

SUMMIT COUNTY
PROJECTABC
ART BEAUTY CULTURE



State of the Arts
2018

STATE OF THE ARTS

Documenting the current State of the Arts in Summit County was an important part of the Project ABC process in order to not only establish a baseline to track future progress, but also to highlight the significant value that Arts and Culture has on our health, well-being, economy, and overall quality of life. The assessment below outlines the broad impact of Arts and Culture across four key areas: personal, community, economic, and public spending. A fifth that is not included here but could be in future assessments is the scope and scale of local Arts and Culture assets, which will be addressed by the Project ABC Directory moving forward.

This assessment has been created using a combination of findings from the Project ABC survey, workgroup sessions, Steering Committee meetings, stakeholder interviews, and a review of local economic data.

PERSONAL IMPACT

Throughout our research, the Project ABC team found countless examples of the personal benefits brought on by Arts and Culture. These data points range from qualitative comments about how the arts define us as humans, open our minds to new possibilities, and teach us about the world, to national reports about the benefits of Arts and Culture on human development. In our survey, respondents repeatedly expressed the importance of Arts and Culture in helping them connect to the community and get to know others. Arts and Culture was also identified as having incredible ability to further progress and integrate with other community values such as natural environment, recreation, mental health, affordability, transportation, sustainability, and social equity.

Mental health is particularly relevant to Arts and Culture. An article found in a review of literature from the *American Journal of Public Health* on the connection between health, well-being, and creativity laid out “evidence that engagement with artistic activities, either as an observer of the creative efforts of others or as an initiator of one’s own creative efforts, can enhance one’s moods, emotions, and other psychological states as well as have a salient impact on important physiological parameters.”¹ This is especially notable since the World Health Organization has recently identified depression as the single leading cause of illness globally, outstripping cancer and heart disease.²

Both Park City and Summit County governments have identified mental health and wellbeing as a core priority. The Summit County Mental Wellness Alliance, a coalition comprised of various local stakeholders working to address issues related to mental health, concluded its strategic planning process in 2017. There are multiple objectives within the Mental Wellness Alliance’s Strategic Plan where Arts and Culture could play a critical role, particularly related to community prevention efforts and the management of individual mental and behavioral health challenges.

¹ Stuckey, Heather L., and Jeremy Nobel. “The Connection Between Art, Healing, and Public Health: A Review of Current Literature.” *American Journal of Public Health* 100.2 (2010): 254–263. PMC. Web. 8 Mar. 2018.

² <http://www.who.int/mediacentre/factsheets/fs369/en/>



COMMUNITY IMPACT

Project ABC research also shows that Arts and Culture provide incredible community benefit within Summit County. Survey respondents echoed over and over the fact that Arts and Culture give us a point of reference to talk about important issues. They inform, challenge, and unite us.

The following comments are pulled directly from the Project ABC Survey.

“Arts and Culture ...”

- “Brings us together, helps us understand one another.”
- “Helps us have empathy and compassion for differences.”
- “Enables us to reach across geographical and economic boundaries.”
- “Transforms attitudes and lives.”
- “Is the soul of a community.”
- “Shapes our community identity.”
- “Is a measuring stick for our vibrancy.”

These impacts are critically important as concerns about social equity and diverse inclusion arise in Summit County. As the community continues to grow and evolve, Arts and Culture is a tool that can be used to push forward and connect to other priorities, help shape an equitable future, and remain connected to local history.

Both Summit County and Park City governments have demonstrated that they see value in Arts and Culture. The current Summit County General Plan notes the need for a Heritage Plan to provide specific provisions for the type, amount, and manner in which public art or heritage preservation will be incorporated into future development.³ Future amendments to the Summit County General Plan should further suggest specific opportunities to link Arts and Culture more directly to other community priorities and development proposals across the county.

Park City Council has labeled Arts and Culture as a top priority, and the Park City General Plan includes Arts and Culture as a highlight in its section on Sense of Community. Specifically, Goal 13 includes several objectives and strategies for establishing Park City as a hub for Arts and Culture in a way that encourages creative expression, supports installation of art, and cultivates local artists.⁴

³ Snyderville Basin General Plan, Adopted by Ordinance 839 on June 17, 2015.

⁴ Park City General Plan, Sense of Community, page 94, <http://www.parkcity.org/home/showdocument?id=12388>.



ECONOMIC IMPACT

While Arts and Culture has many profound measurable and immeasurable impacts on the larger community as well as on the individuals who live and visit Summit County, it is critical to recognize the contributions of Arts and Culture on business and economic development.

The creative economy, as defined by the Creative Economy Coalition in a report titled, *America's Creative Economy: A Study of Recent Conceptions, Definitions, and Approaches to Measurement Across the USA*, is a segment of the whole economy whose principal orientation is to apply creative ideas and processes to generate goods, services, and innovations that provide both economic and aesthetic value⁵.

Nationally, the creative economy spurred \$166.3 billion in economic activity in 2015, according to the *Arts and Economic Prosperity V* study published by Americans for the Arts.⁶ Narrowing focus to the state of Utah, in 2015 the creative economy saw \$3.1 billion in earnings with nonprofit revenues of Arts and Culture organizations comprising \$213 million of the total. In Summit County, creative economy earnings were \$64.8 million including \$48.8 million in Arts and Culture-related nonprofit revenue.⁷

The Arts and Economic Prosperity V study further reported that the creative economy supported 4.6 million jobs nationally in 2015. In Utah, the Kem C. Gardner Policy Institute at the University of Utah studied the economic contributions of statewide arts organizations and found that 3.1 percent of Utah's total employment and 3.9 percent of total compensation came from arts and cultural production resulting in 55,965 jobs earning almost \$30 million.⁸

Locally, in partnership with Summit County Economic Development Director Jeffrey Jones, the Project ABC team aggregated the values of individual industries and occupations that fall under the Arts and Culture umbrella. Using the North American Industry Classification System (NAICS) and the Standard Occupational Classification (SOC) System, we were able to isolate and consider the numbers of people working in specific creative-sector industries such as the number of fine artists, musical performers, gallerists, writers, etc., actively employed in Summit County.

Since economic analysis of the creative sector remains in its infancy, there is no standard definition for creative economy jobs. In order to establish an appropriate list for Summit County, we started with the codes identified by the Creative Vitality Index (CVI), which is a commonly used source, and then cross-referenced this list against additional creative economy job codes used by 25 other communities across the country. We compiled these codes to find commonality and removed all that pertained to recreation given that in our resort economy these jobs would likely over-inflate our numbers.

A sampling of the 69 codes we considered included the following job categories:

- Fine artists
- Photographers
- Ushers
- Librarians
- Graphic designers
- Architects
- Museum attendants
- Agents
- Marketing managers
- Editors
- Technical writers
- Radio announcers
- Media workers
- Bakers
- Cooks
- Dancers
- Writers
- And many more

Summit County does not currently have accurate information on Arts and Culture event and program attendance,

⁵ Harris, C., Collins, M., & Cheek, D. (2013). *America's creative economy: A study of recent conceptions, definitions, and approaches to measurement across the USA*. Retrieved from: <https://www.arts.gov/sites/default/files/Research-Art-Works-Milwaukee.pdf>.

⁶ Americans for the Arts. (2015). *Arts & Economic Prosperity V*. Retrieved from Americans for the Arts website: <https://www.americansforthearts.org/>.

⁷ Utah 2015 Creative Vitality™ Index, 2015. Retrieved from Utah Cultural Alliance: http://www.utahculturalalliance.org/data_resources.

⁸ Downen, J., Tennert, J., Kem C. Gardner Policy Institute, Technical Memo, Economic Contributions of Arts Organizations, October 4, 2017.



<p>MORE THAN 6 PERCENT OF SUMMIT COUNTY JOBS ARE PART OF THE CREATIVE ECONOMY AND THIS NUMBER IS GROWING.</p>	<p>The analysis found that in Summit County in 2016, 1,799 persons were employed within the creative economy—6.22 percent of our total workforce. This number is 47 percent larger than the national average of the creative economy for counties of a similar size to ours. The projected growth of this sector—29.2 percent over the next nine years—is also well above the projected national average of 10.7 percent. Further, creative sector jobs are slightly outpacing overall job growth in Summit County with more than 500 new jobs projected by 2027.⁹</p>
<p>CREATIVE WORKER WAGES ARE LOWER THAN AVERAGE.</p>	<p>Although the size of Summit County’s creative economy is relatively impressive, the earnings within the sector are comparatively lacking. The median hourly earnings for these workers was \$15.59 in 2016, whereas the national average was \$19.10 for the same codes in the same year. Given that the cost of living in Summit County is 16.6 percent higher than the national average, this data suggests a significant stumbling block for the future growth of the creative sector. Additionally, it is likely that similar to other employment sectors in Summit County, many of the creative sector workers are commuting to work, furthering strain on the jobs/housing imbalance as well as transportation infrastructure and air quality.</p>
<p>CREATIVE WORKERS CONTRIBUTE SIGNIFICANTLY TO OUR ECONOMY.</p>	<p>Summit County creative sector workers contributed an estimated \$86 million to the economy in 2016 with an additional \$8.2 million generated in state and local tax revenue. The projected addition of 525 jobs by 2027 will increase the economic impact by an estimated \$26 million.</p>

In addition to jobs, another way to look at economic impact is to evaluate the contribution of local Arts and Culture programming and events. Not only are these offerings integral to quality of life for Summit County, locals many pull significant numbers of out-of-state and overnight visitors to the area as well, adding substantially to our economic vitality.

The Arts and Economic Prosperity V study found that Arts and Culture event attendees spent a daily national average of \$31.47 per person beyond the cost of admission. Cultural tourists, drawn from beyond local boundaries, spent twice as much as their local counterparts. Local attendees averaged \$23.44 daily per person, whereas the cultural tourist’s average was \$47.57 daily per person.

A number of local nonprofits collect economic data to provide additional insight into the economic impact of Arts and Culture including Utah Symphony | Utah Opera, Ballet West, and the Sundance Film Festival. Sundance Film Festival data, for example, shows a higher per-person spend by audiences than the *Arts and Economic Prosperity V* national averages. Their independent analysis conducted for 2017 calculated expenditures for the Utah resident at \$142 daily in addition to the cost of admission.¹⁰ This number increased to \$584 per day for the out-of-state visitor. Lodging and transportation were influential in these figures, but the data demonstrates a willingness for out-of-state attendees to spend more on meals, keepsakes, and entertainment.

⁹ Jones, J. B. (2017). Artists and creatives occupation snapshot. Contact author for full report.

¹⁰ Monson, Q., Wilson, S., & Goodliffe, J. (2017). Economic impact 2017 Sundance Film Festival. Retrieved from the Sundance Institute website: <https://www.sundance.org/>



making it difficult to determine an exact contribution of consumer spending. Data reported to the Summit County RAP Grant Board by nine nonprofit organizations in 2016 show minimum annual attendance numbers of 1.4 million people, suggesting tens of millions of dollars of economic impact as a result. Due to lack of standardized attendance data, however, it is not currently possible to measure the full economic impact of Arts and Culture programming, underscoring the need for better methods of tracking, reporting, and analysis.

PUBLIC FUNDING EXPENDITURES

Another element of the State of the Arts in Summit County is the public expenditures made to support Arts and Culture activity.

RAP and Restaurant Taxes

Currently, the primary sources of local public funding for Arts and Culture are the Summit County Restaurant Tax grants and the Summit County Recreation, Arts, and Park (RAP) grants, both of which are relatively restrictive. In 2016 and 2017 combined, Restaurant and RAP grants granted \$6,592,401 to Summit County Arts and Culture nonprofit organizations.

RAP grants are funded through a .01 percent local sales and use tax and can be used as a means to enhance funding for programs and operations of local cultural organizations and recreational facilities within Summit County.⁹ Restaurant Tax grants are funded through a 1 percent tax on restaurant sales in Summit County. Revenue from the imposition of the restaurant tax may be used for: financing tourism promotion and the development, operation, and maintenance of an airport facility, a convention facility, a cultural facility, a recreation facility, or a tourist facility as long as the facility is owned by a local government entity.

Transient Room Tax

Another form of Summit County Arts and Culture public funding is the Transient Room Tax (TRT). TRT revenues can be used for establishing and promoting recreation, tourism, film production, and conventions. Up to one third of the total revenues can be reserved for capital projects related to tourism and recreation. Until recently, 90 percent of Summit County TRT funding was given to the Park City Chamber and Visitors Bureau to promote tourism with 10 percent being retained by Summit County. In 2016, TRT revenues collected in Summit County totaled \$8.6 million. Of the money it received in 2017, the Park City Chamber of Commerce and Visitors Bureau granted \$278,750 in Special Event grants, many of which were for Arts and Culture events.

Starting in July 2018, Summit County's TRT revenue split will change from 90/10 to 70/30 over a three-year period, moving from 90/10 in 2017, to 83/17 in 2018, 76/24 in 2019, and 70/30 in 2020.¹⁰ While it is currently undetermined how the county's increasing percentage will be redistributed, there is an opportunity to advocate that a portion of this revenue be allocated to Arts and Culture.

In 2017, Park City Municipal Corporation implemented a TRT similar to Summit County's but within Park City limits. Park City Municipal Corporation has committed \$19.5 million of its future TRT revenues to purchase land to create an arts district in the Bonanza Park area. The district will house prominent organizations like the Kimball Art Center and Sundance Institute and will serve as a focal point for Park City Arts and Culture activity within city limits.

Percent for Art Funding

Both Park City and Summit County have Percent for Public Art policies administered by their respective Public Art Advisory Boards. These advisory bodies are comprised of volunteer residents who advise city and county councilors and staff on the placement and commissioning of public art in public places. In both instances, 1 percent of capital improvement projects are set aside for use on public art. Summit County's Percent for Public Art policy will generate an estimated \$110,000 from the South Summit County Services Building and the Summit County Fairgrounds in 2018. Current estimated and available funds from Park City's Public Art policy total nearly \$140,000 coming from Main Street improvements and other municipal construction projects.

Additional Government Funding

Park City Municipal Corporation issues Special Services contracts to community-based nonprofits that deliver services



they would otherwise be responsible for providing. Between 2014 and 2016, Park City Municipal Corporation issued \$382,500 to Arts and Culture organizations through Special Services contracts. Services funded include youth theatre, youth performance workshops, youth arts programs, youth book and movie programs, and archiving of historic preservation information.

Park City Municipal Corporation also assists nonprofit Arts and Culture organizations with fee waivers for city services provided during major events such as the Sundance Film Festival and Kimball Arts Festival. In 2015, Park City Municipal Corporation provided \$565,609 in fee waivers for Arts and Culture events.

CONCLUSION

Arts and Culture are massively influential in building the economy and sense of community in Summit County. The creative economy in Summit County is strong but has much room for improvement. While Summit County has a high number of creative economy jobs, these workers are earning significantly less than the national average, despite cost of living being above the national average. Earning opportunities for these workers need to be improved, creative sector entrepreneurs need to be cultivated and supported, and affordable housing for creatives needs to be developed.

Based on extrapolations of national audience spending paired with best available attendance numbers, it is clear that Summit County Arts and Culture programming generates substantial revenue from both locals and visitors. National averages and existing audience numbers, however, are profoundly insufficient sources of data. Better systems for tracking attendance numbers are needed, and further analysis regarding audience spending in Summit County must be established to have a more accurate set of data on economic impact.

Additionally, while local governments in Summit County are doing a decent job funding Arts and Culture, there are a few gaps that need to be addressed. Currently, there is no way for Arts and Culture nonprofit organizations to fund capital improvements or facilities unless the facilities are publicly owned, but no structures are in place to move these facilities into government ownership. There also are no opportunities for local artists to access public grant funds for projects without fiscal sponsorship. Many communities have developed small-grant programs that allow individuals and nonprofit organizations without 501c3 status to apply for small grants to carry out individual projects. A similar project grant program would be greatly beneficial in Summit County.

As previously noted, pulling data on the benefits attributable to public Arts and Culture funding is extremely difficult within the current system. A public granting portal where grant seekers would submit their applications and compliance reports and grant makers could pull aggregate data on funds allocated would make tracking, compiling, and aggregating information and outcomes much more accessible and transparent.

Arts and Culture is clearly of vital importance to life in Summit County. Project ABC data shows that individual residents value and support the continued growth and vitality of the creative sector. The community at large has a clear understanding of what it would like to see maintained and improved. The economic data shows significant impact. With continued investment, policy change, and attention to data collection, Arts and Culture in Summit County can continue to grow and further support our local economy, benefit our local community, and become a more significant driver for visitation.

