An artist from Utah Symphony playing on an Art Pianos for All piano during a pop-up performance in Park City, Arts Council of Park City, 2021
The cultural industry has seen a paradigm shift over the last few years. All of us at Utah Cultural Alliance (UCA) appreciate our partners who have worked along side us to improve the landscape for Utah's arts, culture, and entertainment industry. Together our industry rose to meet yet another year of pandemic challenges throughout 2021. We are proud of the work we did in 2021 that enabled you, our industry partners, to do what you do best, produce the magic of this, the business of living.

2021 was a big year for all of us at Utah Cultural Alliance. Here are a few high-level takeaways:

• Grew our annual cash budget to $794,825.
• Completed two years of financial audits.
• Formed an Inclusion, Diversity, Equity, and Accessibility (I.D.E.A.) Committee made up of members of both our 501(c)3 and 501(c)4 boards. Throughout 2020 and 2021 we have worked to revise our programs to center I.D.E.A. throughout our work.
• Completed the Breaking Barriers training on accessibility at Utah Division of Arts & Museums.
• Participated in Salt Lake County’s EICAP program to better connect Black, Indigenous, and People of Color (BIPOC) led organizations in our industry to recovery resources.
• Completed the Breaking Barriers training on accessibility at Utah Division of Arts & Museums.
• Managed the first full year of our executed merger between Utah Cultural Alliance Foundation and Utah Arts and Cultural Coalition, the parent of NowPlayingUtah.com.
• Released the 2020 State of UT Culture Report during the legislative session at a press conference featuring President Adams and Speaker Wilson.
• Conducted an Audience Intent to Return Study authored by Y-2 Analytics to help our industry reengage with audiences.
• Significantly expanded our Cultural Industry Impact program in partnership with Utah Division of Arts & Museums and Salt Lake County Arts & Culture.

It is our honor to work to strengthen the best industry within the great state of Utah. We thank our partners, donors, members, and board for working with us on Team Culture. We couldn’t do this work without you.

Sincerely,

Crystal Young

UCA Executive Director, Crystal Young
ABOUT UTAH CULTURAL ALLIANCE

Founded in 1980 as Utah Citizens for the Arts, Utah Cultural Alliance (UCA) serves as the statewide champion of the arts, culture, and live entertainment industry in Utah. As an industry association representing 400+ cultural organizations and thousands of creative professionals, UCA supports cultural business and artists alike through its 501(c)3 and 501(c)4 arms: Utah Cultural Alliance Foundation and Utah Cultural Alliance, respectively.

The Utah Cultural Alliance Foundation manages NowPlayingUtah.com, Utah’s premier cultural events website; provides career development and networking opportunities to expand the capacity of industry professionals; and provides data analysis through our Cultural Industry Impact program. The Utah Cultural Alliance lobbies throughout the year for policy creation and funding opportunities that directly benefit the cultural industry. The synergy of these two organizational arms allow UCA to ensure the arts, culture, and live entertainment industry not only survives in the present but continues to thrive in the future.

501(c)4 Mission: Utah Cultural Alliance cultivates robust public investment in and policies that enhance the cultural industry and lifelong cultural education.

501(c)3 Mission: Utah Cultural Alliance Foundation, as the cultural industry association, communicates and amplifies the value of culture and supports creative professionals.

OUR VISION

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.

Sign above Friar Tuck’s Barbershop in Helper, UT that says “We have art so we shall not die of reality.”

2021 Annual Report
**INCLUSION, DIVERSITY, EQUITY, ACCESSIBILITY (I.D.E.A.)**

We strive to center Inclusion, Diversity, Equity, and Accessibility (I.D.E.A.) within everything that we do within both Utah Cultural Alliance and the Utah Cultural Alliance Foundation. In 2021, we placed measurable outcomes within many of our programs to ensure our work included and represented cultural businesses that are led by or primarily serve individuals with disabilities or individuals who identify as BIPOC and/or LGBTQIA+. Accomplishments in 2021 include:

- All four of UCA’s full-time staff attended and completed the Breaking Barriers: A Cultural Accessibility Project training conducted by the Utah Division of Arts and Museums and Art Access.
- Changed the primary font, font size, and button orientation and colors in newsletters to improve usability and legibility for users.
- Implemented policy to ensure at least 25% of Culture Bytes episodes are representative of businesses led by BIPOC, LGBTQIA+, and individuals with a disability. Additionally, 45% of Culture Bytes episodes included individuals identifying as BIPOC, LGBTQIA+, or individuals with a disability.
- Invested $32,428 to promote primarily BIPOC and LGBTQIA+ representative events during the #NowPlayingInUtah marketing campaign.
- Assisted 9 organizations (4 of which are led by individuals identifying as BIPOC or LGBTQIA+) in professional development as part of the Economic Inclusion Community Assistance Program (EICAP) led by Salt Lake County Regional Development.
- Started the Culture Corner blog series to focus on individual artists of historically marginalized populations, specifically BIPOC, LGBTQIA+, and individuals with a disability. The first 2 articles received over 1,000 readers within its first week of publication.

**ADVOCACY EFFORTS**

UCA works tirelessly year-round to lobby for robust, fiscally responsible funding and constructive policy decisions that build the cultural industry’s presence and support lifelong humanities and arts education. We meet with our state and federal legislators, strategically plan with state and local arts agencies, and work to draft and pass legislation that benefit the cultural industry with our various partners in Utah and across the United States. Our efforts in 2021 include:

- Established the Creative States Coalition (CSC) alongside over 30 other state cultural advocacy organizations to better support advocacy leaders and coordinate efforts on a nationwide scale. Ernesto Balderas, Communications Director, serves as CSC Co-Chair.
- Attended private meetings with SBA leaders to provide policy feedback on improving Shuttered Venue Operator Grant (SVOG) distribution for 114 recipients in Utah.
- Worked with our partners to secure $12.5 million in new funding for the cultural industry from the 2021 legislative session. This includes:
  - Successfully lobbied for a $4 million increase in ongoing funding for the Arts & Museums Sustainability Grants managed by Utah Division of Arts & Museums (UA&M) for a total of $7.4 million ongoing annually. This is part of a 694% increase across two legislative sessions.
  - Successfully lobbied for $5 million in one-time funding for Round 2 of Create In Utah administered by UA&M.
  - Successfully lobbied for $5 million in one-time funding for COVID-19 Live Events Grant administered by Governor’s Office of Economic Opportunity (GO-UT).
- Successfully lobbied for $2,750,000 ongoing funding for cultural education programs:
  - Beverley Taylor Sorenson Arts Learning Program (BTSALP), Informal Science Education Enhancement (iSEE), and Professional Outreach Programs in the Schools (POPS)
- Successfully passed our original bill HB 242, Ticket Reselling Amendments, with Representative Lowry Snow making it a crime to not deliver purchased tickets to a buyer.
COMMUNICATING INDUSTRY VALUE

We communicate and amplify the value of the cultural industry in every aspect of Utah life. In 2021, we experienced significant growth in our newsletter and social media engagement. Our 2021 efforts include:


- During the 2022 legislative session, our 45 Days of Advocacy engagement campaign generated over 16,200 impressions reaching roughly 13,500 individuals, our most successful year yet.

- Generated a 281% increase in organic reach through UCA's Facebook page as well as a 229.8% increase in organic reach through UCA's Instagram page.

- Generated a 9% increase in organic reach through NPU's Facebook page as well as a 565% increase in organic reach through NPU's Instagram page.

- Grew NPU's Instagram followers by 96% for a total of 4,201 and NPU's Facebook page likes by 13% for a total of 7,608.

- Grew UCA's Instagram followers by 27% for a total of 5,436 and NPU's Facebook page likes by 6% for a total of 2,564.

- Hosted press conference to release the Audience Intent to Return Survey authored by Y2 Analytics. The conference was covered by KSL, KUER, Fox 13, ABC, Salt Lake Tribune, and ABC4.

- UCA Organization Newsletter subscribers grew 7.2% to a total of 3,424.

- NowPlayingUtah.com Newsletter subscribers grew 4.8% to a total of 11,187.

- Launched the SafeTixUT.com webpage with resources about how to avoid and prevent ticket fraud for both buyers and sellers. This website has had more than 800 page view so far.

- Transitioned to using JobsEQ! Data as our data source for more precise research and information.

- Contracted with the Kem C. Gardner Policy Institute to provide data and analysis for the 2021 State of Utah Cultural Economic Analysis Report to be published in 2022.

1,104 Voters surveyed in the 2021 Audience Intent to Return Report

CULTURAL INDUSTRY IMPACT PROGRAM

This initiative equips industry leaders, artists, and the general public with timely, relevant, and factual data and resources about the financial and societal impacts of the cultural industry within the state of Utah. Data and analyses are published annually in our State of UT Culture report. Co-published with Salt Lake Chamber of Commerce, Utah League of Cities and Towns, Utah Association of Counties, the report is shared with decision makers including elected officials, philanthropists, and the for-profit business community as well as media to generate news stories. In 2021 our efforts included:

- Published the 2020 State of UT Culture Report to distribute at multiple venues with decision makers including three state conferences, interim sessions at the Utah Legislature, and our Federal delegation.

- Published the 2021 Audience Intent to Return Survey Report, alongside our partners Utah Department of Cultural & Community Engagement and Salt Lake County Arts & Culture, authored by Y2 Analytics. This provided cultural businesses across Utah with audience research of over 1,104 Utah voters on their intent to return to live events.

Cover page of the 2020 State of UT Culture Report featuring dancers from the Ririe-Woodbury Dance Company, 2021

Speakers on stage at the press conference to release the Audience Intent to Return Survey results, 2021

Attendees and speakers at the 2020 State of UT Culture Report Press Conference, 2021
CAREER DEVELOPMENT & NETWORKING

Our Career Development & Networking program builds the capacity of professionals in Utah’s cultural industry. In 2021, this included providing statistical research on audience behaviors during the COVID-19 pandemic, providing information about federal grant funds available to organizations and artists, basic accounting skills, grant writing training, and holding space for conversations between professionals to develop new ideas. Throughout 2021 our efforts included:

- Hosted 7 Culture Club events for Culture Club members including a tour of the Southern Utah Museum of Art’s Corset as Art exhibition and a performance of Four Women Talking About the Man Under the Sheet at Salt Lake Acting Company.
- Hosted 5 Member Feedback sessions during 2021 for 150 attendees, giving our members the opportunity to provide feedback on specific topics ranging from accessing state tourism dollars to managing public expectations during the COVID-19 pandemic.
- Provided 5 Cultural Industry Updates to nearly 200 industry attendees. Topics included changing health and safety guidelines to legislative priorities throughout the year.
- Nearly 200 individuals participated in the 7 Culture Conversations we hosted in 2021. These informal facilitated conversations covered a range of topics from how art can be used in healing to how to increase accessibility.
- Provided 7 MeetUp opportunities across the state for individuals in the cultural industry to discuss and network with UCA and each other.
- Hosted 14 Resource Labs throughout 2021, providing skill-based training for 233 individuals attending both in-person and virtually. Recordings are accessible on our website as a resource for members. Topics ranged from fundraising to marketing to combating ticket fraud to accounting essentials.

CULTURE BYTES

Our weekly Culture Bytes podcast amplifies the exciting work of individual artists and cultural organizations across the state of Utah. Typical conversation topics center around programs offered, success stories, and upcoming events. Accomplishments in 2021 include:

- Produced and distributed 24 podcast episodes with the assistance of Stokes Strategies. These episodes celebrated organizations, projects, and individuals throughout the cultural industry in Utah.
- Increased average Culture Bytes episode downloads in 2021 by 16.6%.
- Increased Culture Bytes average episode listeners by 28% in 2021 for an average of 382 listens per episode.

16.6% Increase in average episode downloads in 2021 from 2020

- Placed a greater emphasis on showcasing rural county cultural organizations with 11 episodes featuring businesses outside Salt Lake, Utah, Davis, and Weber counties. These episodes include:
  - Cedar City Arts Council with Sara Penny
  - City of St. George Community Arts with Emily Reed
  - KZMU Moab Radio with Sarah Mead
  - Film and Media Alliance of Southern Utah with John Pugh
  - Southern Utah Museum of Art with Jessica Kinsey
  - Art Provides Gallery with Elizabeth Gunter
  - Southwest Symphony with Bonnie Reynolds
  - and many more

Find out more about our Culture Bytes podcast and listen to over 43 catalogued episodes today at: https://www.utahculturalalliance.org/podcast_culture_bytes

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Utah’s comprehensive statewide events calendar, NowPlayingUtah.com (NPU) continues to grow in both reach and content. Over the past decade, the site has become the premier source for audiences to search for live dance, theater, music, and film listings, as well as community events. In addition to events, NPU also hosts our Cultural Asset Map and blog. Accomplishments for NPU in 2021 include:

- Completed the $500,000 NowPlayingInUtah marketing campaign generating over 12.5 million impressions for cultural events in Utah.
- NPU generated 1.5 million total website sessions across 1.26 million unique users.
- There were 2.32 million NPU pageviews generated across all organic site visits and datafeeds.
- Rural county NPU visitorship grew in 2021 to make up 12.4% of all unique users.
- Added the new Summer Camp Category to provide a smoother user experience.
- Organic and paid advertisement activities across all NPU services generated 57,963 ticket purchase initiations for cultural events.
- Advertisement activities also generated 37,755 clicks to organizational sites.

Below you may find year-end revenue and expense distributions for both UCA and UCAF. In 2020, UCA and UCAF transitioned to an accrual method of accounting resulting in a “surplus” of $75,000 in 2020 and a “deficit” of nearly $63,000 in 2021. However, in 2022, this shift to accrual evens out our Profit and Loss Statement.
THANK YOU TO OUR SPONSORS AND PARTNERS FOR THEIR GENEROUS SUPPORT