2022 NACo

LEGISLATIVE CONFERENCE

FEBRUARY 12-16 | WASHINGTON HILTON | WASHINGTON, D.C.
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. 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.
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.
Thank you to Americans for the Arts
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.
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-BELLA 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.”

- MURIEL BOWSER, MAYOR OF THE DISTRICT OF COLUMBIA
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
Hon. Tony Guillory
Police Juror, Calcasieu Parish, La.
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.
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.

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
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
Economic Development approach: Best

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
Economic Development approach:

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

- Kitchen, Pantry
- Kitchen = Food Processing, Grocery/Retail
- Backyard Garden = Farms; Food Production
- Hallways, stairs = Transportation Corridors Between Zones of Use
Economic Development approach:

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

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP</th>
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<tbody>
<tr>
<td>Retail</td>
<td>$1,084,271,300,000</td>
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<tr>
<td>ACPSA Total</td>
<td>$877,809,406,086</td>
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<tr>
<td>Construction</td>
<td>$790,366,900,000</td>
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<tr>
<td>Transportation</td>
<td>$612,406,900,000</td>
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<tr>
<td>Utilities</td>
<td>$315,114,100,000</td>
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<tr>
<td>Mining</td>
<td>$287,322,400,000</td>
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<tr>
<td>Education Services</td>
<td>$246,529,100,000</td>
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<tr>
<td>Agriculture and Forestry</td>
<td>$174,579,100,000</td>
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Surprised? Is this reflective of your community too?
<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP (2019)</th>
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<tbody>
<tr>
<td>Retail</td>
<td>$13,047,400,000</td>
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<tr>
<td>Construction</td>
<td>$12,050,800,000</td>
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<tr>
<td>ACPSA Total</td>
<td>$7,304,160,000</td>
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<tr>
<td>Transportation</td>
<td>$6,880,000,000</td>
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<td>Education Services</td>
<td>$2,986,100,000</td>
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<td>Mining</td>
<td>$2,696,000,000</td>
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<tr>
<td>Utilities</td>
<td>$2,560,900,000</td>
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<tr>
<td>Agriculture and Forestry</td>
<td>$1,035,200,000</td>
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</tbody>
</table>
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

- Boise = 292 miles; 4 hours 19 min
- Las Vegas = 500 miles; 7 hours 5 min
- Yellowstone NP
- Denver = 512 miles; 8 hour 17 min
CACHE COUNTY
COMMUNITY PROFILE

Current Population Est. = 140,000 countywide


- 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)
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

**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

*Arts & Culture*

Employment Sectors
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?
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.
So, if you have to be “it”, excel at it and monetize it to the benefit of your community.
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.
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
Examples of advertising that sells our culture
<table>
<thead>
<tr>
<th>Sample of 2020 Marketing and Other Expenses</th>
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<tr>
<td><strong>Magazines</strong></td>
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<tr>
<td>Salt Lake Magazine</td>
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<tr>
<td>Yellowstone Journal</td>
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<tr>
<td>Visit Salt Lake</td>
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<td>LDS Living</td>
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<tr>
<td>Utah Life</td>
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<td>SnowGoer</td>
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<td>Woman’s Day</td>
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<td>Hometown Values</td>
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<td>Utah Farm &amp; Fork</td>
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<td>Woman’s Day</td>
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<tr>
<td><strong>Miscellaneous</strong></td>
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<td>Billboards</td>
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<td>International Marketing Campaign</td>
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<td>Aggie Sports Properties</td>
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<tr>
<td>Event Sponsorships</td>
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<tr>
<td>Certified Folder (brochure distribution service)</td>
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<tr>
<td>Grants Funded</td>
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<td>Go West Summit Sales Conference</td>
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<tr>
<td><strong>Newspaper</strong></td>
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<td>Utah Media Group</td>
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<td>USA Today Saluting National Parks</td>
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<td>Uinta County Herald</td>
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<td>Category</td>
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<td><strong>Radio</strong></td>
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<td><strong>Online Digital Advertising &amp; Social Media</strong></td>
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<td><strong>Additional Expenses</strong></td>
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Tourism

2019 VISITOR SPENDING IN CACHE COUNTY

$187.2 MILLION

Top three spending categories:

• Auto transportation
• Food service
• Lodging
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
Creative Industries

227 Arts-Related Business
Employ 858 People

4.2% of all Businesses and
1.4% of all Employees
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
CACHEARTS PRESENTS
21-22 NATIONAL TOURING SEASON
TICKETS ON SALE NOW
BUY TICKETS
WANT TO HELP LOCAL ARTS ORGANIZATIONS?

Full List of Local Arts Organizations

Additional Resources
The Department of Workforce Services continues to closely monitor the pandemic, under the direction of the Governor’s Office. Below you will find 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=IwAR32nC4nEms1RJBhn2ID6F1gSs0NRbeAZ-LWT9k40xHsHyQ6fdtMXNMYWo

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)

Alliance of Artists Communities
Blog post on COVID-19 Preparedness for Residencies

Lifet ime Arts
Supporting Creative Aging Programming during COVID-19 Crisis

Cache ARTS Aims to Foster Creativity and Local Arts Organs...
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
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!

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

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

11:00 am

12:30 pm

1:30 pm

Central Bloom

2:00 pm

3:30 pm

Moms of Mayhem

5:00 pm

Mason Jar Band

6:30 pm

Eli Mosley

8:00 pm
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

Join us February 1st

Contact Us

ATTENTIONS

Amateur BBQ Competition

Pioneer Parade

During this year’s Pioneer Days and in conjunction with the Cache Valley Food Pantry, we will be hosting our annual BBQ competition in Northern Utah.

For more information, click here for the BBQ website.

11am-1pm - 25 dollars per entry

Dress your kids up in themed costumes, decorate your bakes, and participate in our Pioneer Parade at 1:00 pm.

Pony Rides

11am-1pm - 12 dollars per ride

Kids enjoy a ride on our 100-year-old ponies.

1917 Jenkins Farm

11am-4pm - $5 admissions

Take a wagon ride through our horse barn and listen to the story of the farm from one of our knowledgeable tour guides.

Pioneer Settlement

11am-4pm - $5 admissions

Experience what life was like for pioneers in the 1800s.

Mountain Man Traders Cabin

11am-4pm - $5 admissions

Relive the frontier days with our expert traders and learn about the history of the mountain man trade.

Wagon Train

11am-4pm - $5 admissions

Experience what it was like to travel by wagon train through the American West.

Train Rides

11am-4pm - $5 admissions

*Please note: All events are weather dependent and may be canceled due to inclement weather.

MILLION DOLLAR HOMESTEAD

The American West Heritage Center is a nonprofit organization dedicated to preserving the history and culture of the American West. Located in Logan, Utah, the center is committed to providing educational programs and interactive experiences for visitors of all ages. With its diverse collection of artifacts, exhibits, and events, the American West Heritage Center offers a unique opportunity to explore the rich history of the region.

The center is open to the public and features a variety of exhibits and galleries showcasing the history and culture of the American West. Visitors can explore the Center's permanent exhibits, which include interactive displays, multimedia presentations, and hands-on activities. The center also hosts special events and programs throughout the year, including lectures, workshops, and guided tours.

The American West Heritage Center offers a range of educational programs, including guided tours, academic programs, and events for students and educators. The center is dedicated to promoting the study and preservation of the American West, and it encourages visitors to learn about the region's history and culture through engaging and interactive experiences.

The center is committed to preserving the heritage of the American West and to sharing that heritage with visitors from around the world. Through its educational programs, exhibits, and events, the American West Heritage Center aims to inspire a deeper understanding and appreciation of the history and culture of the region.

The American West Heritage Center is located in Logan, Utah, and it is easily accessible by car, bus, or train. Visitors can also visit the center by foot, and it is open to the public from 9:00 am to 5:00 pm, Monday through Friday. The center is closed on Saturdays, Sundays, and major holidays.

For more information about the American West Heritage Center, please visit our website, or call our main number at 435-208-4900. You can also follow us on social media or send us an email to get in touch with us.

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For more information about the American West Heritage Center, please visit our website, or call our main number at 435-208-4900. You can also follow us on social media or send us an email to get in touch with us.
Weddings  Facilities  Catering  Events  Contact  Valentine Buffet

435-755-5151  www.theriverwoods.com  615 South Riverwoods Parkway  Logan, UT 84321
SMALL SATELLITES
OUT OF THIS WORLD!

AUGUST 6-11, 2022
During the 36th 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
Leading from the Front
Funding Mechanisms

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

RAPZ And Restaurant Tax Program

PROGRAM HISTORY AND QUALIFICATIONS FOR FUNDING

In November 2002, Cache County voters approved a 1/10th of 1% sales tax in the RAPZ Tax. These funds can be used to support capital projects and expenses for publicly owned or operated recreation or park facilities, as well as historical or cultural sites. They can also be used to fund operating expenses of private nonprofit organizations with the primary purpose of operating as a botanical or cultural organization.
Want to know how your state or community measures up?

AMERICANS for the ARTS

ARTS & ECONOMIC PROSPERITY 5
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES

CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.

AmericansfortheArts.org/research
CULTURE IS ECONDEV IN CACHE COUNTY UT

ECONOMIC SNAPSHOT Cache County

Seasonally Adjusted Unemployment Rate September 2021

- 1.5% Cache County
- 2.5% State of Utah
- 4.8% United States

Initial Claims for Unemployment Insurance October 3, 2021 YTD

Source: U.S. Bureau of Labor Statistics

It's Working!
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.
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
Q&A:
The Arts in Action at the County Level
THANK YOU!