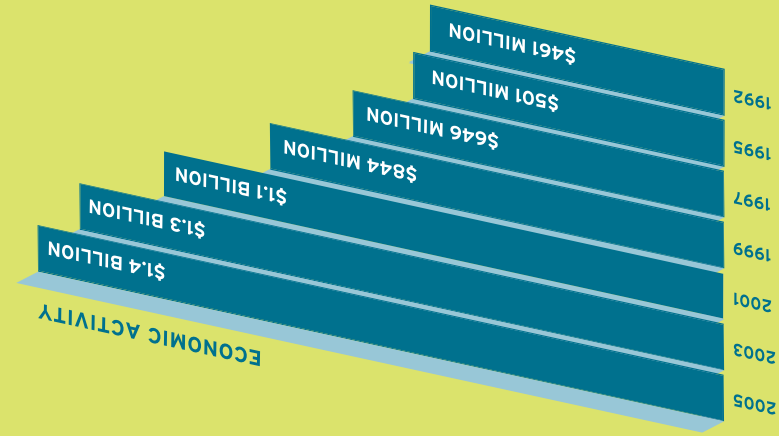
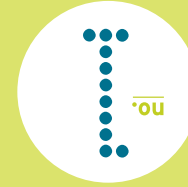
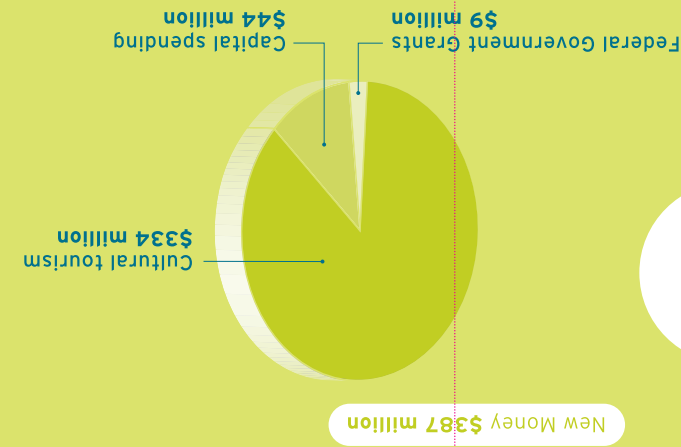


Economic activity

created by science and culture is a growing force for our economy.



New Money, the portion of economic activity created by dollars coming into our local economy from outside the metro region, has a particularly important impact on business and community vitality.



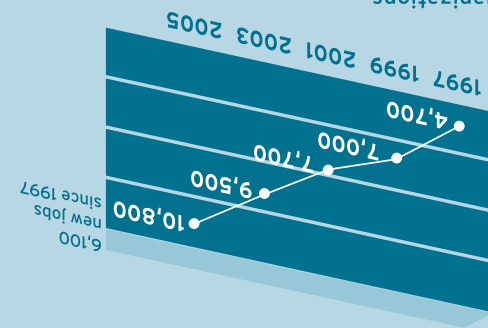
Culture is big business

generating jobs, business spending, and tax revenue equivalent to the largest private employers in metro Denver.



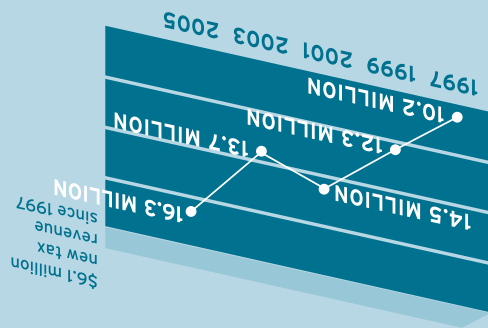
Nonprofit scientific and cultural organizations paid almost \$95 million in wages to 10,800 employees and over \$16 million in seat, sales, and payroll taxes.

Private employers compiled by Development Research Partners for the Metro Denver Economic Development Corporation



New Jobs

The cultural sector makes a growing contribution to our economy.



Tax Revenue

connect

2006

Economic Activity Study

Metro Denver Culture

COLORADO BUSINESS COMMITTEE FOR THE ARTS



CBCA is a catalyst for Colorado's business community to leverage the arts for workforce creativity, business prosperity, and economic vitality. CBCA provides programs, arts activities, training, research, and advocacy that stimulate creative and innovative success.

We invite you to join as a member of this dynamic business organization and experience the results. CBCA member benefits include:

- Free cultural activities for your employees and clients
- Training programs and activities developing leadership, workforce creativity, and business innovation
- Recognition through publications, events, and awards that promote your corporate citizenship and contributions to the community
- Research, education, and advocacy critical to business interests in economic growth, community development, tourism, and a vibrant cultural environment

For information on CBCA and membership, visit www.cbca.org, contact main@cbca.org or 303-282-5129.



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- Todd Bacon, Colorado Data Mail
- Katie Liston

DESIGN: ART & ANTHROPOLOGY, INC.

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who

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economic activity

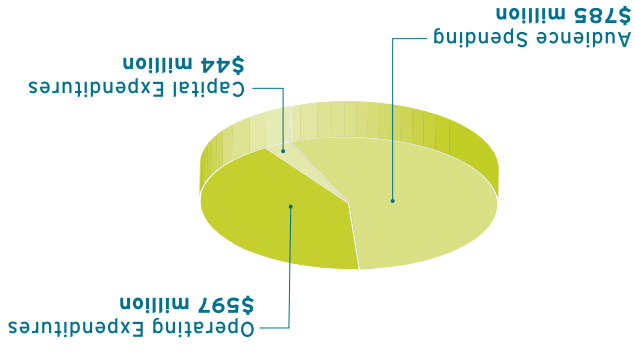
created

annually

by culture

\$1,426,000,000

What can you build with \$1.4 billion? Invesco Stadium, Coors Field & 5 Pepsi Centers.



Total Economic Activity \$1.4 billion

What's the big deal about culture?

All of us! Culture makes a significant and critical contribution to metro Denver's economic vitality. A vibrant cultural community makes this an attractive place to live, work, and visit, brings new dollars into the state, stimulates community development, and strengthens business.

The 2006 Economic Activity Study of Metro Denver Culture connects the dots between cultural and scientific activities and their effect on our economy, community, and quality of life. The Scientific & Cultural Facilities District (SCFD) supports over 300 nonprofit art, music, theater, dance, zoology, botany, natural history, and cultural history organizations, collecting a wealth of data regarding their activities. This study uses the data about these scientific and cultural activities to analyze the contributions of culture.

Documenting the economic return on investment generated by culture helps communicate the value of the arts and sciences and stimulates public and private funding. This study helps translate the value of cultural activity into business terms, demonstrating that science and culture are big business in metro Denver - and generate big business for our economy.

cares about culture?

S



Cultural spending ripples out to fuel business

10:1 ROI



What do a hotel, an accountant, a restaurant, and a general contractor have in common?

Each \$1 in cultural spending creates \$1.32 for other businesses. Cultural spending has a multiplying effect, creating spending across the business sector.

Audience Spending

no.

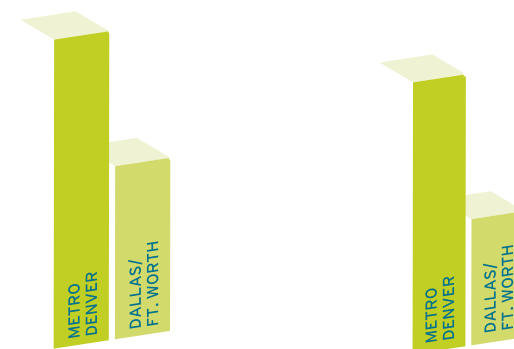


Comparative Attendance



Competitiveness Snapshot

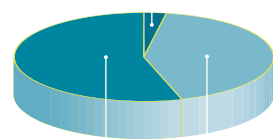
CULTURAL ATTENDANCE OPPORTUNITIES FOR SCHOOL KIDS



Economic Impact Study of Arts & Cultural Organizations in North Texas 2006, North Texas Business Committee for the Arts



Total cultural tourists **2,400,000**



Applying multipliers to the direct expenditures. The multipliers are prepared by the US Bureau of Economic Analysis and customized to the metro Denver area by Deloitte Consulting with input from the Department of Local Affairs, Division of Local Government Services. By applying the multipliers, we calculate the economic activity stimulated in our local economy by the spending of scientific and cultural nonprofits and their audiences.

Just as with any organization or business, the operating and capital spending of cultural nonprofits ripples out into the community

when they purchase office supplies, rent space, pay for accounting and marketing services, and hire contractors to build or renovate facilities. Audiences also spend additional money when they attend cultural events; paying for gas and parking, shopping at local retailers, dining out, and staying overnight at hotels - and let's not forget the babysitter!

Total Economic Activity

economic impact

