

WHY THE ARTS MATTER IN COLORADO



NATIONAL ARTS FACTS

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

4.31% Nation's GDP **5.2 M** Jobs

\$1.102 TRILLION Arts & Culture

\$457.4 B Mining

\$920.5 B Transportation

The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

COLORADO ARTS FACTS

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

3.68% State's GDP **104,163** Jobs

\$18 BILLION Arts & Culture

\$13.5 B Mining

\$18.1 B Transportation

The Colorado arts and culture sector was a **\$18 billion industry** in 2022 (3.68% of the state's GDP), representing **104,163 jobs** (3.47% of Colorado's workforce), and total compensation of **\$10.1 billion**.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies (2024). Data collected for 2022.

ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

\$151.7 B Economic activity annually

2.6 M Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

86% of audiences agreed with the statement "I would feel a great sense of loss if this activity or venue were no longer available."

88.5% of audiences agreed with the statement "This activity or venue is inspiring a sense of pride in this neighborhood or community."

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6.

ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

Regional Snapshot: Pikes Peak Region

\$184 M Economic activity annually

2,869 Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.3 million** in total tax revenue to federal, state, and local governments.

81.9% of audiences agreed with the statement "I would feel a great sense of loss if this activity or venue were no longer available."

87.2% of audiences agreed with the statement "This activity or venue is inspiring a sense of pride in this neighborhood or community."

Source: Americans for the Arts, 2023. Arts & Economic Prosperity 6, Pikes Peak Region, CO

FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24 **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. 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, 2024.

PUBLIC FUNDING RECEIVED FOR COLORADO ARTS & CULTURE SECTOR

State Appropriation FY24 **\$2,023,000**

NEA Federal Appropriation to State Arts Agency FY24 **\$943,331**

50 NEA Direct Grants to Organizations FY23 **\$4,764,273**

[See the Colorado Arts Relief Fund Impact Report 2022](#)

Source: NEA, SBA, NASAA, 2024

COLORADO ARTS HIGHLIGHTS

IN THE CENTENNIAL STATE, THE ARTS UNITE US

COLORADO CREATIVE INDUSTRIES

(CCI) promotes, supports and expands the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life. We accomplish our mission through funding, recognition and resources to support the creative ecosystem in Colorado.

Director: Josh Blanchard

Chair: Mizraim Cordero



Colorado
Creative
Industries

[Learn more here.](#)

BY THE NUMBERS

- 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.

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.

See the [Economic Activity Study of Metro Denver culture](#) & [2020 Colorado Creative Economy report](#)

4/2024



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