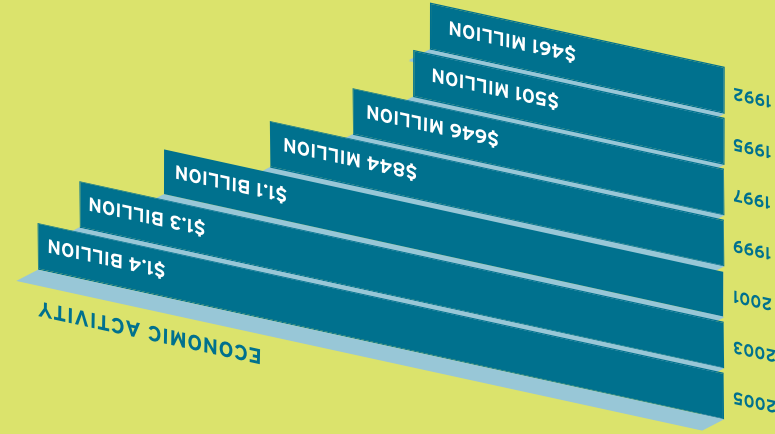
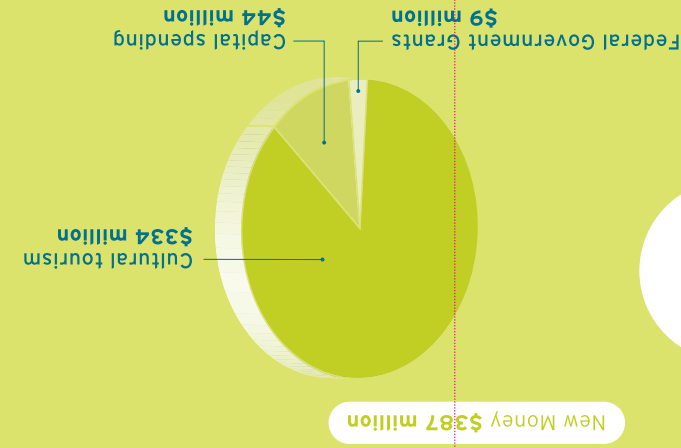


Economic activity

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

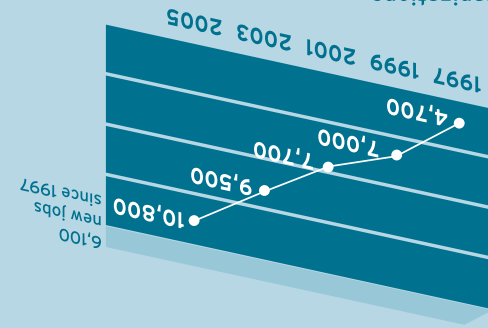


generating jobs, business spending, and tax revenue equivalent to the largest private employers in metro Denver.



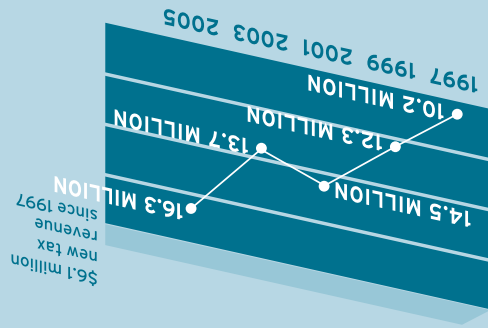
Nonprofit scientific and cultural organizations paid almost \$95 million in wages to 10,800 employees and over \$16 million in seat, sales, and payroll taxes.

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.



DualDraw LLC

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- Katie Liston

DESIGN: ART & ANTHROPOLOGY, INC.

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economic activity

The

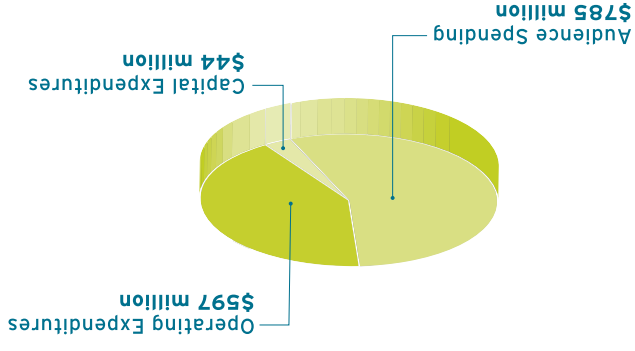
created

annually

\$1,426,000,000

by culture

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



We've got culture!

Metro Denver ranks as one of the nation's healthiest regions - with opportunities to exercise our bodies, hearts, and minds.

How many people does it take to stretch from the Denver Art Museum to The Louvre in Paris?
14 million, the annual attendance at local cultural activities

Culture lets metro Denver residents exercise their hearts...
39,000 individuals volunteered 1.7 million hours to cultural organizations

And their creativity...
792,000 people enrolled in cultural classes

We love our culture, as well as our sports and mountains!

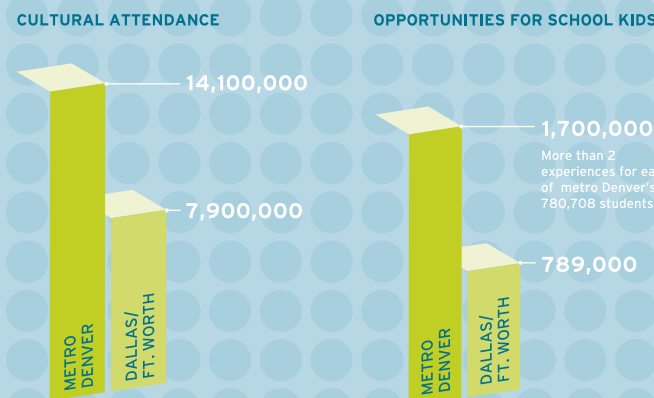
Comparative Attendance



* Home game attendance for the most recent seasons of Avalanche, Broncos, Mammoth, Nuggets, Rapids, and Rockies.
** 2004-2005 skier visits to Arapahoe Basin, Beaver Creek, Breckenridge, Copper Mountain, Echo Mountain Park, Eldora, Keystone, Loveland, Monarch, Powderhorn, Ski Cooper, Sol Vista Basin, Sunlight, Vail, and Winter Park as reported by Colorado Ski Country.

Is everything bigger in Texas? Not culture!

Competitiveness Snapshot



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

Cultural spending ripples out to fuel business

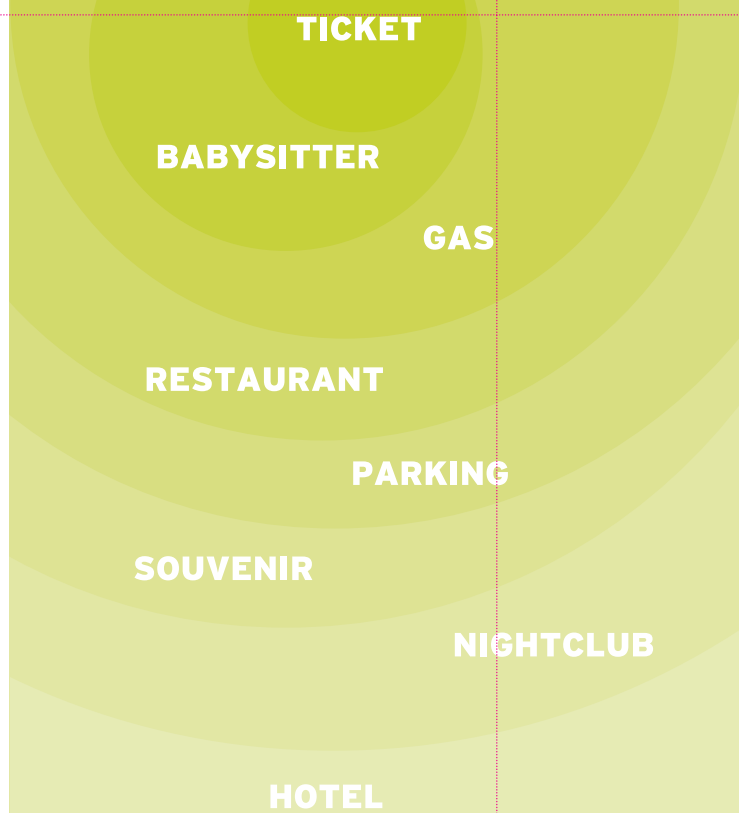


What do a hotel, an accountant, a restaurant, and a general contractor have in common?

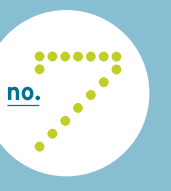
They all get money from culture!

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

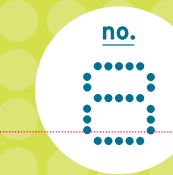


10:1 ROI



Building on \$38.3 million in investment through the Scientific & Cultural Facilities District tax, the cultural sector returned \$387 million in new money to our local economy, an impressive 10:1 return on investment.

The SCFD is a voter-approved taxing district comprised of the seven metro counties (Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson counties). The sales tax of 0.01%, one penny on every ten dollars, generates over \$38 million annually, distributed to more than 300 cultural organizations.



And culture keeps on connecting...

This 2006 Economic Activity Study of Metro Denver Culture connects the dots between SCFD-funded nonprofit cultural and scientific organizations and our economic vitality, but this is only the tip of the iceberg in explaining how culture contributes to our economy. The study does not include information on commercial arts businesses and creative industries that propel economic development, nor cultural organizations that do not receive SCFD funding, such as cultural facilities run by educational entities.

Here are other ways culture connects to business vitality:

Santa Fe Redevelopment corridor

- contains 28 art galleries, 2 theaters, 4 photography studios, 4 architectural firms, 12 construction companies, 6 home furnishing & interior design businesses, 21 restaurants, and 14 retailers
 - 4,000 - 5,000 people pack the area monthly for First Friday Art Walks
- Santa Fe Redevelopment Corporation, NEWSED, and Arts District on Santa Fe work to promote and develop the Santa Fe Drive corridor.

Colorado Educational and Cultural Facilities Authority

- provides millions of dollars in low interest bonds to support Colorado cultural facilities
- provided \$16 million in low interest financing for the Denver Art Museum expansion
- 75% of bond funding comes from out-of-state investors, bringing new dollars into Colorado at below market rates

The Authority issues tax-exempt bonds which are primarily purchased by out-of-state investors. That money is loaned at low interest rates to Colorado cultural entities and educational institutions to finance their capital needs: new buildings, equipment, and refinancing of high interest debt.

Denver Coliseum and Red Rocks Amphitheater

- represent a combined asset of \$130 million
- 950,000 attendees at 180 events
- gross receipts of \$8.2 million
- generated \$2.25 million in seat taxes

Denver Coliseum and Red Rocks Amphitheater constitute the Arenas Division of Theatres & Arenas, a division of the City & County of Denver's Department of General Services. Theatres & Arenas is responsible for the acquisition, construction, maintenance, repair, management, and operation of the City's public assembly facilities. Annual figures for 2005.

The Newman Center for the Performing Arts at University of Denver

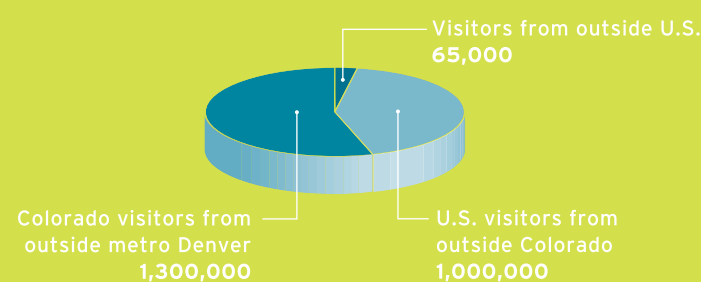
- 300 public performances
 - \$1.4 million annual operating budget
 - paid \$590,000 in wages and \$161,000 in payroll taxes
 - 160 volunteers contributed 6,000 hours
- Annual figures for 2005.



Can you take our picture? Sure!

2.4 million tourists visit culture annually - one for every resident of metro Denver.

Total cultural tourists 2,400,000



Visitors from outside metro Denver generate \$334 million in new money for our economy.

How do we know culture drives our economy?

The 2006 Economic Activity Study of Metro Denver Culture analyzes data from over 300 nonprofits funded through the Scientific & Cultural Facilities District tax, including their annual attendance, outreach activities, operating expenditures, capital expenditures, audience spending, employment, and tax contributions.

Direct Economic Activity is generated by combining the operating and capital expenditures of these organizations, together with the dollars spent directly by patrons when they attend cultural events.

Indirect Economic Activity is determined by 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 cultural 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 combines both direct and indirect economic activity to provide a compelling picture of the total contribution scientific and cultural nonprofits make to the economic vitality of the metro Denver area.

A particularly important part of the Total Economic Activity is what economists call "economic impact," new money spent in metro Denver by visitors and companies coming from outside the region. This extra spending coming into our community plays a key role in creating new jobs, making businesses more prosperous, and reducing our tax burden.

