light. Visits to museums and historical sites comprise **25% of the state's cultural tourism**.

![Visitors learning from science demos](image)

![Child learning about tasks from frontier life](image)

![Local tribes sharing their culture with museum visitors](image)

The **2,949 employees** at Utah's museums ensure their facilities are community gathering spaces, that allow all visitors to **learn** from the past, **understand** the present, and **prepare** for the future.

From learning about prehistoric life at the Saint George Dinosaur Discovery Site to pioneer life at the Frontier Homestead State Park Museum to exploring the vastness of space at the Clark Planetarium and where our food comes from at Thanksgiving Point's Farm Country, **museums provide educational resources for students, educators, and life-long learners**.

![The Utah Black History Museum and director ready for visitors](image)

**Museums**

**1.8 million card-holders**

**14 million annual visits**

**35 million items circulated**

**140 locations**

**Visitors learning from science demos**

**Child learning about tasks from frontier life**

**Local tribes sharing their culture with museum visitors**

**The Utah Black History Museum and director ready for visitors**
NowPlayingUtah.com communicates and amplifies the events and venues offered throughout the state by cultural businesses large and small.

As a statewide resource, our site gives businesses a cost-effective option to reach a wider audience of Utah residents and visitors leading to increased visibility and economic impact.

Ongoing content is either submitted directly by organizations promoting their own events or added by the NowPlayingUtah.com content team. This dual process ensures robust content. The content team spends roughly 40 hours per week reviewing and loading content on the website. All following averages are calculated on a three year basis (2018-2021).

Community Impact

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<th>Year</th>
<th>Purchase Ticket Initiated</th>
<th>Viewed Organization Website</th>
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<tbody>
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<tr>
<td>2020</td>
<td>50,000</td>
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<tr>
<td>2014</td>
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Average Annual Ticket Purchase Initiation

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<th>Year</th>
<th>Average Annual Ticket Purchase Initiation</th>
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<tbody>
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<td>2014</td>
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</tr>
</tbody>
</table>

Site Content

The content on NowPlayingUtah (NPU) powers an additional 12 calendars located throughout the state including but not limited to: The Utah Office of Tourism, Utah Division of Arts & Museums, My Local Utah, The Salt Lake Tribune, Visit Salt Lake, Play in Davis, Explore Utah County, Arts to Zion, Salt Lake County Zoo Arts and Parks, and Sandy City.
In Closing,
Anyone who has ever experienced the magic of a captivating performance or thought-provoking exhibit innately knows the value of this industry in your life. But it helps to know the concrete data that supports our value. As you learned in this report:

- **The Cultural Industry is 9% of Utah's GDP,**
- **We Employ One in Twelve Utahns,**
- **We Generate $309 Million in Tax Revenue for the State,**
- **Children's Academic Scores Improve When They Are Immersed in Cultural Education,**
- **Arts and Culture Are Vital Contributors to the Health and Wellbeing of Individuals and the Utah Communities They Call Home.**

We are proud to share this annual report together. The partnership and collaboration between Utah Cultural Alliance, Utah Arts & Museum, Salt Lake County Arts & Culture and all of you strengthens our ability to collect and disseminate data and stories from the field.

To Elect officials and Community Leaders:
As you work to build strong communities across this state, we hope you consider this data in your policy and investment decisions. We are proud to work with you daily to make Utah the best place to live, work, play, and visit. We thank you for your continued investments that build a cultural industry that doesn't just survive, it thrives. In terms of quality, originality, and variety, our industry is on par with the great cultural centers of our nation. It is our unified goal to bring that message to the world stage with this data to support our case.

To the Cultural Industry:
It's been a challenging couple of years and while many things have improved, we continue to face persistent and new challenges. We hope you will see yourself and your business' resilience in this report. Here are a few ways to use this report to strengthen your own value-making propositions:

- Share it with your board and stakeholders
- Share it with your patrons and staff
- Share it with your donors and elected officials

It is you who are the true magic behind this industry's value. Connect this statewide and regional data to your own individual impact as a cultural business.

We believe in the magic of this industry. We live and breathe it every day. We are proud to share this report with all of you so that you can know the concrete value of Utah's arts and cultural industry.

Sincerely,
Victoria Panella Bouns, Utah Division of Arts & Museums
Matthew Castillo, Salt Lake County Arts & Culture
Crystal Young, Utah Cultural Alliance

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Page 14: Courtesy of Epicenter; Courtesy of HopeBox Theatre
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**Sources**
Page 3: The National Arts & Cultural Production Satellite Account (ACPSA); see also annual reports from the National Endowment for the Arts
Page 4-8: Business Insider's 2017 Scooter Race: What You Should Make Art even if you're Bad at It
Page 9: Americans for the Arts - Social Impact Fact Sheet Below the photo University of Utah Kim C. Gardner Policy Institute
Page 10: Place Economics Twenty-Four Reasons Historic Preservation is Good for Your Community
Charts: Utah State Historic Preservation Office
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Thank you to our Sponsors

Thank you to our Members

Our work is only possible with the financial support of our members. The listing below reflects contributions received between January 1 - December 31, 2021.

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Brigham City Museum
Brolly Arts
Cedar City Arts Council
Center Pointe Theatre
Chamber Orchestra Ogden
Clown Octopus
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Covey Center for the Arts
Craft Lake City
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Mayer Gallery
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Moab Film Festival
Moab Museum
Moa Music Festival
My Local Utah
Naturopathic Museum of Utah
Nina Ericsen Harrison Museum of Art
NOBA Chamber Music
Ogden City Arts
Ogden Contemporary Arts
Ogden Downtown Alliance
Ogden Friends of Acoustic Music
Ogden Musical Theatre
On Pitch Performing Arts
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Pathways Associates
PBS- Utah
Pilar Pobil Legacy Foundation
Ply & Dye Theatre Company
Preservation Utah
Red Butte Garden
Reperatory Dance Theater (R2T)
Salt Lake Acting Company
Salt Lake Choral Artists
Salt Lake City Arts Council
Salt Lake City Public Library
SCERA
Southern Utah Museum of Art
Southwest Symphony
Springville Museum of Art
Spyhop Productions
St. George Dinosaur Discovery Site at Johnson Farm
Story Chorinlo.
Sugar Space
Summerfield Arts Fair
Sunrise Institute
SUTU Arts Administration
Tanner Dance Program at the U of U Tanner Humanities Center
The Battalion Drum and Bugle Corps
The Madeleine Festival & Eccles Organ Festival
The MONARCH
The Mundi Project
The Noorda at UU
The Old House at Center and Main
The Pioneer Craft House
The Studio Room Presents
Torry House Press
Treehouse Children’s Museum
Tuacahn Center for the Arts
Utah Symphony
Utah Arts Festival
Utah Black History Museum
Utah Festival Opera & Musical Theatre
Utah Film Commission
Utah Filmmakers
Utah Humanities
Utah Library Association
Utah Live Bands
Utah Metropolitan Ballet
Utah Museum of Contemporary Art
Utah Museum of Fine Arts
Utah Music Educators Association
Utah Nonprofits Association
Utah Shakespeare Festival
Utah State Parks
Utah Wing of the Commemorative Air Force
Utah Women Artists Exhibition
Utah Presents
VTR Wizard
West Valley Center for the Arts
West Works Theatre
Witness Music