



Live, Work and Play

Why Art is Smart for Business

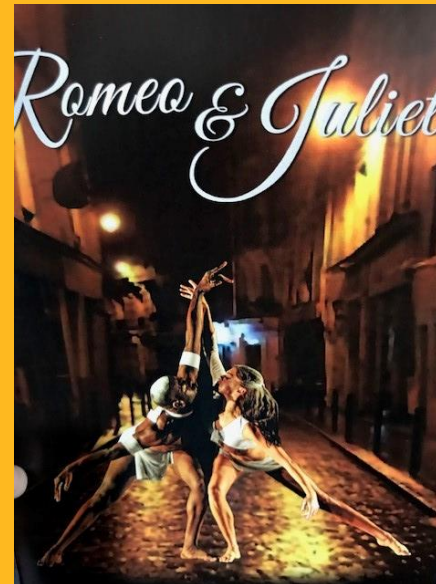
WHAT IS CBCA?

- 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



MEMBERSHIP

- 200 organizations
- Based on workforce size
- Employee engagement
- Volunteerism
- Audience building
- Visibility
- Philanthropy



BUSINESS FOR THE ARTS AWARDS

- Arts-infused annual luncheon
 - Innovative partnerships
 - Corporate philanthropy
 - Exemplary leadership
 - Statewide
-
- Save the date: **March 12, 2019**



LEADERSHIP ARTS

- Board service and volunteer leadership
- Civic engagement
- Arts ecology and current topics in the arts
- Alumni Network (over 800 alums)



COLORADO ATTORNEYS FOR THE ARTS

- Pro bono legal referral service
- Limited-income artists and creative entities
- Statewide
- Professional development workshops and CLEs



ARTS + INDUSTRY FORUM SERIES

- Exploring how arts intersect with a variety of industry sectors
 - **Arts + Technology** (April 26, 2018)
 - **Arts + Real Estate** (August 27, 2018)
 - **Arts + Cannabis** (November 29, 2018)
- 2019 Topics:
 - **Arts + Healthcare** (February 28, 2019)
 - **Arts + Outdoor Recreation** (2nd Q)
 - **Arts + Finance** (3rd Q)
 - **Arts + Energy** (4th Q)





CBCA.ORG

ECONOMIC ACTIVITY STUDY

OF METRO DENVER CULTURE



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

A black and white photograph of three young women. The woman on the left has dark curly hair and is holding a pen to her chin. The woman in the middle has blonde hair and is looking towards the right. The woman on the right has dark curly hair and is holding an open book. They are all looking at the book with interest.

JOBS

11,820

JOBS ▲ 10% increase over 2015

\$183.4 Million

PAYROLL ▲ 11% increase over 2015

ATTENDANCE



15 Million

PEOPLE ▲ 8.5% increase over 2015

EDUCATION

A black and white photograph of three children, two girls and one boy, sitting at a table and working with clay in pottery wheels. They are all smiling at the camera. The boy is on the left, wearing a light-colored polo shirt. The girl in the middle is wearing a dark apron over a light shirt. The girl on the right is also wearing a dark apron over a light shirt. There are pottery wheels, a bucket of clay, and other pottery-related items on the table.

4.3 Million

SCHOOL CHILDREN

▲ 8.5% increase over 2015

683,545

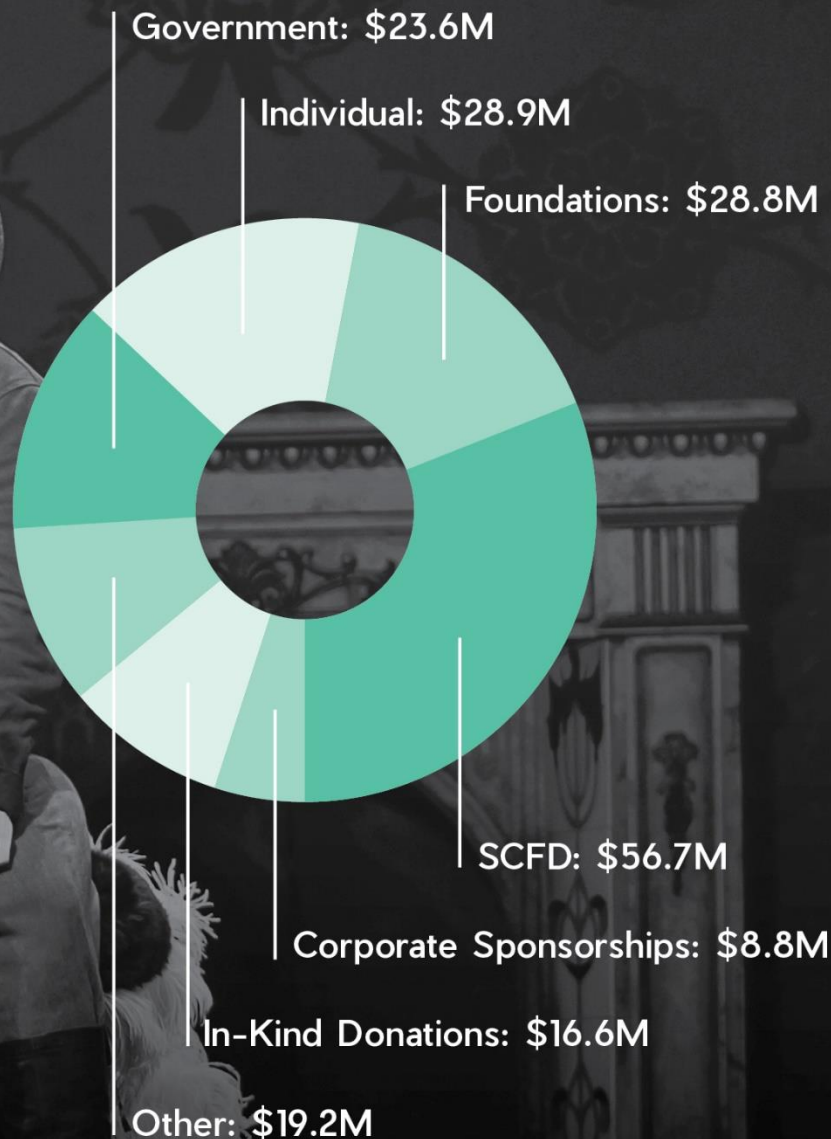
ADULT & YOUTH CLASS ENROLLMENT

▲ 35% increase over 2015

GIVING TO THE ARTS

\$182.6 Million

▲ 3.5% increase over 2015





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).

SPREAD THE WORD

- 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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Involvement
Engagement
Partnership
Collaboration

WHY PARTNER WITH THE ARTS?

- Recruit and Retain Talent
- Put Your Company in the Spotlight
- Advance Corporate Objectives & Strategies
- Foster Critical Thinking
- Engage Your Employees
- Embrace Diversity & Team Building
- Say Thanks
- Contribute to the Economy & Quality of Life

Other examples...

- Colorado
 - Anadarko
 - Illegal Pete's
 - PNC Bank
 - Sage Hospitality
- National
 - Guido's Fresh Marketplace (MA)
 - Dunlap Coddling (OK)
 - Chaves Consulting (OR)



Let's Chat.

What are your business priorities?

- Awareness and visibility
- Recruit and retain employees
- Differentiation
- Innovation
- Diversity and inclusiveness
- Community engagement

What are your available resources?

- Goods
- Services
- Space
- People power
- Financial

Arts Institutions Add Value to Our Communities

Americans overwhelmingly agree that arts facilities such as museums, theaters, and concert halls are important to their communities, regardless of whether they engage with the arts.

A circular progress indicator with a yellow outline and a dark purple fill. The number 90% is displayed in white in the center. The progress bar is nearly complete, with a small gap at the top.

90%

90% agree arts institutions are important to quality of life

A circular progress indicator with a yellow outline and a dark purple fill. The number 86% is displayed in white in the center. The progress bar is nearly complete, with a small gap at the top.

86%

86% agree arts institutions are important to local businesses and the economy

The Arts Improve the Image and Identity of our Communities

The arts have a positive impact on communities with seven in ten Americans stating the arts improve not only the quality and livability of their community, but also the image and identity.

A circular progress indicator with a yellow outline and a dark green fill. The number 70% is displayed in white in the center. The progress bar is nearly complete, with a small gap at the top.

70%

71% agree that the arts improve the image and identity of their communities



The Arts Industry is Good for the Economy and Supports Jobs

The arts are seen to have a positive impact on communities, with nearly seven in ten (*68 percent*) Americans stating the arts are good for the economy and supports jobs.



68%

68% of Americans believe the arts industry is good for the economy and supports jobs



Creativity in your Job Means More Success in Your Work Place

More than half of employed American adults agree that their job requires them to be creative, and an even greater proportion believe the more creative and innovative they are at their job, the more successful they are in the workplace.



55%

55% of Americans believe that their jobs require them to be creative



60%

60% of Americans believe the more creative they are at their job, the more successful they will be in the work place

THANK YOU!

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