

The arts in Colorado Springs and the Pikes Peak region are an integral part of our quality of life that attracts visitors, new business and young professionals, fostering an environment for innovation and economic vitality.



A COMPETITIVE EDGE

Why the arts matter in Colorado Springs

- With more than 2,492 creative industries employing nearly 7,000 people, the city ranks 23rd for creative businesses per capita out of the 100 largest metropolitan areas. (Creative industries are defined as Museums & Collections; Performing Arts; Visual Arts & Photography; Film, Radio & TV; Design & Publishing; and Arts Schools & Services.)
- Local individual artists generate about \$50 million in sales annually.
- The region is home to more than 200 nonprofit arts, cultural and humanities groups.
- Local nonprofit arts organizations generate \$72 million in annual economic impact.
- Total annual attendance at arts events in metro Colorado Springs exceeds 1.3 million.
- In 2011, the National Trust for Historic Preservation named Colorado Springs one of 12 Distinctive Destinations across the country, citing the city's "thriving arts and cultural scene," natural beauty and dedication to historic preservation.
- For five years running, American Style magazine has named Colorado Springs among the top 25 arts destinations (midsize cities).
- Creative industries are the fifth largest employment cluster in the state, and the State of Colorado ranks fifth among states nationwide in concentration of artists.

Why the arts matter everywhere

- The arts are a magnet attracting young professionals and a skilled, innovative workforce.
- The arts shape a "destination city," luring affluent cultural tourists, who stay longer and spend more money than other travelers.
- The arts foster vibrant neighborhoods, a strong downtown and urban revitalization.
- The arts build community identity, inclusion and pride – creating a positive, unique and authentic regional brand.
- Numerous academic studies show that the arts are proven to: teach complex forms of problem solving; develop critical-thinking skills; encourage risk-taking and innovation; and help students give and receive criticism constructively.
- The arts bridge ethnic and cultural divides, helping us to better understand people of different viewpoints and backgrounds.

Note: This fact sheet was prepared by COPPeR, the Cultural Office of the Pikes Peak Region.

Sources: Census Bureau, Bureau of Labor Statistics, Travel Industry Association of America, Americans for the Arts, Western States Arts Federation, Cultural Office of the Pikes Peak Region