



@NACoTweets  
#NACoLeg

2022 NACo

# LEGISLATIVE CONFERENCE

FEBRUARY 12-16 | WASHINGTON HILTON | WASHINGTON, D.C.





2022 NACo

# LEGISLATIVE CONFERENCE



@NACoTweets  
#NACoLeg

## *Welcome to The Power of the Arts: Arts as an Economic Driver*



## Arts & Culture Commission Leadership: 2021-2022

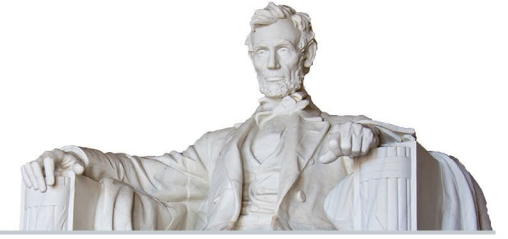
- **CHAIR:** Hon. Renée Price, Chair, Board of Commissioners, Orange County, N.C.
- **VICE CHAIRS:**
  - *Hon. Anna Hansen, Commissioner, Santa Fe County, N.M.*
  - *Hon. Debra Lucero, Supervisor, Butte County, Calif.*
  - *Hon. Greg Puckett, Commissioner, Mercer County, W.Va.*
  - *Hon. Kate Becker, Collector of Revenue, Audrain County, Mo.*
  - *Hon. Katie “Kay” S. Cashion, Commissioner, Guilford County, N.C.*
  - *Hon. Larry Nelson, Supervisor, Waukesha County, Wis.*
  - *Hon. Marvin Arrington, Commissioner, Fulton County, Ga.*
  - *Hon. Stan Ponstein, Commissioner, Kent County, Mich.*



## Arts & Culture Commission Goals

- foster an environment where the arts can thrive to create more livable communities;
- promote the arts as a way to improve economic development and provide solutions to local challenges that counties face; and
- build understanding of the value of arts and culture as a means to improve counties' livability.





## Arts & Culture National Impacts

- the nonprofit arts industry generates \$166.3 billion in annual economic activity;
- the Arts and Culture Sector accounts for 5.2 million jobs; and
- arts employment boosts overall employment rates most strongly in rural areas.



2022 NACo

# LEGISLATIVE CONFERENCE

***Thank you to Americans for the Arts***



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2022 NACo

# LEGISLATIVE CONFERENCE



## Arts & Culture Sponsored Resolution

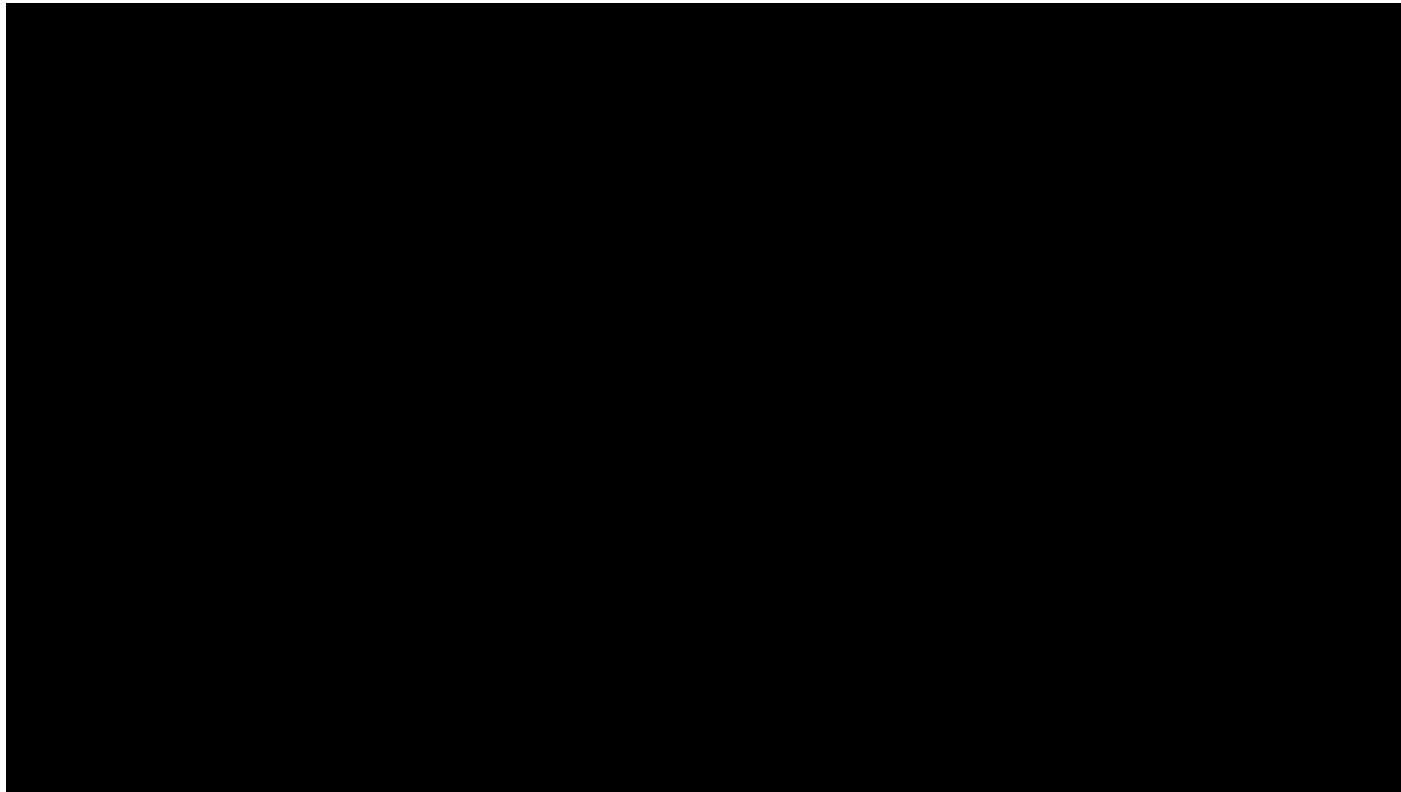
- Proposed Resolution Encouraging Congress to Enact the Creative Economy Revitalization Act
  - *Sponsor: Hon. Anna Hansen, Commissioner, Santa Fe County, N.M.*

2022 NACo

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## Pre-Recorded Remarks: Ms. Debra Garcia y Griego, Cabinet Secretary for Department of Cultural Affairs, State of New Mexico







THE POWER OF THE ARTS:

# Art All Night's Impact On D.C.'s Local Economic Recovery



# Attendance & Participation Over the Years:

**2018** 8 programs participated 91,000 attendees

**2019** 8 programs participated 111,000 attendees

**2020** 11 programs participated over 23,000 viewers

**2021** 19 programs participated 100,000 attendees





# Art All Night 2021 Stats:

Attendees: 100,000+

Venues activated: 150+

Local Artist Employed: 1,000+

The average increase in sales across businesses: +73%



# Responses From The Community

"For this being my first time vending at the Art All Night Event, It was a great experience, we really enjoyed ourselves and was a pleasure to work the event. I look forward to participating in the event in the future"

DA BOSS CATERING

"Art All Night: What a great success filled with positive and joyful energy. Thank you so much for your hard work for this wonderful community-based event! We all hope that it will happen again."

- MARIE-B CILIA DE AMICIS, WASHINGTON PRINTMAKERS GALLERY

"What a delight to have been sought out as a neighbor and art enthusiast to join Colleen, Iesha, and Rachel to "imagine" an inaugural Art All Night event for our unique and historic neighborhood of Georgetown. Our small yet mighty group met to curate a creative, cultural, and imaginative evening. Georgetown AAN was so much greater than the sum of its parts. We are already organizing for next year building on this year's success."

- ANN GOLDSTEIN, GEORGETOWN RESIDENT & SPONSOR OF ART ALL NIGHT

"Events like the Art All Night is what binds our community together.

It is fantastic that we are able to bring creativity, art, fashion, music and new people into our cherished neighborhood."



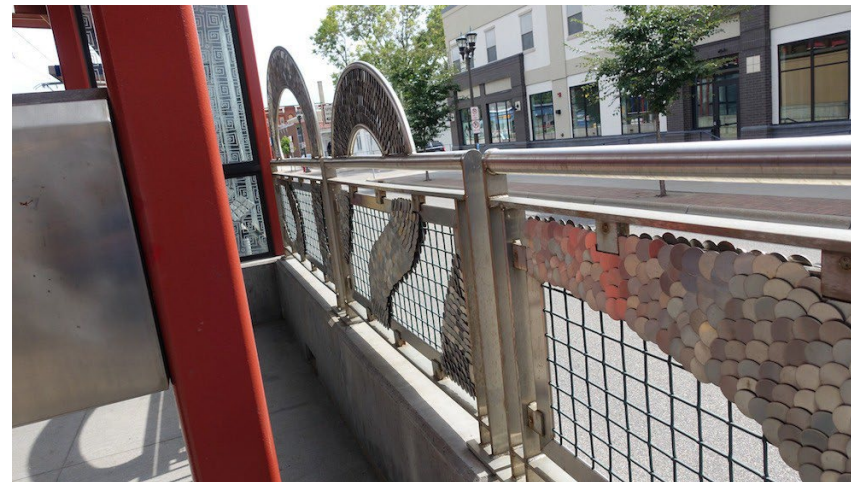
# Continued Support To Small and Local Businesses



**NACO**  
**2022 Legislative Conference**  
**Arts Impact for Economy, Equity and**  
**Community**



## Metro Greenline: Western Station



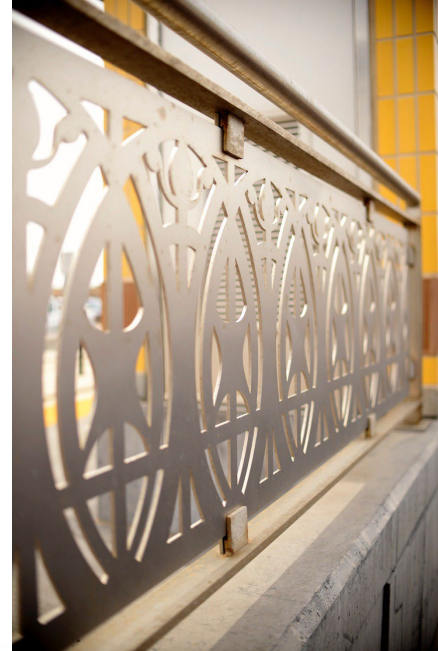
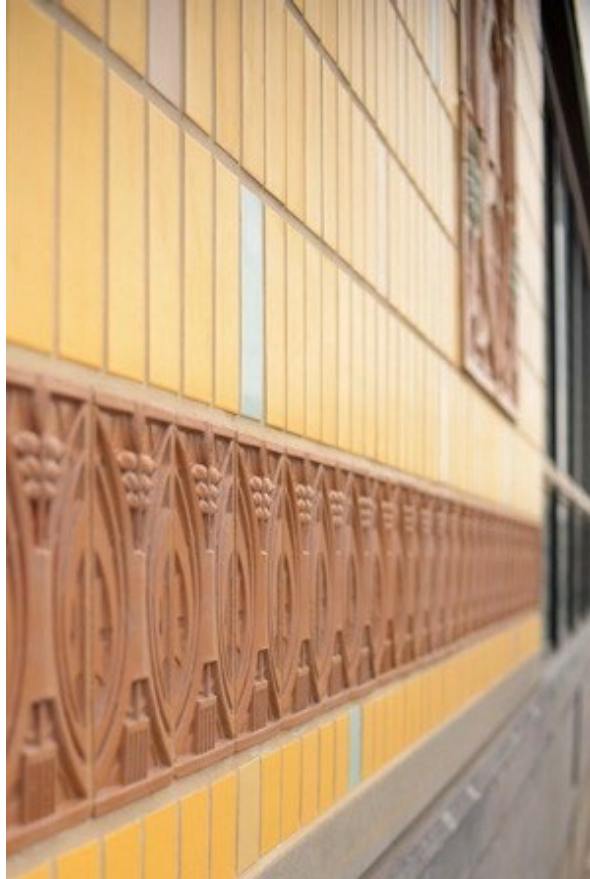


## Metro Greenline: Victoria Station





## Metro Greenline: Hamline Station

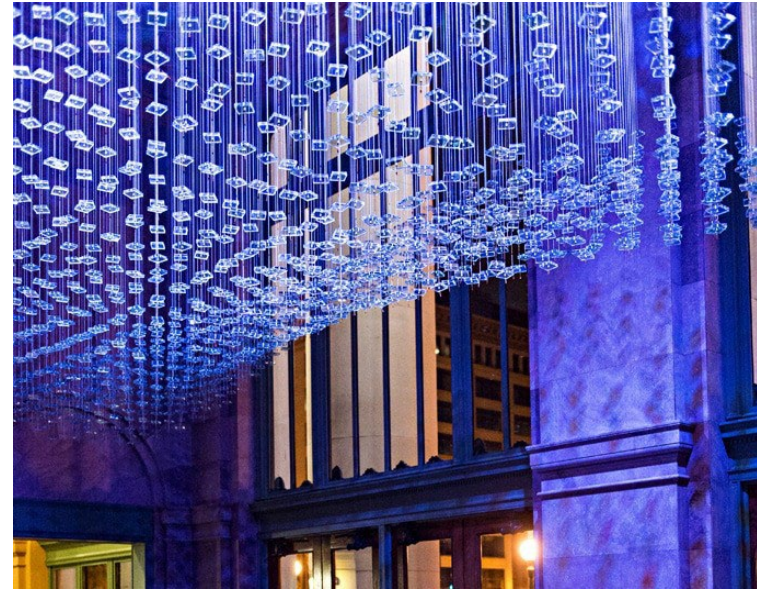


## Union Depot

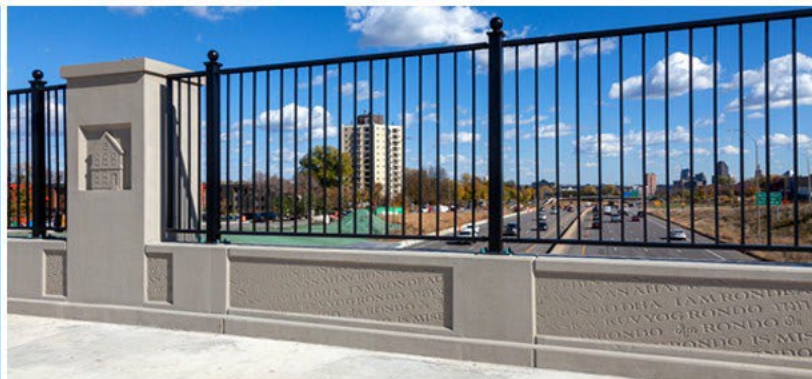
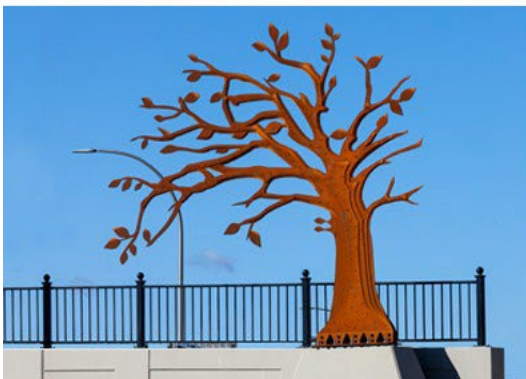




## Union Depot



## Dale Street Bridge





## Dale Street Bridge



## Court House & Plaza



# Thank you!

## Links to source material:

Green Line art:

<https://www.metrotransit.org/green-line-public-art>

Union Depot: <https://www.uniondepot.org/>

Dale street Bridge art:

<https://www.monitorsaintpaul.com/stories/a-new-dale-street-bridge,3700>

RC ECI:

<https://www.ramseycountymeansbusiness.com/about/ecip>

Cohen Plaza art: <https://forecastpublicart.org/wp-content/uploads/2018/04/LarryCohenRFQ.pdf>

Courthouse art: <https://www.rchs.com/news/council-chamber-art-project/>



2022 NACo

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**Hon. Tony Guillory**

*Police Juror, Calcasieu Parish, La.*
























# ARTS & CULTURE

AS

## ECONOMIC DEVELOPMENT

IN

### CACHE COUNTY UT

A wide-angle photograph of a town in Cache County, Utah, with a large mountain range in the background under a blue sky with scattered clouds. The town is nestled at the base of the mountains, with a prominent church spire visible in the center. The mountains are rugged and covered in sparse vegetation, with some peaks appearing snow-capped. The sky is a deep blue with wispy white clouds. The town itself is a mix of residential and commercial buildings, with many trees interspersed throughout.

NACo - ARTS & CULTURE COMMISSION  
LEGISLATIVE CONFERENCE  
SUNDAY, 13 FEBRUARY 2022



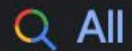
ARTS & CULTURE ISN'T JUST ABOUT LOCAL  
QUALITY OF LIFE AND A NICETY THAT MAKES A  
PLACE FEEL UNIQUE. WHILE IT IS CERTAINLY  
THAT, IT'S ALSO AN IMPORTANT ELEMENT OF A  
WELL-ROUNDED AND DIVERSIFIED ECONOMY.



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Google

real estate curb appeal



All



Images



News



Shopping



Maps



More

Tools

About 20,900,000 results (0.51 seconds)

Curb appeal is a term used by realtors that **refers to the aesthetic attractiveness of a property**, as viewed from some distance by a prospective buyer. Several inexpensive tasks can improve the curb appeal of a home, such as fresh paint or clean landscaping.

<https://www.investopedia.com> › ... › Home Ownership







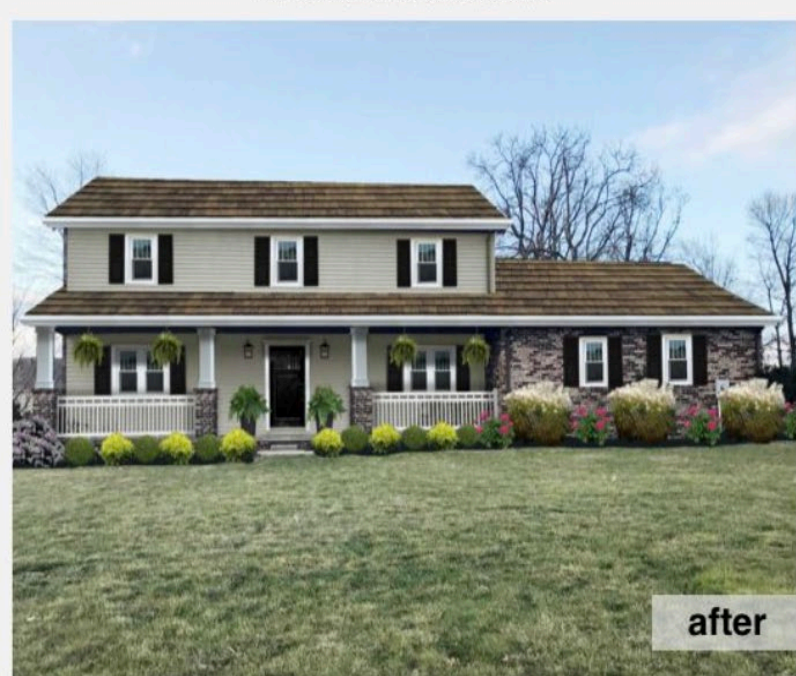
before



before & AFTER

## TWO STORY CURB APPEAL

**A**aesthetic for Remodelaholic



after





**WHAT DOES THE PHRASE  
“WORKFORCE HOUSING”  
MEAN TO YOU?**

**WHAT VISUAL DOES THIS BRING TO MIND?**



**WHAT DOES THE PHRASE  
“WORKFORCE HOUSING”  
MEAN TO YOU?**

**WHAT VISUAL DOES THIS BRING TO MIND?**

TYPICALLY:

BARE MINIMUM — PROVIDES SHELTER FROM THE ENVIRONMENT

MAYBE A PERSONAL INVESTMENT VEHICLE — TRANSACTIONAL, BUT NOT WARM & WELCOMING

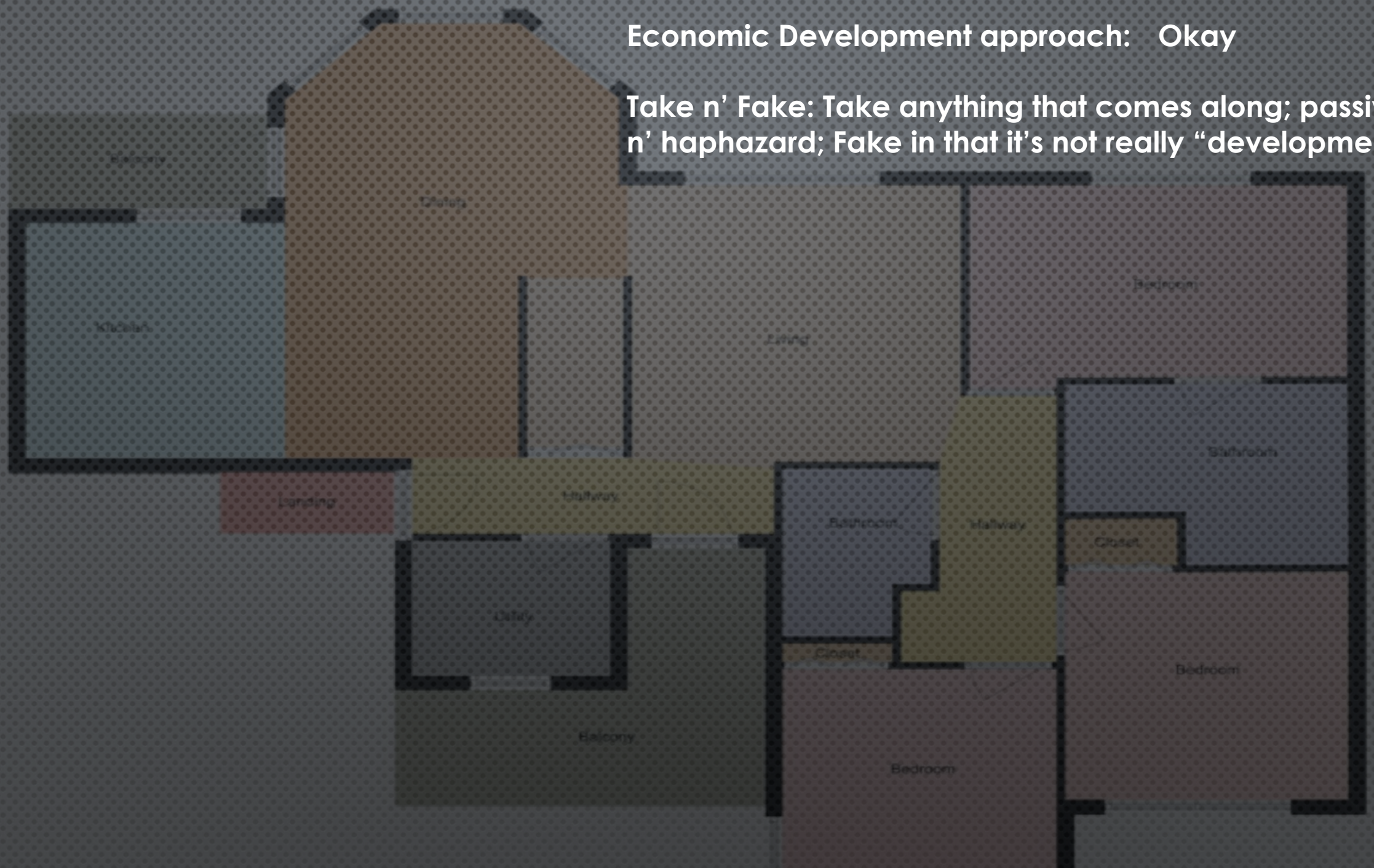
FITS THE BILL, BUT ISN'T APPEALING

JUST LIKE THE “BEFORE” PICTURES FROM MOMENTS AGO



Economic Development approach: Okay

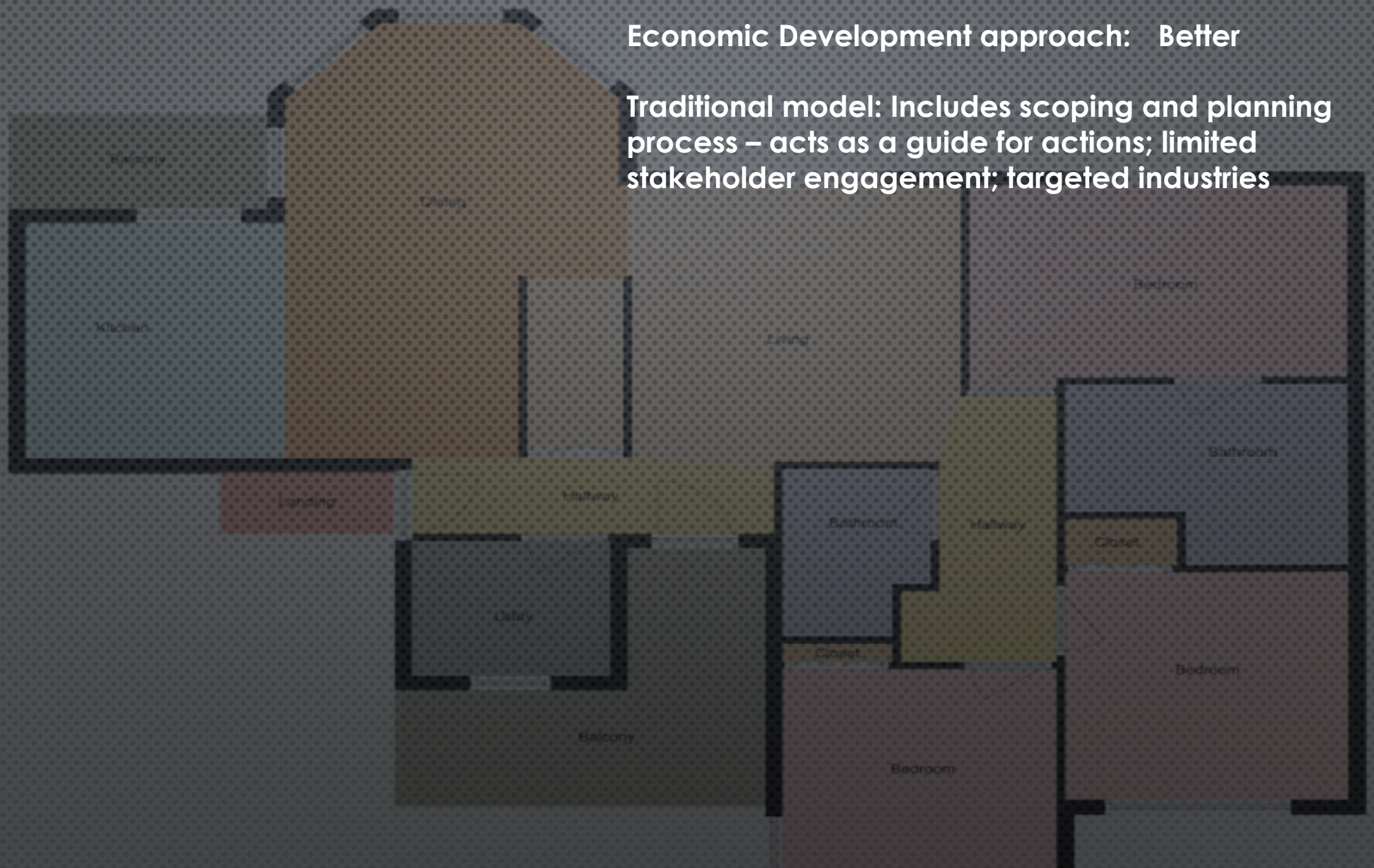
Take n' Fake: Take anything that comes along; passive n' haphazard; Fake in that it's not really "development"





**Economic Development approach: Better**

**Traditional model: Includes scoping and planning process – acts as a guide for actions; limited stakeholder engagement; targeted industries**



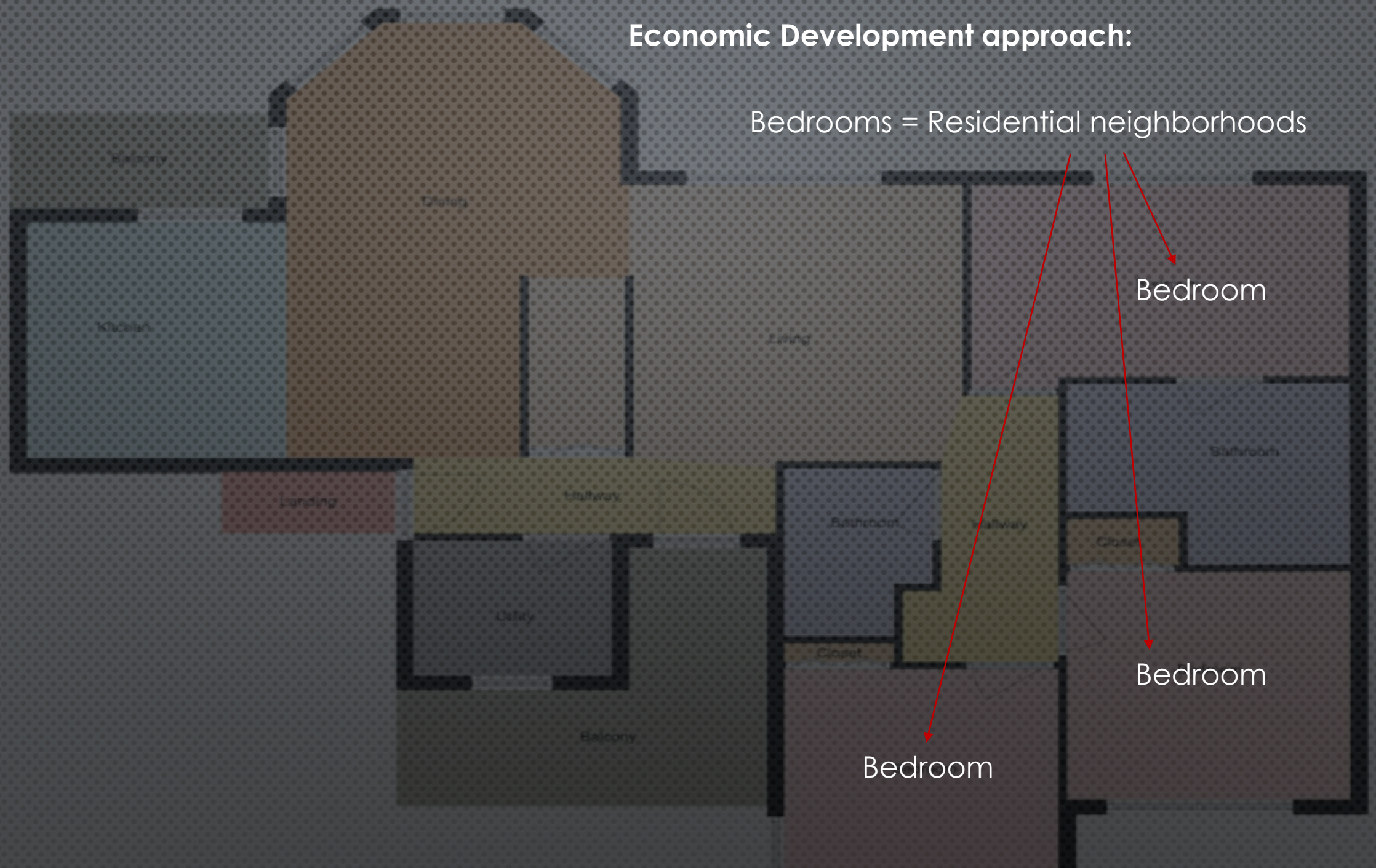


**Made from Scratch: Methodical – takes a lot of time;  
Challenging – requires engaging more stakeholders;  
Saying no; About proper balance – true placemaking**



## Economic Development approach:

Bedrooms = Residential neighborhoods



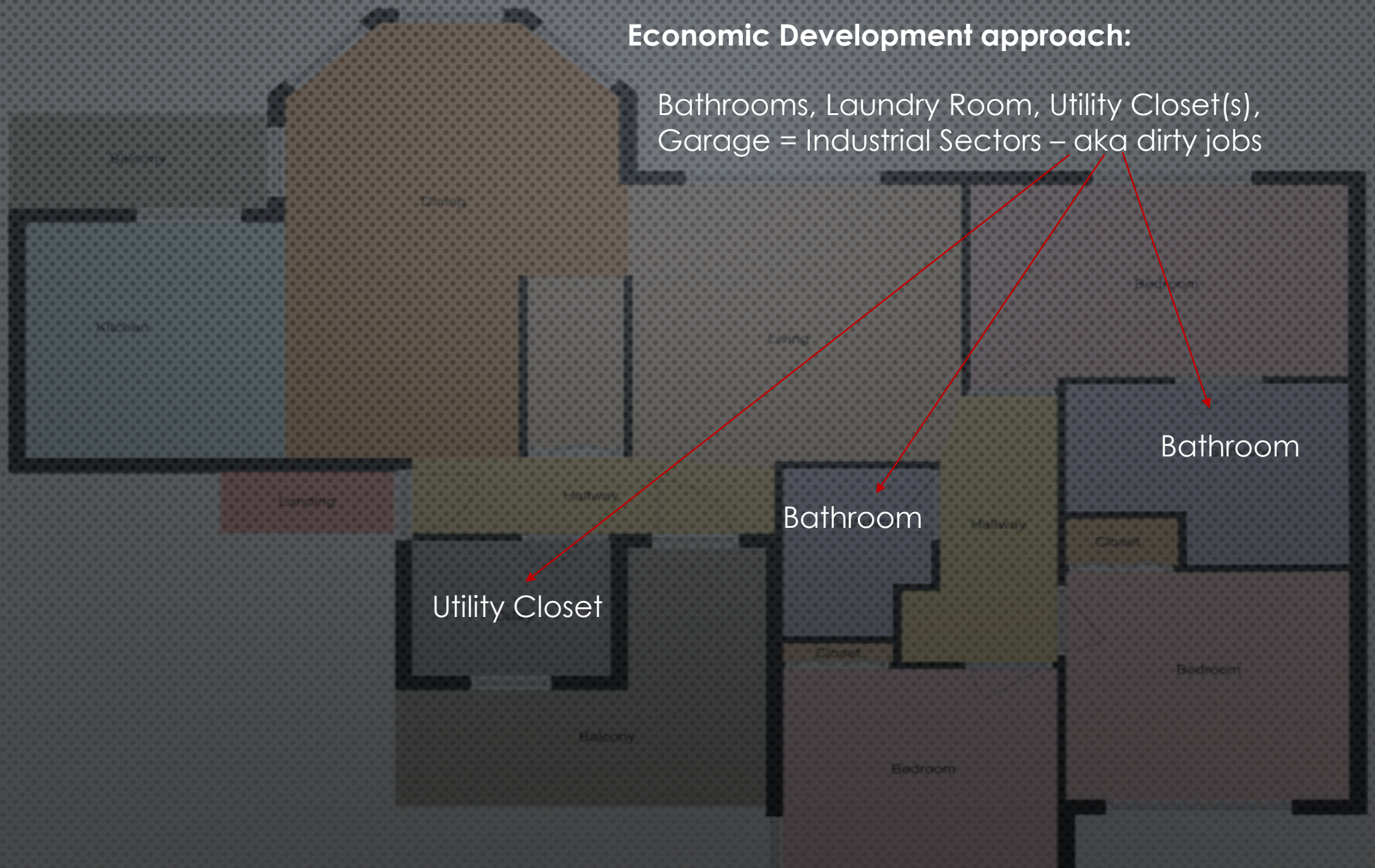


Bathrooms, Laundry Room, Utility Closet(s),  
Garage = Industrial Sectors – aka dirty jobs

Bathrooms, Laundry Room, Utility Closet(s),  
Garage = Industrial Sectors – aka dirty jobs

## Bathroom

## Utility Closet





## Economic Development approach:

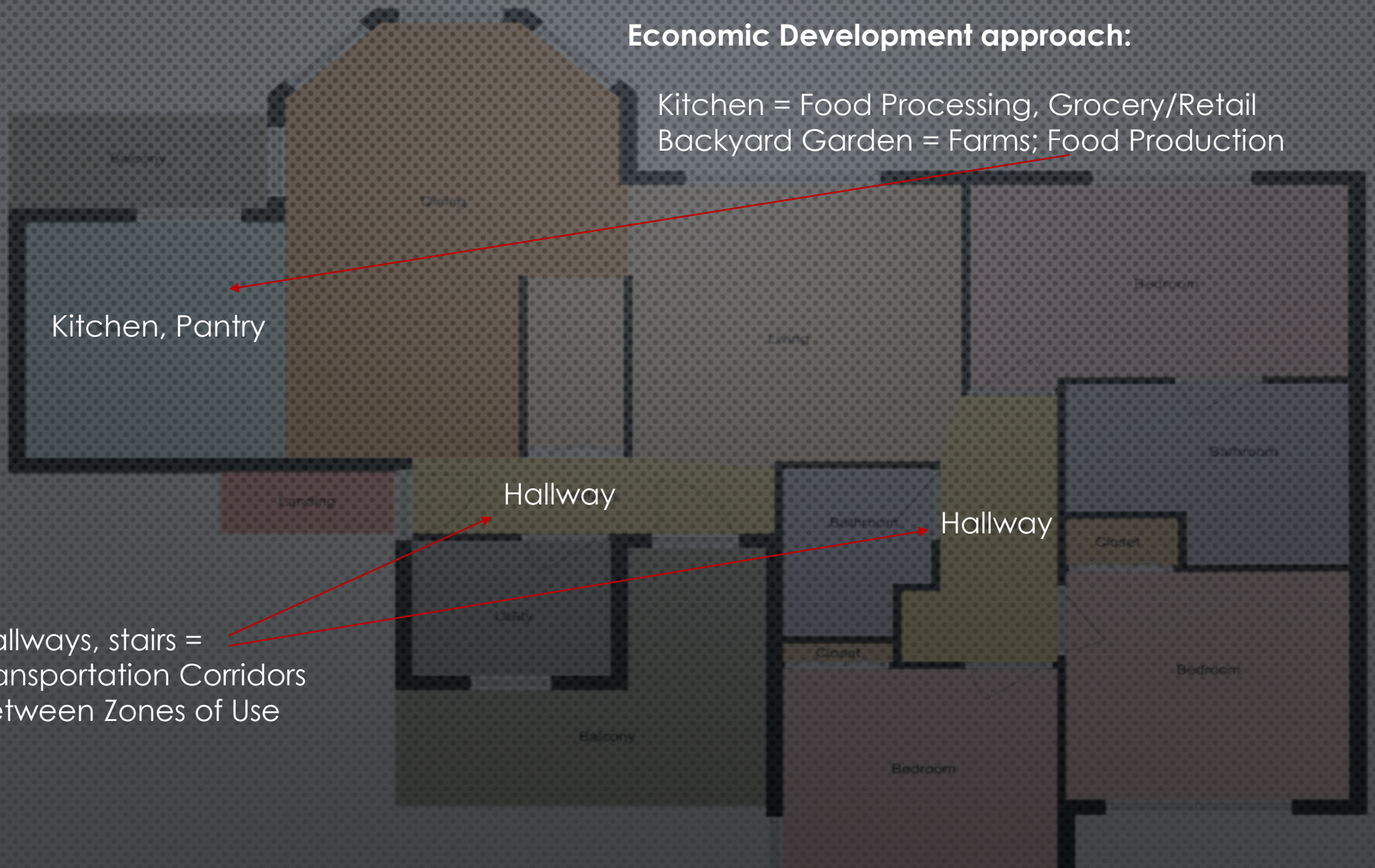
Kitchen = Food Processing, Grocery/Retail  
Backyard Garden = Farms; Food Production

Kitchen, Pantry

Hallway

Hallway

Hallways, stairs =  
Transportation Corridors  
Between Zones of Use





## Economic Development approach:

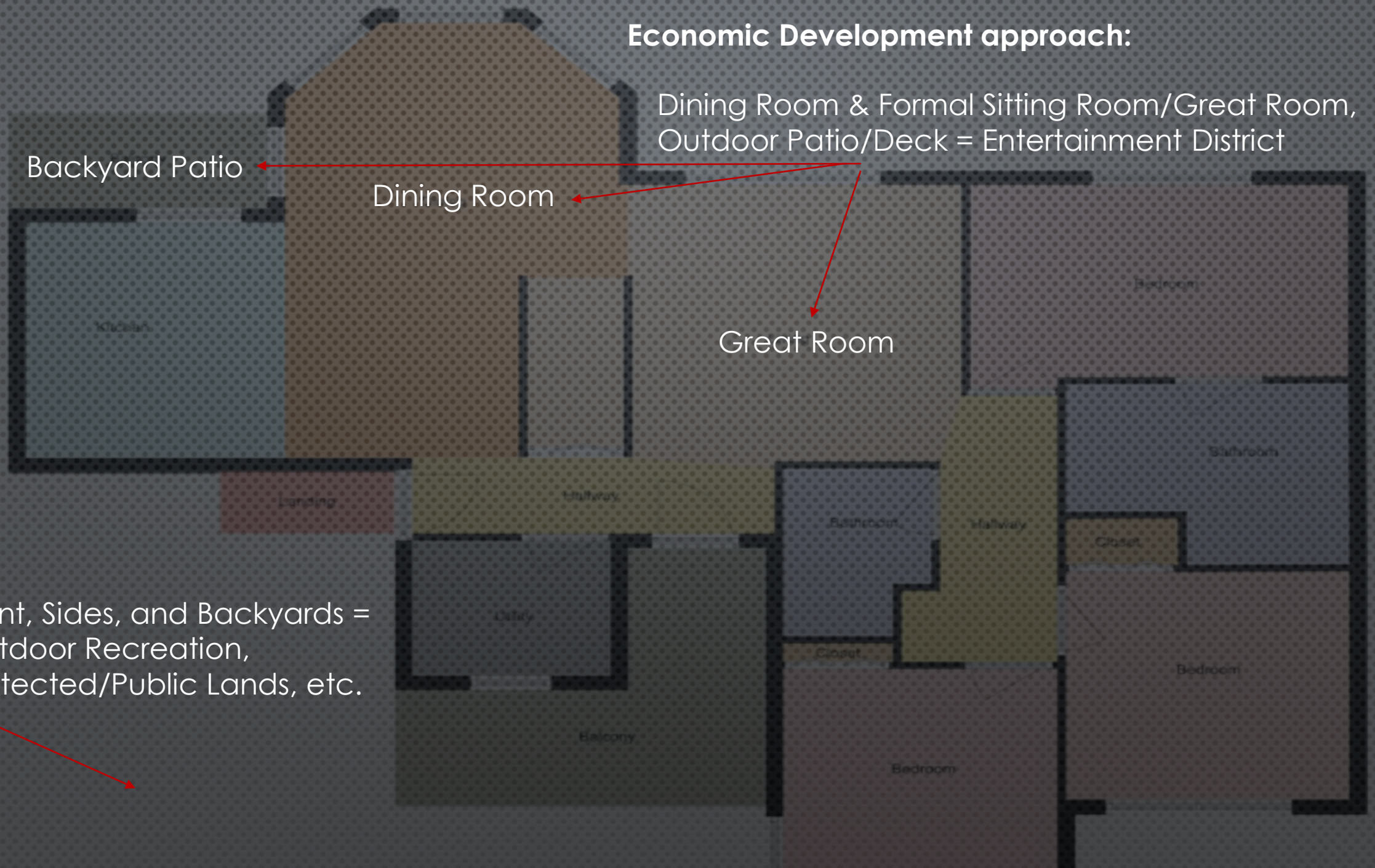
Dining Room & Formal Sitting Room/Great Room,  
Outdoor Patio/Deck = Entertainment District

Backyard Patio

Dining Room

Great Room

Front, Sides, and Backyards =  
Outdoor Recreation,  
Protected/Public Lands, etc.





So, as we compare a regional economy to a typical home...



... Think about how much area/square-footage is dedicated to entertainment, arts, culture, and interesting views/landscapes to be what you'd say is a great place to live and/or is inviting to invited guests.



**How balanced is your  
community's approach?**



**What first impression  
does your community  
offer to visitors; what  
does it say about  
your local culture &  
values?**

**(aka Curb Appeal)**



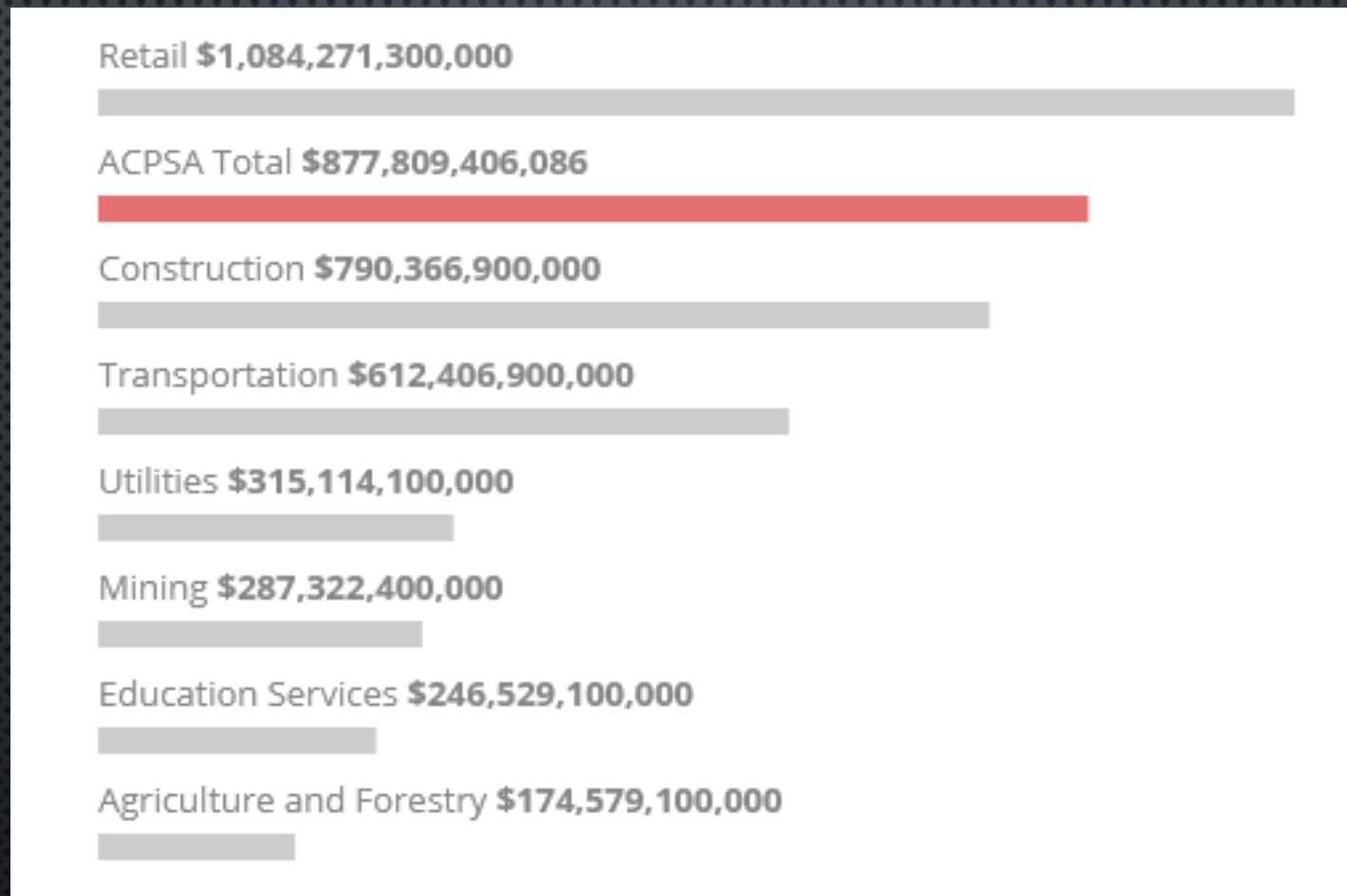
# WHAT EXACTLY ARE THE CREATIVE INDUSTRIES?

- Advertising and Marketing
- Architecture
- Crafts
- Design: product, graphic and fashion
- Film, TV, video, photography
- IT Software and Computer Service
- Publishing
- Museums, galleries and libraries
- Music, performing and visual arts
- Research and Development



# Arts & Culture GDP vs Other Industries

\*National



Surprised? Is this reflective of your community too?



# Utah GDP (2019)

Retail **\$13,047,400,000**

Construction **\$12,050,800,000**

ACPSA Total **\$7,304,160,000**

Transportation **\$6,880,000,000**

Education Services **\$2,986,100,000**

Mining **\$2,696,000,000**

Utilities **\$2,560,900,000**

Agriculture and Forestry **\$1,035,200,000**





# Utah GDP (2019)

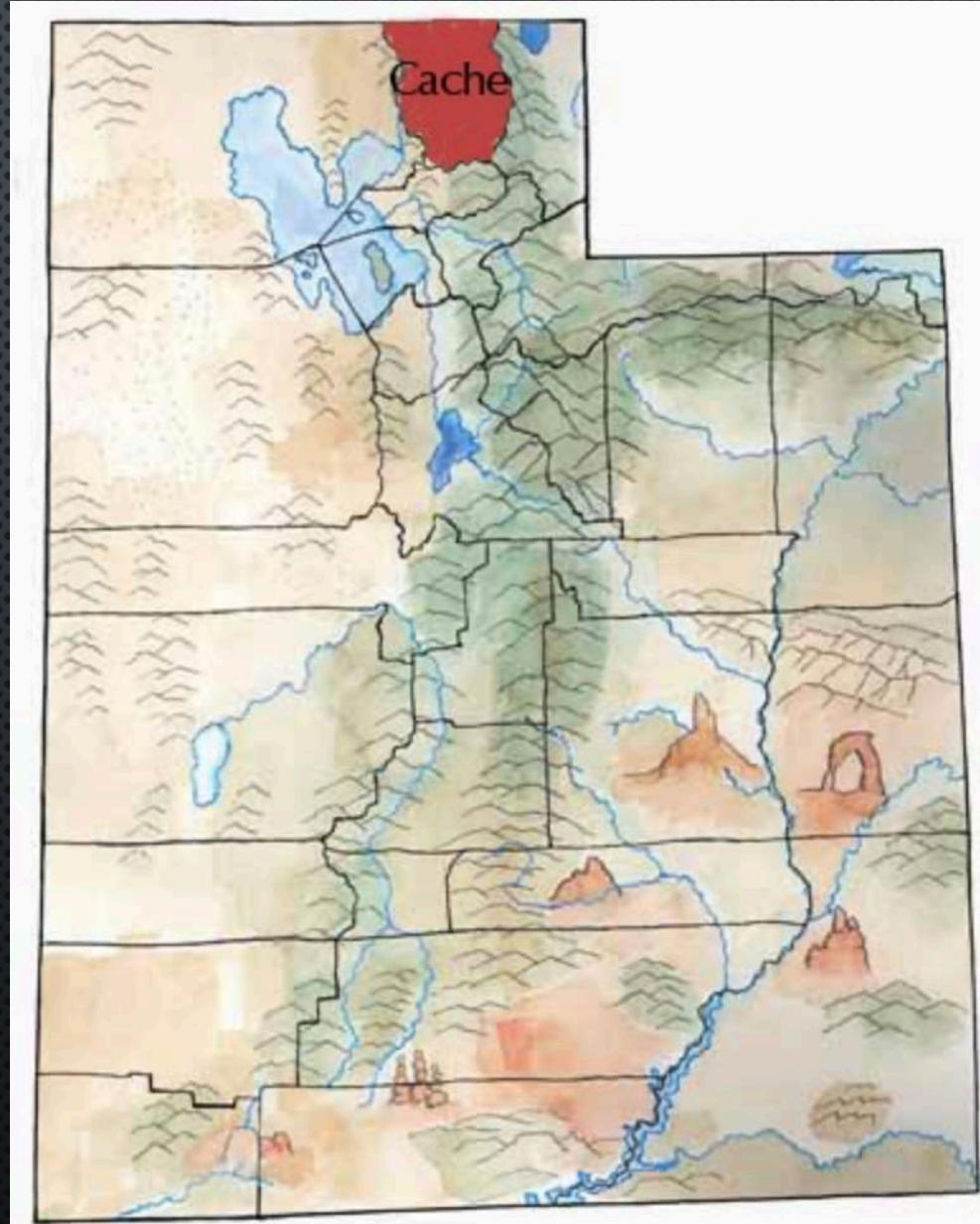
- 3.8% of GDP
- 66,624 Jobs
- \$7,304,160,000 in Economic Impact



NV 6.0%  
AZ 2.9%  
CO 4.1%  
WY 2.9%  
ID 2.4%  
CA 7.4%



So, how does this affect Cache County?

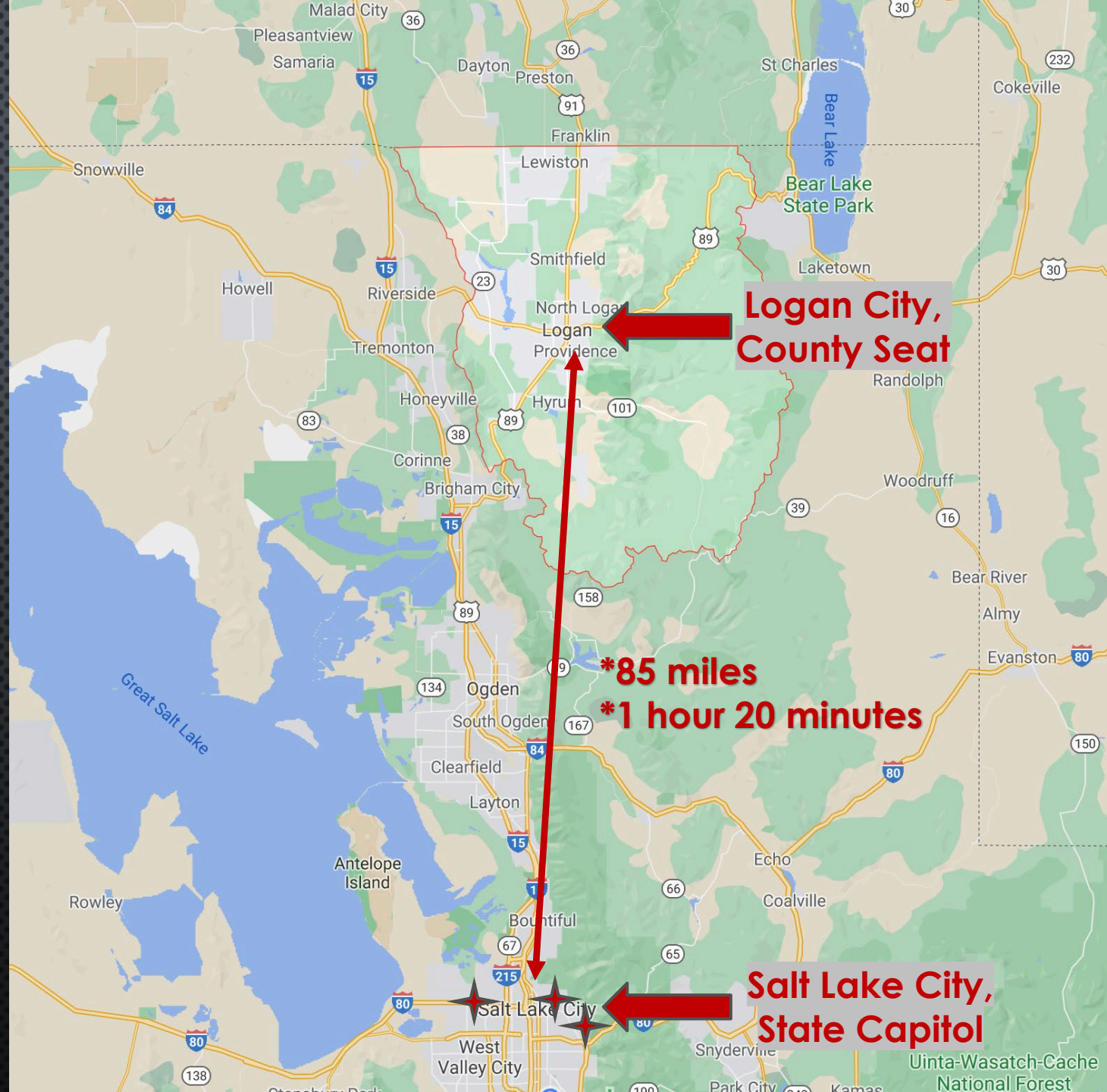




# CACHE COUNTY

## COMMUNITY PROFILE

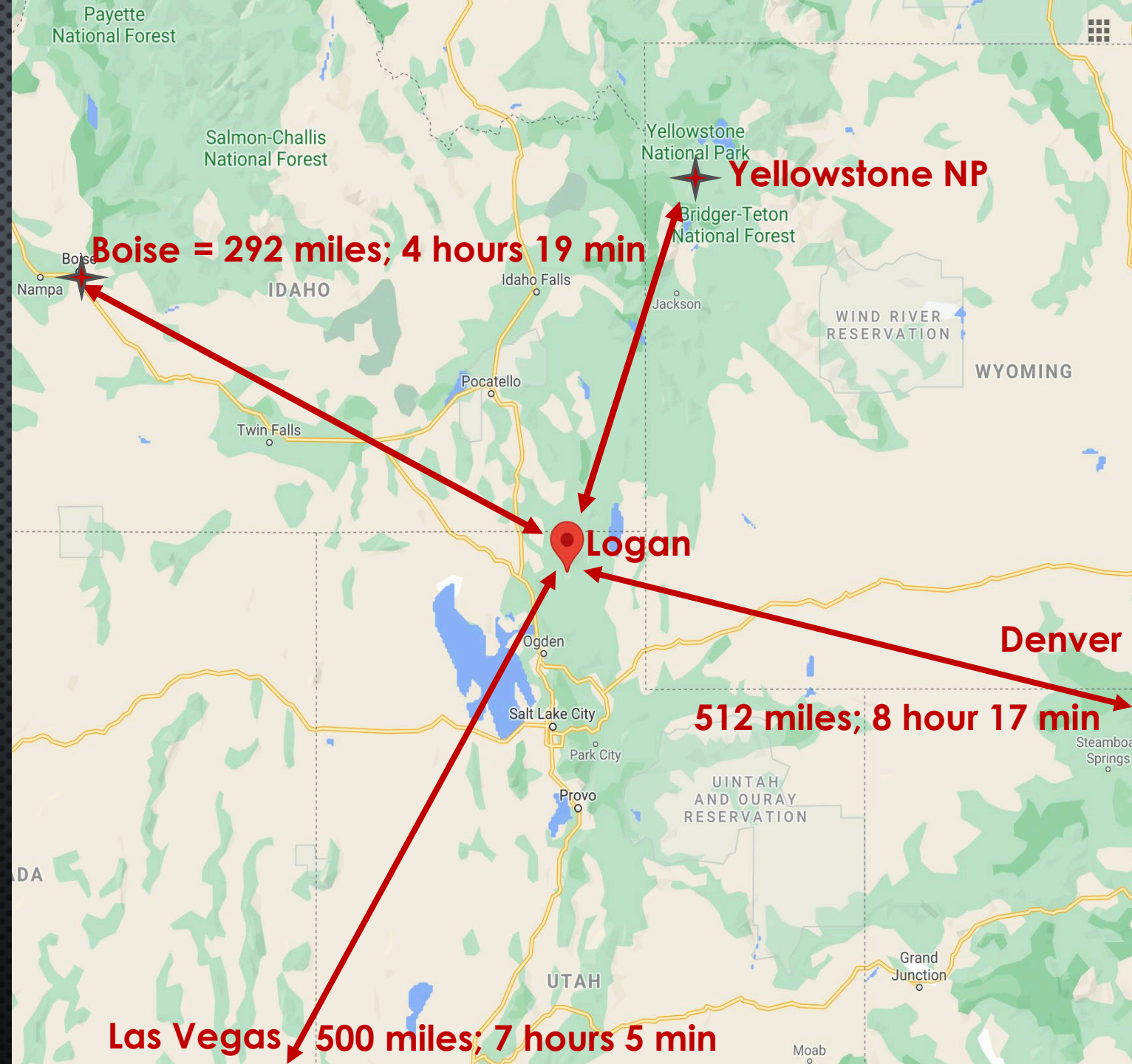
LOCALE OVERVIEW





# CACHE COUNTY COMMUNITY PROFILE

## LOCALE OVERVIEW





# CACHE COUNTY

## COMMUNITY PROFILE

**Current Population Est. = 140,000 countywide**

**Cache County Residents Trend Younger, Are Healthier, Possess a Higher Level of Education, Enjoy a Lower Cost of Living, Experience Less Crime, and Live Longer.**

Median Age: 26.0yo (State 31.2yo; USA 38.1yo)

Life Expectancy: 82.0 (SLCo 79.4; USA 78.8)

Health Outcome Score: 85.7 (Franklin Co ID 71.2)

Public Safety Score: 71.2 (SLCo 48.9; Franklin Co ID 54.9)

DEMOGRAPHIC SUMMARY



# CACHE COUNTY

## COMMUNITY PROFILE

### Education

Utah State University  
Bridgerland Tech  
Cache Co District

### Healthcare & Social Services

Logan Regional Hospital  
Cache Valley Specialty Hospital  
Budge Clinic  
Plasma Collection Center  
  
Space Dynamics Lab

### Food Production

E A Miller/JBS  
Schreiber Foods  
Gossner Foods  
Pepperidge Farms  
Caspers Ice Cream  
West Point Dairy  
Lower Foods

### Professional

Conservice  
Convergys

### \*Arts & Culture\*

### Manufacturing

Icon Fitness  
Campbell Scientific  
Thermo Fisher  
Hyclone Industries  
Inovar  
Presto  
Pierce Biotech  
Juniper Systems  
Logan Coach  
Yesco Electronics  
Paragon Medical  
Electric Power Systems  
Malouf  
Autonomous Solutions

## EMPLOYMENT SECTORS



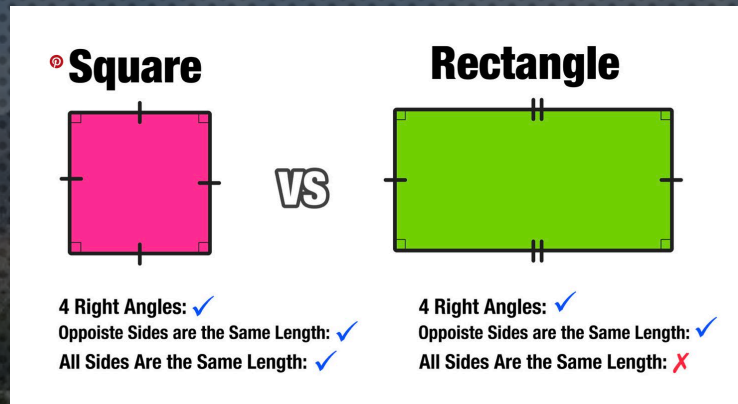
# CACHE COUNTY

## COMMUNITY PROFILE

### Arts & Culture

Culture is key. Arts is secondary.

Think of it like this, every square is a rectangle; squares are just unique and very special rectangles.



So it is with culture and art. Culture is more dominant than art – art is a reflection of culture.\*

What else influences your culture?



# CACHE COUNTY

## COMMUNITY PROFILE

### Culture

Within the prior community I was part of, there wasn't much art. There were no art galleries, no museums of consequence in which older art was displayed, and only a couple of murals on the sides of buildings. However, there was definitely a lot of culture. It was merely expressed in other ways – even if that was manifested in a lack of art or a stoic expression of the local culture. A community can lack art, but still have an abundance of culture.



# CACHE COUNTY

## COMMUNITY PROFILE

### Culture

- What others use to describe you
  - Your elevator speech
  - Challenging to change
    - Defines you

So, if you have to be “it”, excel at it and monetize it to the benefit of your community.



# CACHE COUNTY

## COMMUNITY PROFILE

### Culture

- What others use to describe you
  - Defines you

So the question becomes, what is the culture of your community and how do/can you use it to your advantage to build up an economic force around it?

Chances are that you probably already are to some degree.  
How can you amplify that?



# CACHE COUNTY

## COMMUNITY PROFILE

### Arts & Culture

Tourism

= A sales opportunity for those passing through

= Highlighting local culture

Culture is affected by landscape and commerce, but isn't only a result of humans' interaction with the landscape and/or former & current employment sectors.



# CACHE COUNTY

## COMMUNITY PROFILE

### So, what is the culture of Cache County?

- Beautiful Landscape – Outdoor Rec.  
Passthrough to Tetons & Yellowstone NP
- Native American & Pioneer History  
Historical Markers – Driving Tours  
Specialty Festivals
- Agriculture Production
- Theatre & Performing Arts  
Pioneers; University
- Life Sciences & Technology



**UTAH FARM AND FORK™**  
Utah Farm Bureau Fall 2020

**SMALL FARM BIG DREAMS**

**NEW YORK TIMES BEST-SELLING AUTHOR SHARES HIS LOVE OF Food & Wild Imagination**

**allred orchards**

**Come in WE'RE OPEN**

**explore LOGAN CACHE VALLEY**

- Enjoy open spaces
- Safe and yummy restaurants
- Skip behind wheel breakfast and open swimming pools
- Self-guided Foodie Trek

**NOW DO WASH YOUR HANDS and make plans today!**

**LIFE UTAH ELEVATED**

**290 MILES of Trails**

**(800) 882-4433 • ExploreLogan**

Examples of advertising that sells our culture

**LIFE UTAH ELEVATED**

**EXPLORER'S GUIDE**

*Creativity within Constraints*

**este barrio**

**NO SE VENDE**

**KE'S ART**

**explore LOGAN CACHE VALLEY**

**explore LOGAN CACHE VALLEY**

**explore LOGAN CACHE VALLEY**

Check out Cache Valley's array of homegrown awesomeness

**FOODIE TREK**  
& Signature Products • 20+ Stops

**Dairy**  
Aggie Ice Cream  
Casper's Ice Cream  
Gossner Foods-Cheeses Galore

**Pick Your Own**  
Mt. Naomi Farms  
Weeks Berries of Paradise

**Plus**  
Cox Honeyland  
Pepperidge Farms Outlet  
Bluebird Chocolates  
AND MORE!

**Bon Appetit!**

**(800) 882-4433**

**GET AWAY without GOING AWAY**

- The great outdoors
- Cache Valley Fun Park
- 20+ stops on our Foodie Trek
- Historic Downtown Logan
- Logan's unique restaurants

**explore LOGAN CACHE VALLEY**

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- The great outdoors
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**VACATION GUIDE: Plan Your Winter Getaway!**

**SnowGoer**

**MARVELOUS MIDDLEWEIGHTS**

**EXCITING TRAIL THAT COMBINE POWER & GRACE**

**explore LOGAN CACHE VALLEY**

**GET. IN. THE. CAR.**

Check out our Foodie Trek & Signature Products Tour. Enjoy perfect hiking temperatures and hundreds of miles of trails in our great outdoors!

**What's Up in October?**

**American West Heritage Center**  
Corn Maze: Now-Oct 30  
Haunted Hollow: Fri/Sat in Oct  
Fall Harvest Festival: Oct 16-17  
[Learn more at awhc.org](http://Learn more at awhc.org)

**North Logan Pumpkin Walk**  
Oct 15-17, 19-20

**Cache Valley Gardeners' Market**  
Saturdays at 10 a.m. thru Oct 17

**UTAH Logan & Cache Valley**

The concept that took the "Utah's Greatest Snow On Earth" is more than a marketing line. It's the truth. And to experience that awesome powder is a privilege. There's no better place than Logan and the surrounding Cache Valley in the northern part of the state - they know how to do winter right.

Located just 85 miles north of Salt Lake City, and easily accessible off Interstate 25, Logan is the place to begin your visit. In historic downtown Logan, the restored 1880s Cache County Courthouse is home to the Cache Valley Visitors Bureau and some great souvenir shopping, including excellent antiques. While in town, step into one of the great local restaurants for an eatable meal - from Indian to Italian, Hawaiian to Mexican to good old American fare, there truly is something for every taste. To the doctors of Aspen, or the fine dining of Bernards. What's cool about Logan is that it's great lodging, food and other amenities, but it's less than 10 minutes away from the mouth of Logan Canyon, so you'll be playing in pristine powder right away instead of waiting along the drive to the snow. That snow, of course, is the main attraction. The area typically receives more than 400 inches annually, making for a snowmobile season that runs from December through April. The spectacular scenic Wasatch Mountains provide terrain that allows the riding to be as challenging or as easy as you want, making it equally suitable for first-time visitors or experienced mountain riders looking for a new playground.

Varied and quality grooming are trademarks of the area's 300-plus miles of snowmobile trails, and they allow access to thousands of acres of off-trail riding opportunities for those who want to hike in pristine deep powder. All snowmobiles must be registered in Utah, with modestly priced non-resident permits available from local vendors. Turn your deal for elevations ranging from 6,000 to 10,000 feet, or trail light and wet sleds locally. Beaver Creek Lodge is a great base for exploring the Cache Valley region. The Lodge can handle any snowmobile vacation needs with comfortable accommodations, new rental decks and equipment for guided or unguided riding.

The frequently groomed Beaver Creek Trail provides access to mountain peaks, or ride south to Blacksmith Fork Canyon and on to visit Hardacre Ranch, where you can park your sled and embark in a horse-drawn sleigh for close-up viewing of a 600-head elk herd. Please stick to designated trails in this critical whitening area for elk and other natural resources.

Then ride the Snake Trail north from Hardacre Ranch for some of the region's best play areas and incredible riding. On take the Temple Canyon Trail and Garden City Trail to reach some of the best wildlife viewing in northern Utah. The Tony Canas trail offers excellent mountain riding opportunities as it climbs up to another play area at Tony Creek Lake, plus an amazing three-state view from Mt. Naomi Peak.

For a vacation you'll always remember, visit [explorelogan.com](http://explorelogan.com) or call the Cache Valley Visitors Bureau 800-882-4433.

**explore LOGAN CACHE VALLEY**

**WELL FREEZE MY QUAKIN' ASPEN!**  
Hundreds of miles of the region's best snow

80 minutes north of Salt Lake City  
3.5 hours from Jackson and the Tetons  
4 hours from Yellowstone

**Plan your stay • (800) 882-4433 • ExploreLogan.com**



## Sample of 2020 Marketing and Other Expenses

<u>Magazines</u>		
Salt Lake Magazine	\$12,000	Six full page ads
Yellowstone Journal	\$6,995	Half page ad
Visit Salt Lake	\$6,800	Salt Lake Visitors Guide (summer and winter)
LDS Living	\$5,400	Three half page ads
Utah Life	\$3,960	Five half page ads
SnowGoer	\$3,620	Two half page ads
Woman's Day	\$2,952	Salt Lake subscribers, full page ad
Hometown Values	\$2,782	Two half page ads
Utah Farm & Fork	\$2,500	Utah Media Group, specialty magazine, three issues, half page ad
Woman's Day	<u>\$2,410</u>	Boise subscribers, full page ad
	\$49,419	
<u>Miscellaneous</u>		
Billboards	\$43,074	Headrick Outdoor Media and Reagan Outdoor Advertising (3 locations)
International Marketing Campaign	\$11,625	Partnership w/UOT for Germany, Swiss, Canada, Australia, New Zealand
Aggie Sports Properties	\$9,843	Radio during coaches show, advertising on jumbotron and indoor billboards
Event Sponsorships	\$9,450	22 annual events awarded but only 10 events were held due to Covid-19
Certified Folder (brochure distribution service)	\$8,570	Park City, SLC, Pocatello/Idaho Falls, Sun Valley/Twin Falls, Yellowstone route
Grants Funded	\$8,250	New Event \$2,250 for 3 events; Out-of-Area Marketing \$6,000 for 4 events
Go West Summit Sales Conference	<u>\$2,795</u>	Virtual conference and individual appointments with tour operators
	\$93,607	
<u>Newspaper</u>		
Utah Media Group	\$9,667	Deseret News and Salt Lake Tribune ads (various sizes and sections)
USA Today Saluting National Parks	\$5,000	Special edition, half page, four color
Uinta County Herald	<u>\$1,316</u>	Southwest Wyoming Visitors Guide and Summer Sizzle
	\$15,983	



<u>Radio</u>		
Bonneville KSL News Radio	\$30,823	Winter, spring break, Baby Animal Days, April/Oct conference, traffic
Cache Valley Media Group	\$6,800	Support local, Baby Animal Days, dining in, Random Acts
Utah Public Radio	<u>\$5,000</u>	KUSU FM, 40 spots
	\$42,623	
<u>Online Digital Advertising &amp; Social Media</u>		
Utah.com (2,129 leads)	\$25,780	Promotional page sponsorships, grid spots, clicks, lead generation for one year
National Parks Trip Online	\$13,740	MyYellowstone.com digital banner, targeted email leads, and 40,000 mail inserts
Utah Media Group	\$11,250	Brandview articles, display ads, newsletter, email blasts
Hermann Global, Inc.	\$8,245	Branded story package--Visit USA Parks
The Travel Guide Group, LLC (7,252 leads)	\$7,977	Online microsite, leads, newsletter feature destination and featured guide
Meg B Marketing	\$6,000	CVVB Facebook management
Go-ID, Go-UT, Go-WY (2,297 leads)	<u>\$3,795</u>	Destination partner, leads, impressions, featured listing link, home page ad
	\$76,787	
<u>Additional Expenses</u>		
Printing	\$17,155	Visitors guide, hiking guide, mini-guide, mailing envelopes and rack cards
Annual Rent	\$12,000	Rent for office space and gift shop
Staffing Bear Lake Overlook	\$8,000	Annual charge
2020 Postage	\$6,226	Domestic and international mailings, brochure freight and inventory shipping
Jack Rabbit Online Bookine	<u>\$6,100</u>	Lease fee for hotel reservation booking on our website
	\$49,481	
Total Sample Expenses	\$327,900	



# CACHE COUNTY

## COMMUNITY PROFILE

### Tourism

2019 VISITOR SPENDING IN CACHE COUNTY  
**\$187.2 MILLION**

Top three spending categories:

- Auto transportation
- Food service
- Lodging



# CACHE COUNTY

## COMMUNITY PROFILE

### Tourism

2019 VISITOR SPENDING IN CACHE COUNTY SUPPORTED  
**1,720 DIRECT TOURISM JOBS +**  
**487 INDIRECT JOBS = 2,207 JOBS**

Top three job sectors:

- Food service
- Accommodations
- Gas stations



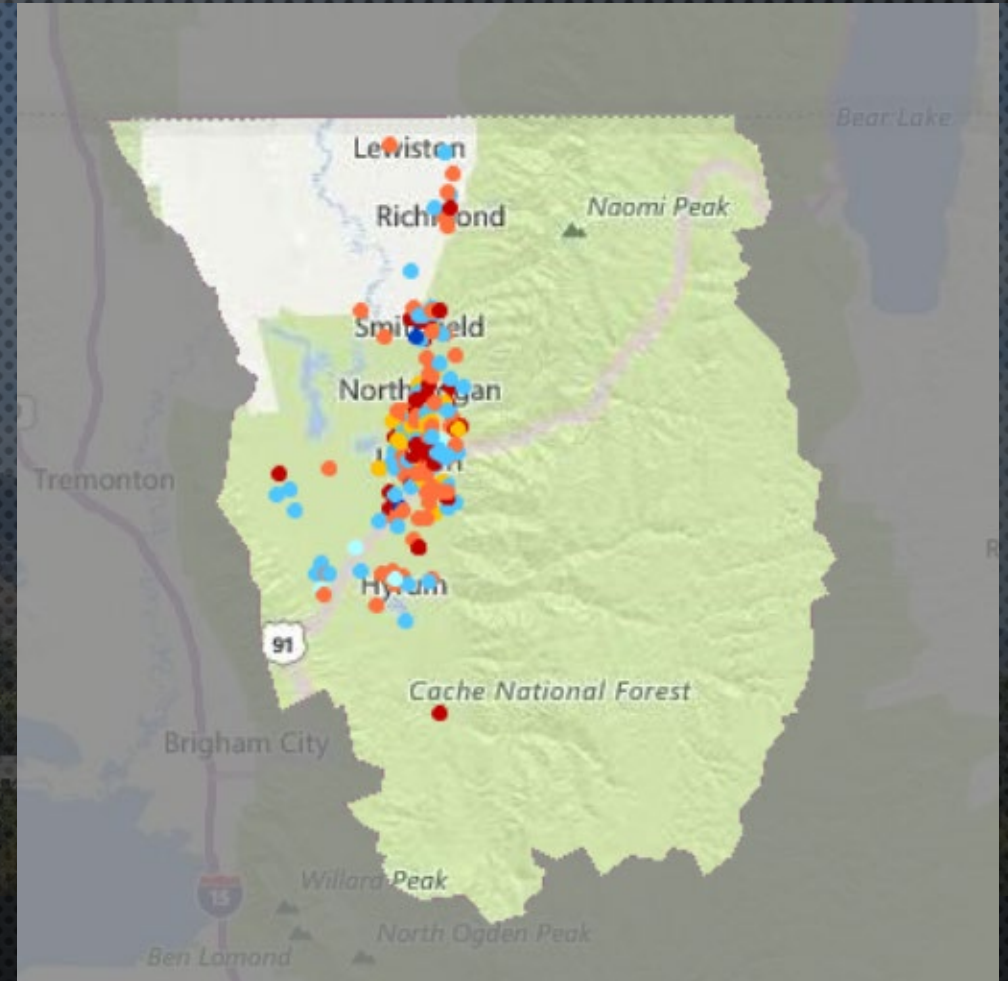
# CACHE COUNTY

## COMMUNITY PROFILE

### Creative Industries

227 Arts-Related Business  
Employ 858 People

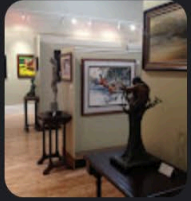
4.2% of all Businesses and  
1.4% of all Employees





Google

logan utah art gallery



### Logan Fine Art Gallery & Framing

4.8 ★★★★★ (5) · Art gallery

60 W 100 N

**Closed** · Opens 12PM Mon

🗨️ "I always love going to this gallery!"



### Logan Artists' Gallery

5.0 ★★★★★ (1) · Art gallery

43 S Main St · In the Cache Valley Center For the Arts

**Closed** · Opens 11:30AM Thu



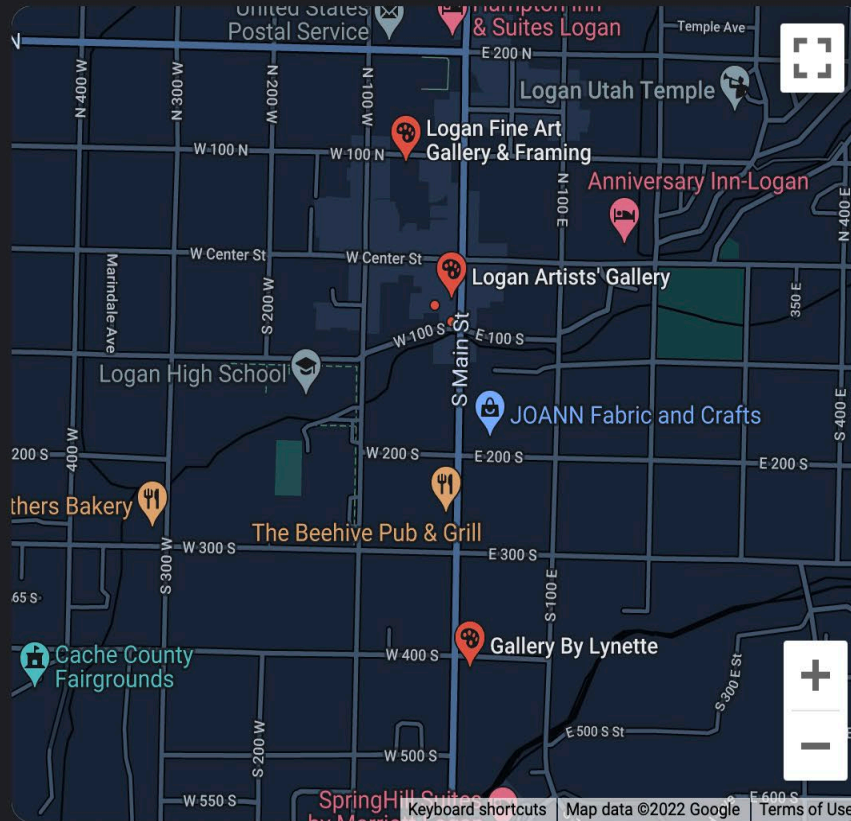
### Gallery By Lynette

No reviews · Art gallery

404 Main St



More places



<https://loganfineartgallery.com>

## Logan Fine Art Gallery | Your Source of Fine Art

Specializing in Christian, western, traditional, and contemporary art, **Logan Fine Art Gallery** is

## Mind Your Message

If your objective is to increase Arts & Culture as an economic driver, how much does your community leadership invest - money and time?

\*spend \$ to make \$

Create a coordinated approach, a cohesive brand. The target market will reward you.





# Three fully restored historical theaters along Main Street

(pop. of 140,000)

Quality of Life (QoL) for  
locals and a huge  
economic driver for tourism





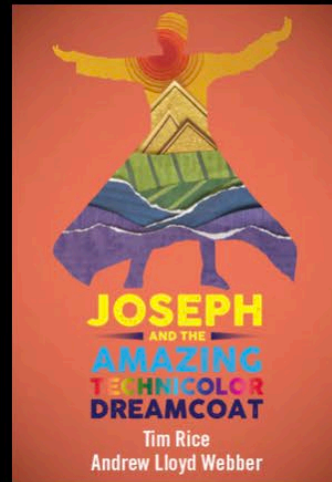
# UTAH FESTIVAL OPERA & MUSICAL THEATRE

MICHAEL BALLAM | FOUNDING GENERAL DIRECTOR

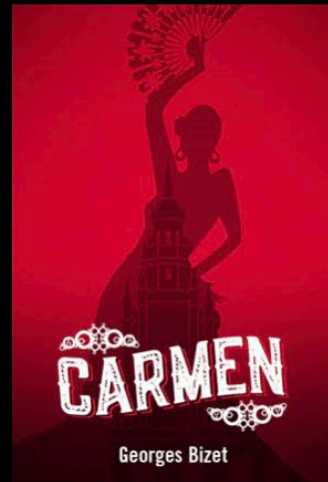
[SEASON INFO](#) [BOX OFFICE](#) [GUEST GUIDE](#) [ABOUT UFOMT](#) [NEWS & INFO](#) [CONTRIBUTE](#) [RENTALS](#) [EDUCATION](#) [CONTACT](#)



THE MAGIC FLUTE  
JULY 6 - AUG 5, 2022



JOSEPH  
JULY 7 - AUG 6, 2022



CARMEN  
JULY 8 - AUG 5, 2022



SHE LOVES ME  
JULY 9 - AUG 3, 2022



MAN OF LA  
MANCHA  
JULY 9 - AUG 6, 2022





[SHOWS & TICKETS](#)

[EDUCATION](#)

[PLAN YOUR VISIT](#)

[SUPPORT](#)

[ABOUT](#)

**CACHEARTS PRESENTS**  
21-22 NATIONAL TOURING SEASON  
**TICKETS ON**  
**SALE NOW**

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[BUY TICKETS](#)

[DONATE NOW](#)

[UPCOMING SHOWS](#)

[BUY TICKETS](#)

[ART CLASSES](#)

**Join our newsletter!** [>](#)



**All Art Classes**

We have everything from acting, ceramics, painting,



**Arts Directory**

The most comprehensive list of art opportunities in Cache



**Memberships**

Through the generous and gracious donations of







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## WANT TO HELP LOCAL ARTS ORGANIZATIONS?

[Full List of Local Arts Organizations](#)

### Additional Resources

The Department of Workforce Services continues to closely monitor the impact of the COVID-19 pandemic, under the direction of the Governor's Office. Below you will find a list of resources regarding their services and COVID-19. Please check back regularly as these resources will continually be updated.

<https://jobs.utah.gov/covid19/index.html>

This video may be very useful. It explains how independent contractors apply for CARE Act funds:

<https://vimeo.com/402367439?ref&fbclid=IwAR32nC4nEms1RJBhrx2ID6F1g1SoNRbeAZ-LWT9t40x5HlyQ6tdTxMNYWFO>

### COVID-19 Resources for Individuals

<https://coronavirus.utah.gov/arts-humanities-resources/>

<https://coronavirus.utah.gov/>

<https://artsandmuseums.utah.gov/covid-19-cultural-resources/>

### For Freelance Artists

COVID-19 & Freelance Artists

The following arts service organizations are providing frequently updated news and resources for artists and arts organizations.

### Americans for the Arts (scroll down the page for resources)

<https://www.americansforthearts.org/by-topic/disaster-preparedness/coronavirus-covid-19-resource-and-response-center>

### Alliance of Artists Communities

Blog post on COVID-19 Preparedness for Residencies

### Lifetime Arts

Supporting Creative Aging Programming during COVID-19 Crisis

[About CacheARTS](#)

[The Ellen Eccles Theatre](#)

[Blog](#)

[Rental](#)

[Local Arts Organizations](#)

[Theatre Ghosts](#)

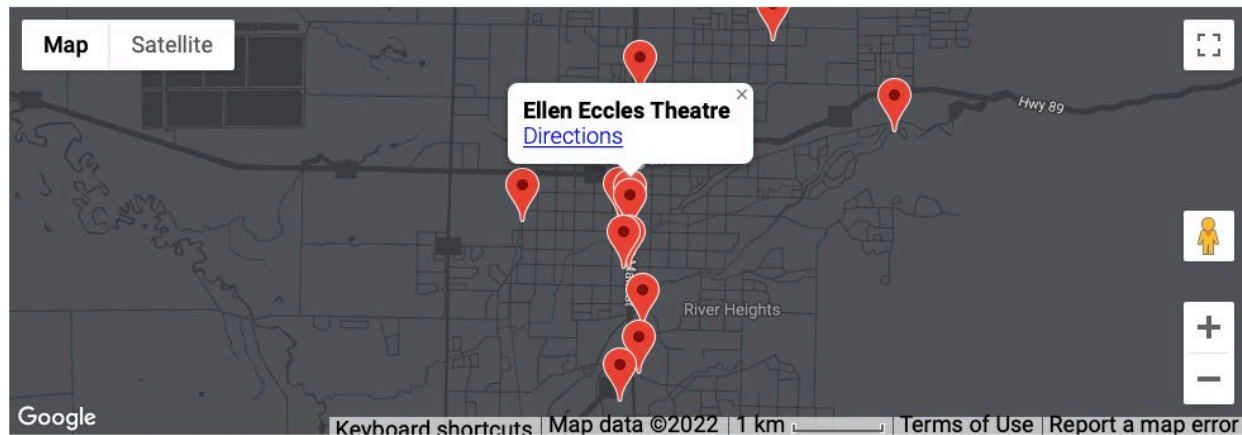


[SHOWS & TICKETS](#)[EDUCATION](#)[PLAN YOUR VISIT](#)[SUPPORT](#)[ABOUT](#)

# Downtown Dining

[Downtown Dining](#)[Stay Overnight](#)[Parking Information](#)[Policies & FAQ](#)

## Some of our Favorites



### Angie's

American comfort food favorites have lured locals to this down-home diner setting since 1983.

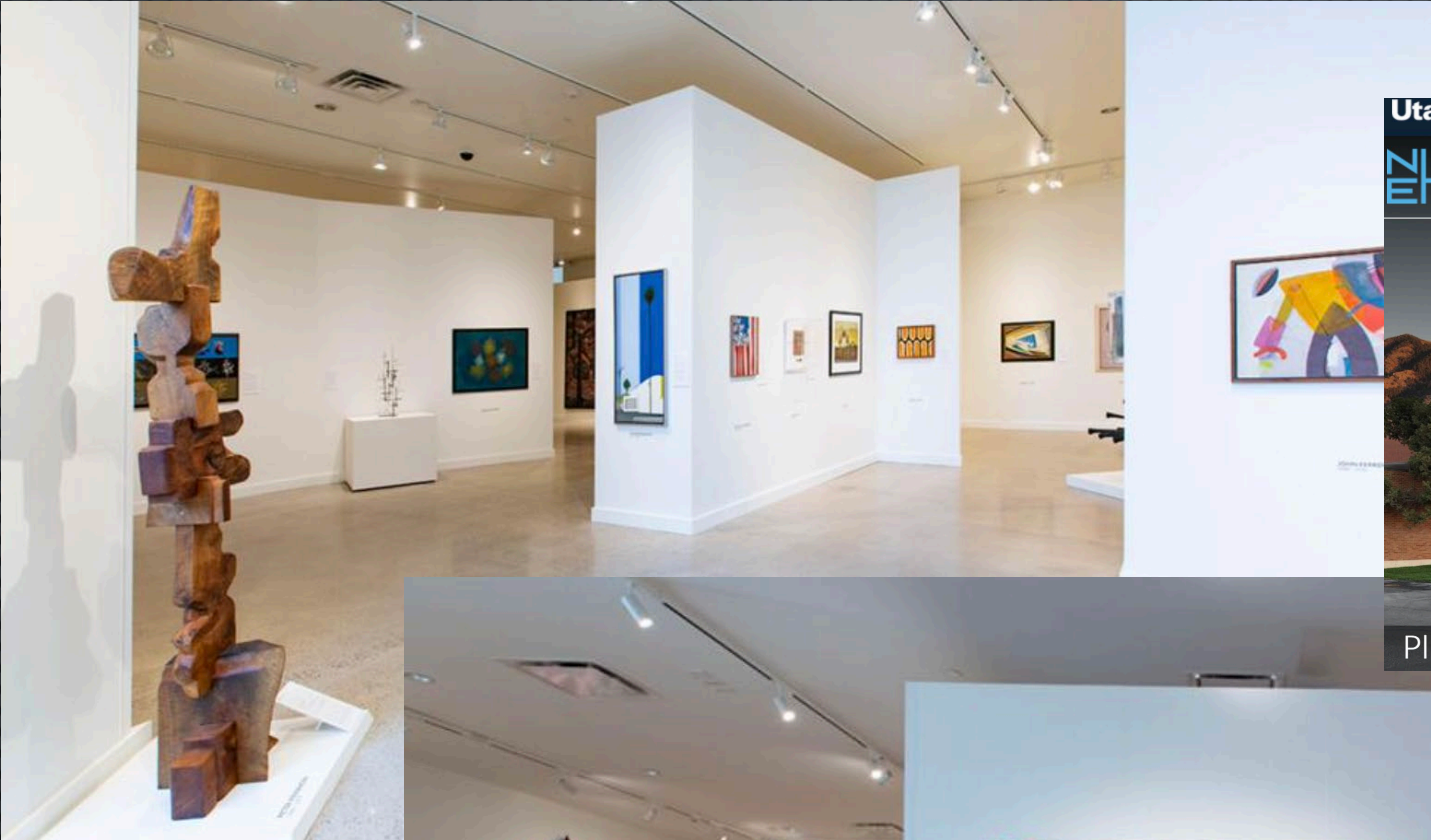
Address: 690 Main St. Logan, UT 84321

### The Beehive Pub & Grill

Casual grill with big, eclectic American menu that includes homemade gelato, microbrews & root beer.

Address: 255 S Main St. Logan, UT 84321





UtahStateUniversity

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[Search](#)



NORA ECCLES HARRISON  
MUSEUM OF ART

[Events](#)

[Exhibitions](#)

[Education](#)

[Collection](#)

[Donate](#)

[About](#)

# Visit the Museum

**Family friendly**

**Free & open to the public**

**Free parking available**

[Plan Your Visit](#)





## 2022 LOCATION

Summerfest will once again be held at the Cache County Fairgrounds and Event Center, 490 S 500 W in Logan. Watch for further information!



APPLY - ARTIST

APPLY - PERFORMER

APPLY - VENDOR

### SUBSCRIBE NOW

Receive our quarterly email newsletter filled with upcoming events and highlights of Summerfest.

Email Address

First Name

Last Name

### NEED LODGING?



Coming to Summerfest Arts Faire? Need a place to stay? Click [HERE!](#)

### 2021-22 CALENDAR

**Plein Air and Photography Contests**  
06/10/2022

**Summerfest 2022 | Th/F:**  
11am - 10pm | **Sa:** 10am - 10pm  
06/16/2022

GEORGE S. AND DOLORES DORE ECCLES  
FOUNDATION

THE  
HERALD JOURNAL  
CACHE VALLEY'S **Local** INFORMATION SOURCE

Intermountain  
Budge Clinic  
Healing for life®

LOGAN  
CITY UNITED IN SERVICE  
ESTABLISHED 1866

ART WORKS.

National  
Endowment  
for the Arts  
arts.gov

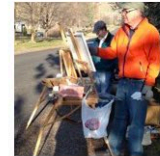
Funded in Part by  
Cache County  
RAPZ  
and  
RESTAURANT  
t a x c s

## Enter A Contest

[Plein Air Contest Application](#)

### Plein Air Paint Out Contest

**Art Submission Deadline:** Noon on Wednesday, June 15, 2022



Registration begins Friday, June 10, 2022 at 5 PM.

Information for 2022 is available now!

[View Details](#)

### Plein Air Photography Contest

**Art Submission Deadline:** Noon on Wednesday, June 15, 2022



Registration begins Friday, June 10, 2022 at 5 PM  
Information for 2022 is now available!

[View Details](#)

## 2021 Performing Artists

THURSDAY, JUNE 17, 2021

**Cache Valley Radio Stage (Outdoor)**

[Cache Valley Good Times Marching Band](#) [Music Theatre West](#)

12:30pm

11:00 am



[Down River](#)

2:00pm



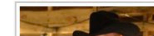
[Mothers of Mayhem](#)

5:00pm



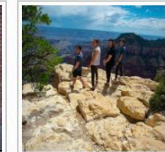
[Eli Mosley](#)

8:00pm



[Cardinal Bloom](#)

3:30pm



[Mason Jarr Band](#)

6:30pm







## AMERICAN WEST HERITAGE CENTER

Experience it!

CELEBRATING 200 YEARS



OF LIVING HISTORY

4025 SOUTH US HWY 89  
WELLSVILLE, UTAH  
435-245-6050  
AWHC.ORG



Experience It! ▾ Education ▾ Programs ▾ Plan an Event ▾ Join ▾ About Us ▾ 🔍



Valentine's Concert

Baby Animal Days

Baby Farm Animals

Cache Valley

Rendezvous

Concerts

Historic Adventures

Tea Parties

Pioneer Festival

Corn Maze on the  
Farm

Haunted Hollow

Fall Harvest Festival

Holiday Sleigh Rides

## Story Time on the Farm

Story time on the farm  
bring your preschool  
write children's stories

Join us February 1

CLICK HERE

## ATTRACTIONS

Two-Man Log Saw



end or family member and see  
tell you can use the log saw.

Amateur BBQ Competition



During this year's Pioneer Days and in  
conjunction with the Cache Community  
Food Pantry, we will be hosting the 1st  
Amateur BBQ competition in Northern  
Utah.

For more information, [click here for the  
BBQ website.](#)

Pioneer Parade



Dress your kids up in time period  
clothing, decorate your bikes, and  
participate in our Pioneer Parade at  
11:00 am.

Pony Rides



12 and under (weighing less  
pounds) can enjoy a pony ride.

Train Rides



Kids can enjoy a ride on our 1/4 scale  
train.

Bison Tours



Take a wagon ride through our bison  
herd. Listen as our educated staff tells  
you all about these magnificent  
creatures.

11:30am-1:30pm - \$3 upgrade per  
guest

1917 Jensen Farm



Pioneer Settlement



Mountain Man Traders Cabin



### OUR MISSION

Create an educational & entertaining environment that inspires our  
patrons to learn, live, and celebrate the American West Heritage by  
exploring the diverse cultures that shaped the Cache Valley and  
surrounding region from 1820 to 1920.

### VISITING THE HERITAGE CENTER

Located at the foot of the breathtaking Wasatch mountains, just 90  
minutes north of Salt Lake City and 10 minutes south of Logan, UT,  
Nestled along the scenic route via Logan Canyon National Scenic Byway  
to Jackson, Wyoming, Yellowstone, and Grand Teton National Park.

### ANNUAL MEMBERSHIPS AVAILABLE

Enjoy discounts and special rates for various events throughout the year  
for you and your family members. Whether you are looking to purchase  
an individual, family, or grandparent membership we have a plan for  
you! Visit our website for more information on plans and rates.

### VISIT AWHC.ORG TO SEE MORE INFORMATION!

We offer several fun events and programming options year round  
including but not limited to pony and train rides, tea parties, handcraft  
trails, train building programs, camp rendezvous, building rentals,  
corporate events, weddings, family reunions, complete rental, bison  
tours, group tours and more! Be sure to visit our website to learn more  
about how you can experience it firsthand!

### THE HISTORY OF THE AMERICAN WEST HERITAGE CENTER

The American West Heritage Center (AWHC) is a 275-acre living history  
museum and working farm dedicated to telling the story of the American  
West - from early Native American tribes to daily life on a 1917 farm.

The AWHC history can be traced back to two separate organizations: the  
Festival of the American West and the Men and His Breed Museum.

In 1965, the Festival started their annual celebration at Utah State  
University. In 1969, Ronald V. Jensen donated the money to purchase  
land for the Men and His Breed Museum, then the land was dedicated in  
1971 as a museum site. In 1976, the Ronald V. Jensen Historical Farm  
was developed and donated to Utah State University. In 1995, the  
Festival of the American West and the Ronald V. Jensen Historical Farm  
merged to form a separate 501(c)(3) non-profit organization, the  
American West Heritage Center.

As a non-profit foundation, we take pride in knowing that we make  
learning history exciting and available for all to experience. We  
safeguard traditions through festivals and events, demonstrations and  
classes, summer camps, historical building preservation, museum  
exhibits, and management of the historical farmland. Best of all, we have  
fun doing it. The beauty of the Wasatch mountains serves as a timeless  
backdrop, uniting the past and present together.

### 1917 FARM

The farm-site consists of the farmhouse, summer kitchen, farm shop,  
outhouse, chicken coop, wood shed, granary, smokehouse, garden, root  
cellar, horse barn and the Martin Ford Ox Barn.

The original portion of the farmhouse was a log cabin built in Amalgam  
in the 1870's. The summer kitchen building was an original log cabin  
brought in from Logan. It was built in 1867 by P.N. Peterson and is  
considered one of the oldest standing buildings in Cache Valley.

The granary is made of 2x4 boards laid on their sides for added strength  
in supporting the pressure from stacks of grain and to keep moisture and  
pests out. The granary is an original building from Richmond, moved  
here in 1976.

The Horse Barn is an original structure on the farm site. It was built  
between 1917 and 1918 by the Wyatt Family. Horses were vital for farm  
work. The Martin Ford Ox Barn is a masonry and stone building in the  
intermountain barn style, and is built with soap instead of nails.

For more information visit [awhc.org/1917-farm](#)

### MOUNTAIN MEN TRADING POST

Northern Cache Valley was visited by mountain men as early as 1818, but  
by 1825, Cache Valley was a popular destination for many fur trading  
companies. They explored everything from the Bear Lake to the Salt  
Lake. By 1825, most of the beaver in the lower streams had been  
trapped, and by Christmas of that year, most men were pushed out by  
the heavy snow. Other trapping expeditions into Cache Valley occurred  
from 1827-1833.

For more information visit [awhc.org/mountain-men-trading-post](#)

### PIONEER SETTLEMENT

The pioneer site focuses on the story of pioneer men, women, and children  
who entered in the intermountain west during the years 1845-1869. The  
current Pioneer site contains four structures, the Homesteaders' Cabin, the  
Wibbey Family Dugout, the Mendon cabin, and the outdoor kitchen and  
cooking area.

The Homesteaders' Cabin represents the requirements of the Homestead-  
ing Act of 1862. Most cabins had a dirt floor, a plank door on iron hinges  
and windows made with gessoed paper window panes.

The dugout at the AWHC is a replica based on the journals of Charles  
Wibbey. His family built a dugout that looked just like this one in Wellsville  
in 1861, when he was 11 years old. He recorded and described the exact  
dimensions and how the dugout looked. The eight member Wibbey family  
lived in the dugout from 1860-1862.







## CACHE COUNTY EVENT CENTER

490 S 500 W  
Logan, UT 84321  
(435)554-3458

Cache  
County  
- 1857 -

## FOR ORGANIZERS

Price Sheet  
Floor Plan  
Policy  
Contact Us

## PAGES

Home  
Event Calendar





Weddings Facilities Catering Events Contact Valentine Buffet



THE RIVERWOODS  
CONFERENCE CENTER

RIVERWOODS  
CONFERENCE CENTER

THE RIVERWOODS  
CONFERENCE CENTER

435.750.5151 • [www.theriverwoods.com](http://www.theriverwoods.com) • 615 South Riverwoods Parkway • Logan, UT 84321



## Annual Events

### CHOCOLATE FESTIVAL

(February)

A friendly chocolate culinary competition, sponsored by the Cache Valley Parenthood Association of Utah and Logan Heights.

[www.thechocolatefest.com](http://www.thechocolatefest.com)

### CACHE VALLEY COWBOY RENDEZVOUS

(March)

A reunion of cowboy poets and western music performers, booths and cowboy church.

[www.cvcowboy.org](http://www.cvcowboy.org)

### BABY ANIMAL DAYS

(April)

See baby bears and cuddle farm animals, sheep, and goats.

American West Heritage Center, 2045 South U.S. Highway 89  
(435) 245-6050

[www.awhc.org](http://www.awhc.org)

### CACHE VALLEY GARDENER'S MARKET

(mid-May to mid-October)

Saturday mornings stroll through vendor booths, enjoy lemonade and fine pastries.

[Community Festivals & Full Calendar](#)

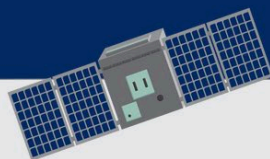
## SMALL SATELLITE CONFERENCE

### SMALL SATELLITES



**AUGUST 6-11, 2022**

During the 36<sup>th</sup> Annual Small Satellite Conference, we will explore the realm of the possible and investigate key advancements for small satellite missions to truly become transformational scientific discovery tools beyond low Earth orbit.



## EXHIBIT APPLICATION

OPEN FEBRUARY 7 - 21, 2022

[Apply Now](#)



**Saturday Sept. 4, 2021**  
10 a.m. - 6 p.m.

sponsored by:

Cache County



**ALL DAY: Best Cheesecake Contest • Live Entertainment • Food Trucks & Local Vendors**

### SCHEDULE

10:15 a.m.	Butter Churning Demo	2:30 p.m.	Cheese Sensory Workshop
10:30 a.m.	Cheese Sensory Workshop	3:30 p.m.	Charcuterie Board Demo
	Charcuterie Board Demo	4 p.m.	Salzburger Echo Alpenhorn Blowing Demonstration
	Best Cheesecake in the County Award Announcement	5:30 p.m.	Charcuterie Board Demo
11 a.m.	Salzburger Echo Alpenhorn Blowing Demonstration	6 p.m.	<b>Ribeye Pitchfork Fondue Dinner:</b> Ribeye steak, cheesy dutch oven potatoes, veggies with parmesan, rolls, drink and choco-cherry cobbler with ice cream. (\$35)
11:30 a.m.	Butter Churning Demo		Music by the Salzburger Echo
1:30 p.m.	Charcuterie Board Demo		
2 p.m.	Salzburger Echo Alpenhorn Blowing Demonstration	6:30 p.m.	

Learn about the history, processes and businesses that make Cache Valley the Cheese and Dairy Capital of the West!

**Cache County Event Center**

450 South 500 West Logan, UT

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

**FREE ADMISSION**







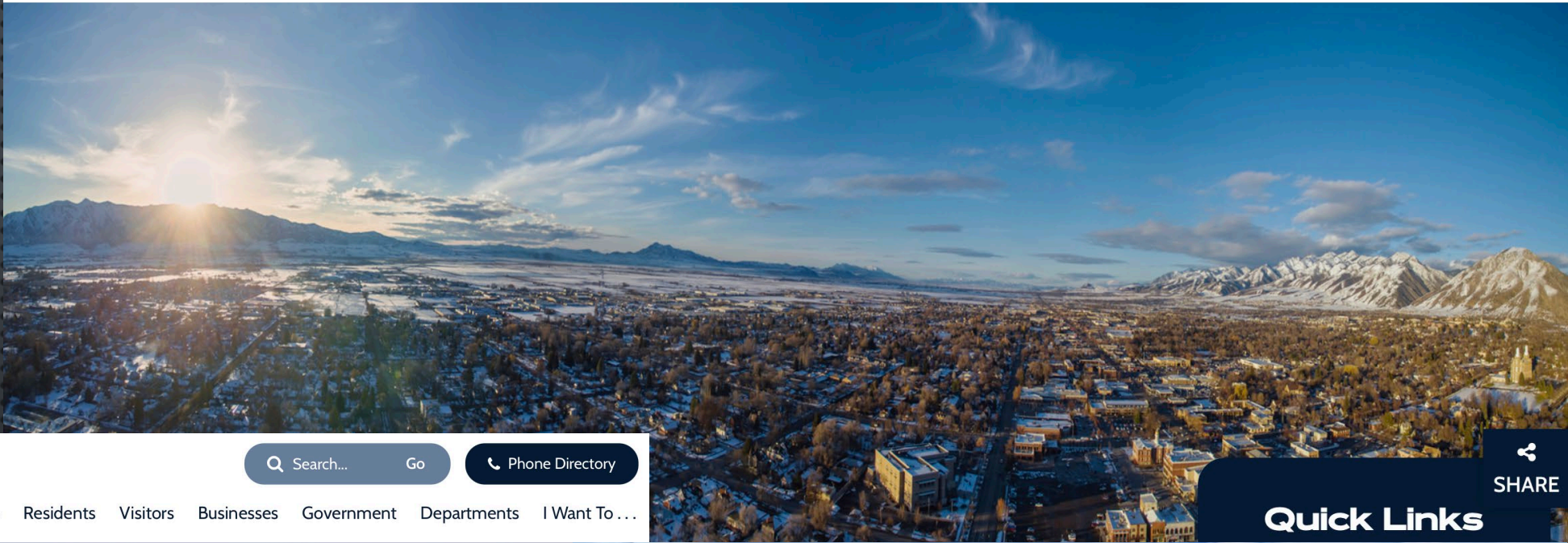


# Leading from the Front



Go

- Home
- Residents
- Visitors
- Businesses
- Government
- Departments
- I Want To ...



Go

- Home
- Residents
- Visitors
- Businesses
- Government
- Departments
- I Want To ...

Quick Links



Quick Link

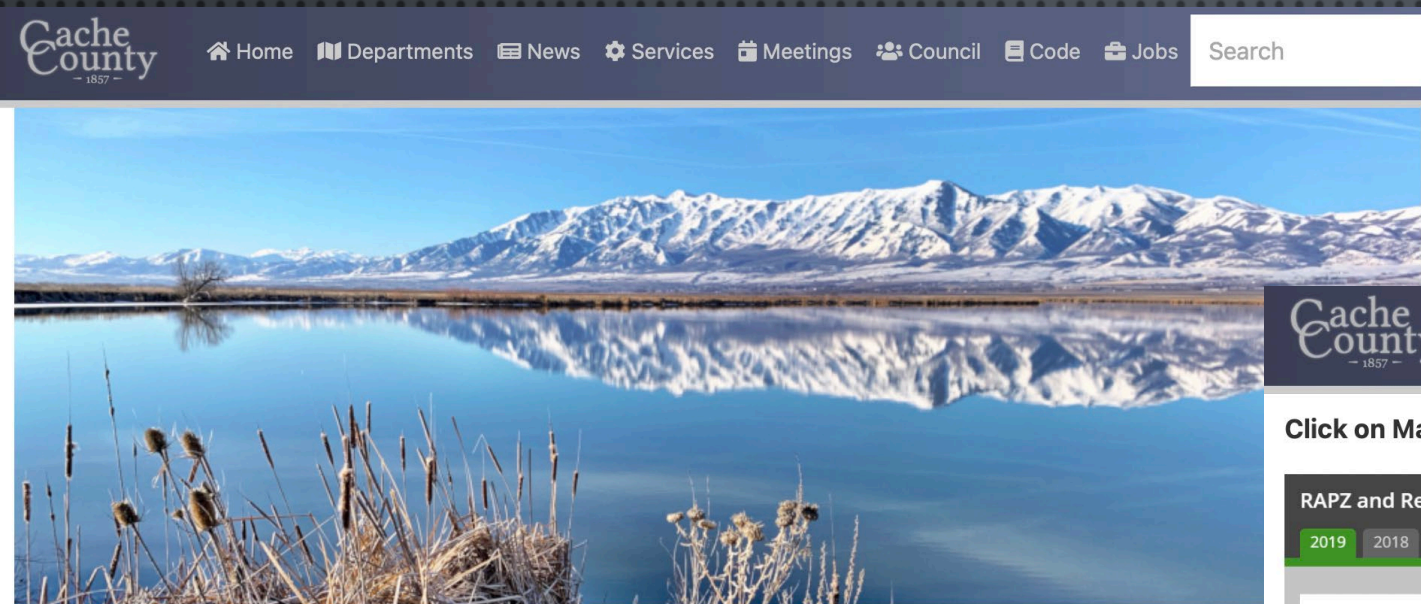
Coronavirus Info & Update





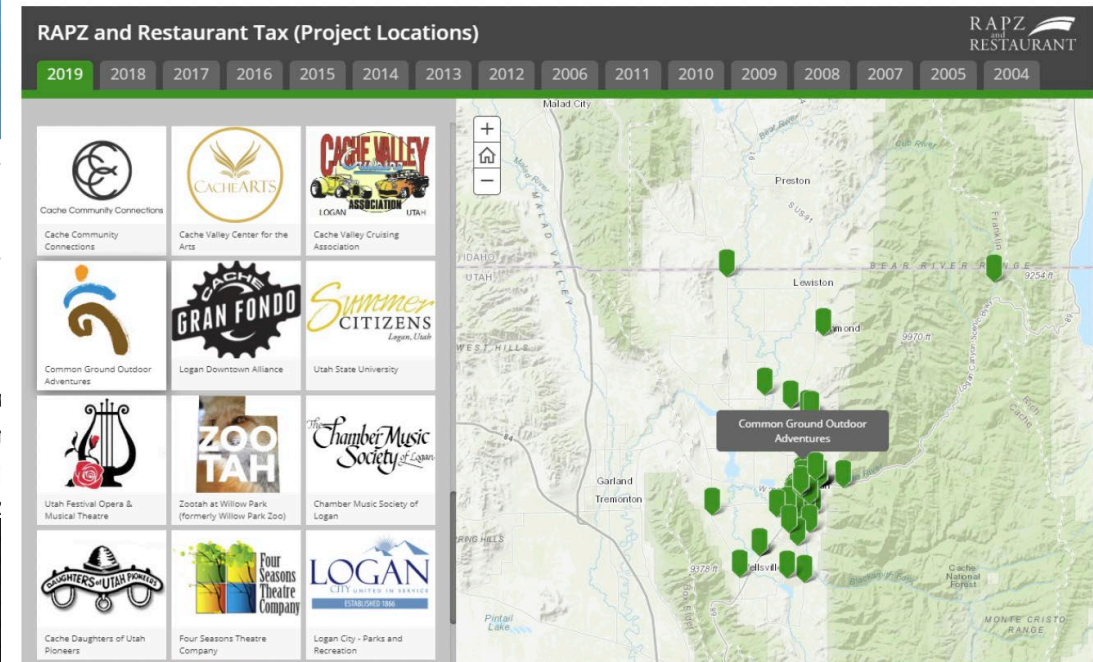
# Funding Mechanisms

- Special Option Taxes
  - RAPZ
  - TRT – TRCC
- Capital Campaigns – Private Sector
- General Fund Contributions
- Grants
- User Fees



Home Departments News Services Meetings Council Code Jobs

Click on Map to Enter Viewer



## RAPZ And Restaurant Tax Program

### PROGRAM HISTORY AND QUALIFICATIONS FOR FUNDING

In November 2002, Cache County voters approved a 1/10<sup>th</sup> of 1% sales tax the **RAPZ Tax**. These funds can be used to support *capital projects* and *expenses* for publicly owned or operated recreation or park facilities, and They can also be used to fund *operating expenses* of private nonprofit with the primary purpose of operating as a botanical or cultural organiz

### RAPZ and Restaurant Tax Program

Application for Funds (PDF)

Awarded Funds

Awarded Funds - Interactive Map



Want to know how your state or  
community measures up?



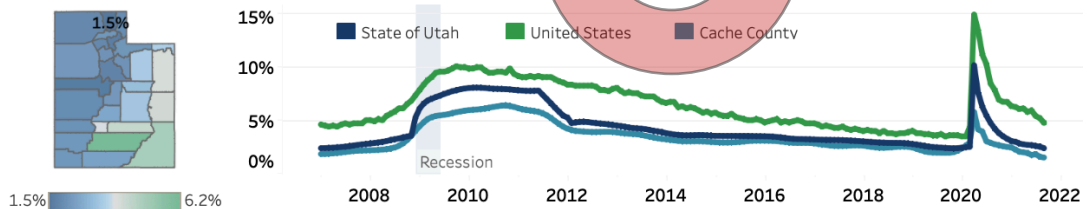
[AmericansfortheArts.org/research](https://AmericansfortheArts.org/research)



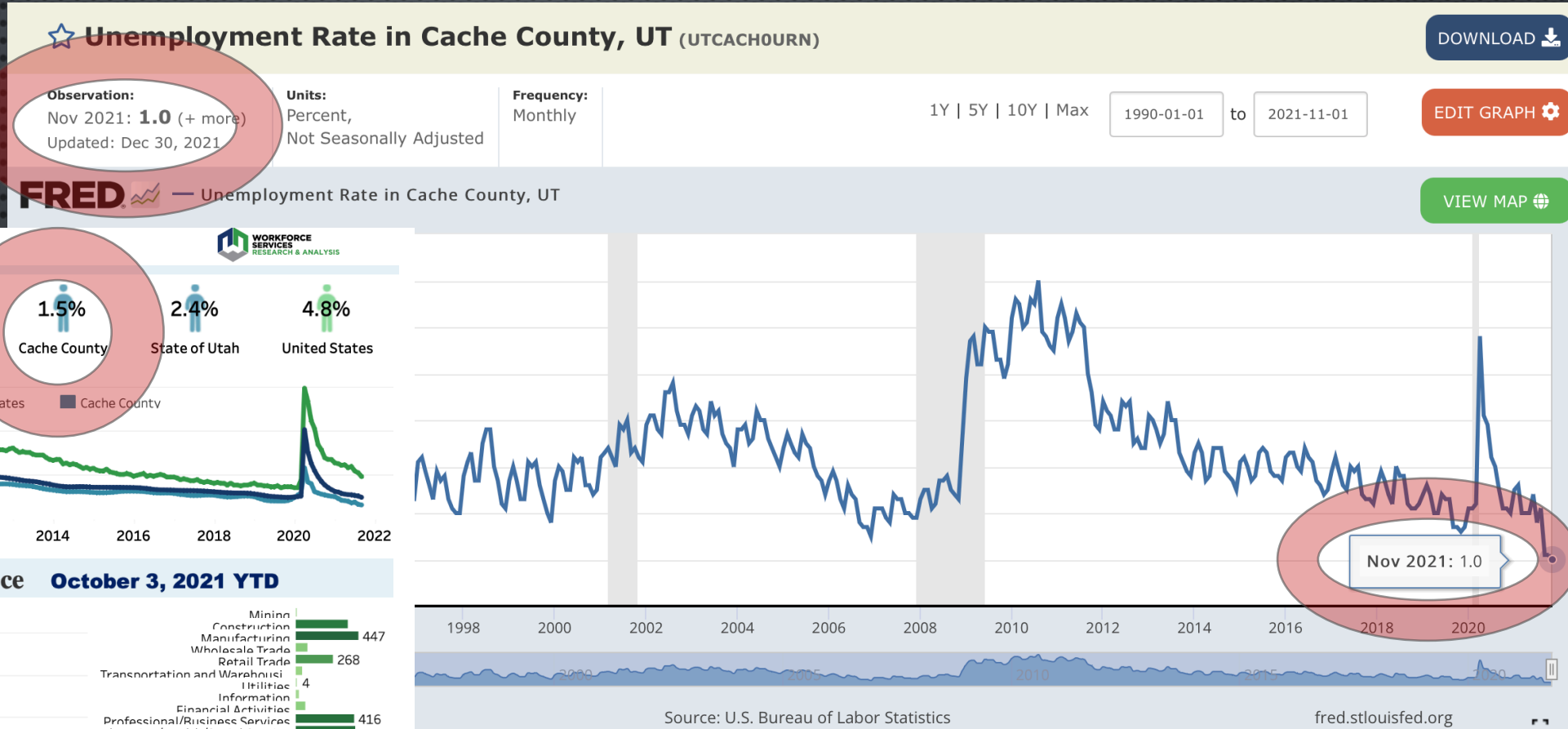
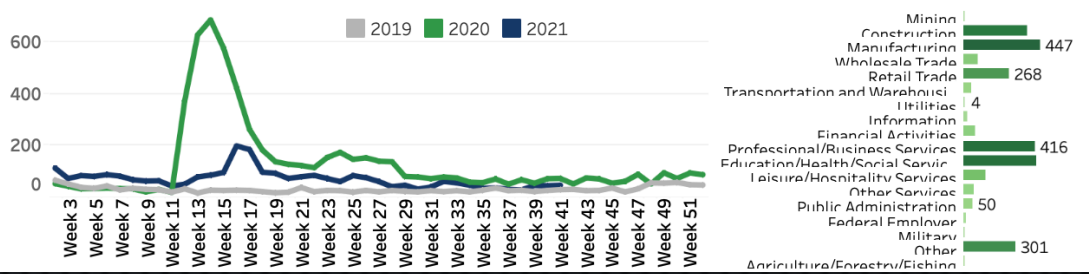
# CULTURE IS ECONDEV IN CACHE COUNTY UT

## ECONOMIC SNAPSHOT Cache County

### Seasonally Adjusted Unemployment Rate September 2021



### Initial Claims for Unemployment Insurance October 3, 2021 YTD

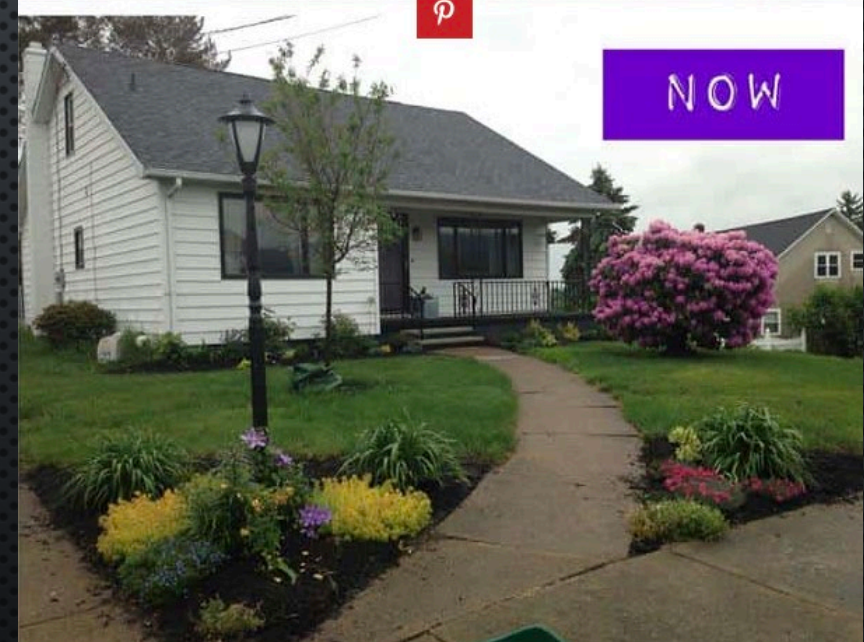


It's WORKING!\*





THEN



NOW



**ARTS & CULTURE ISN'T JUST ABOUT LOCAL QUALITY OF LIFE AND A NICETY THAT MAKES A PLACE FEEL UNIQUE. WHILE IT IS CERTAINLY THAT, IT'S ALSO AN IMPORTANT ELEMENT OF A WELL-ROUNDED AND DIVERSIFIED ECONOMY.**





explore  
**LOGAN**  
UTAH





# CULTURE IS ECONOMIC DEVELOPMENT

## Key Takeaways

- Everyone and Every Place has Culture
- Admit What Yours Says About Your Community and Own It  
The More Unique, the Better
- Build a Team and Include “the Fringe” to Avoid Blindspots
  - Develop a Plan for Execution
  - Get to Work and be Patient

NACo - ARTS & CULTURE COMMISSION

LEGISLATIVE CONFERENCE

SUNDAY, 13 FEBRUARY 2022



# ARTS & CULTURE

AS

## ECONOMIC DEVELOPMENT

IN

### CACHE COUNTY UT



**Shawn Milne**

Economic Development Director, Cache Co UT  
Shawn.Milne@CacheCounty.org / 801.514.4444

NACo – ARTS & CULTURE COMMISSION  
LEGISLATIVE CONFERENCE  
SUNDAY, 13 FEBRUARY 2022





2022 NACo

# LEGISLATIVE CONFERENCE

Q&A:

*The Arts in Action at the County Level*



@NACoTweets  
#NACoLeg







2022 NACo

# LEGISLATIVE CONFERENCE



@NACoTweets  
#NACoLeg

***THANK YOU!***

