**NATIONAL ARTS FACTS**

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7 billion</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7 billion</td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9 billion</td>
</tr>
</tbody>
</table>

**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

**GDP & JOBS**

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

- Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.
  
  **BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

- In Colorado, COVID-19 has devastated creative economy businesses with a loss of $2.4 billion in revenue. In addition, 57% of all creative workers in Colorado became unemployed (59,179 people) as of July 2020.

<table>
<thead>
<tr>
<th>Category</th>
<th>Value &amp; Percentage</th>
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<tr>
<td>Lost Revenue</td>
<td>$150 billion &amp; 52%</td>
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<td>$2.4 billion &amp; 57%</td>
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**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

- In 2015, Colorado arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.
  
  - In the Pikes Peak region (El Paso and Teller Counties), nonprofit arts groups generated $51.2 million in economic activity. Audiences of 3 million people added another $102.1 million for a total of $153.3 million in commerce for the city in 2015, and this generated $15.9 million in local and state government revenues.

  **Source:** Americans for the Arts, Arts & Economic Prosperity 5, Pikes Peak Region report., 2017.

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<thead>
<tr>
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**COLORADO ARTS FACTS**

**ARTS & CULTURE SECTOR REPRESENTS 4.1% OF STATE'S GDP & 108,462 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $16.3 billion to Colorado's economy in 2019, representing 4.1% of the state's GDP, 108,462 jobs, and total compensation of $8 billion.

**BONUS:** In 2019, CO arts and culture was also larger than the Agriculture industry.

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<tr>
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<td>Education Services</td>
<td>$3.5 billion</td>
</tr>
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**COLORADO ARTS FACTS**

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

- In Colorado, 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.

- In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

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

- In FY 20-21, the state invested $1,300,000 to the local and state arts agencies of CO. The Colorado Creative Industries also received $772,100 in federal NEA funds, which CO Creative Industries re-granted to cultural organizations throughout the state. Another 82 nonprofit arts organizations received direct grants from the NEA totaling $4,039,589 to cultural nonprofit groups in CO.

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 CREATIV EX 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 26 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

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 Collfax Canvas festival in Aurora, Street Wise in Boulder, Babe Walls in Arvada, or Crush Walls in Denver’s RiNo Arts District.
- What else can you find in Colorado but nowhere else? How about the Cliffy Still Museum and Kirkland Museum of Fine & Decorative Arts in Denver, Artocade (art car parade) in Trinidad, the Tank in Rangely, and the U.S. Olympic and Paralympic Museum in Colorado Springs.

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: Chris Ross

> Learn more here.
> Join here.

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.

Americans in the Arts ACTION Fund

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

4/2/2021