



West Valley City, Utah's second largest city and its most ethnically diverse, believes in the power of arts and culture for building a strong and vibrant community. The Utah Cultural Celebration Center in **COMMUNITY. HERITAGE. ART.** West Valley City celebrates and preserves arts, culture, and the city's rich ethnic diversity. "The arts are the languages that cut across racial, cultural, social, educational, and economic barriers and enhance cultural appreciation and awareness."¹

EDUCATION & HEALTH

Children engaged in the arts demonstrate stronger overall academic performance:

- Higher grade point averages and standardized tests scores
- Creative thinking, self-expression, problem-solving, and communication and social skills
- Lower dropout rates and higher attainment of postsecondary education^{1,2}

The arts foster physical, mental, and emotional health. Exposure to the arts improves mental and physical health measures for sufferers of Alzheimer's and PTSD,³ among other conditions.

COMMUNITY

The arts build community by creating connections between neighbors, cultural organizations, and businesses through collective cultural experiences. These experiences build social networks that foster a sense of civic responsibility, ownership, and pride in the community.

BUSINESS

Technology turns to the arts for innovation and inspiration. The arts challenge us to think broadly, to take risks, and to develop the creative skills to compete successfully in the 21st century workplace. Utah is home to 7,337 arts-related businesses that employ 28,093 people.⁴

ECONOMY & TOURISM

Cultural and arts offerings attract visitors, encourage consumer spending, and contribute to the development of new businesses and jobs. The arts play a critical role in community revitalization and the expansion of tourism, a fast growing economic market.⁵ The economic benefits of the arts exceed the investment of public support.⁶

Simply stated, arts and culture matter to the health and welfare of our community. Education, health, business, tourism, the local economy, and the community all benefit from a cumulative infusion of arts and culture.



1 Dee Dickinson, *New Horizons for Learning*
 2 NEA Fact Sheet, 2014
 3 *Reframing the Debate about the Value of the Arts*, Rand, 2005
 4 *Americans for the Arts, Creative Industries report*, 2014
 5 *The National Assembly of State Arts Agencies*, 2002
 6 *National Assembly of State Arts Agencies*, 2002



COME JOIN THE CELEBRATION!

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