

An Economic Summary of Uintah County's Cultural Industry

Economic Contributions

Uintah County's cultural industry, which includes the design, education, entertainment, fashion, film, humanities, and traditional arts sectors, generated \$37.2 million in output (direct spending) in 2022 (Figure 1). This \$37.2 million directly supported an estimated 330 jobs and indirectly supported an additional 95 jobs in Uintah County (Figure 5).^{1,2}

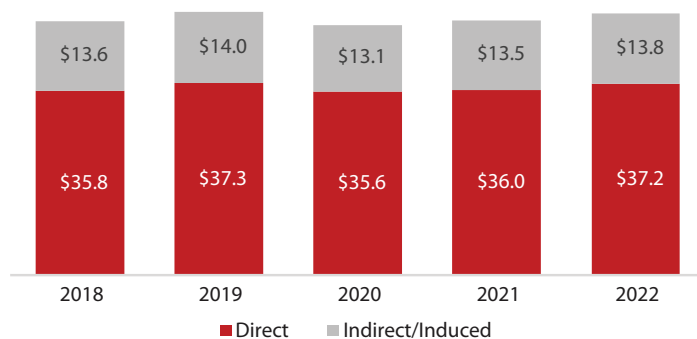
There was a 0.5% year-over increase in cultural industry spending from 2021 to 2022 after adjusting for inflation. The \$37.2 million in cultural industry spending represented 1.2% of Uintah County's total output in 2022 (Figure 2). Uintah County's cultural industry also generated \$13.3 million in gross domestic product (GDP), or a 0.7% share of total county GDP (Figure 3). Cultural industry activity generated an additional \$13.9 million of output and \$5.7 million of GDP through indirect and induced effects.

Jobs

Uintah County's 330 cultural industry jobs increased by 9.0% from 2021 and surpassed baseline 2019 jobs by 9.3%.³ These direct jobs generated \$8.3 million in labor income.⁴ Cultural industry jobs composed a 2.3% share of total county jobs (Figure 5). Uintah County's 9.0% year-over increase in cultural industry jobs was slightly higher than the year-over growth for all other county jobs (7.9%) (Figure 6).

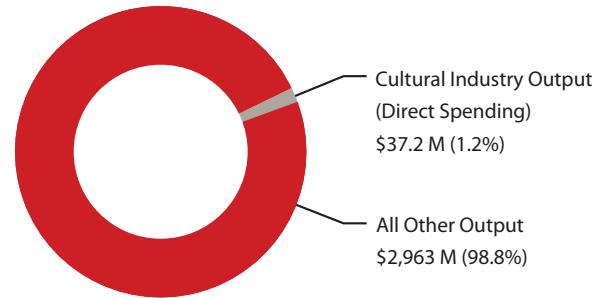
Figure 1: Uintah County Cultural Industry Output (Total Spending), 2018-2022

(In Billions of 2022 Dollars)



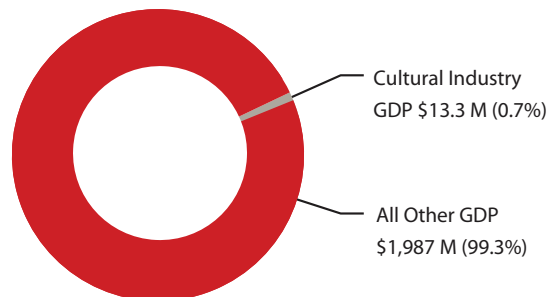
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

Figure 2: Uintah County Industry Output (Direct Spending) As Share of Total County Spending, 2022



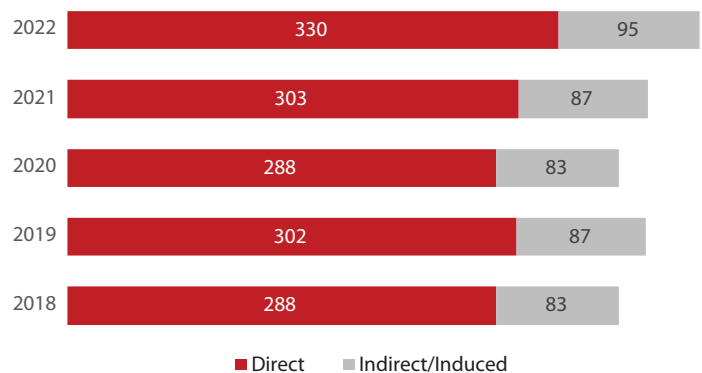
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

Figure 3: Uintah 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

Figure 4: Total Uintah County Cultural Industry Jobs, 2018-2022



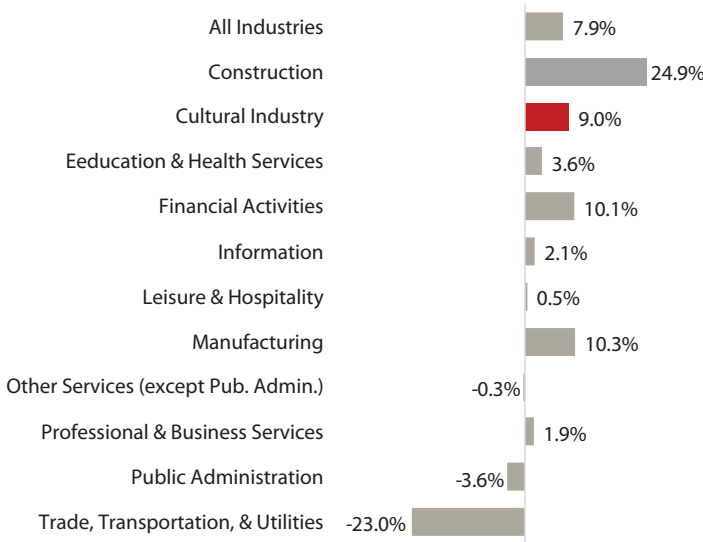
Note: Includes full- and part-time private and public employment; includes sole proprietors.
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

Figure 5: Cultural Industry Jobs as Share of Total Uintah County Jobs, 2022



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

Figure 6: Year-Over Change in Uintah County Jobs by Industry, 2021-2022

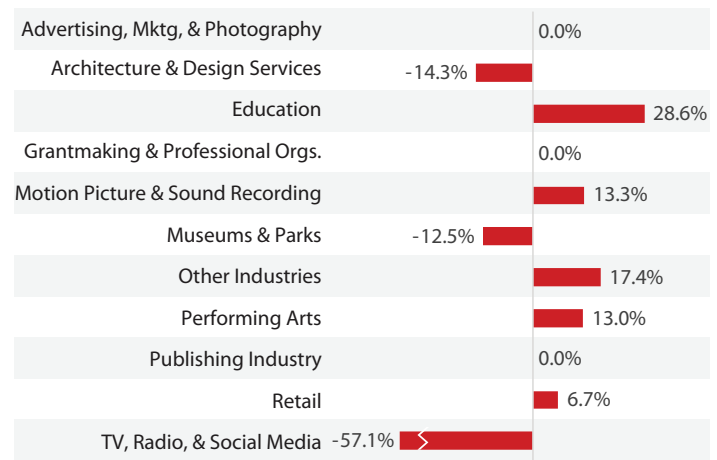


Note: Includes full- and part-time private and public employment; includes sole proprietors. Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

Uintah County’s cultural industry sector with the greatest year-over percent growth included education (28.6%), other industries (17.4%), and motion picture & sound recording (13.3%) (Figure 7). The TV, radio, & social media subsector, however, experienced a -57.1% decrease in jobs, specifically with a decline of 17 jobs in media streaming distribution services, social and other media networks, and content providers. Three subsectors, including the publishing industry, grantmaking & professional organizations, and advertising, marketing & photography remained flat from 2021 to 2022.

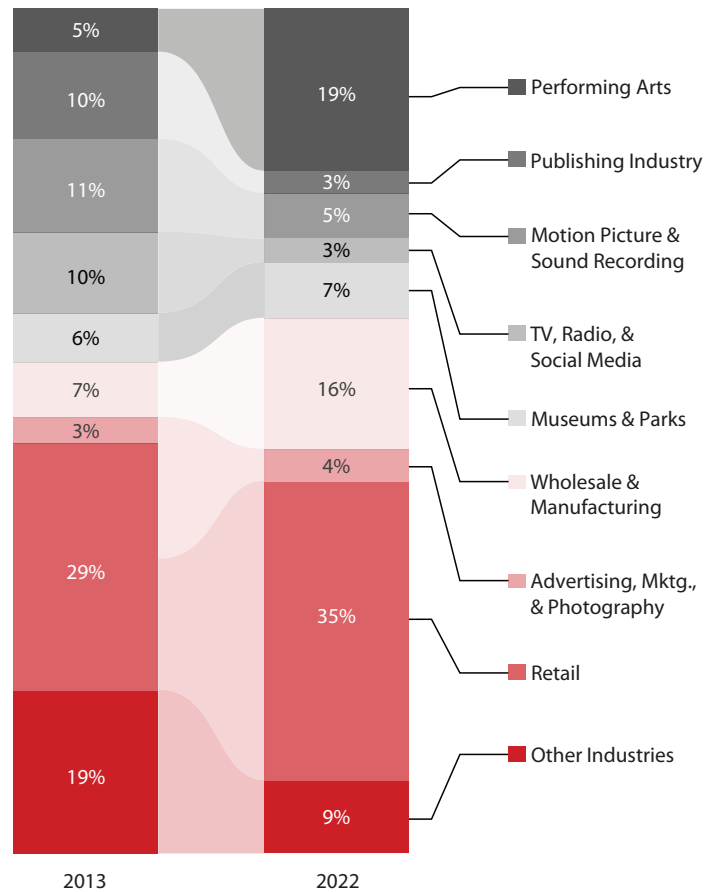
Uintah County’s cultural industry job profile has shifted significantly over time. Other industry jobs, which include jobs in libraries & archives, rental & leasing, furniture repair, and photofinishing, made up 19% of all county cultural industry jobs in 2013, but accounted for only 9% in 2022. Conversely, while performing arts-related jobs made up one-in-20 jobs in 2013, ten years later performing arts jobs accounted for one-in-five jobs (Figure 8). Cultural industry-related wholesale and manufacturing jobs more than doubled from 2013 to 2022.

Figure 7: Year-Over Change in Uintah County Cultural Arts Jobs by Sector, 2021-2022



Note: The Other Industry subsector includes jobs in Libraries & Archives, Rental & Leasing, Furniture Repair, and Photofinishing; the Wholesale subsector has been omitted from this figure. Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Figure 8. Direct Cultural Industry Employment in Uintah County by Industry Type, 2013 vs. 2022



Note: The Grantmaking & Professional Organizations, TV, Radio, & Social Media, and Other Industries subsectors have been omitted due to low numbers; the Other Industries subsector includes jobs in Libraries & Archives, Rental & Leasing, Furniture Repair, and Photofinishing. Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Tax Revenue

Tax revenue generated by cultural industry activity supports health and human services, public safety, and other countywide services through General Fund contributions. Uintah County's cultural industry spending generated an estimated \$2.41 million in direct tax revenue in 2022, a 16.0% year-over increase after adjusting for inflation (Figure 9). This \$2.41 million in tax revenue included \$990,000 in state and \$1.42 million in local tax revenue. Of total direct tax revenue, local property tax composed the largest share at \$1.1 million, followed by state income tax at \$717,492 (Figure 10). When considering Uintah County's state and local tax revenue contributions, the cultural industry represented 1.0% of total state sales tax revenue, 0.7% of state income tax revenue, 1.1% of local sales tax revenue, and 2.3% of property tax revenue (Figure 12).

RAP Tax Revenue

Currently, Uintah County levies a 0.1% Recreation, Arts, & Parks (RAP) tax. Counties and municipalities generally use RAP taxes to support recreation, arts & culture, and parks in their communities. The RAP tax funds in Uintah County are dedicated to the advancement of the county's local arts and culture organizations and recreation projects. State statute regulates the allowed uses of the funds. RAP receives one (1) penny of every \$10 spent on every taxable Uintah County purchase. These funds are distributed each year in the form of grants to eligible nonprofit community arts, culture, and zoological organizations.

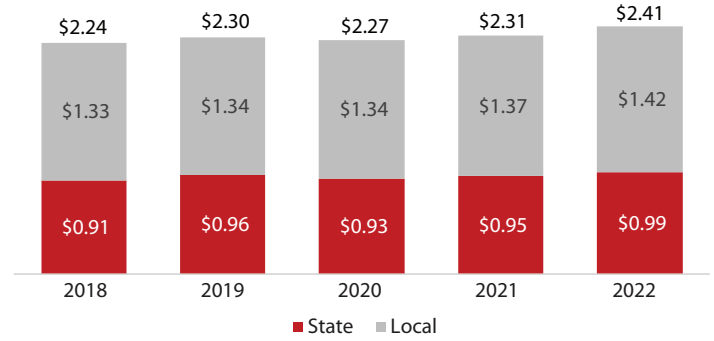
Figure 11 shows Uintah County's RAP tax revenues from 2018-2022, including the county's estimated visitor-generated portion (12.5%). Because RAP tax revenue is derived from all taxable purchases, the county's RAP tax fared relatively well after the 2020 pandemic. Year-over county RAP tax collections were up 28.5% (inflation-adjusted) in 2022 and totaled \$1.2 million dollars.

Nonprofit Revenue

Cultural industry nonprofit revenue (\$1.0 million) composed 7.2% of all county nonprofit revenue (Figure 13).

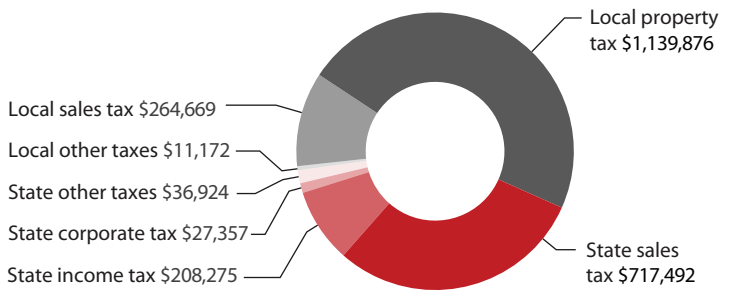
Figure 9: Uintah County Cultural Industry Direct Tax Revenue, 2018-2022

(In Millions of 2022 Dollars)



Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

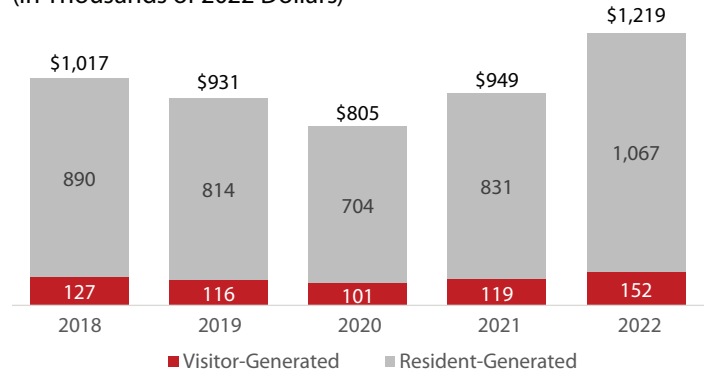
Figure 10: Uintah County Cultural Industry Direct Tax Revenue by Tax Type, 2022



Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

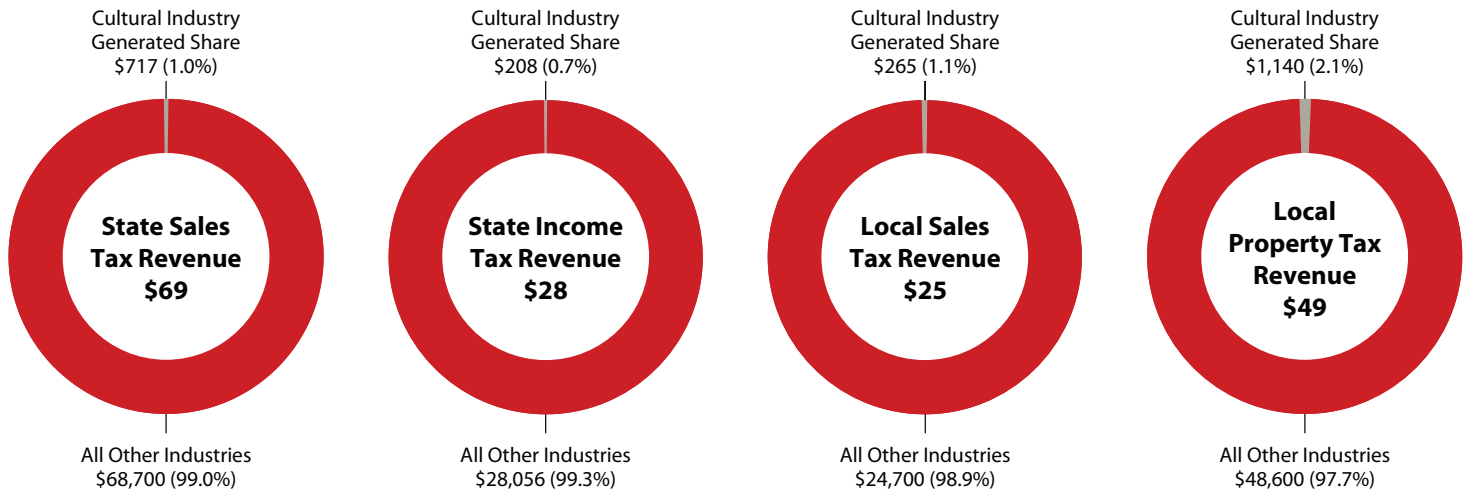
Figure 11: Uintah County RAP Tax Revenue, 2018-2022

(In Thousands of 2022 Dollars)



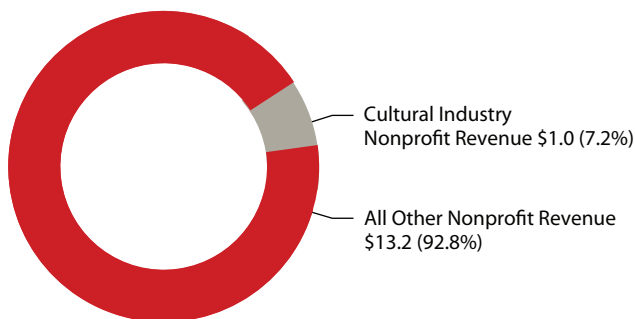
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Figure 12: Uintah County Tax Revenue Contributions, 2022
(In Thousands of Dollars)



Note: 2022 income tax revenue is estimated; E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics and Utah State Tax Commission data

Figure 13: Uintah County Industry Nonprofit Revenue
As Share of Total County Nonprofit Revenue, 2022
(In Millions of Dollars)



Source: Kem C. Gardner Policy Institute analysis of U.S. Internal Revenue Service data

Endnotes

1. This Uintah County profile assesses the economic multiplier effects associated with the current or predicted level of sales generated by the cultural industry in the county. Economic contribution captures the economic expanse of all cultural industry county spending and shows the relative reach and magnitude of the industry in the Uintah County economy. In contrast, economic impact studies measure the changes in the size and structure of a region’s economy that occur when vendors purchase goods and services within the region with money generated outside the region.
2. For this analysis, the Gardner Institute utilized 83 cultural arts industry NAICS codes provided by the Utah Cultural Alliance and their advisory

- board of economists and economic development professionals to define the industry. Researchers entered industry codes into Chmura’s JobsEQ software tool to generate industry jobs and then entered jobs into the IMPLAN economic model to produce jobs, labor income, industry sales, 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.