

Cultural Economic Activity



What is cultural economic activity?

Economic Activity includes the direct operating and capital expenditures of nonprofit cultural organizations and their audiences, as well as the indirect economic activity stimulated in our local economy by cultural spending.

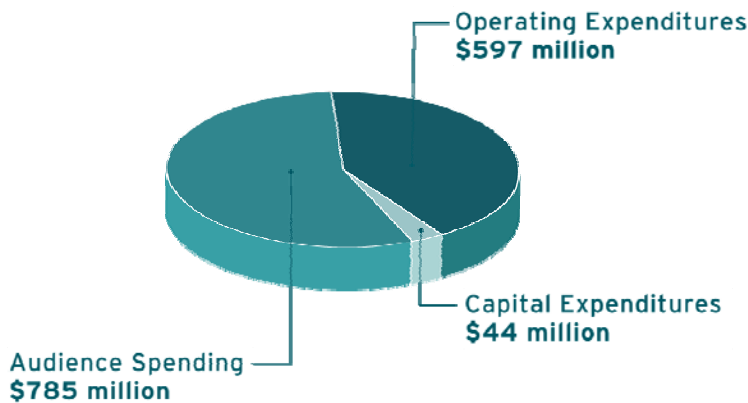
How much economic activity is generated annually by culture?

\$1,426,000,000

What can you build with \$1.4 billion?

Bronco's Invesco Stadium, Coors Field & 5 Pepsi Centers.

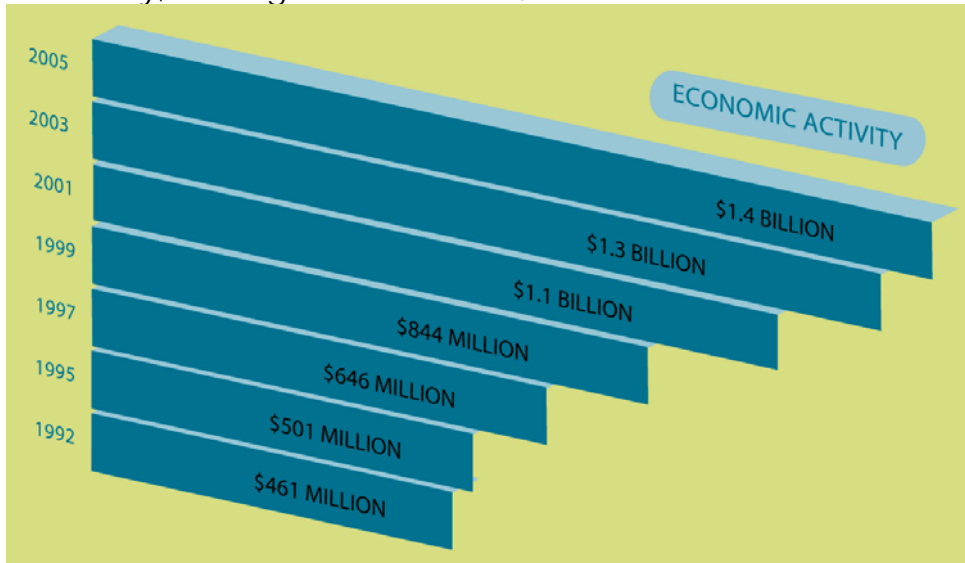
Total Economic Activity \$1.4 billion



<i>Total economic activity</i>	<i>\$1.4 billion</i>
Operating expenditures	\$ 597 million
Capital expenditure	\$ 44 million
Audience spending	\$ 785 million

How significant is cultural economic activity to metro Denver?

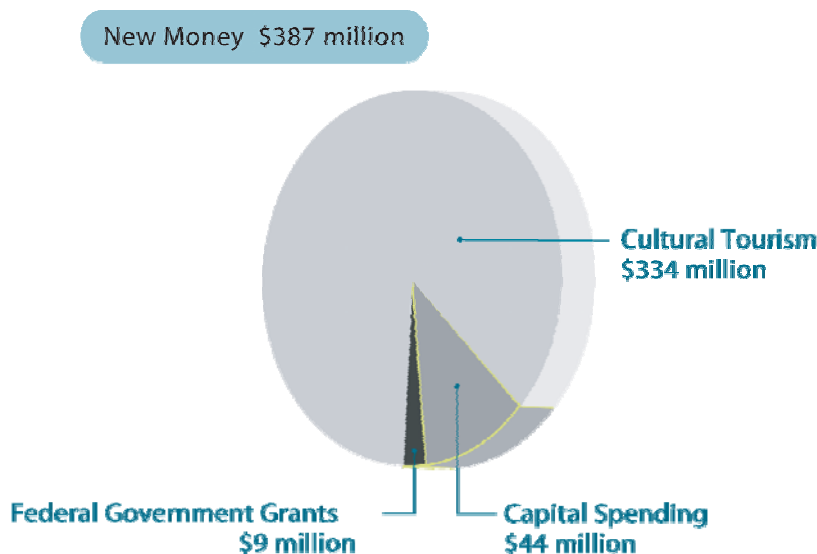
Economic activity created by science and culture is a growing force for our economy, adding an additional \$1 billion dollars since 1992.



1992 1995 1997 1999 2001 2003 2005
\$461million \$501million \$646million \$844million \$1.1billion \$1.3billion \$1.4billion

How does culture bring new money into the economy?

New Money, the portion of economic activity created by dollars coming into our local economy from outside the metro region, has a particularly important impact on business and community vitality. This extra spending coming into our community plays a key role in creating new jobs, making businesses more prosperous, and reducing our tax burden.



<i>New Money</i>	\$ 387 million
Cultural tourism	\$ 334 million
Capital spending	\$ 44 million
Federal government grants	\$ 9 million

What return-on-investment does metro Denver get from culture?

10:1 ROI

Building on \$38.3 million in investment through the Scientific & Cultural Facilities District tax, the cultural sector returned \$387 million in new money to our local economy, an impressive 10:1 return on investment.

The SCFD is a voter-approved taxing district comprised of the seven metro counties (Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson counties). The sales tax of 0.01%, one penny on every ten dollars, generates over \$38 million distributed to more than 300 cultural organizations.

Want to know more?

CBCA and membership

Additional *2006 Study* information

Presentations and interviews

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