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

Economic Contributions

Summit County’s cultural industry, which includes the design, education, entertainment, fashion, film, humanities, and traditional arts sectors, generated $534.1 million in output (direct spending) and supported an estimated 1,845 Summit County jobs in 2023 (Figures 1 and 4). The $534.1 million represents 5.4% of total county output (Figure 2). Summit County’s cultural industry also generated $297.1 million in GDP, representing 5.5% of total county GDP (Figure 3). Cultural industry activity produced an additional $260.8 million in output and $139.2 million in GDP through indirect and induced effects.

Summit County’s cultural industry experienced a -0.3% year-over decrease in direct output in 2023 after adjusting for inflation. The $534.1 million in direct output indirectly supported an additional 1,205 jobs for a total of 3,050 Summit County jobs (Figure 4). This means that close to one in 10 Summit County jobs were either directly or indirectly supported by the cultural industry in 2023 (Figure 5). The 1,845 direct cultural industry jobs represent a 3.8% year-over growth rate from 2022, and was just under the average year-over rate of change for all Summit County industry jobs (5.0%) (Figure 6). Summit County’s cultural industry employment generated a total of $148.8 million in labor income in 2023.

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

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

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

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

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

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

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

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

Note: Includes full- and part-time private and public employment; includes sole proprietors.
The museums, historical sites, and nature parks sector added the greatest number of new jobs from 2022 to 2023 (35), while the performing arts sector experienced the greatest decline in jobs (-10). The grantmaking and professional organizations sector achieved the greatest year-over growth (140.0%), followed by museums, historical sites, and nature parks (17.4%), and publishing/broadcasting (8.0%) (Figure 7).5

Summit County’s cultural industry job profile continues to shift over time. Ten years ago, nearly a third of cultural industry jobs were in performing arts. Today, this sector represents about a fourth of cultural industry jobs (Figure 8). Conversely, marketing, advertising, and design jobs accounted for 19% of Summit County’s cultural industry jobs in 2014, but this share grew to 23% 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, Summit County’s $534.1 million in output generated an estimated $11.8 million in direct tax revenue, a 1.8% year-over increase after adjusting for inflation (Figure 9). This $11.8 million in tax revenue included $6.8 million in state and $5.0 million in local tax revenue. Of the total direct tax revenue, local property tax represented the largest share at $3.8 million, followed by state income tax at $3.6 million (Figure 10). Tax revenue from Summit County’s cultural industry made up 1.3% of state sales tax revenue, 1.3% of state income tax revenue, 0.7% of local sales tax revenue, and 1.5% of local property tax revenue in Summit County (Figure 11).6 When considering Summit County’s total share of statewide cultural industry-generated tax revenues, the county contributed 1.0% of state sales tax revenue, 2.9% of state income and corporate tax revenue, 2.0% of local sales tax revenue, and 3.3% of property tax revenue (Figure 12).7

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5. The shift in cultural industry jobs is due to a combination of factors, including economic changes and shifts in cultural preferences.
It is important to note that the estimates shown in Figure 9 do not reflect all state and local tax revenue generated by Summit County’s cultural industry, particularly regarding local tax revenue generated by visitors at well-attended cultural industry events. For instance, each year Summit County hosts the Sundance Film Festival in the winter and the Kimball Arts Festival in the summer, both of which draw a significant number of visitors. Y2 Analytics reports that the Sundance Film Festival attracted over 86,000 attendees and generated $207.2 million in output, $12.8 million in state and local tax revenue, and 1,608 jobs in 2023. Similarly, Lighthouse Research & Development reports that the Kimball Arts Festival drew over 29,000 visitors to Park City Main Street in 2023 with an estimated $7.2 million spent by nonlocal visitors attending the festival. This $7.2 million in nonlocal spending generated over $240,000 in state and local tax revenue.
RAP Tax Revenue

Summit County levies a 0.1% Recreation, Arts, and Parks (RAP) tax. Cities and counties generally use RAP taxes to support recreation, arts & culture, and parks in their communities. Summit County’s RAP tax funds are dedicated to the advancement of local arts, culture, and zoological organizations and parks and recreation facilities. State statute regulates the allowed uses of the funds. RAP receives one (1) penny of every $10 spent on taxable Summit County purchases. These funds are distributed each year in the form of grants to eligible arts, cultural, botanical, historical, and zoological nonprofits. Figure 13 shows Summit County’s 2023 RAP tax revenue from 2019-2023, including the estimated visitor-generated and resident-generated portions. Summit County’s visitor-generated RAP tax share is estimated to be 43.0%. RAP tax collections totaled $3.2 million in 2023, up 1.3% from 2022 after adjusting for inflation.

Nonprofit Sector

The IRS reports 246 registered 501(c)(3) nonprofits in Summit County in 2023. Of those, 22 or 8.9% were cultural industry-related (Figure 14). Eight out of the 22 cultural industry nonprofits reported revenue in 2023, totaling $50.0 million.

Endnotes

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

5. Year-over growth in the Grantmaking and Professional Organizations sector reflects an increase from 6 jobs in 2022 to 13 jobs in 2023.

6. Cultural industry generated shares of state sales, state income, local sales, and local property tax revenue in Summit County are larger when considering the additional fiscal impacts from special events like Sundance and the Park City Kimball Arts Festival.

7. Summit County’s cultural industry-generated shares of state sales, state income, local sales, and local property tax revenue on a statewide basis are larger when considering the additional fiscal impacts from special events like Sundance and the Park City Kimball Arts Festival.
