An Economic Summary of Salt Lake County’s Cultural Industry, 2022

**Economic Contributions**

Salt Lake County’s cultural industry, which includes the design, education, entertainment, fashion, film, humanities, and traditional arts sectors, generated $7.7 billion in output (direct spending) and supported an estimated 32,737 Salt Lake County jobs in 2022 (Figures 1 and 4).\(^1\) The $7.7 billion represents 3.4% of total county output (Figure 2). Salt Lake County’s cultural industry also generated $3.8 billion in GDP, representing 2.9% of total county GDP (Figure 3). Cultural industry activity produced an additional $6.7 billion in output and $3.6 billion in GDP through indirect and induced effects.

Salt Lake County’s cultural industry experienced a 14.8% year-over increase in direct output after adjusting for inflation. The $7.7 billion in direct output indirectly supported an additional 32,295 jobs for a total of 65,032 Salt Lake County jobs (Figure 4).\(^2\) About 7.5% of all Salt Lake County jobs were either directly or indirectly supported by the cultural industry in 2022 (Figure 5).\(^3\) The 32,737 direct cultural industry jobs represented an 8.0% year-over increase from 2021, and was the county’s fourth-fastest growing industry after information, leisure and hospitality, and natural resources and mining (Figure 6).

The motion picture and sound recording sector added the greatest number of new jobs from 2021 to 2022 (1,382), while the retail trade sector experienced the greatest decline in jobs (-661). The motion picture and sound recording sector achieved the greatest year-over growth (42.1%), followed by museums and historical sites (15.6%), performing arts (12.3%), and manufacturing and wholesale (9.8%) (Figure 7).

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**Figure 1: Salt Lake County Cultural Industry Output (Direct Spending), 2018-2022**

(Billions of 2022 Dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct</th>
<th>Indirect/Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$5.1</td>
<td>$6.0</td>
</tr>
<tr>
<td>2019</td>
<td>$5.4</td>
<td>$6.1</td>
</tr>
<tr>
<td>2020</td>
<td>$4.8</td>
<td>$5.6</td>
</tr>
<tr>
<td>2021</td>
<td>$5.8</td>
<td>$6.7</td>
</tr>
<tr>
<td>2022</td>
<td>$6.7</td>
<td>$7.7</td>
</tr>
</tbody>
</table>

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

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**Figure 2: Salt Lake County Cultural Industry Output (Direct Spending) As Share of Total County Spending, 2022**

- Cultural Industry Output (Direct Spending), $7.7 B (3.4%)
- Other Salt Lake County Output, $218.3 B (96.6%)

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

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**Figure 3: Salt Lake County Cultural Industry GDP As Share of Total County GDP, 2022**

- Cultural Industry GDP, $3.8 B (2.9%)
- Other Salt Lake County GDP, $126.2 B (97.1%)

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

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**Figure 4: Total Salt Lake County Cultural Industry Jobs, 2018-2022**

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct</th>
<th>Indirect/Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>31,121</td>
<td>26,087</td>
</tr>
<tr>
<td>2019</td>
<td>30,830</td>
<td>25,964</td>
</tr>
<tr>
<td>2020</td>
<td>27,851</td>
<td>226,831</td>
</tr>
<tr>
<td>2021</td>
<td>30,319</td>
<td>27,987</td>
</tr>
<tr>
<td>2022</td>
<td>32,737</td>
<td>32,295</td>
</tr>
</tbody>
</table>

Note: Data includes full- and part-time private and public employment; includes sole proprietors.

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data
Salt Lake County’s cultural industry job profile continues to shift over time. Ten years ago, one-in-five cultural industry jobs were in marketing, advertising, and design. Today, this sector represents one-in-four cultural industry jobs (Figure 8).

Conversely, publishing and broadcasting jobs made up 13% of Salt Lake County cultural industry jobs in 2013, but dropped to 9% in 2022. Salt Lake County’s cultural industry employment generated a total of $4.1 billion in labor income in 2022, a 20.6% year-over increase after adjusting for inflation.4

Tax Revenue

Tax revenue generated by cultural industry activity supports health and human services, public safety, and other countywide services through General Fund contributions. In 2022, Salt Lake County cultural industry spending generated an estimated $223 million in direct tax revenue, a 33.5% year-over increase after adjusting for inflation (Figure 9). This $223 million in tax revenue included $141 million in state and $82 million in local tax revenue. Of total direct tax revenue, state sales tax represented the largest share at $72 million, followed state income tax at $46 million (Figure 10). Tax revenue from Salt Lake County’s cultural industry made up 4% of county sales tax revenue, 2% of combined income and corporate tax revenue, 3% of local sales tax revenue, and 3% of property tax revenue in Salt Lake County (Figure 11). When considering Salt Lake County’s total share of statewide cultural industry-generated tax revenues, the county contributed over half of all industry-generated revenues in 2022 (Figure 12).
Figure 9: Direct Salt Lake County Cultural Industry Tax Revenue, 2018-2022
(Millions of 2022 Dollars)

Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Figure 10: Direct Salt Lake Cultural Industry Tax Revenue by Tax Type, 2022
(Millions of 2022 Dollars)

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

Figure 11: Salt Lake County Cultural Industry Shares of Salt Lake County Generated Tax Revenue, 2022
(Millions of Dollars)

Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Figure 12: Salt Lake County Shares of Statewide Cultural Industry Generated Tax Revenue, 2022
(Millions of Dollars)

Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data
This economic contribution study assesses the economic multiplier effects associated with the current or predicted level of output (spending) generated by Salt Lake County's cultural industry. Economic contributions studies capture the economic expanse of all cultural industry spending and show the relative reach and magnitude of the industry in the Salt Lake County economy. In contrast, economic impact studies measure the changes in the size and structure of a region's economy that occur when goods and services are purchased from vendors within the region with money generated outside the region.

For this analysis, the Gardner Institute utilized 83 cultural industry NAICS codes identified by the Utah Cultural Alliance and their advisory board of economists and economic development professionals to define the industry in Utah. Researchers entered industry codes into Chmura's JobsEQ software tool to generate cultural industry jobs and then entered jobs into IMPLAN economic modeling software to produce industry output, GDP, jobs, labor income, and tax revenue.

Endnotes
1. This economic contribution study assesses the economic multiplier effects associated with the current or predicted level of output (spending) generated by Salt Lake County's cultural industry. Economic contributions studies capture the economic expanse of all cultural industry spending and show the relative reach and magnitude of the industry in the Salt Lake County economy. In contrast, economic impact studies measure the changes in the size and structure of a region's economy that occur when goods and services are purchased from vendors within the region with money generated outside the region.

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3. Jobs include full- and part-time private and public employment, and self-employment.

4. Labor income is the sum of employee compensation (wages and benefits) and proprietor income.