

**ECONOMIC DEVELOPMENT MEMORANDUM
#1-2024**

DATE: Feb. 12, 2024

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager *hmg*

FROM: Allison Moeding, Economic Development Director *AMM*
Michael Stricker, Arts, Culture & Community Manager and Director of the
Northglenn Arts & Humanities Foundation

SUBJECT: Economic Activity Study of Metro Denver Culture Presentation by Colorado
Business Committee for the Arts

PURPOSE

To provide City Council with an overview of the Economic Activity Study of Metro Denver Culture completed by the Colorado Business Committee for the Arts.

BACKGROUND

CBCA Executive Director Christin Crampton Day will present an overview of the most recent Economic Activity Study, which quantifies the financial and social impact of arts, cultural, and scientific organizations in the Scientific and Cultural Facilities District (SCFD). The study includes activities and data from the nearly 300 nonprofits funded by SCFD in 2022. The SCFD covers seven counties: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson.

CBCA is a 501(c)3 nonprofit organization that has forged partnerships between business and the arts since 1985, with a focus on advocacy, research, training, and arts engagement efforts. Mayor Meredith Leighty was recently elected to the CBCA Board of Directors.

The Northglenn Arts & Humanities Foundation (NAHF), in partnership with the Cultural Programs Division of the City of Northglenn, has used the data gathered through the CBCA study for many years to inform fundraising efforts and programming.

BUDGET/TIME IMPLICATIONS

City is a CBCA member through the Cultural Programs Division, branded as Northglenn Arts. Beyond the annual membership contribution, there are no financial or time impacts to the City.

STAFF RECOMMENDATION

This is for informational purposes only.

STAFF REFERENCE

If Council Members have any questions, please contact:

- Allison Moeding, Economic Development Director, at amoeding@northglenn.org or 303.450.8743
- Michael Stricker, Arts, Culture & Community Manager and NAHF Director, at mstricker@northglenn.org or 303.450.8727

ATTACHMENT

1. Presentation



Economic Activity Study of Metro Denver Culture

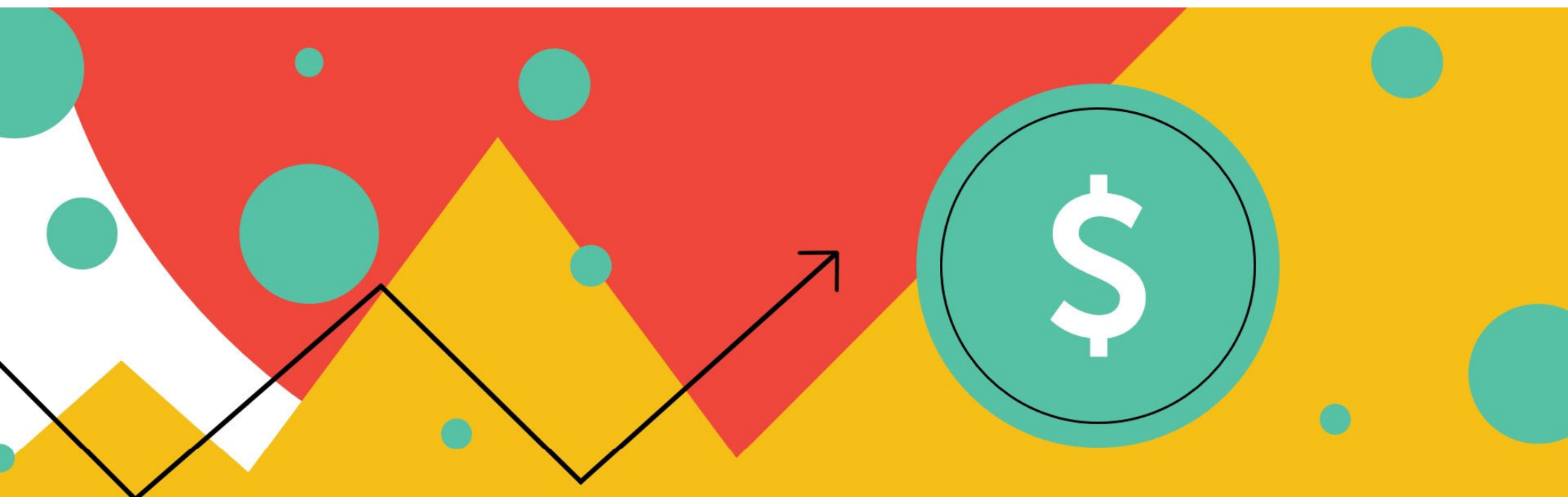
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About CBCA

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



RECORD-BREAKING RECOVERY



\$2.6 Billion Total Economic Activity

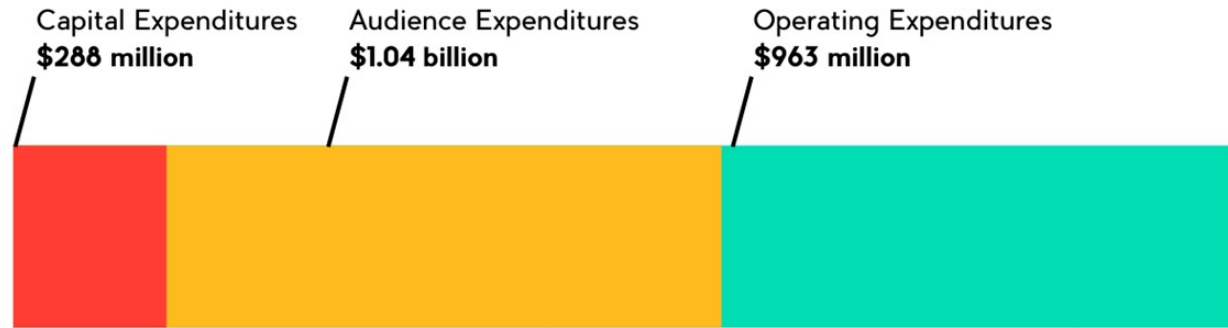
+ 72% increase over 2020

+ 13.6% increase over 2019

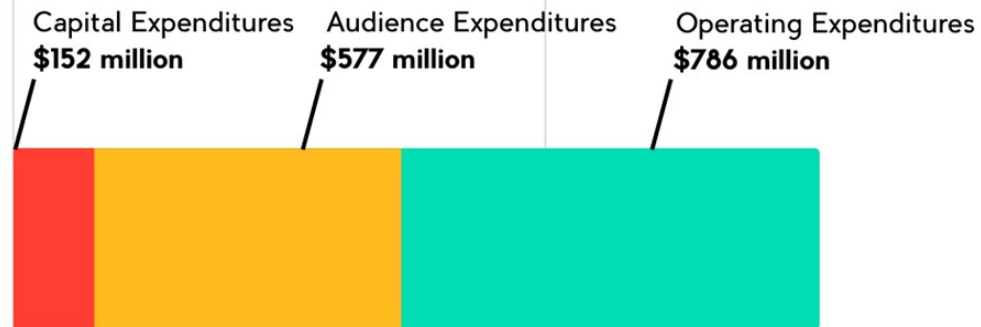


Economic Activity Study of Metro Denver Culture

2019
Total Economic Activity
\$2.2 Billion



2020
Total Economic Activity
\$1.5 Billion



2022
Total Economic Activity
\$2.6 Billion



HISTORIC FEDERAL INVESTMENT

Economic Impact of Federal Funding

\$81 Million

+ 448.3% increase over 2020 + 2,754.2% increase over 2019



Economic Activity Study of Metro Denver Culture

Economic Impact of Cultural Tourism

\$654 Million

+ 143.5% increase over 2020 + 15% increase over 2019



Economic Activity Study of Metro Denver Culture



WORKFORCE IMPACT



Employment of **13,551 people**

+ 39.9% increase over 2020

+ 1.2% increase over 2019



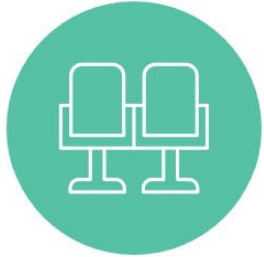
Personnel Expense **\$246 Million**

+ *23.2% increase over 2020*

+ *15.3% increase over 2019*



ATTENDANCE & OUTREACH



In-person attendance of

12.9 Million

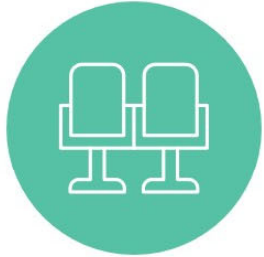
people

+ 65% increase over 2020

- 15.6% decrease over 2019



Economic Activity Study of Metro Denver Culture



Education Outreach

3.8 Million

students

⊕ 65.6% increase over 2020

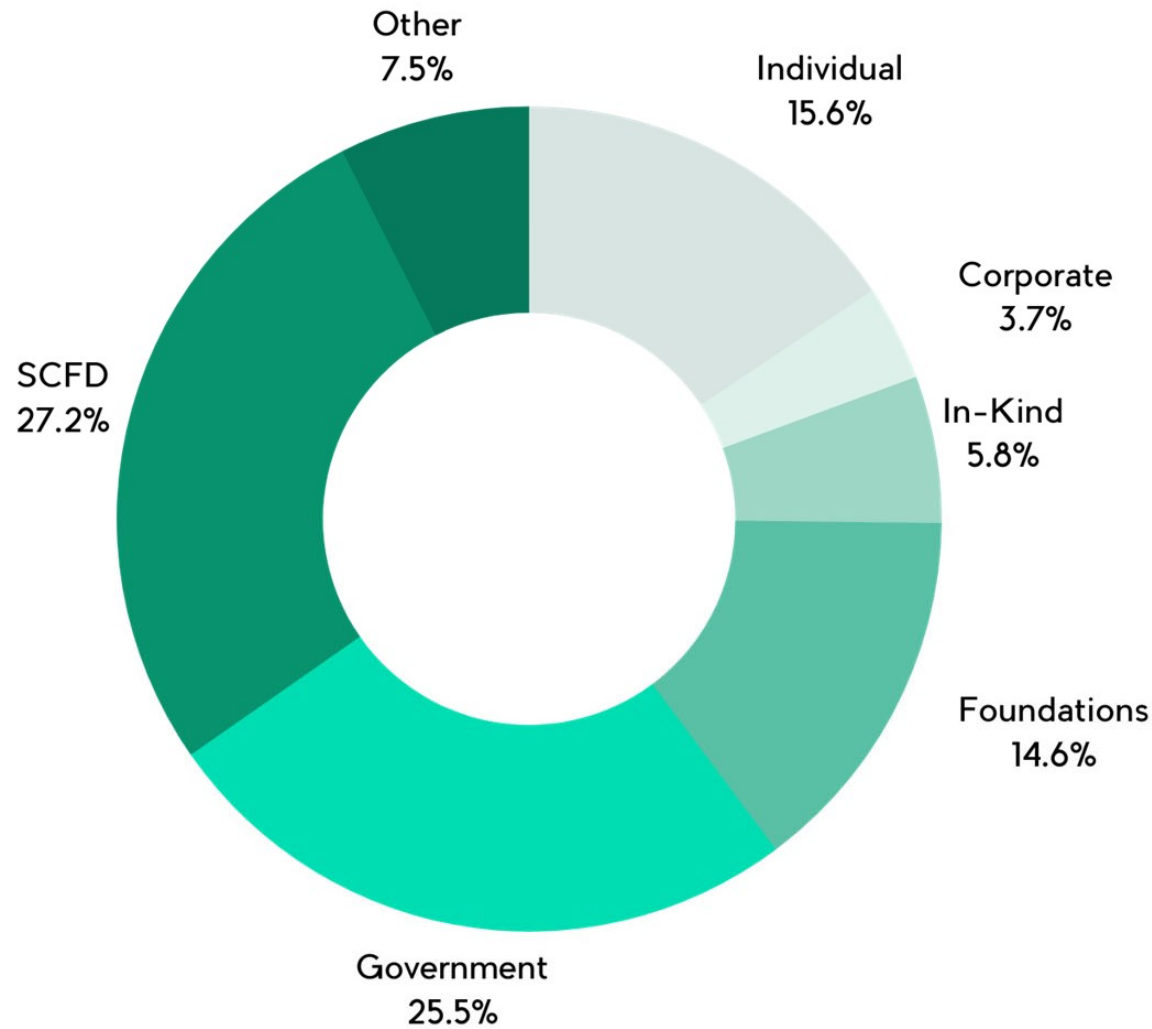
⊖ 15.6% decrease over 2019



Economic Activity Study of Metro Denver Culture



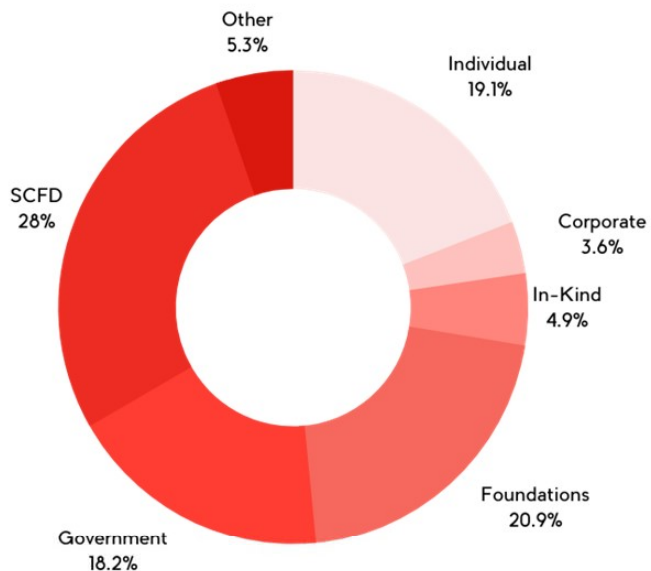
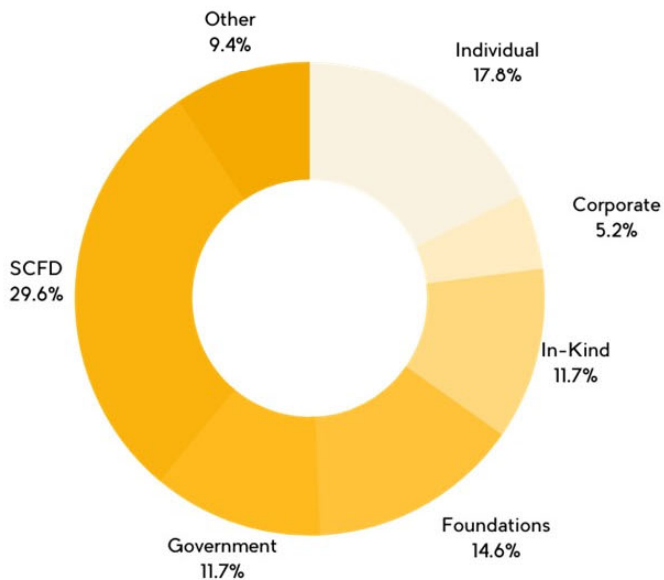
SUPPORT FOR THE ARTS



**Total Contributions to
Metro Denver Arts,
Scientific & Cultural
Organizations
\$294 Million**

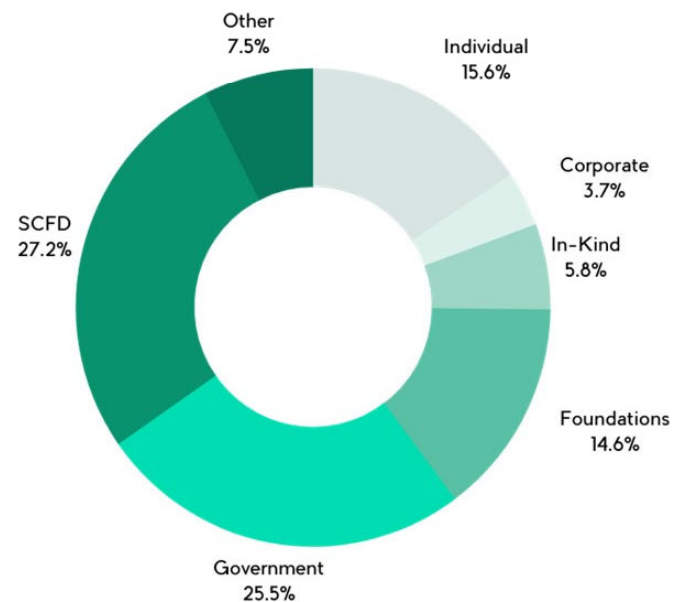
2019

Total Contributions
\$213 Million



2020

Total Contributions
\$225 Million



2022

Total Contributions
\$294 Million

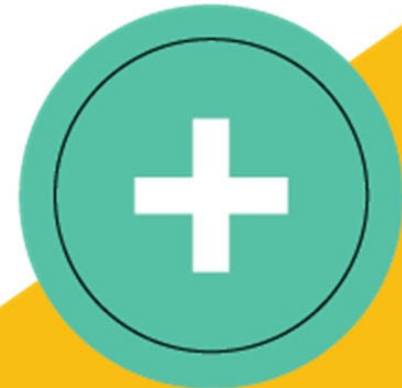


Learn more at cbca.org/economic-activity-study

THANK YOU TO OUR SPONSORS



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