**WHY THE ARTS MATTER IN COLORADO**

### NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR PERCENTAGE OF U.S. ECONOMY** (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

- **U.S. Bureau of Economic Analysis reports that the arts and culture sector was a $876.7 billion industry in 2020, representing 4.2% of the nation’s GDP, 4.6 million jobs, and total compensation of $446 billion.**
  
  Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022 (2020 data collected during the pandemic)

### CO ARTS & CULTURE FACTS

**CO ARTS & CULTURE SECTOR REPRESENTS 3.8% OF STATE’S GDP & 97,408 JOBS**

- **U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $14.4 billion to CO’s economy in 2020, representing 3.8% of the state’s GDP, 97,408 jobs, and total compensation of $8.7 billion.**
  
  Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022 (2020 data collected during the pandemic)

### LOSS OF REVENUE AND JOBS

(Commercial & Nonprofit Arts Organizations Combined)

- **Between 2019 and 2020, the U.S. arts economy shrank at nearly twice the rate of the economy as a whole. Arts and cultural production fell by 6.4% when adjusted for inflation, compared with a 3.4% decline overall.**
  
  Source: U.S. Bureau of Economic Analysis, 2022 (Data collected during the pandemic) See Americans for the Arts regularly updated COVID-19 Impact on the Arts Research Update.

### 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 (Prior to COVID-19 pandemic)

### ECONOMICS

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

### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

#### Q: How much did Colorado receive in public funding for the arts and culture?

**A: In FY21-22, the state invested $2,023,000 to the local and state arts agencies of CO. The CO Creative Industries also received $808,100 in federal NEA funds, which CO Creative Industries re-granted to cultural organizations throughout the state. Another 45 nonprofit arts organizations received direct grants from the NEA totaling $1,900,000.**

State of CO allocated $15.5 million in state funds for the CO Artist Relief Program in 2021, in addition to $7.5 million in arts relief at the end of 2020. Furthermore, the state launched the CO Community Revitalization Grant program in 2021, which invested $305.7 million in funding for creative construction projects across the state.

Source: NEA and NASA, 2022

#### Q: How much is the federal government investing in the National Endowment for the Arts (NEA)?

**A: Congress allocated $180 million to the NEA in FY22. This amounts to just $4 cents per capita. Ideally, Congress should index $1 per capita funding to the NEA. For COVID economic relief, Congress also allocated $75 million in CARES Act and $135 million in ARPA funding for distribution by the NEA. Additionally, Congress allocated $16 billion to the SBA for shuttered arts venues plus billions more for PPP and EIDL.**

Source: Americans for the Arts Action Fund, 2022.
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 ARTS 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

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.

Director: Margaret Hunt
Chair: Tim Schultz

Learn more here.

ART IN COLORADO

- Colorado is distinguished for having significantly higher rates of attendance at music and theater performances than the nation as a whole.
- Colorado has three of the top artistically vibrant small and medium communities in the nation.
- Explore Colorado’s 30 state-certified creative districts from the Western Slope to the Eastern Plains and along the Front Range.

COLORADO ART ORGANIZATIONS

Colorado Business Committee for the Arts (CBCA)
cbca.org
Scientific & Cultural Facilities District (SCFD)
scfd.org
Think 360 Arts for Learning
think360arts.org

COLORADO BUSINESS COMMITTEE FOR THE ARTS (CBCA) advances Colorado’s creative economy by connecting business and the arts. We accomplish our mission through year-round advocacy, research, training and arts engagement efforts.

Executive Director: Christin Crampton
Chair: Dustin Whistler

Learn more here.
Join here.

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. Nestled in the mountains of western Colorado, the communities in the corridor, Carbondale, Paonia, Crested Butte, Ridgway and Salida, offer endless itineraries for artistic exploration.
- Take an art walk! Check out the Rio Grande ARTway in Carbondale, 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 and gardens. Or, follow the painted green line along the 40 West Artline, a four-mile walking and biking art route located in 40 West Arts Creative District in Lakewood’s historic West Colfax neighborhood, connecting three parks, light rail transit, local businesses and dozens of public artworks.
- Enjoy a memorable live performance at one of Colorado’s iconic outdoor venues scattered throughout the state. Catch the best of local music at The Mishiwaka in Bellvue (outside Fort Collins), a touring sensation at Red Rocks in Morrison, an international dance or jazz festival at the Ford Amphitheater in Vail, or one of many summer music festivals in Telluride Town Park.
- Colorado is brimming with history! Museums and cultural sites tell the story of Colorado’s indigenous heritage, frontier days and current context. Don’t miss the Black American West Museum & Heritage Center in Denver’s historic Five Points neighborhood (considered the Harlem of the West), the Ute Indian Museum in Montrose, Southern Ute Museum & Cultural Center in Ignacio, and Museo de las Americas in Denver’s Art District on Santa Fe, one of only a dozen Latino art museums in the country.
- With over 300 days of sunshine, Colorado is covered in murals and unique street art. On the Eastern Plains, keep an eye out for Some Girls and Mural, who hope to paint a large-scale mural on every grain silo. Learn out the Pueblo Levee Mural Project, which runs along a levee of the Arkansas River for three miles and was certified by the Guinness Book of Records as the longest painting in the world. If you happen to be in the Denver metro area during the summer, visit the Colfax Canvas Festival in Aurora, Street Wise in Boulder, Babe Walls in Arvada, or numerous ever-changing murals in the RiNo Arts District.

COLORADO ARTS 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
FOLLOW US: Arts Action Fund | @ArtsActionFund | @ArtsActionFund

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

To download this factsheet, “Why the Arts Matter in Colorado,” with corresponding resource links visit www.ArtsActionFund/StateFactsheets

3/17/2022