



The Dividends of Culture

Key Findings 2004

Economic Activity

Arts and culture are big business in metro Denver, generating more than \$1.3 billion in economic activity in 2003, including \$497 million in new revenue to the metro Denver economy.

The sixth largest non-governmental employer in the metro area, the cultural industry paid \$86 million in wages to 9,450 employees, and paid almost \$14 million in payroll, seat, and sales tax in 2003.

The region's landscape continues to be transformed by cultural facilities. In 2003, cultural and scientific organizations generated \$84 million of economic impact through capital expenditures.

A destination for cultural tourists, metro Denver attracted 2.8 million visitors from outside of the metro Denver region, and 1.4 visitors from outside of Colorado. This cultural tourism created \$403 million of economic impact - new money for the metro Denver economy.

Social Activity

More than 11 million people, more than twice the state's population, attended Denver area cultural activities in 2003. This compares to 7.9 million people visiting Front Range ski resorts and 5.3 million people attending Denver's professional sporting events.

In 2003, more than sixty percent of all visits to metro area cultural activities were offered at free (5.8 million) or reduced rate (765,000) admissions.

Nearly two million volunteer hours were contributed by over 41,000 volunteers in 2001, and almost one million people enrolled in educational courses at cultural and scientific organizations, indicating the public's broad support for culture.

Outreach activities help to build the next generation of cultural participants. Cultural and scientific organizations offered more than 2.3 million outreach opportunities to school children across metro Denver. There are just over 418,000 children in the metro area schools.

Who Is Included in the Study?

Organizations that receive funding from the SCFD are surveyed. Data reported are from fiscal year 2003, and the data in this study reflect the activity of survey respondents only. SCFD organizations that responded to surveys accounted for 96% of funds distributed by SCFD.