ECONOMIC ACTIVITY STUDY OF METRO DENVER CULTURE
WHAT IS CBCA?

• 33 year old 501c3 nonprofit organization
• Advance Colorado’s creative economy by connecting business and the arts
• Advocacy, research, leadership training, volunteerism and arts engagement
ECONOMIC ACTIVITY
$1.9 BILLION

ECONOMIC IMPACT
$573 M

GIVING TO THE ARTS
$182.6M

JOBS
11,820

ATTENDANCE
15M People

EDUCATION OUTREACH
4.3M Children
TOTAL ECONOMIC ACTIVITY

$1.9 Billion

△ 8% increase over 2015

Audience Spending: $946M
△ 9% increase over 2015

Operating Expenditures: $930M
△ 8% increase over 2015

Capital Expenditures: $77M
△ 40% increase over 2015
ECONOMIC IMPACT

$573 Million

↑ 12% increase over 2015
JOBS

11,820

$183.4 Million

JOBS  ▲ 10% increase over 2015

PAYROLL  ▲ 11% increase over 2015
ATTENDANCE

15 Million PEOPLE ▲ 8.5% increase over 2015
EDUCATION

4.3 Million
SCHOOL CHILDREN
▲ 8.5% increase over 2015

683,545
ADULT & YOUTH CLASS ENROLLMENT
▲ 35% increase over 2015
GIVING TO THE ARTS

$182.6 Million

△ 3.5% increase over 2015

- Government: $23.6M
- Individual: $28.9M
- Foundations: $28.8M
- SCFD: $56.7M
- Corporate Sponsorships: $8.8M
- In-Kind Donations: $16.6M
- Other: $19.2M
HIGH NOTES

- Economic impact from cultural tourists reached nearly $400 million.
- Employment in the arts sector reached an all-time high.
- 40% increase in capital spending in the arts between 2015 and 2017.
- Cultural attendance increased nearly twice the pace of Denver metro area’s population growth.
- Cultural participants spent an average $22.50 on non-ticket items per arts experience (CPI adjusted).
Visit cbca.org to dive deeper into the data and stories and download the study

Contact main@cbca.org to schedule a presentation of this study

Share this report with your local, state and national elected officials

Integrate this data into your organization’s marketing materials and grant applications

Communicate your organization’s story of economic impact to your constituents
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