
2023 UCA SESSION FUNDING GOALS FOR THE ARTS & ENTERTAINMENT INDUSTRY

PURPOSE

***CREATE A FUNDING AND POLICY
ENVIRONMENT IN WHICH CREATIVITY
BEST TRANSFORMS LIVES***



OVERVIEW

- Funding Priorities
- Policy Priorities
- Funding Details
- Policy Details
- How you can help
- Funding Talking Points / Data

2023 FUNDING PRIORITIES

#1: Increase Arts & Museums Grants (\$5M)

#2: Increase K-12 STEAM ED (\$10.7M)

#3: Cement Capital Facilities (2 tiers)

#4: Historic Rehabilitation Grant or Tax Credit

#5: \$375,000 for Art Collection & Truck

2023 POLICY PRIORITIES

#1: Significant Secondary Ticketing Reform (SB138)

#2: School Libraries

#3: Charitable Solicitations Permit

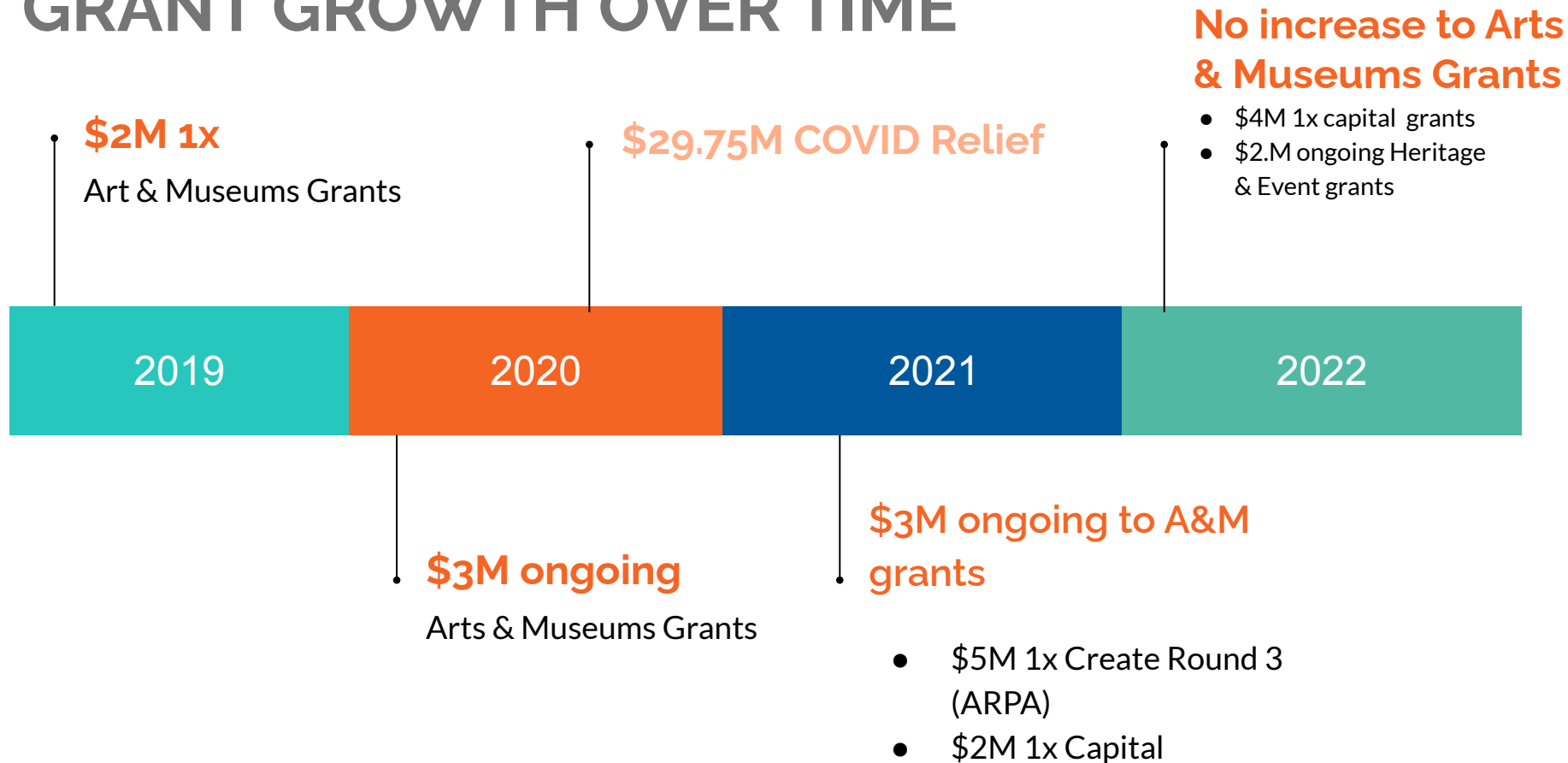
#4: Historic Rehabilitation Tax Credit (or grant)

#5: Tax policy

Funding Details



GRANT GROWTH OVER TIME



GRANT TOTALS TODAY

\$6M Arts & Museums Grants

(687% increase)

\$4M 1x Capital

\$2M Heritage & Events

2023 ARTS & MUSEUMS GRANTS ASK:

\$5 MILLION



#1 PRIORITY



**ARTS & MUSEUMS
GRANTS GOAL:**

\$15 MILLION

TIMELINE
FIVE YEARS

#2: 2023 K-12 STEAM Education Asks

Beverley Taylor Sorenson Arts Learning Program

\$9.8M ongoing (to
expand to all
schools)

POPS

\$600,000 ongoing
to make 3
provisionals
permanent

iSEE

(no ask)

#3: Capital Facilities Goal

SMALL ASKS

\$5M ongoing

Asks <\$1M

Uses: planning, design, drafting, equipment, land purchase, renovations

LARGE ASKS

\$3M ongoing

Asks >\$1M

Shovel ready

\$8M TOTAL

Awards in 2 payments

2:1 match (secured by 2nd payment)

Open to gov / NP / private development (in partnership with NP)

4:1 match for gov projects



#4: Historic Rehabilitation

- **\$5M grant in Gov Budget**
- **OR, the bill from Rep. Albrecht:**
 - ◆ Expands existing UT historic rehabilitation tax credit to commercially zoned properties
 - ◆ Transferable tax credits (incentive for investors)
- **Decision for legislature**



#4: ART COLLECTION & TRUCK

- \$300,000 Art Collection
- \$75,000 Art Truck

Policy Details



#1: FRAUDULENT TICKETING PRACTICES AMENDMENTS (SB 138 / Sen. Sandall)

1. Websites of secondary ticketing must be clearly labeled as such:
 - a. SEO!!!!!!
 - b. Pop up / link to primary site & seat map / on all pages
 - c. Buyer check out
 - d. Can't use intellectual property without permission
2. Seat numbers must be stated
3. Speculative tickets allowed but must be disclosed as such
4. Resellers guarantee refunds
5. Resellers communicate entry & safety protocols
6. Fee cap (currently 25% for tickets above \$20)
7. Fines subject to website sales act, including when violating quantity restrictions
8. Venue reporting cut from ticket transferability act



#2 School Libraries

- **Negotiating compromise**
- **Policy for book review typically results in books staying on shelves**



#3: Charitable Solicitation Permit

- HB119 (Dunnigan)
- Current: exempts all nonprofits (not fundraising consultants)
- Negotiations:
 - ◆ Consumer Protections doing a 3 month deep dive
 - ◆ Exempt UA&M from having to request for current grant cycle
 - ◆ Simplify information request / permit renewal



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#5: Tax Policy

- Property tax
- Income tax
- Sales tax
- TRCC / TRT

How YOU can help...





HOW YOU CAN HELP

- **Feb 6: Attend “Evening of Magic” Legislative Dinner @ Rose Wagner Performing Arts Center**
- **Feb 6: President Adams to receive Lifetime Cultural Achievement Award**
- **Feb 7: Attend Cultural Industry Advocacy Day (all day or best time 10:20-1)**
 - ◆ Deliver cultural champion awards
 - ◆ Meet with legislators
 - ◆ 2021 Economic Data released in press conference with President Adams, Speaker Wilson, UA&M, SLCo Arts & Culture, and UCA
- **Advocate to decision makers (you & your board)**

TALKING POINTS FOR \$5M Grant Ask:

- *Personalize impact to your organization*
- Industry is **9% of GDP** and **1 in 12 jobs** (2020 data)
- **14 orgs** funded on average via line item before 2019, **NOW 300+ are funded**
- **41%** distributed to **rural Utah**
- Protect taxpayer dollars & legislature time (**73% reduction in RFAs**)
- Provides stability amongst economic uncertainty



Arts and Culture is in Utah's DNA

and is our way of life.

Vibrant Industry of for-profit, nonprofit, individuals, government, universities

#3 for total arts and culture value added to state economies

#10 in total arts and cultural employment added to the state

#1 for art creation

#3 for live event attendance

#1 for most children's books materials borrowed from libraries

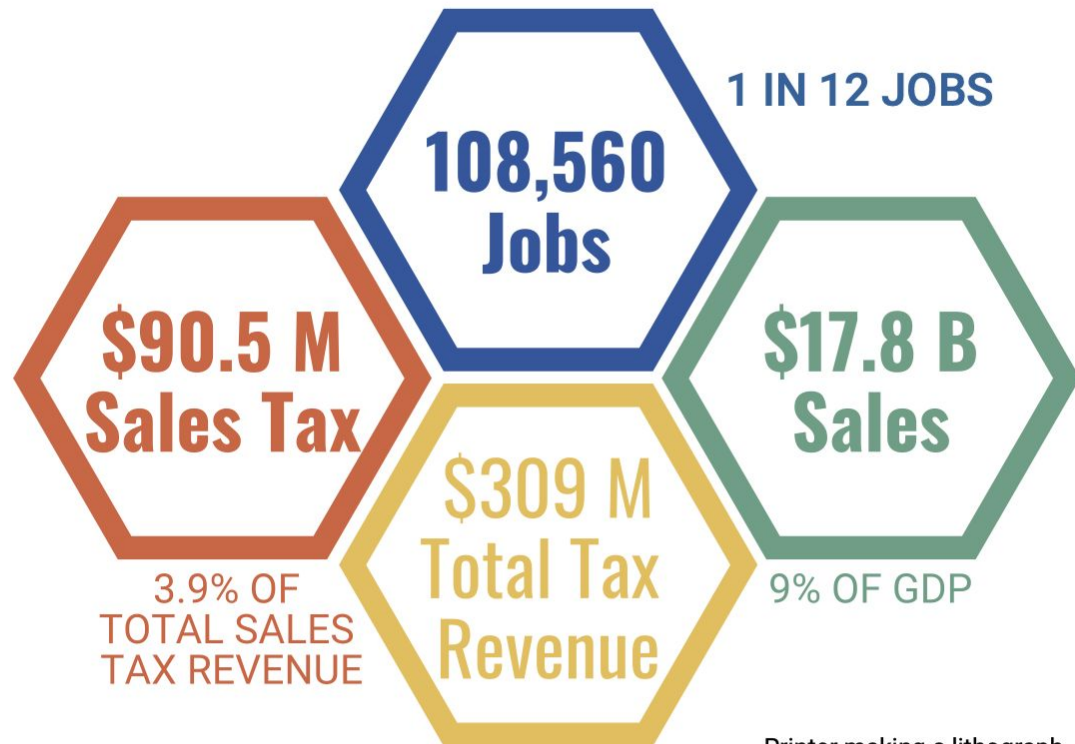
Top 10 for cultural site visitation and reading literature

Utah CREATES THE MOST ART IN THE NATION

Visitors at Utah Natural History Museum viewing a tall exhibit

Statewide Economic Analysis

650+
Cultural Industry
Businesses in Utah



Printer making a lithograph