

Cultural Attendance



How many people attend cultural activities?

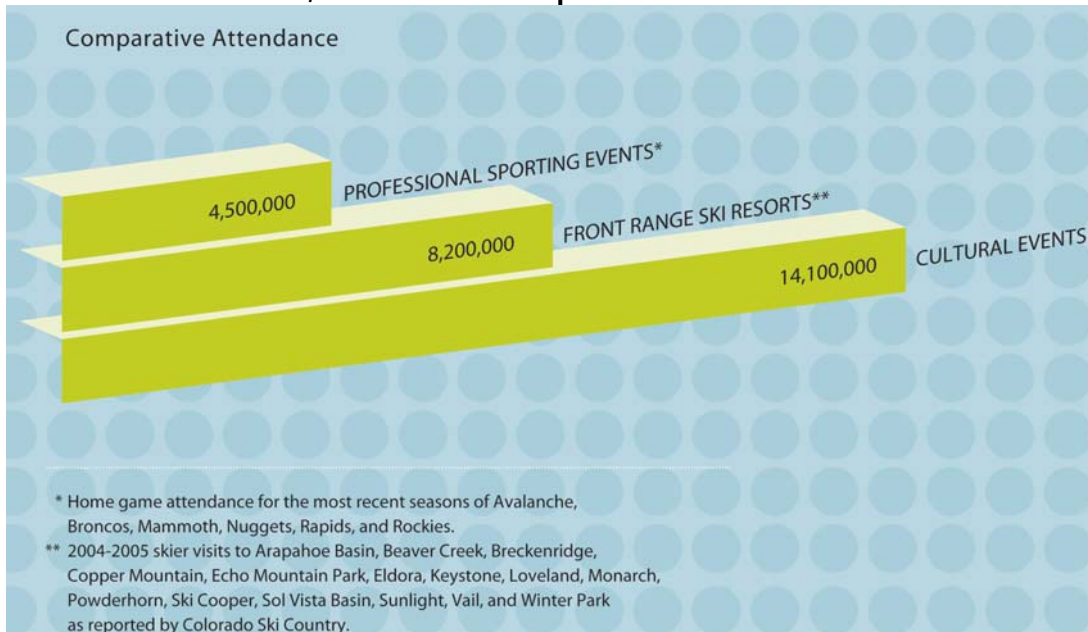
We've got culture! **14 million people attended local cultural activities** in 2005, a line that would stretch from the Denver Art Museum to The Louvre in Paris, France.

Cultural opportunities have increased dramatically since the study began tracking attendance in 1997.

Cultural attendance 1997	7,923,514	
Cultural attendance 1999	9,323,174	
Cultural attendance 2001	9,119,061	
Cultural attendance 2003	11,317,516	
Cultural attendance 2005	14,082,571	an increased attendance of 6.1 million

How does culture compare to other activities?

We love our culture, as well as our sports and mountains!



## Comparative Attendance

Professional Sporting Events*	4,500,000
Front Range Ski Resorts**	8,200,000
Cultural Events	14,100,000

\*Home game attendance for the most recent seasons of Avalanche, Broncos, Mammoth, Nuggets, Rockies, and Rapids.

\*\*2004-2005 skier visits to Arapahoe Basin, Beaver Creek, Breckenridge, Copper Mountain, Echo Mountain Park, Eldora, Keystone, Loveland, Monarch, Powderhorn, Ski Cooper, Sol Vista Basin, Sunlight, Vail, and Winter Park as reported by Colorado Ski Country.

## How many people take classes at cultural organizations?

792,000 people enroll in cultural classes annually

## What about volunteers?

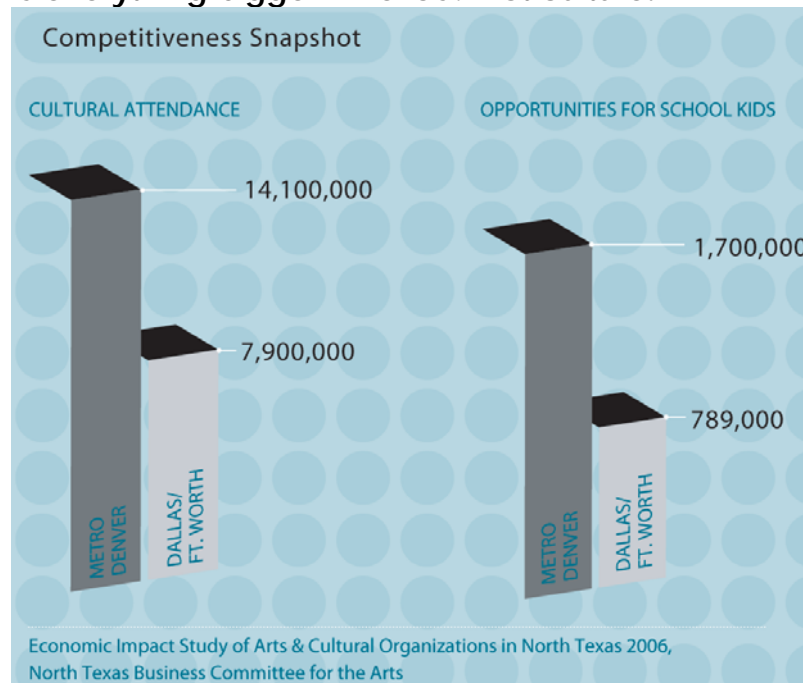
39,000 individuals volunteered 1.7 million hours to cultural organizations

## What cultural opportunities were provided to metro Denver school children?

Denver students had 1.7 million cultural experiences in 2005, about two experiences for each of the metro area's 780,708 school kids.

## How does Denver culture compare with other cities?

Is everything bigger in Texas? Not culture!



## Competitiveness Snapshot

	Cultural attendance	Opportunities for school kids
Metro Denver	14,100,000	1,700,000
Dallas/Ft. Worth	7,900,000	789,000

Economic Impact Study of Arts & Cultural Organizations in North Texas 2006, North Texas Business Committee for the Arts

### **How accessible is culture?**

SCFD financial support means organizations were able to offer over 9,500 free and reduced admissions, making the arts accessible to everyone in the region regardless of their ability to pay.

Total admissions	14,082,571	
Full priced admissions	4,507,210	32% of admissions
Reduced price admissions	816,531	6% of admissions
Free admissions	8,758,830	62% of admissions

### **Want to know more?**

CBCA and membership

Additional *2006 Study* information

Presentations and interviews

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