



WHY THE ARTS MATTER IN COLORADO

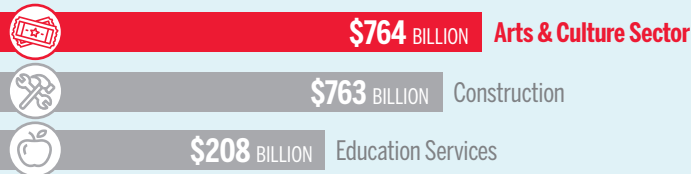
NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: [U.S. Bureau of Economic Analysis](#), 2015.



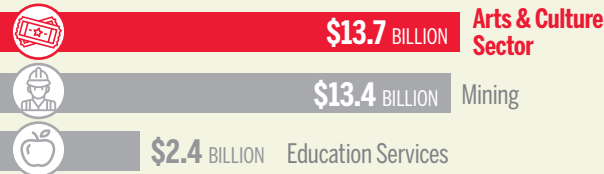
BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

COLORADO ARTS FACTS

THE COLORADO ARTS & CULTURE SECTOR REPRESENTS 4.3% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$13.7 billion** to Colorado's economy, representing 4.3% of the state's GDP—a larger share than some other industries in the state.

Source: [U.S. Bureau of Economic Analysis](#), 2015.



BONUS: In 2015, CO arts and culture jobs grew by 3.3% while the national average was 2.1%.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, [Creative Industries](#), 2017.



In Colorado, **18,880 Arts-Related Businesses** employ **111,591 people**.

- In Boulder County, **1,884 Arts-Related Businesses** employ **7,372 people**.
- In Denver County, **3,294 Arts-Related Businesses** employ **17,078 people**.
- In Jefferson County, **2,346 Arts-Related Businesses** employ **7,815 people**.

Source: Americans for the Arts, [Creative Industries](#), [Colorado report](#), 2017.



ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), 2017.

ART IS A **\$166.3 BILLION** DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

In 2015, Colorado arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In the Pikes Peak region (**El Paso and Teller Counties**), nonprofit arts groups generated **\$51.2 million** in economic activity. Audiences of 3 million people added another \$102.1 million for a total of **\$153.3 million** in commerce for the city in 2015, and this generated **\$15.9 million** in local and state government revenues.

Source: Americans for the Arts, [Arts & Economic Prosperity 5](#), [Pikes Peak Region report](#), 2017.

ART IS A **\$305.7 MILLION** GDP DRIVER OF OUR STATE ECONOMY.

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with \$1 per capita!

Source: [Americans for the Arts Action Fund](#), 2019.

Read: "[Funding The Arts Is Good For the Nation](#)," *The Hill*, 2015.

Q What about Colorado—how much does state government budget to Colorado Creative Industries each year?

A The state invested **\$2 million** to the local and state arts agencies of CO. The Colorado Creative Industries also received **\$712,000** in federal NEA funds, which CO Creative Industries re-granted to cultural organizations throughout the state. The Western State Arts Federation (WESTAF), which includes CO, received **\$1.9 million** in federal NEA funds. Another 34 nonprofit arts organizations received direct grants from the NEA totaling \$1.4 million to cultural nonprofit groups in CO.

Source: [NEA](#) and [NASAA](#), 2017.

Read: "[Investing in the Arts Equals Investing in Development](#)," Amy Sweet, *Colorado Springs Business Journal*, 2017.

GDP

JOBS

ECONOMICS

FUNDING

The State of Colorado spearheaded Space to Create Colorado, a multi-agency, public-private partnership to drive economic development in rural communities through the arts and creative enterprises.



COLORADO CREATIVE INDUSTRIES FACTS

IN THE CENTENNIAL STATE, THE ARTS UNITE US

The arts help to heal the wounds of our recent wars. Through its national initiative [Creative Forces: NEA Military Healing Arts Network](#), the National Endowment for the Arts has added new clinical sites to the network, including Fort Carson in Colorado Springs.

COLORADO CREATIVE INDUSTRIES, Colorado's state arts agency, is a Division of the Colorado Office of Economic Development and International Trade. The mission of the Creative Industries Division is to promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life. Colorado Creative Industries offers grants, awards and resources to support creative organizations in Colorado. Colorado is also served by the Western State Arts Federation (WESTAF), located in Denver.
> [Learn more here.](#)

MEET SOME COLORADO ARTS ADVOCATES

- **Margaret Hunt** is Director of Colorado Creative Industries. > [More](#)
- **Tim Schultz**, former Boettcher Foundation president and chair of the Creative Industries Council. > [More](#)
- **Jay Seller**, Board member, Arts for Colorado > [More](#)
- **Cristin Crompton Day** is Executive Director of the Colorado Business Committee for the Arts. > [More](#)

ART IN COLORADO

- Discover the best arts festivals [here](#), and learn about Creative Districts [here](#).
- The Smithsonian highlights other great cultural destinations [here](#).
- *Westword* rounds up "Fourteen Denver Museums and Galleries Everyone Should Visit" [here](#).

COLORADO ART ORGANIZATIONS

Colorado Citizens for the Culture:
www.artsforcolorado.org/colorado-citizens-for-culture
 Denver Art Museum:
www.denverartmuseum.org
 Colorado Arts Education Association:
www.caeaco.org

THE ARTS ARE EVERYWHERE!

- Spanning 331 miles, five Colorado destinations form a "Creative Corridor" with wide-ranging arts and cultural offerings, which are situated in some of the state's most beautiful landscapes. The destinations in the Creative Corridor are Creative Districts, a designation for the state's most art-focused communities.
- In **Carbondale**, spend an afternoon at the Third Street Center, where you'll stumble on grassroots art galleries. Other highlights here include the Powers Art Center, a memorial to pop artist Jasper Johns, and True Nature Healing Arts, a center for yoga and spiritual wellness with an underground kiva. For the cool factor, you can slumber in the stills at the Marble Distillery Inn.
- A must-see in **Salida**: The Rio Grande ARTway, a hiking and biking trail, that has been beautified with a Latino Folk Art

Garden and a Youth Art Park, with interactive sculptures, a woven teepee, gardens and even a funky, multimedia structure that serves as a bug hotel. The Arkansas River cuts through Salida's downtown, drawing rafters and kayakers, while the nearby Collegiate Peaks attract hikers and mountain climbers. Downtown is lined with studios, galleries and locally owned eateries, many in charming Victorian-era buildings.

- **Crested Butte**'s artistic credentials include more than 70 creatives in town, including metal workers, photographers, plein-air painters and ski manufacturers. Take a self-guided tour of the galleries in the Elk Avenue historic district. Or, come for one of Crested Butte's many festivals, including the Crested Butte Music Festival, which runs in July and August or the Film Festival that happens in the fall.

- **Paonia** has a large share of organic farms, orchards and vineyards, making it the consummate host for farm-to-table meals and winemaker dinners. For a sample, pick fruit and do a hard cider tasting at Delicious Orchards. In town, Grand Avenue is idyllic, with turn-of-the-century buildings housing local shops and restaurants, art galleries, a movie theater and a radio station.
- More information on other Colorado Creative Districts is [here](#).

To View the Top 10 Reasons to Support the Arts, Click Here.

COLORADO CREATIVE INDUSTRIES NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830 x2067

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To download this fact sheet, "Why the Arts Matter in Colorado," with corresponding resource links visit www.ArtsActionFund.org/CO.