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 Colorado’s cultural 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 demonstrates that art is smart for business. CBCA Members and their employees benefit from the financial impact the arts have on our local economy, as well as the cultural vitality and opportunities for leadership development and volunteerism that the arts offer.

Learn more at cbca.org

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

ECONOMIC ACTIVITY

$1.9 Billion

ECONOMIC ACTIVITY

Thank You

ECONOMIC ACTIVITY STUDY
OF METRO DENVER CULTURE

Operating Expenditures: $930 Million
Audience Spending: $946 Million
Capital Expenditures: $77 Million

8% increase over 2015
9% increase over 2015
40% increase over 2015

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 parking.

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

**Jobs**

- The arts sector added 11,820 jobs in 2017, a 11% increase over 2015.
- The arts sector’s payroll reached $10.7 billion, a 12% increase over 2015.
- Capital spending in the arts sector grew 40% from 2015 to 2017, reaching a record $182.6 million.

**Payroll**

- The arts sector’s payroll grew 3.5% from 2015 to 2017.
- Full-time, part-time, and contract jobs in the metro area’s nonprofit cultural sector reached an all-time high in 2017.

**Employment**

- Employment in the arts reached an all-time high in 2017.
- This includes jobs in all parts of the arts ecosystem, from artists to highly skilled positions such as curators, music directors, scientists and educators.
- These organizations employ more than just artists.

**GIVING**

- Cultural philanthropy includes donations and grants from foundations, corporations, individuals, as well as in-kind goods and services.
- Between 2015 and 2017, SCFD grants increased from $54.1 million to $68.3 million, a 25% increase.
- In 2017, SCFD distributed a record-breaking $75 million in grants, marking the largest number of cultural participants from out-of-state and the largest number of cultural participants from out-of-state and the largest number of cultural participants from out-of-state and the largest number of cultural participants from out-of-state.

**AVERAGE ATTENDANCE**

- Cultural attendance reached 15 million, which includes both paid and free attendance.
- It’s money that would not be in the metro area without the presence of arts and culture.
- These organizations provide essential opportunities for lifelong learning and creative exploration, including arts integration in K-12 classrooms, subsidized school field trips, and lessons for all ages.

**EDUCATION**

- Arts, cultural and scientific organizations are reaching new audiences and ensuring accessibility to all at cbca.org.
- Between 2015 and 2017, there was a 8.5% increase in both adults and youth class enrollment.
- These organizations are going above and beyond in arts education – for youth and adults alike.

**Spread the Word**

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

CBCA’s Economic Activity Study of Metro Denver Culture

This study looks at self-reported data from nonprofit organizations who receive funding 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. SCFD received funds from the Scientific & Cultural Facilities District (SCFD) in 2017.

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 Economics Analysis. CBCA has refined its longitudinal analytical model over time.

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