**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)

**Pikes Peak Region**
- **$51.2 M** Economic activity annually
- **$15.9 M** State and local government revenue generated


### FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS
- **Federal Appropriation** FY23: $207 Million
- **SBA SVOG 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](#).

### PUBLIC FUNDING RECEIVED FOR COLORADO ARTS & CULTURE SECTOR
- **State Appropriation** FY23: $2,023,000
- **NEA State Grant** FY23: $867,500
- **NEA Direct Grants** FY22: $4,785,403

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

As of 4/11/2023
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.

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 Boulder, Street Wise 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, Artocade (art car parade) in Trinidad, the Tank in Rangely, and the U.S. Olympic and Paralympic Museum in Colorado Springs.

JOIN THE ARTS ACTION FUND FOR FREE TODAY!
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