

## TALKING POINTS

# Increased Cultural Funding Proposed by Governor

### REQUEST

Support an additional \$6 million in ongoing grant funding for cultural organizations, distributed through the Utah Division of Arts & Museums. These funds will be allocated directly to nonprofit and municipal cultural organizations statewide through a competitive process that ensures accountability and fairness.

Utah's cultural community represents an industry estimated at \$230 million dollars. Utah's investment of an additional \$6 million, when combined with the current \$1.6 million appropriation, represents a 3 percent investment in the state's cultural community.

More than 250 organizations receive funding through the Arts & Museums grant programs. Grants are reviewed by citizen volunteers and approved by the members of the appropriate Arts & Museum boards.

### WHY?

- Utah cultural employment has grown at 4.01 percent, one of the fastest growing cultural sectors in the nation. <sup>1</sup>
- Utah's population growth increases the demand for access to arts and cultural activities around the state.
- Cultural organizations in Utah are constantly faced with the challenge of serving more people with flat or even decreasing funding levels.
- Government funding leverages other private funds and provides a "good housekeeping" stamp of approval.

### HOW?

- Grant funds will be distributed by Arts & Museums, which includes a competitive peer review of applications and final reporting requirements in their process.
- Funds support general operations and projects — the most difficult funding to acquire.

### WHAT HAPPENS IF THE \$6 MILLION IS FUNDED?

- Cultural arts funding helps foster community pride and brings creative activities to the people.
- Increased cultural funding from the state can encourage additional local public funding.
- The increased grant pool will create jobs through expanded cultural programming and responsibilities.

### WHAT HAPPENS IF THE \$6 MILLION IS NOT FUNDED?

- With inflation and the growth of our population, cultural organizations will struggle to serve their constituents.
- Arts & Museums grants will decrease relative to budgets as more organizations apply for funding.
- Cultural funding in the state will remain very similar to levels in the last 15-plus years and will not account for inflation or population growth.
- State investment will decline as the population and needs grow.
- Utah cities and towns will lose their cultural vibrancy and see a decline in heritage preservation

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<sup>1</sup> National Endowment for the Arts & Bureau of Economic Analysis - Arts & Cultural Production Satellite Account

<b>Veteran Recovery</b>	Cultural programs are a cost-effective way to help wounded warriors and combat veterans recover from physical and emotional trauma. There is a growing recognition among military leaders, arts therapists, and doctors that the arts can be especially effective in helping patients suffering from traumatic brain injury and/or post-traumatic stress. <sup>2</sup> In Utah, Blue Star Museums serve as a catalyst for this type of service to veterans.
<b>\$1 Leverages \$9</b>	Every \$1 of government support for arts and culture leverages \$9 in earned income, secures private contributions, and local matching funds. <sup>3</sup> A small investment is multiplied resulting in more jobs and small businesses.
<b>Student Benefit</b>	Research has shown that the more a student is engaged in the arts, the greater their long-term academic success. Funding for the arts results in students more likely to go to college and become contributing members to society. At-risk students involved in arts are 23% points more likely to attend college than peers with low arts involvement (The Arts and Achievement in at-risk Youth, 2012)
<b>\$22.3B to Government</b>	Arts and culture return \$22.3 billion in revenue to federal, state, county and municipal governments. <sup>4</sup> A strong cultural sector makes it easier for our government to balance its books.
<b>Help Communities</b>	History has shown that a vibrant cultural industry can help a local community grow by leaps and bounds, benefiting the people who live there both culturally and economically.
<b>Jobs</b>	The cultural industry is responsible for tens of thousands of Utah jobs and successful small businesses. Utah’s cultural community provides 63,513 jobs. <sup>5</sup>
<b>American Exceptionalism</b>	The big part of what makes America so exceptional is our culture. From musical revolutions like jazz and rock & roll, to artistic innovators like Norman Rockwell, to the movies made in our red rock country, art in America has transformed our culture and helped to build America into the “shining city on the hill” for the rest of the world.
<b>Utah Creativity</b>	As a state, we have a commitment to supporting arts and culture. What differentiates us from other states is not only our great people and economy, but the creativity and innovations that move our state forward.
<b>Flat growth means declining budgets</b>	Allocations to arts and culture by the state makes up less than 0.5 percent of the overall budget. The Heritage and Arts budget has seen average growth of 0.9 percent since 2013. In real terms, this is actually a decrease in funding.
<b>Help Rural</b>	State funding for arts and culture greatly benefits rural communities, where there is little private support in comparison to larger urban areas.
<b>Economic Contributions</b>	Arts and museums provide economic contributions “due to their contributions to economic growth by improving the attractiveness of the region to firms and entrepreneurs, promoting creative thinking, etc.”(Kem C. Gardner Policy Institute, Technical Memo, October 4, 2017)

<sup>2</sup> National Endowment for the Arts - Military Healing Fact Sheet

<sup>3</sup> National Assembly of State Arts Agencies - State Policy Brief 2017

<sup>4</sup> National Assembly of State Arts Agencies - Report to Directors 2018

<sup>5</sup> Western States Arts Federation (WESTAF) - Creative Vitality Index