

# LOVE WHERE YOU LIVE

Cultivating  
Vibrant Communities



## JASON BOWCUTT

Community Arts Manager  
Utah Division of Arts & Museums



## RACHEL BREMER

Global Travel Trade Manager  
Utah Office of Tourism

## CRYSTAL YOUNG-OTTERSTROM

Executive Director  
Utah Cultural Alliance



## JAKE MCINTIRE

Founder & CEO  
Union Creative Agency



“Increasingly, research demonstrates that **ARTS, CULTURE, MUSEUMS, LIBRARIES** and the like are not ‘nice to have’ in local communities, they **ARE THE VERY AMENITIES TALENTED INDIVIDUALS SEEK OUT**, and therefore companies look for **AS THEY DECIDE WHERE TO LOCATE** and where to expand.”

**Theresa Foxley**  
President and CEO of the Economic  
Development Corporation of Utah

IF YOU HAD ONE DAY

**WHAT WOULD YOU SHOW US?**

**WHAT STORIES WOULD YOU TELL?**

**WHO WOULD YOU INTRODUCE US TO?**

- Buildings
- Monuments
- Local Story Teller
- Landscapes
- Works of art
- Artifacts
- Industrial Installations
- Archaeological Sites
- Museum
- Festivals
- Poetry Reading
- Cemetery
- Sculpture
- Gatherings
- Historic Cafe
- Gallery
- Performance Venue
- A Library



## SERVICES PROVIDED BY UTAH CULTURAL ALLIANCE

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Utah Cultural Alliance is the statewide advocate for the humanities and arts, and amplifies the contributions culture makes to Utah's economic, family, and community life.

1. Cultural industries employ 79,328 Utahns
2. And, generate \$3.5 billion in earnings
3. 1 million cultural visitors
4. Utahns Love Culture: Utah is: #1 for live cultural participation (all art forms)
5. UT businesses say a vibrant cultural scene is the #1 factor for choosing a location (EDC Utah survey)
6. Businesses cite creativity as the #1 factor in hiring
7. Utah is 1 of the 2 fastest growing states for cultural job growth





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Cultural Asset Map

[nowplayingutah.com](http://nowplayingutah.com)

Lobbying/advocacy

Elections

Generic code such as % for art programs and more, our lawyer can customize for cities

Research on the benefits of culture

Economic data detailing the impact of your area's cultural offerings

As culture's advocacy voice we can shepherd trainings for cultural sector on data and case-making

Mentorship

Convenings

# SERVICES PROVIDED BY UTAH CULTURAL ALLIANCE



**NOW PLAYING UTAH**

THEATRE MUSIC DANCE ART FILM FESTIVALS FAMILY SPORTS & OUTDOORS FINE EVENTS BY REGION MORE

Search by keyword: [ ] Search by date range: [ ] Search by category: [ ] Search by city: [ ]

**TOP 10 - 08** **FAN X** FanX® Salt Lake Comic Convention™  
Presented by South Salt Lake Center Convention® at Salt Palace Convention Center  
This event is excited to announce the official dates for FanX Salt Lake Comic Convention™ September 8 & 9, 2018 at the Salt Palace Convention Center. We have made some and we have conference info.

**TOP 07 - 08** **Brigham City Peach Days**  
Presented by Brigham City Area Chamber of Commerce in Brigham City  
Brigham City's Peach Days Festival is one of southern Utah's largest and most historical festivals. This tradition began in 1938 with a... More info

**TOP 16 - 08** **Twilight Concert Series**  
Presented by Salt Lake City Arts Council and Salt Lake Community College in The Salt Lake Center  
The Salt Lake Community College Twilight Concert Series, historically produced by the Salt Lake City Arts Council, is one of the longest running arts... More info

**Utah Cultural Asset Map**

This map shows all of Utah's many cultural assets, including nonprofit and for-profit cultural businesses. Add 5,012 views

**Arts**

- Utah Symphony | Utah Opera (Opera Pro...
- Utah Symphony | Utah Opera (Abravanel) ...
- Pioneer Theatre Company
- UtahPresents
- ... 90 more

**Humanities**

- John Wesley Powell River History Museu...
- Cache OUP Museum
- Historic Downtown Brigham City
- Utah Humanities
- ... 25 more



## SERVICES PROVIDED BY UTAH OFFICE OF TOURISM

### Co-op marketing

Funds must be used to target out of state visitors  
Up to \$275,000 in matching funds

Partner-developed programs

Partner application processes, committee review & interview

### Cafeteria

No application required (opt-in format)  
Up to \$70,000 with a 1:1 match

January & August  
Pick from a "menu" of pre-defined opportunities

### Destination Development / 'Rourism'

Traditional Community Assessments

Advanced Business 'Boot Camp's'

Destination Development Action Plans/Implementation

Funding Resources

Branding

Experiential Product Development



## SERVICES PROVIDED BY UTAH DEPARTMENT OF HERITAGE & ARTS

Our mission is to cultivate vibrant, Inclusive communities throughout Utah where residents thrive and have pride in their hometowns.



Utah Arts & Museums Grants

Performance and Capital Facilities  
Funding

Cemetery Grants

Historic Preservation Tax Credits

Native American Scholarships

Capital Facilities Grants for Libraries

Community Library Enhancement Fund  
(CLEF)

Library Services and Technology Act  
(LSTA) Grants

UServeUtah AmeriCorps and Volunteer  
Program Grants

UServeUtah Volunteerism Training

Professional Development

# GET STARTED

## The Process:

Download the PDF at  
> [HeritageAndArts.utah.gov/lwyl](https://HeritageAndArts.utah.gov/lwyl)

## Connect:

[jbowcutt@utah.gov](mailto:jbowcutt@utah.gov)  
[rbremer@utah.gov](mailto:rbremer@utah.gov)  
[cyo@utculture.org](mailto:cyo@utculture.org)  
[jake@unioncreativeagency.com](mailto:jake@unioncreativeagency.com)

