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Metro Denver's \$1.3 Billion Industry: Culture

**Colorado Business Committee for the Arts and Deloitte Consulting, LLP
with the Denver Metro Chamber of Commerce and U.S. Bank
to release the 2004 Study of Metro Denver Culture on October 6**

Findings Demonstrate Culture's Impact on the Metro Area



Denver, Colorado – Culture generated \$1.311 billion in economic activity in 2003, with 11.3 million people attending cultural events, according to a report released today by the Colorado Business Committee for the Arts and Deloitte Consulting, in partnership with the Denver Metro Chamber of Commerce

Who/What The Colorado Business Committee for the Arts (CBCA) and Deloitte Consulting, LLP, in partnership with the Denver Metro Chamber of Commerce and U.S. Bank, will release the findings of CBCA's 2004 Study of Metro Denver Culture at a launch breakfast for Denver area business leaders on Wednesday, October 6. The study measures the economic and social activity of organizations funded by the Scientific and Cultural Facilities District (SCFD), metro Denver's unique voter-approved funding for culture in the seven-county metro region of Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson counties.

Deloitte.

A highlight of this year's study pinpoints the new money the cultural industry attracted to the metro Denver economy in 2003. Another focus is the evidence of the metro area public's strong engagement in our region's cultural and scientific organizations and activities.

When/Where

Date: Wednesday, October 6
Time: 7:30 a.m. Breakfast
8:00 am Presentation
Location: The Pinnacle Club
555 17th Street, 38th Floor
Downtown Denver



Why

Most communities accept the basic premise that a vibrant cultural environment plays an important role in ensuring that a city or region thrives. However, metro Denver is unique in its dedication to nourishing the cultural environment, i.e., cultural and scientific organizations, through voter-approved funding for arts, history, and science. CBCA and Deloitte quantify the economic and social activity of the SCFD to convey the contributions of culture in business terms. In addition to providing sales, earnings, and jobs, cultural and scientific institutions also act as economic generators by attracting new funds to the economy and by retaining and encouraging spending in the metropolitan region. CBCA and Deloitte's insights into the economic contributions of culture are complemented by data on the public's involvement in metro area culture.



Support from the Denver Metro Chamber of Commerce, U.S. Bank, and numerous in-kind corporate sponsors, with the participation of hundreds of metro Denver cultural and scientific organizations, make the study possible. This is CBCA and Deloitte's sixth study measuring the

effects of SCFD-funded organizations. The SCFD, which celebrated its fifteenth anniversary in 2004, is up for renewal by metro area voters in November.

Information For additional information, or to RSVP, please contact Crystal Potter, Colorado Business Committee for the Arts, 303-282-5129 or cpotter@cbca.org.