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**The Past Informs.  
The Future Transforms.**

**CELEBRATING 40 YEARS FORWARD**

# Colorado Business Committee for the Arts

- 501c3 nonprofit founded in 1985
- Advance Colorado's creative economy by connecting business and the arts
- Advocacy, research, leadership development, training, volunteerism and arts engagement
- Membership
- Statewide



## What we do...

- ArtsConnect member events
- Leadership Arts
- Leadership Arts Alumni Network
- Colorado Attorneys for the Arts (CAFTA)
- Advancing Creatives Intensive
- Business for the Arts Awards
- Economic Activity Study of Metro Denver Culture
- Colorado Arts Action Network





# Economic Activity Study OF METRO DENVER CULTURE

*Presented by*  us bank

# ABOUT THE STUDY

- Biennial study quantifying financial and social impact of the cultural sector since 1993
- 300 arts, culture and scientific nonprofits funded by Scientific & Cultural Facilities District (SCFD) in seven-county metro area
- 2024 calendar year
- Analysis and report by BBC Research & Consulting
- Rolled out on November 6, 2025

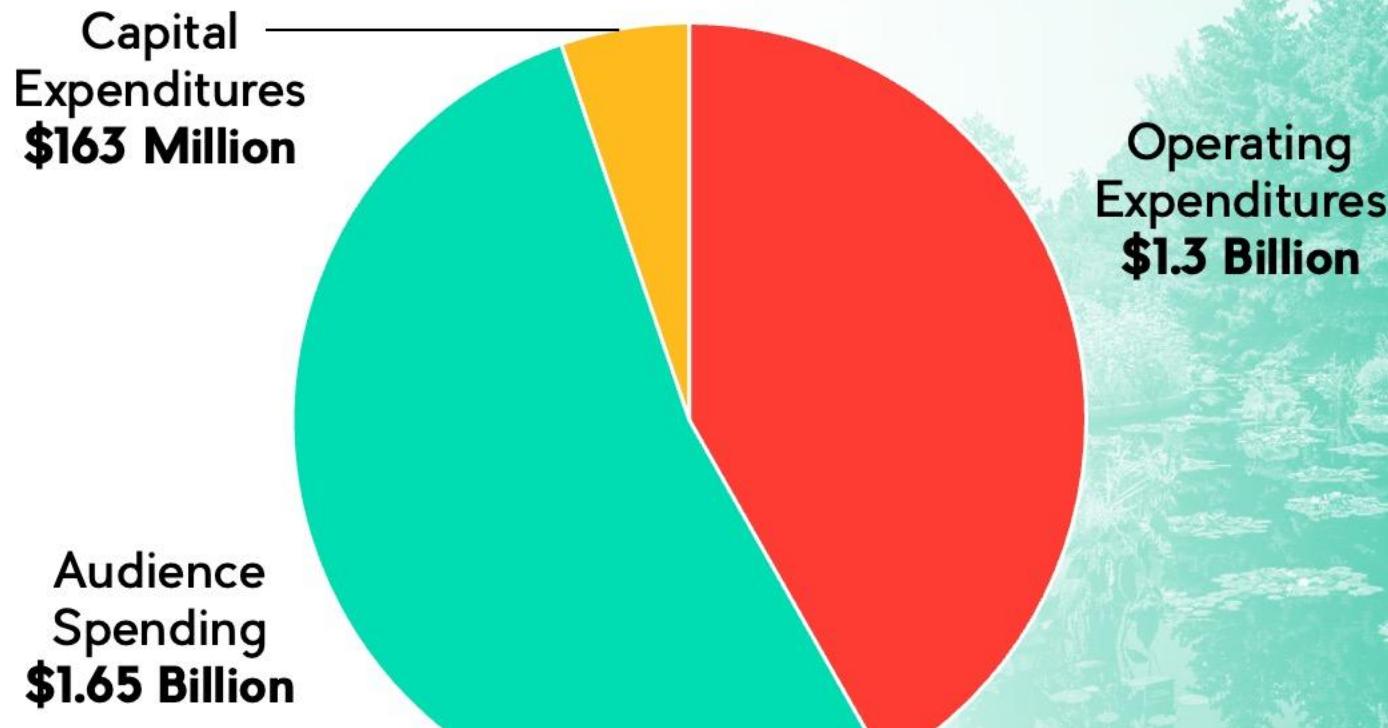
# Soaring Economic Activity

# \$3.12 Billion

## TOTAL ECONOMIC ACTIVITY

- ▲ 19.7% increase over 2022
- ▲ 36% increase over 2019

# ECONOMIC ACTIVITY BREAKDOWN



# ECONOMIC IMPACT OF CULTURAL TOURISM

# \$692 Million

- ▲ 5.8% increase over 2022
- ▲ 21.7% increase over 2019

# Attendance & Education

ATTENDANCE

**14.52 Million**

ENGAGEMENTS

- ▲ 12.5% increase over 2022
- ▼ 5% decrease from 2019

# EDUCATION OUTREACH

# 4.57 Million

# EDUCATIONAL EXPERIENCES

- ▲ 19.4% increase over 2022
- ▲ 6.1% increase over 2019



# More Jobs in Arts & Culture

A painter's hand holding a paintbrush, applying red paint to a textured surface, set against a red background.

# EMPLOYMENT

**14,466**

**JOBS**

- ▲ **6.8% increase over 2022**
- ▲ **8% increase over 2019**



# PERSONNEL EXPENSES

# \$312 Million

- ▲ 27.1% increase over 2022
- ▲ 46.5% increase over 2019

# **Giving to Arts & Culture**

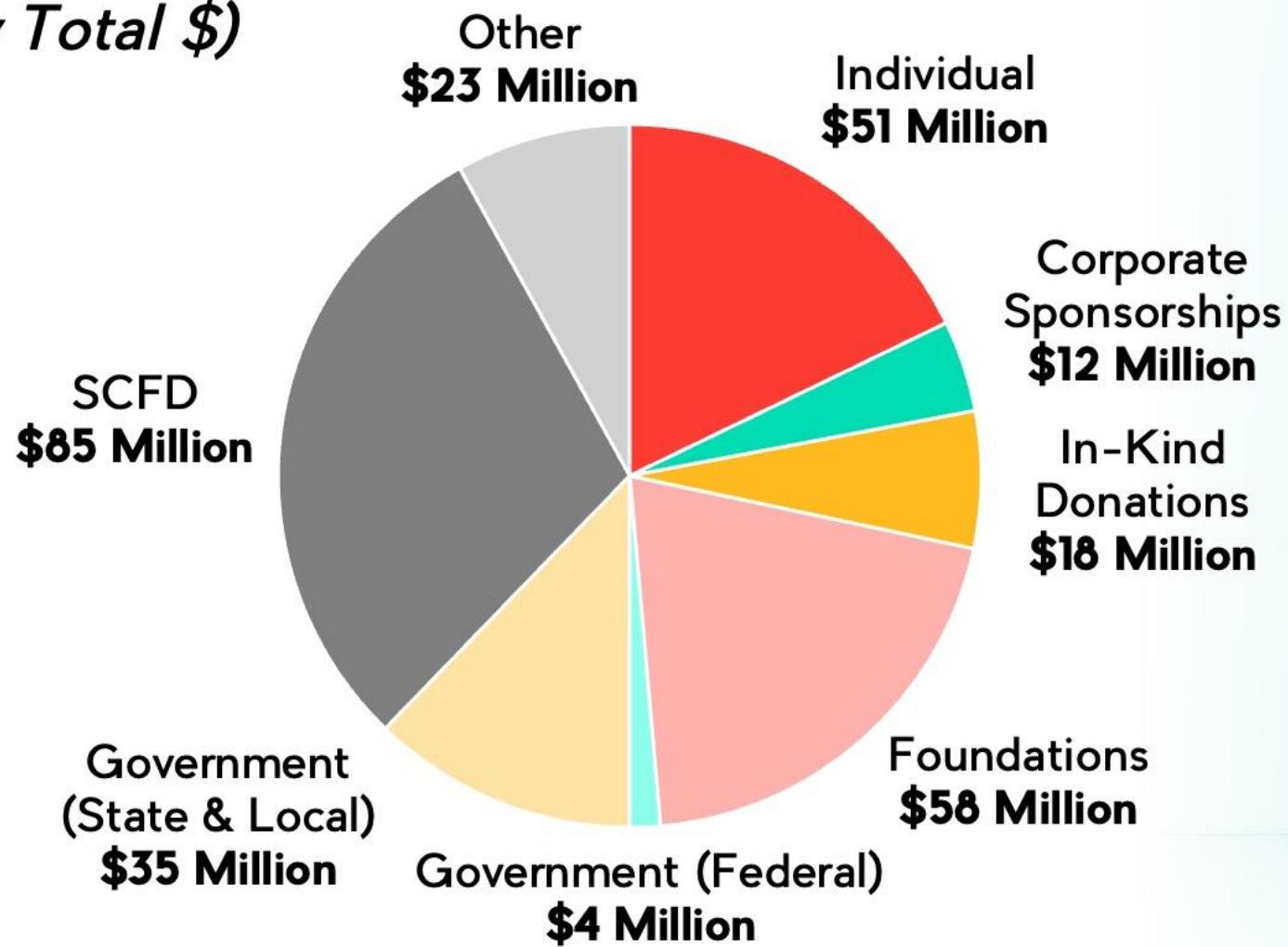
# GIVING TO THE ARTS

# \$286 Million

- ▼ 2.6% decrease from 2022
- ▲ 34.1% increase over 2019

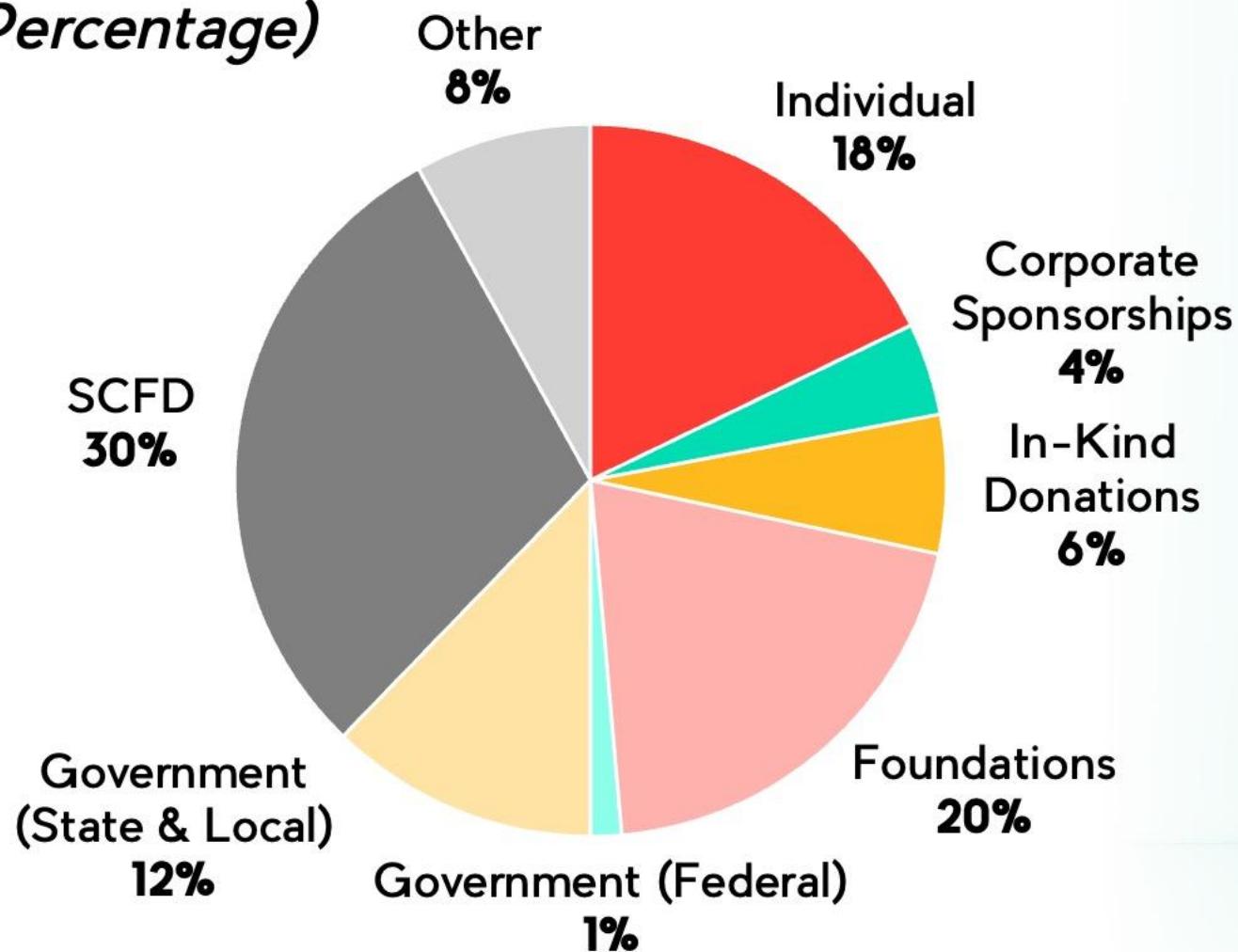
# GIVING TO THE ARTS BREAKDOWN

*(By Total \$)*



# GIVING TO THE ARTS BREAKDOWN

*(By Percentage)*



# Sustaining Culture for All





**Read the full report at  
[cbca.org/economic-activity-study](http://cbca.org/economic-activity-study)**



# THANK YOU TO OUR SPONSORS



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# Colorado's Arts Policy Framework

An Advocacy Voice  
and Roadmap

**COLORADO'S  
ARTS POLICY  
FRAMEWORK**

[CBCA.ORG](http://CBCA.ORG)/COLORADO-ARTS-POLICY-FRAMEWORK

# COLORADO'S ARTS POLICY FRAMEWORK





## COLORADO'S ARTS POLICY FRAMEWORK

### Strategic Priority #1

# THRIVING ARTS COMMUNITIES



[CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK](http://CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK)

# **STRATEGIC PRIORITY 1:** **Thriving Arts Communities**

## **Arts Availability In Communities**

Root the arts in local communities to enhance availability, accessibility, and awareness of the arts.

## **Community and Individual Well-Being**

Cultivate community and individual well-being, belonging, and connection to local heritage.





COLORADO'S ARTS  
POLICY FRAMEWORK

## Strategic Priority #2

# CREATIVE ECONOMY



[CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK](http://CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK)

# STRATEGIC PRIORITY 2: Creative Economy

## Strategic Investment in the Creative Economy

Financially invest in and develop infrastructure for creative workers, businesses, and organizations, and the communities where they are located.

## Creative Sector as an Economic Driver

Embed and elevate the creative sectors' role in economic development and vital impact on business and tourism.





## COLORADO'S ARTS POLICY FRAMEWORK

### Strategic Priority #3



## LIVABILITY FOR CREATIVE WORKERS



[CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK](http://CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK)

# STRATEGIC PRIORITY 3: Livability for Creative Workers

## Affordability for Creative Workers

Mitigate the issues of affordability impacting all Coloradans through cross-coalition advocacy that addresses the specialized needs of creative workers.

## Professional Support for Creatives

Cater relevant professional development for creatives that enhances capacity, business vitality, arts leadership and support networks.





## COLORADO'S ARTS POLICY FRAMEWORK



### Strategic Priority #4

# SUSTAINING ARTS LEARNING



[CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK](http://CBCA.ORG/COLORADO-ARTS-POLICY-FRAMEWORK)

# STRATEGIC PRIORITY 4: Sustaining Arts Learning

## PreK-12 Arts Learning

Expand, improve, mandate, and fund PreK-12 public arts programs to support student success, creative experiences, and creative workforce development in all schools.

## Lifelong Arts Learning

Enable and encourage arts learning for people of all ages and the exchange of creative skills to sustain arts practices and careers across generations.



# RAISE YOUR VOICE FOR ARTS & CULTURE

Colorado Arts  
Action Network



[CBCA.ORG/COLORADO-ARTS-ACTION-NETWORK](https://CBCA.ORG/COLORADO-ARTS-ACTION-NETWORK)



# THANK YOU!

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