

ECONOMIC ACTIVITY STUDY

OF METRO DENVER CULTURE SUMMARY

Economic Activity: \$1.9 Billion

▲ 8% increase over 2015

Metrics Based on 2017 data

Economic Impact: \$573M

▲ 12% increase over 2015

Jobs: 11,820 jobs

▲ 10% increase over 2015

Giving to the Arts: \$182.6M

▲ 3.5% increase over 2015

Attendance: 15M people

▲ 8.5% increase over 2015

Education Outreach: 4.3M children

▲ 8.5% increase over 2015

High Notes

Denver metro area continues to see steady rise in economic impact from cultural tourists, reaching nearly \$400 million.

Employment in the arts sector (full-time, part-time and contract) reached an all-time high.

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

Since 1992, cultural attendance has increased at nearly twice the pace of Denver metro area's population growth.

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

Photo: Wonderbound. Credit: Amanda Tipton Photography

About CBCA and the Economic Activity Study of Metro Denver Culture

Colorado Business Committee for the Arts (CBCA) connects business and the arts to advance Colorado's creative economy through advocacy, research, arts engagement, training and volunteerism.

CBCA has been quantifying the financial and social significance of the arts for over 25 years. This biennial Economic Activity Study is calculated using 2017 data reported by nearly 300 arts, cultural and scientific nonprofits that received funds through the Scientific and Cultural Facilities District (SCFD) in a seven-county region: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson.

| Visit cbca.org/economic-activity-study to access the full report and additional stories.

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