An Economic Summary of Rich County’s Cultural Industry, 2023

Economic Contributions
Rich County’s cultural industry, which includes the design, education, entertainment, fashion, film, humanities, and traditional arts sectors, generated $3.2 million in output (direct spending) and supported an estimated 36 Rich County jobs in 2023 (Figures 1 and 4). The $3.2 million represents 1.0% of total county output (Figure 2). Rich County’s cultural industry also generated $1.2 million in GDP, representing 0.8% of total county GDP (Figure 3). Cultural industry activity produced an additional $1.1 million in output and $441,000 in GDP through indirect and induced effects.

Rich County’s cultural industry experienced a 43.1% year-over increase in direct output after adjusting for inflation. The $3.2 million in direct output indirectly supported an additional 10 jobs for a total of 46 Rich County jobs (Figure 4). About 3.7% of all Rich County jobs were either directly or indirectly supported by the cultural industry in 2023 (Figure 5). The 36 direct cultural industry jobs represented a 44.0% year-over increase from 2022 and generated $822,600 in labor income.

There are only four cultural industry-related employment sectors in Rich County, including fine arts education, marketing, advertising & design, performing arts, and retail trade. Rich County’s cultural industry experienced the second greatest year-over change in jobs from 2022 to 2023, after the financial, professional, & business services industry (Figure 6). The performing arts sector had the greatest increase in jobs from 2022 to 2023 (Table 1).

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Figure 1: Rich County Cultural Industry Output (Total Spending), 2019-2023
(Millions of 2023 Dollars)

![Chart showing cultural industry output over years 2019 to 2023 with a total of $151 million and 36 jobs in 2023.]

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

Note: Total 2023 Rich County GDP is an estimate only.

Figure 2: Rich County Cultural Industry Output (Direct Spending) As Share of Total County Output, 2023

![Chart showing cultural industry output as a proportion of total county output with $338 million represented.]

Note: Total 2023 Rich County output is an estimate only.

Figure 3: Rich County Cultural Industry GDP As Share of Total County GDP, 2023

![Chart showing cultural industry GDP as a proportion of total county GDP with $151 million represented.]

Note: Total 2023 Rich County GDP is an estimate only.

Figure 4: Total Rich County Cultural Industry Jobs, 2019-2023

![Chart showing cultural industry jobs over years 2019 to 2023 with a total of 10 jobs in 2023.]

Note: 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
Rich County’s cultural industry job profile continues to change over time. Ten years ago, close to half of the county’s cultural industry jobs were in performing arts and the rest were in retail (Table 2). Today, three-quarters of the county’s cultural industry jobs are in performing arts, while the rest are split between education, marketing, advertising & design, and retail. Notably, cultural industry retail trade jobs made up 53.8% of Rich County cultural industry jobs in 2014 but this share dropped to 8.3% in 2023.

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 2023, Rich County cultural industry spending generated an estimated $108,700 in direct tax revenue, a 43.9% year-over increase after adjusting for inflation (Figure 7). This $108,700 in tax revenue included $47,500 in state and $61,200 in local tax revenue. Of total direct tax revenue, local property tax represented the largest share at $47,500 followed by state sales tax at $21,300 (Figure 8).

ZAP/RAP Tax Revenue
Rich County does not currently issue a ZAP/RAP tax. If enacted, a countywide ZAP/RAP tax would have generated around $117,500 in revenue in 2023 for zoo, arts, and parks facilities.
Endnotes

1. This economic contribution study assesses the economic multiplier effects associated with the current or predicted level of output (spending) generated by Rich 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 Rich 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 its 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.