



The Role of Arts and Culture:  
Helping create a quality community  
and sustainable economy

Fine Arts Center  
COLORADO SPRINGS



A simple  
concept.

Arts and culture play a vital role in the Colorado Springs community, in contributing to quality of life, in developing our region's identity, and in driving our economy.



# Who is Colorado Springs?

Yes, we are...

- Beautiful landscape and outdoors
- Sports industry and events
- Military community



And we're also...

- Arts, Culture and Heritage



# Arts & Cultural Experiences

- Entertain, enrich, challenge the mind, and create enjoyment
- Provide 'aha' moments
- Offer enrichment via sight, sound, touch or taste
- Enlighten and enlarge your world

Arts take you  
above your  
everyday life –  
raise your  
awareness and  
uplift you.



# Community Impact of Arts & Culture

- Improves academic performance
  - Drives civic engagement, social cohesion, higher child welfare, and lower poverty rates
  - Sparks creativity & innovation – among the top 5 applied skills sought by business leaders
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- Improves healthcare – nearly 50% of nation's healthcare institutions provide arts programming
  - Helps characterize the community's identity in a visionary way
  - Creates a robust, effective draw for tourism



*Source: Americans for the Arts*

# Economic Impact of Arts & Culture

## TOURISM

2/3 of American adult travelers included a cultural, arts, heritage or historic activity or event while on a trip of 50 miles or more; 32% of which added **extra time** because of a cultural, arts, heritage or historic event.

- Arts audiences outspend others on event-related spending
- In this region, local audiences spend an average of \$22.18 per person in relation to attending an arts event – excluding cost of admission
- Non-local attendees spend twice as much (\$22.18 vs. \$51.38)



Quite simply,  
arts and culture  
tourists  
spend more  
and stay longer.

# Economic Impact of Arts & Culture



## LOCAL

Direct economic impact of the nonprofit arts & culture industry in the Pikes Peak region

- Arts-related businesses = **2,012**
- Individuals employed by arts-related businesses = **5,785**
- Direct expenditures, including spending by both organizations and their audiences = **\$72 million**
- Local and state government revenue = **\$6.6 million**



It's an industry that  
supports jobs,  
generates  
government  
revenue and is a  
cornerstone of  
tourism - the arts  
mean business!

# Major Cultural Events and Programs

- Add to or elevate the quality of life – provides entertaining and engaging experiences only found here
  - Create a year-round focus
  - Directly drive economic impact
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- Indirectly drive economic impact through ancillary effect - jobs and investments (e.g. food & beverage, actors, artists, administration, promoters, merchandising, advertising, facility capital improvements, etc.)
  - Create natural opportunities to collaborate and create cooperation between community members, business, and organizations
  - Drive tourism – and specifically, tourists who spend more

FAC



A Rich History







FINE ARTS CENTER  
COLORADO SPRINGS

# FAC Example: Year of Georgia O'Keeffe

- Centered on a blockbuster exhibition
- Bolstered by robust, related programming throughout the year
- Relies on community collaborations
- Leverages the Colorado Springs heritage of western, naturalist, landscape culture

- Creates economic vitality through program development, job creation, and promotion
- Creates multiplier effect through local and tourism participation



*Georgia O'Keeffe (1887–1986). Yellow Cactus, 1929. Oil on canvas, 30 X 42 in. Dallas Museum of Art, Texas. Patsy Lucy Griffith Collection, Bequest of Patsy Lucy Griffith. 1998.217. (O'Keeffe 675) © Copyright 2014 Georgia O'Keeffe Museum*

# Year of O'Keefe Stats & Impact

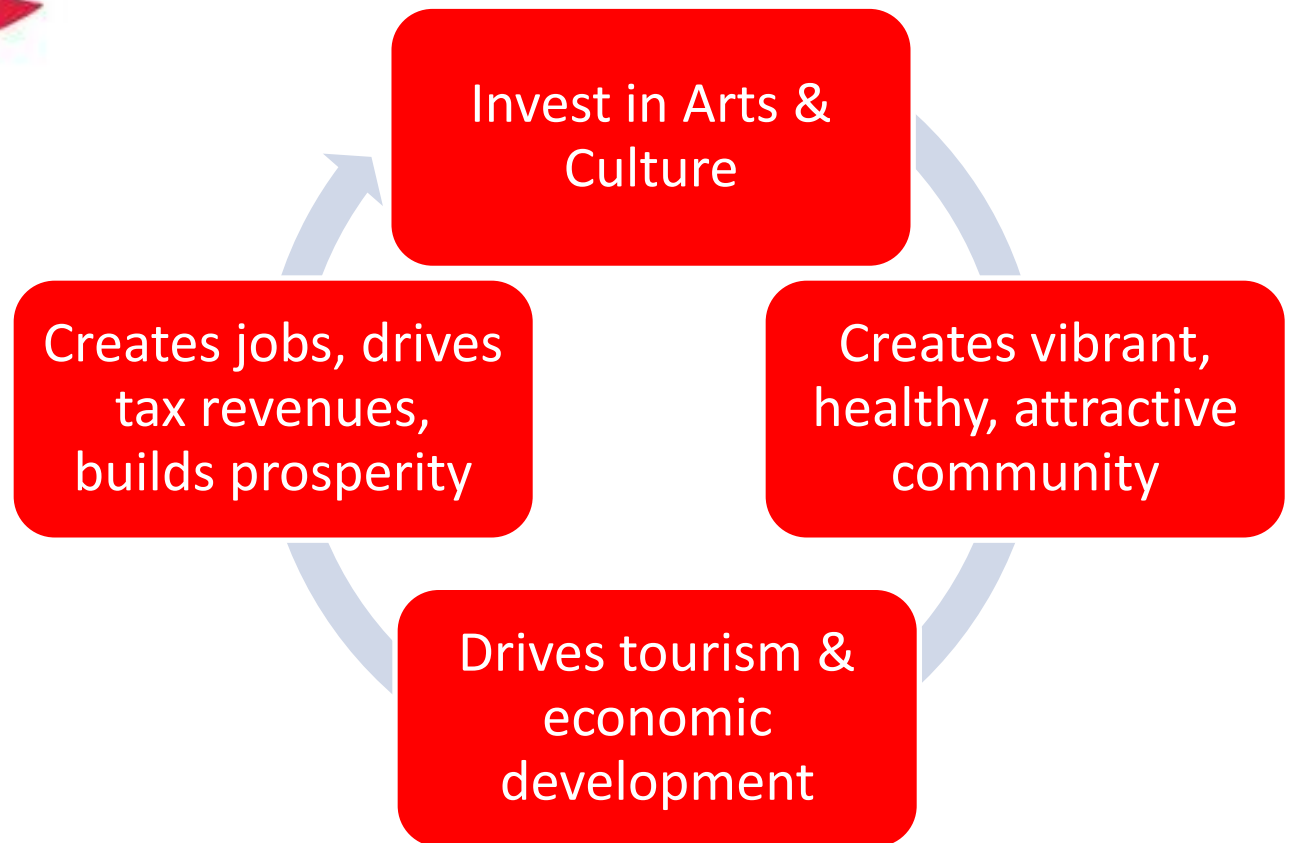
- Conservative estimates are at least 25,000 people attending the exhibit alone
- An estimated 44% of attendees will be non-residents
- Total economic impact = \$8.6 million\*
- Estimated FTE Jobs generated = 257\*
- Estimated local & state government revenue = \$855k\*

*\*Based on \$5 million expenditures, population of 500,000 to 999,999, attendance of 150k (conservative). Includes both FAC impact and audience impact. Americans for the Arts, Arts & Economic Prosperity IV, non-profit arts & culture industry economic impact calculator.*





# VIRTUOUS CYCLE



“As a banker, I have visited businesses in almost every city and town in Oklahoma. There is a visible difference in places with a vibrant arts community. I see people looking for places to park, stores staying open late, and restaurants packed with diners...the business day is extended and the cash registers are ringing.”

*Ken Fergeson*

*Chairman & CEO, NBanC*

*Past President, American Bankers Association*

*Governor Jack A. Markell*

*Chair, National Governors Association*

“A vibrant arts environment stimulates and sustains a richer quality of life and economic health. In Delaware, where the arts are among our top 10 employers, we see how the arts contribute to the renaissance of downtown areas, enhance our educational system, and attract new businesses and residents to the state.”



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