

A large, irregular red ink splatter or watercolor blotch serves as the background for the text. The splatter is centered and has a textured, painterly appearance with various shades of red and some darker, almost black, areas. It spreads outwards from the center, with smaller droplets and splatters visible around the main mass.

Value and Impact of our Arts Ecosystem

Golden Triangle Creative District
Annual Meeting
February 2, 2023

Why Support the Arts?

- Quality of life
- Sense of place
- Economic activity
- Health and well-being
- Education
- Social cohesion



Arts Institutions Add Value to Our Communities

Americans overwhelmingly agree that arts facilities such as museums, theaters, and concert halls are important to their communities, regardless of whether they engage with the arts.



90%

90% agree arts institutions are important to quality of life



86%

86% agree arts institutions are important to local businesses and the economy

The Arts Improve the Image and Identity of our Communities

The arts have a positive impact on communities with seven in ten Americans stating the arts improve not only the quality and livability of their community, but also the image and identity.



70%

71% agree that the arts improve the image and identity of their communities



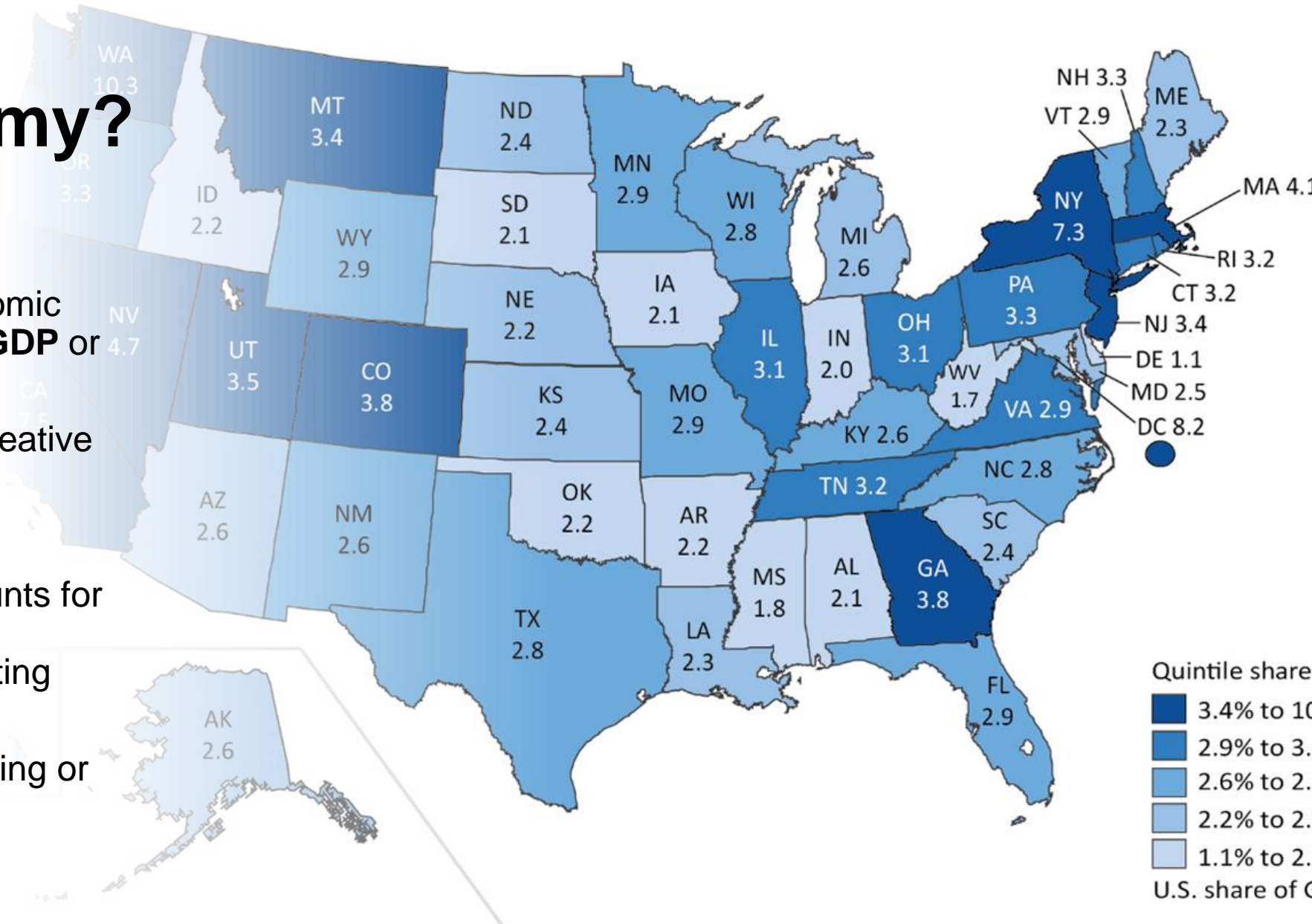
How big is the creative economy?

National

- Arts and creative sector economic activity accounts for **4.2% of GDP** or **\$876.6 billion**
- 4.6 million jobs** in arts and creative sector.

Colorado

- Arts and creative sector accounts for **\$14.4 billion** and **3.8% of the Colorado economy**, contributing **97,408 jobs**
- More than Transportation, Mining or Agriculture



Cultural Audiences Spend an Average of \$31.47 Per Person, Per Event (Not including admission costs)

Average Per Person Per Event

Audience Expenditures: \$31.47



The average audience expenditure *does not* include cost of admission.

Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // \$23.44



Nonlocal Audience Spending // \$47.57

2019 Snapshot



Economic Activity

2019 

\$2.3 billion

17% increase from 2017

Jobs

2019 

13,392 jobs

13% increase from 2017

Giving to the Arts

2019 

\$213 million

17% increase from 2017

Economic Impact

2019 

\$860 million

50% increase from 2017

Attendance

2019 

15 million people

1% increase from 2017

Education Outreach

2019 

4 million children

1% increase from 2017

A large, vibrant red ink splatter or blotch serves as the background for the text. The splatter has a textured, organic shape with various shades of red and some darker, almost black, areas. It is surrounded by smaller, lighter red droplets and splatters, creating a sense of movement and artistic expression. The overall effect is bold and visually striking.

**Art is Smart for
Business**

Why Business Partners with Arts

- Cultivate Diversity and Empathy
- Amplify Skills
- Drive Innovation
- Show Gratitude
- Set Your Business Apart
- Enliven the Workplace
- Advance Civic and Social Priorities
- Enrich Community Life





Colorado Business Committee for the Arts (CBCA)

- Advance Colorado's creative economy by connecting business and the arts
- Advocacy, research, leadership development, training, volunteerism and arts engagement



Get Involved

- CBCA Membership
- Leadership Arts
- Colorado Attorneys for the Arts
- Advancing Creatives (Intensive)
- Arts & Industry Forums
- Business for the Arts Awards
- Economic Activity Study of Metro Denver Culture
- Colorado Cultural Champions
- Colorado Arts Action Network



RAISE YOUR VOICE FOR ARTS & CULTURE

Colorado Arts
Action Network



CBCA.ORG/COLORADO-ARTS-ACTION-NETWORK

Meredith Badler

Deputy Director

Colorado Business Committee for
the Arts (CBCA)

mbadler@cbca.org

cbca.org



ARTS FOR BUSINESS
BUSINESS FOR ARTS