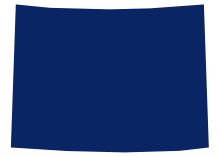


WHY THE ARTS MATTER IN COLORADO



NATIONAL ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

4.4% Nation's GDP **4.85M** Jobs

\$1.016 TRILLION Arts & Culture

\$945.3 B Construction

\$378.4 B Utilities

The national arts and culture sector was a **\$1.016 trillion industry** in **2021** (4.4% of the nation's GDP), representing **4.85 million jobs** (3.2% of nation's workforce), and total compensation of **\$504.2 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Endowment for the Arts, 2023](#) (2021 data collected during the pandemic)

COLORADO ARTS FACTS

ARTS & CULTURE FOR-PROFIT & NON-PROFIT SECTORS REPRESENT

3.9% State's GDP **102,383** Jobs

\$16.9 B Arts & Culture

\$2.8 B Agriculture & Forestry

\$13.5 B Mining

The Colorado arts and culture sector was a **\$16.9 billion industry** in **2021** (3.9% of the state's GDP), representing **102,383 jobs** (3.6% of Colorado's workforce), and total compensation of **\$7.5 billion**.

Source: [U.S. Bureau of Economic Analysis](#) & [National Assembly of State Arts Agencies, 2023](#) (2021 data collected during the pandemic)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

National

\$166.3 B Economic activity annually

\$27.5 B Federal, state, and local government revenue generated

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

Source: Americans for the Arts, [Arts & Economic Prosperity 5, 2017](#) (New data coming Oct 2023)

ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Pikes Peak Region

\$51.2 M Economic activity annually

\$15.9 M State and local government revenue generated

Audiences of **3 million** people added another **\$102.1 million** for a total of **\$153.3 million** in commerce for the city in 2015.

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

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY23 **\$207 Million**

SBA SVO Grants FY21-22 **\$13 Billion**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY23**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: [Americans for the Arts Action Fund, 2023](#).

View the Top 10 Reasons to Support the Arts [HERE](#)

3/25/2023

PUBLIC FUNDING RECEIVED FOR COLORADO ARTS & CULTURE SECTOR

State Appropriation FY22 **\$2,023,000**

NEA Grant FY22 **\$808,100**

NEA Direct Grants FY22-23 **\$5,987,903**

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 **\$65 million** in funding for creative construction projects across the state.

Source: [NEA, SBA, NASAA, 2023](#)

COLORADO ARTS HIGHLIGHTS

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.](#)

BE SURE TO CHECK OUT

- 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 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 Day

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**.
- What else can you find in Colorado but nowhere else? How about the **Clyfford Still Museum** and **Kirkland Museum of Fine & Decorative Arts** in Denver, **Artcade** (art car parade) in Trinidad, **the Tank** in Rangely, and the **U.S. Olympic and Paralympic Museum** in Colorado Springs.

3/2022



JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org

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