

About CBCA

Founded in 1985, Colorado Business Committee for the Arts (CBCA) is a 501(c)(3) nonprofit organization that advances Colorado's creative economy by connecting business and the arts through advocacy, research, training, volunteerism and arts engagement.

CBCA strengthens the cultural vitality of Colorado communities.
CBCA advocates on behalf of the arts and creative industries in order to increase business engagement, spark dialogue, foster collaboration and grow cultural capital in the state.

CBCA advances Denver and Colorado as a cultural hub and validates the arts as an integral part of our region's economic development.
CBCA's biennial Economic Activity Study of Metro Denver Culture has quantified the financial and social impact of the arts for over 20 years.

CBCA demonstrates that art is smart for business. CBCA Membership positions your company in alignment with the arts, in addition to providing your employees with free cultural events and opportunities for leadership development and volunteerism in the arts.

Learn more at cbca.org
Contact us at main@cbca.org | 720-428-6720

Thank You



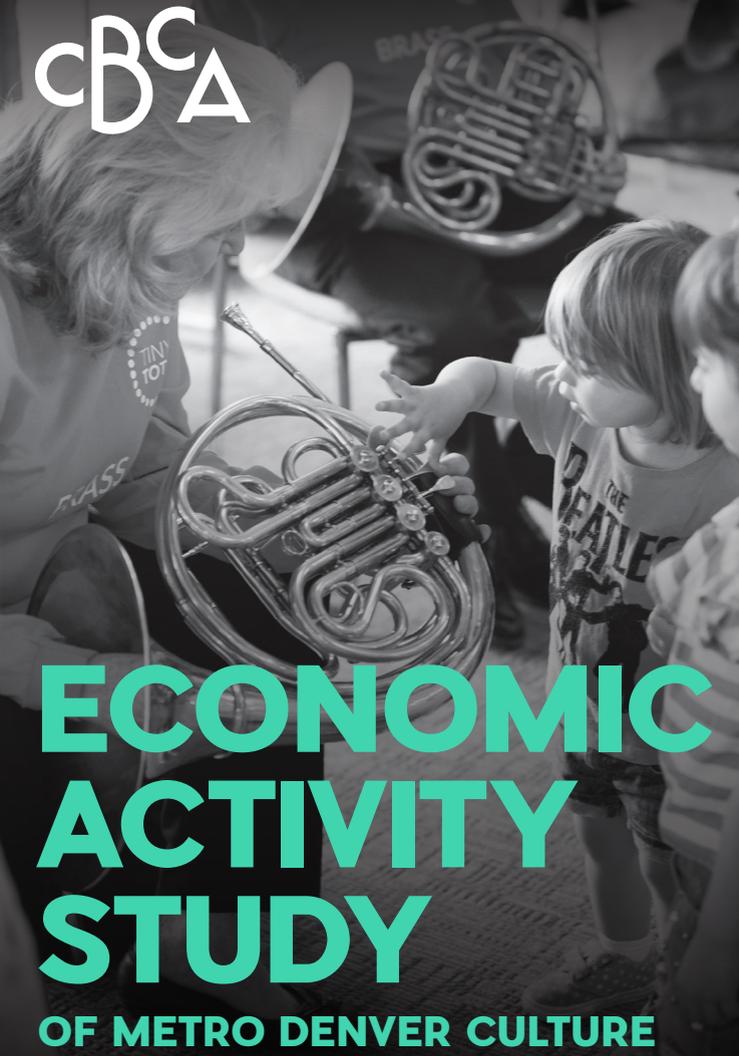
Cover Photo: Inside the Orchestra
Photo: Wonderbound's Madness Park and Honey with Colorado Symphony. Photo: Amanda Triton

ECONOMIC ACTIVITY

\$1.9 Billion

Economic activity, which is money flowing through the region, reached \$1.9 billion, an 8% increase over 2015. Every dollar directly spent by a cultural patron or by an organization for operations or a capital project creates an indirect ripple effect in our local economy. For example, buying paintbrushes from a local store supports small business. Or, purchasing a ticket to see a concert might also include going out to dinner or paying to park.

On average, a cultural participant spends \$22.50 on non-ticket items per arts experience (CPI adjusted).



ECONOMIC ACTIVITY STUDY

OF METRO DENVER CULTURE

CBCA's Economic Activity Study of Metro Denver Culture

illustrates the financial and social significance of arts, cultural and scientific organizations in the Denver metro area. CBCA has been analyzing and reporting this data since 1992.

This study looks at self-reported data from nonprofit organizations who received funds from the Scientific & Cultural Facilities District (SCFD) in the seven-county area (Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson). SCFD is a special tax district that funds arts, cultural, and scientific organizations through a 0.01% sales and use tax. These financial and operational metrics are compiled through SCFD's final grant reports and include data from each of the 276 grantee organizations' 2017 fiscal year.

This data does not include the economic activity generated from non-SCFD funded nonprofits, creative businesses, higher education or individual artists.

Economic activity and impact are calculated using RIMS multipliers from the U.S. Bureau of Economic Analysis. CBCA has refined its longitudinal analytical model over time.

Spread the Word

Whether you're a business, cultural organization, professional association or civic group, leverage this study and advocate for the arts.

- Contact main@cbca.org to schedule a presentation of this study.
- Share this report with your local, state and national elected officials (city council, county commissioners, mayors, state representatives, etc.)
- Integrate this data into your marketing materials and grant applications
- Communicate your organization's story of economic impact to your donors, corporate partners, volunteers, patrons and constituents

Visit cbca.org/economic-activity-study to dive deeper into the data and stories and to download the study.

ECONOMIC IMPACT

\$573M

▲ 12% increase over 2015

Economic impact is "new money" entering the regional economy. It's money that would not be in the metro area without the presence of arts and culture. This includes tourists coming to see a blockbuster show or spending an extra day to visit museums, grants from the federal government, and renovations or new building projects at cultural facilities.

There was a 40% increase in capital spending between 2015 and 2017.

The metro area saw the highest economic impact from cultural tourists ever and the largest number of cultural participants from out of state in 2017. Learn more about the connection between the arts and tourism at cbca.org.



11,820 JOBS **\$183.4M PAYROLL**

▲ 10% increase over 2015

▲ 11% increase over 2015

Employment in the arts reached an all-time high in 2017. This includes full-time, part-time and contract jobs in the metro area's nonprofit cultural sector. These organizations employ more than just artists. These are often highly skilled positions, such as curators, music directors, scientists and educators. They also include professionals in finance, marketing, operations and patron services.

There were also nearly 50,000 volunteers in 2017 that contributed about 2 million hours. Learn more about the role both professionals and volunteers play in sustaining our cultural sector at cbca.org.

GIVING TO THE ARTS

\$182.6M

▲ 3.5% increase over 2015

Cultural philanthropy includes donations and grants from foundations, corporations, individuals, as well as in-kind goods and services. Between 2015 and 2017, it was surprising to see decreases in contributions from foundations (-13%) and corporate sponsorships (-23%). However, there were increases in giving from individual donors (13%) and in-kind good and services (6%), as well as other categories like endowment funds.

Celebrating its 30th anniversary in 2018, SCFD distributed a record-breaking \$56.7 million in 2017.

Learn more about the various sources of contributed income and their fluctuations over time at cbca.org.



15M

▲ 8.5% increase over 2015

Cultural attendance reached 15 million, which includes both paid and free participation at museums, concerts, performances, natural history venues, etc. This is the second highest attendance that CBCA has reported since it began in 1992. In that time, cultural attendance has increased at nearly twice the pace of Denver metro area's population growth.

Learn more about innovative ways arts, cultural and scientific organizations are reaching new audiences and ensuring accessibility to all at cbca.org.

EDUCATION

4.3M **683,545**

▲ 8.5% increase over 2015

▲ 35% increase over 2015

Arts, cultural and scientific organizations provide essential opportunities for lifelong learning and creative exploration, including arts integration in classrooms, subsidized school field trips and lessons for all ages.

On average, school children in the metro area districts received eight arts experiences in the year.

Between 2015 and 2017, there was a 35% increase in both adults and children taking classes with arts and cultural organizations.

Learn more about how arts organizations are going above and beyond in arts education – for youth and adults alike at cbca.org.

Photo: Lakewood Heritage, Culture & The Arts

Photo: Arvada Center for the Arts and Humanities, Mamma Mia! Credit: Matt Gale

Photo: Central City Opera's The Magic Flute Credit: Amanda Tipton

Photo: Roberto Juarez at Boulder Museum of Contemporary Art

Photo: Ceramics at Downtown Aurora Visual Arts (DAVA)