LOVE WHERE YOU LIVE
Cultivating Vibrant Communities
“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?
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 (EDCUtah 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
Cultural Asset Map

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

www.utculture.org
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
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

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