

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

### Economic Contributions

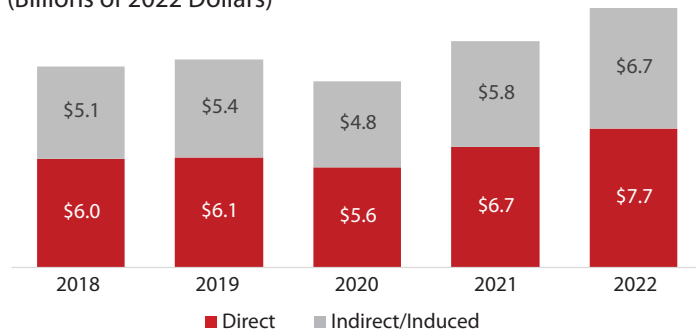
Salt Lake County's cultural industry, which includes the design, education, entertainment, fashion, film, humanities, and traditional arts sectors, generated \$7.7 billion in output (direct spending) and supported an estimated 32,737 Salt Lake County jobs in 2022 (Figures 1 and 4).<sup>1,2</sup> The \$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).<sup>3</sup> About 7.5% of all Salt Lake County jobs were either directly or indirectly supported by the cultural industry in 2022 (Figure 5).<sup>4</sup> 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

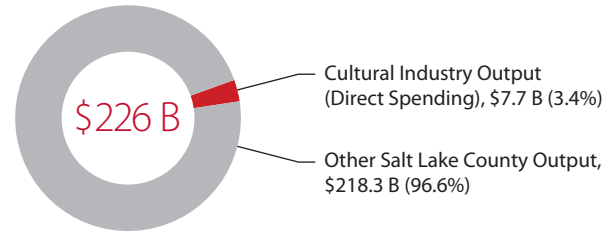
**Figure 1: Salt Lake County Cultural Industry Output (Total Spending), 2018-2022**

(Billions of 2022 Dollars)



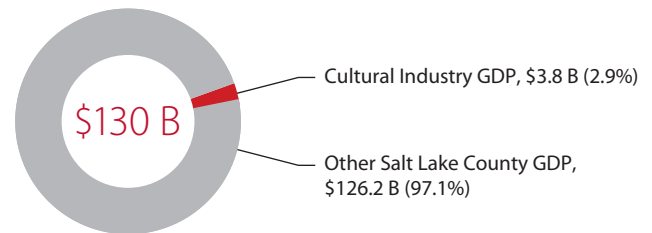
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

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



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

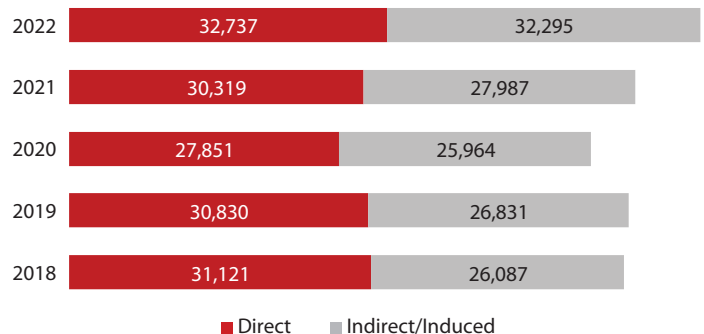
**Figure 3: Salt Lake County Cultural Industry GDP As Share of Total County GDP, 2022**



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

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).

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



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

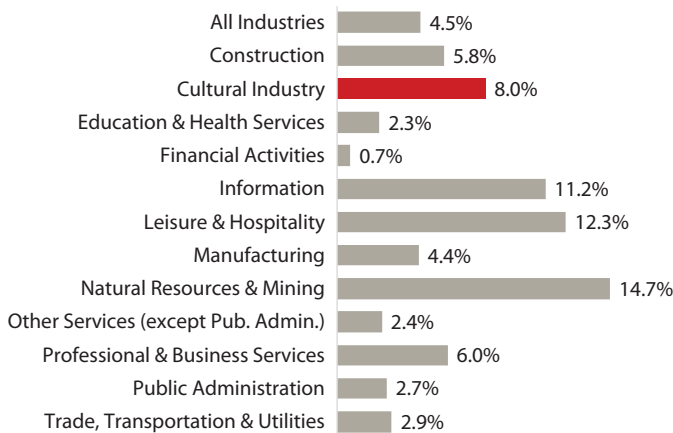
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

**Figure 5: Cultural Industry Jobs as Share of Total Salt Lake County Jobs, 2022**



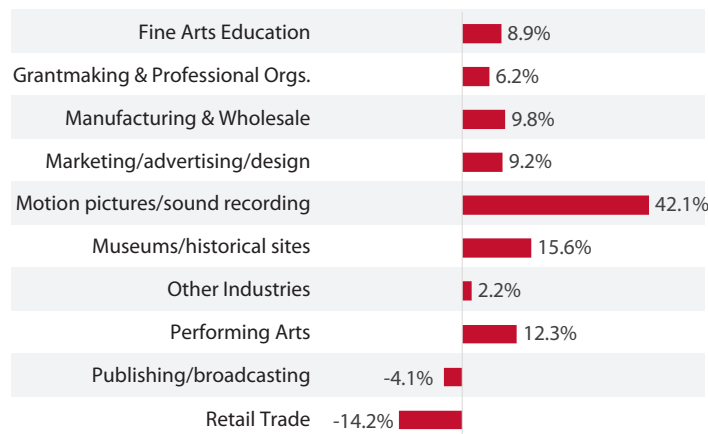
Note: Data includes full- and part-time private and public employment; includes sole proprietors.  
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

**Figure 6: Year-Over Change in Salt Lake County Jobs by Industry, 2021-2022**



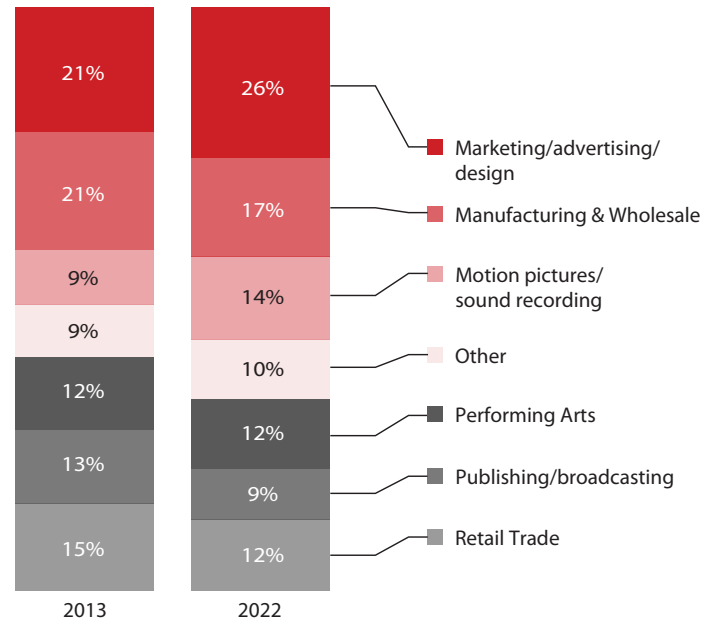
Note: Data includes full- and part-time private and public employment; includes sole proprietors.  
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

**Figure 7: Percent Change in Salt Lake County Cultural Industry Jobs by Sector, 2021-2022**



Note: "Other" includes jobs in Libraries & Archives, Rental & Leasing, Furniture Repair, and Photofinishing sectors.  
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

**Figure 8. Direct Salt Lake County Cultural Industry Employment by Sector, 2013 vs. 2022**



Note: "Other" includes jobs in Fine Arts Education, Grantmaking and Professional Organizations, Museums, and Other Industries.  
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

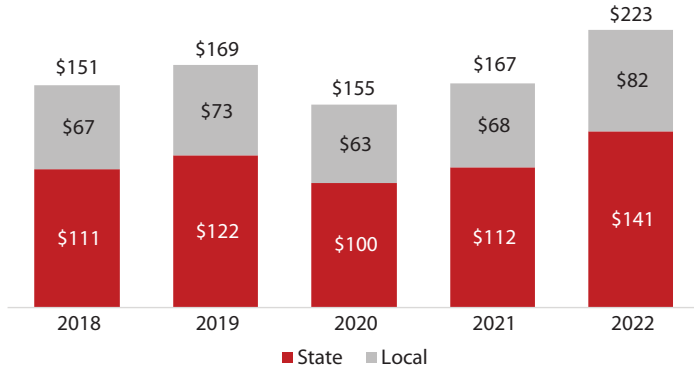
Salt Lake County's cultural industry job profile continues to shift over time. Ten years ago, one-in-five cultural industry jobs were in marketing, advertising, and design. Today, this sector represents one-in-four cultural industry jobs (Figure 8). Conversely, publishing and broadcasting jobs made up 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.<sup>4</sup>

**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**

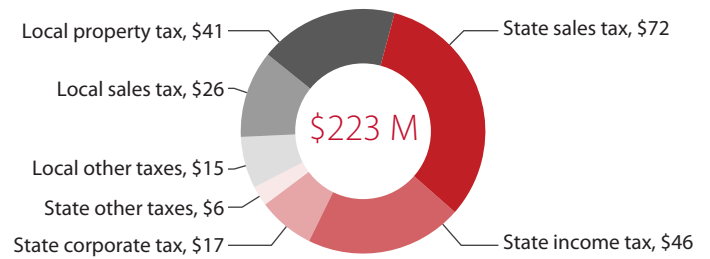
(Millions of 2022 Dollars)



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

**Figure 10: Direct Salt Lake Cultural Industry Tax Revenue by Tax Type, 2022**

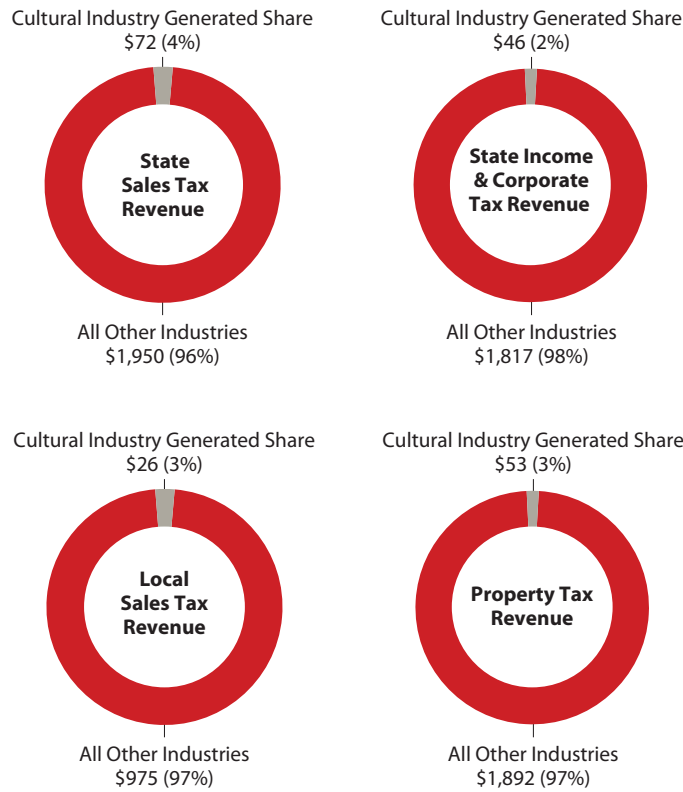
(Millions of 2022 Dollars)



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**

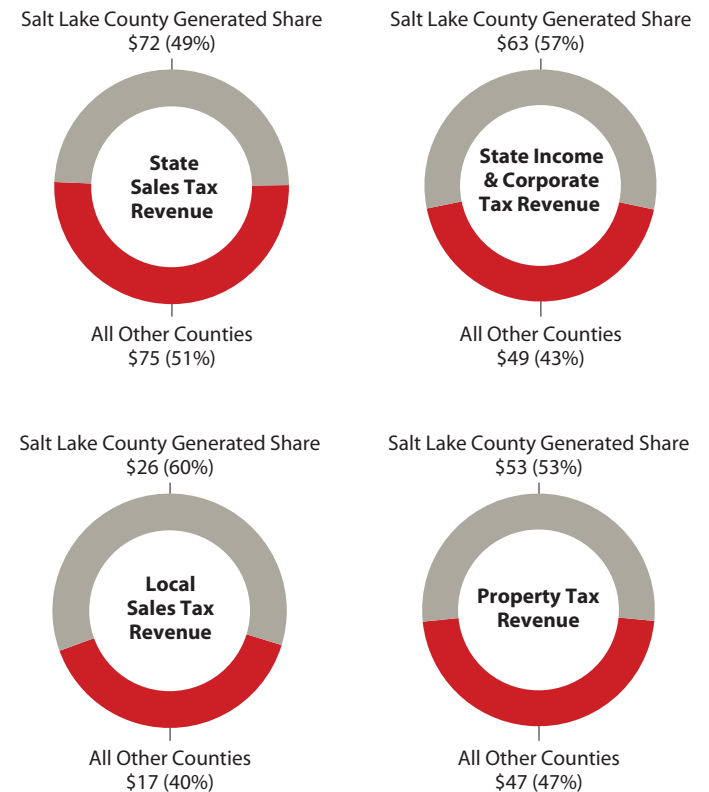
(Millions of Dollars)



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)

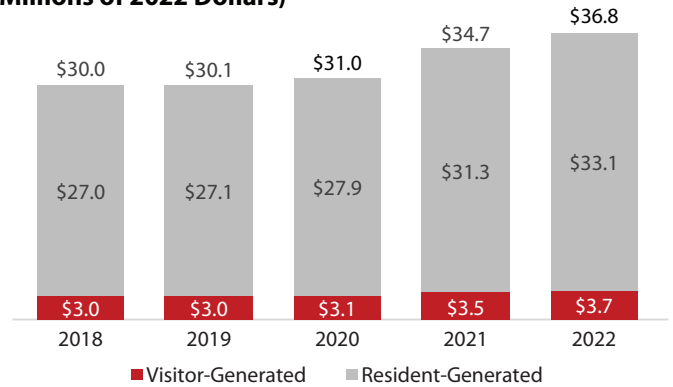


Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

## ZAP Tax Revenue

Salt Lake County levies a 0.1% Zoo, Arts, & Parks (ZAP) tax. Cities and counties generally use RAP or ZAP taxes to support recreation, arts & culture, and parks in their communities. Salt Lake County's ZAP tax funds are dedicated to the advancement of Salt Lake County's local arts, culture, and zoological organizations and parks and recreation facilities. State statute regulates the allowed uses of the funds. ZAP receives one (1) penny of every \$10 spent on taxable Salt Lake County purchases. These funds are distributed each year in the form of grants to more than 200 eligible Salt Lake County arts, cultural, botanical, historical, and zoological nonprofits. Figure 13 shows Salt Lake County's 2022 ZAP tax revenue from 2018-2022, including the county's estimated visitor-generated and resident-generated portions. Salt Lake County's visitor-generated ZAP tax share is around 10%. ZAP tax collections totaled \$36.8 million in 2022, up 5.9% from 2021 after adjusting for inflation.

**Figure 13: Salt Lake County ZAP Tax Revenue, 2018-2022 (Millions of 2022 Dollars)**



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

## 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.
2. 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.
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.

(TT) CulturalArts-SLCo Mar2024