

MEANWHILE, IN METRO DENVER...

A DECADE OF GROWTH!

**ARTS, CULTURE
& THE ECONOMY**

NEW & IMPROVED!

- **1,500 JOBS CREATED, PAYROLL NEARLY DOUBLES**
- **VOLUNTEERS TOP 50,000 ANNUALLY**
- **SCFD DELIVERS OVER \$420 MILLION**

READ THE STUDY!



cbca

COLORADO BUSINESS COMMITTEE FOR THE ARTS

A DECADE OF GROWTH: 2001-2011

An investment in arts and culture has generated a strong return for the Denver metro area during the past decade, adding more than 1,500 jobs and an additional \$66 million in salaries. The arts boom has seen more than \$200 million in capital projects that produced landmarks ranging from the Lone Tree Arts Center to the Clyfford Still Museum. Here's a snapshot of the decade's highlights, drawn from studies conducted by Colorado Business Committee for the Arts, Deloitte Consulting and DualDraw.

CAPITAL EXPENDITURES

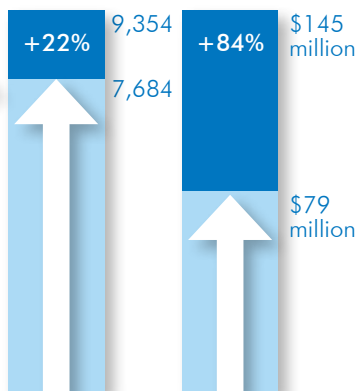
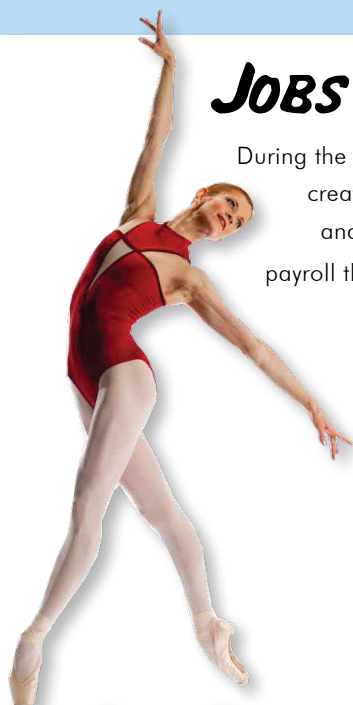
Arts, cultural and scientific organizations invested more than \$200 million in projects, from expansions at the Denver Zoo and Denver Museum of Nature and Science to new homes for the Museum of Contemporary Art Denver and eTown.



\$203 MILLION INVESTED BY ARTS & CULTURE ORGANIZATIONS FROM 2001-2011

JOBS & SALARIES

During the decade local organizations have created more than 1,500 jobs in arts and culture while overseeing a total payroll that has risen an impressive 84%.

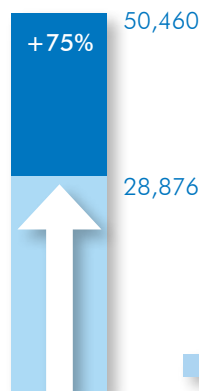


JOBS

PAYROLL

VOLUNTEERS

Individuals and organizations have supported arts and culture in a variety of ways. For example, the decade saw strong growth in those volunteering their time to work for local groups, with more than 50,000 taking part in 2011.



VOLUNTEERS

ARTS, CULTURE & THE ECONOMY 2001-2012

JUNE: 1ST COLORADO DRAGON BOAT FESTIVAL AT SLOAN'S LAKE



2001

DENVER CENTER THEATRE COMPANY'S "TANTALUS" WINS TOURISM STAR AWARD FROM VISIT DENVER FOR ATTRACTING INTERNATIONAL ATTENTION

CENTRAL CITY OPERA STAGES NORTH AMERICAN PREMIERE OF "GLORIANA" BY BENJAMIN BRITTEN



ARVADA CENTER BECOMES FULL EQUITY THEATER



HARMSSEN FOUNDATION DONATES 700+ PAINTINGS TO THE DENVER ART MUSEUM

2002

"DIEGO RIVERA: THE BRILLIANCE BEFORE THE BRUSH" AT MUSEO DE LAS AMERICAS

OUTREACH TO STUDENTS

Thanks to support ranging from sources such as individuals and the Scientific and Cultural Facilities District, organizations have increasingly been able to open their doors to metro-area school children, more than doubling the number of students exposed to the arts.



2.1 million students

4.3 million students

2001 2011



THANKS TO SUPPORT FROM SCFD, METRO-AREA GROUPS OFFERED NEARLY 1,000 FREE ADMISSION DAYS DURING THE PAST DECADE. IN 2012 ALONE THERE ARE MORE THAN 100 FREE DAYS.



The Scientific and Cultural Facilities District has been a national model for community support of arts, culture and scientific groups since 1988, providing funding that allows groups to give back to the metro-area community with hundreds of free admission days annually.

\$424 MILLION

(Total distributions: 2001-2011)

ATTENDANCE

Must-see, blockbuster events such as Body Worlds and King Tut, paired with the opening of new facilities like the Frederic C. Hamilton Building at the Denver Arts Museum, fueled enormous attendance during the decade.

142 MILLION*

(Total: 2001-2011)



CORPORATE SPONSORSHIP

\$102 MILLION*

(Total: 2001-2011)

* Totals derived from extrapolation of CBCA studies since 2001

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DENVER CENTER ATTRACTIONS HOSTS NATIONAL TOUR DEBUT OF "THE LION KING"

BUTTERFLY PAVILION PUBLISHES "MORPHA: A RAINFOREST STORY," ENDORSED BY DR. JANE GOODALL

DENVER VOTERS OK BOND ISSUE, PAVING WAY FOR CREATION OF ELLIE CAULKINS OPERA HOUSE



STARZ FILM CENTER OPENS WITH SEVEN SCREENS IN THE TIVOLI STUDENT UNION

DANIEL LIBESKIND SELECTED TO DESIGN NEW WING AT DENVER ART MUSEUM

THE WILDLIFE EXPERIENCE, A 160,433-SQUARE-FOOT FACILITY, OPENS ON 13 ACRES IN DOUGLAS COUNTY

2011: THE BIG PICTURE

The numbers don't lie: In 2011 Denver metro-area arts and cultural organizations continued to rebound from the economic crisis, posting strong gains over 2009 in key categories such as **Economic Impact**, **Attendance**, **Jobs** and **Volunteerism**.

For example, **Total Economic Activity** related to arts and cultural activities – a combination of operating expenses, audience spending and capital investment – was \$1.76 billion in 2011. That represents an 18.4% increase over 2009, when many organizations and citizens cut spending in the face of the financial crunch.

Results in the 2012 Colorado Business Committee for the Arts Economic Activity Study of Metro Denver are drawn from 2011 fiscal year data reported by more than 300 organizations that receive distributions from the Scientific and Cultural Facilities District.

See highlights of the report on this page and then take a closer look at several categories on the following pages.

2011 HIGHLIGHTS: INCREASES SINCE 2009

TOTAL ECONOMIC ACTIVITY
\$1.76 BILLION
↑18.4%



ECONOMIC IMPACT
\$527 MILLION
↑36%



JOBS
9,354
↑7%

VOLUNTEERS
50,460
↑19%



ATTENDANCE
14.6 MILLION
↑30%



CHERRY CREEK ARTS FESTIVAL WINS INTERNATIONAL FESTIVAL AND EVENTS ASSOCIATION'S GOLD GRAND PINNACLE AWARD



APRIL: OPERA COLORADO PRESENTS "SWEENEY TODD"

JULY: CONSTRUCTION BEGINS ON HAMILTON WING AT DENVER ART MUSEUM



FALL: CONSTRUCTION BEGINS ON A 13,000-SF ADDITION AT BUTTERFLY PAVILION



NOVEMBER: CENTER FOR THE ARTS EVERGREEN OPENS IN A 3,500-SF FACILITY IN BUCHANAN PARK

2003

ECONOMIC ACTIVITY

So how do we reach a number like \$1.76 billion in **Total Economic Activity** for 2011? Think of it as a simple, but massive, addition equation:

$$\begin{array}{r} \text{DIRECT ECONOMIC ACTIVITY} \\ + \text{INDIRECT SPENDING} \\ \hline \text{TOTAL ECONOMIC ACTIVITY} \end{array}$$

Confused? We can explain. **Direct Economic Activity** includes three elements:

1. OPERATING EXPENDITURES:

The expenditures of the more-than 300 groups included in the CBCA study can include costumes for a play, food for Denver Zoo animals, salaries for performers.

2. AUDIENCE SPENDING:

Programs, snacks between acts, a souvenir T-shirt, hotel stays, putting gas in the car to reach an event, dining out before a show.

3. CAPITAL EXPENDITURES:

Think new arts centers (Lone Tree and Parker both opened one) and museums (The Clyfford Still Museum leaps to mind).

Indirect Spending is derived by applying RIMS Multipliers* to all three categories of Direct Economic Activity. By doing so, we are able to gauge the effect of an industry on the entire economy in the metro area. Indirect Spending represents a second round of spending: for example, an actor using his or her salary to pay the rent or purchase groceries.

* Regional Input-Output Modeling System (RIMS) benchmark series multipliers are provided by the U.S. Bureau of Economic Analysis, with additional input from the Colorado Division of Local Government, 2008

Now let's add the combined numbers for Direct Economic Activity and Indirect Spending:



**= TOTAL ECONOMIC ACTIVITY:
\$1.76 BILLION**

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**JANUARY: GEORGE CAULKINS FAMILY PLEDGES
\$7 MILLION FOR RENOVATION OF NEWTON AUDITORIUM**



2004

**JUNE: DENVER ZOO OPENS PREDATOR RIDGE, AN 8-ACRE EXHIBIT
MODELED AFTER THE SAMBURU NATIONAL RESERVE IN KENYA**

**AUGUST: CITY OF DENVER SELECTED BY CLYFFORD
STILL'S WIFE, PATRICIA, TO RECEIVE HIS COLLECTION**



**FALL: BUTTERFLY PAVILION WING
ADDS 4 CLASSROOMS, EXHIBIT SPACE**

**OCTOBER: BUNTPORT THEATRE OPENS "KAFKA ON ICE"
ON A SYNTHETIC ICE RINK TO CRITICAL ACCLAIM**



**NOVEMBER: VOTERS RENEW SCIENTIFIC AND CULTURAL FACILITIES
DISTRICT ON ITS 15TH ANNIVERSARY**

ECONOMIC IMPACT

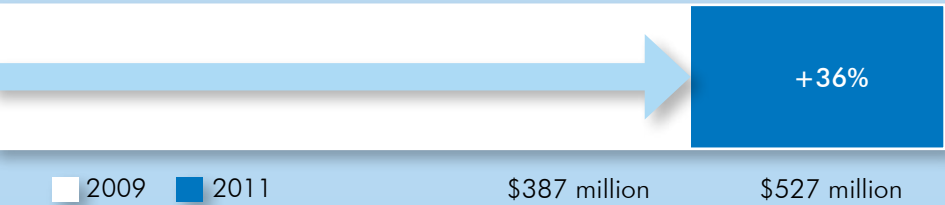
Arts and cultural organizations generated significant income during 2011 from those who live in the Denver metro area. Even more importantly, those same organizations generated dollars from many who live outside the metro area.

More than 2.2 million people from outside the metro area took part in events, productions, exhibitions and the like in 2011. Even more impressive: More than 1 million people visited the metro area from outside Colorado in 2011.

More visitors meant a greater Economic Impact on the economy. In all, this “New Money” – dollars that ordinarily would not be spent in the metro area – reached \$527 million in 2011. That represents a 36% increase over 2009 and is by far the largest ever recorded in the history of SCFD.

Not all Economic Impact was generated by visitors. **Capital Expenditures** (investments in new buildings, renovations, etc) added \$114.7 million, up from \$91 million in 2009. And **Federal Government Grants** added \$34.4 million in Economic Impact, up from \$13 million in 2009.

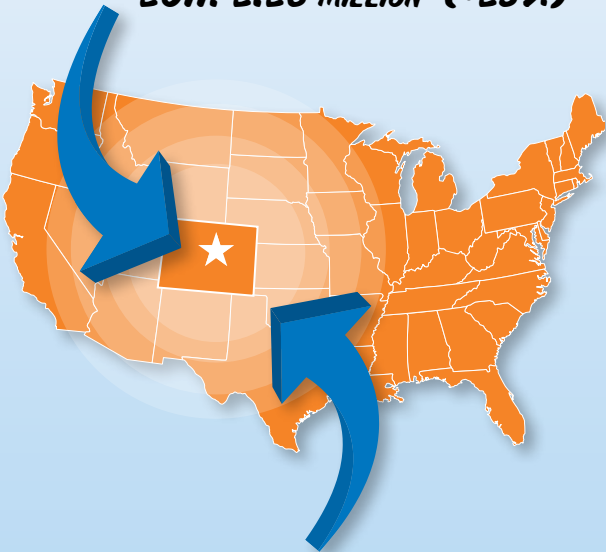
ECONOMIC IMPACT



VISITORS FROM OUTSIDE THE METRO AREA:

2009: 1.81 MILLION

2011: 2.26 MILLION (+25%)



VISITORS FROM OUTSIDE COLORADO:

2009: 771,458

2011: 1.06 MILLION (+37%)



FEBRUARY: DEAN SOBEL APPOINTED DIRECTOR OF THE CLYFFORD STILL MUSEUM

JUNE: LIGHTHOUSE WRITER'S WORKSHOP KICKS OFF INAUGURAL LIT FEST

OCT. 7: "GROSSOLOGY," EXTOLLING "THE (IMPOLITE) SCIENCE OF THE HUMAN BODY," BEGINS AT DENVER MUSEUM OF NATURE AND SCIENCE

2005

OPERA COLORADO COMMISSIONS A BILINGUAL OPERA, "LA CURANDERA," FOR COMMUNITY OUTREACH

SUMMER: BRITISH ARCHITECT DAVID ADJAYE SELECTED TO DESIGN DENVER MUSEUM OF CONTEMPORARY ART

SEPT. 25: FOOTHILLS ART CENTER OPENS CAROL AND DON DICKINSON SCULPTURE GARDEN, FEATURING JESUS MORALES

EMPLOYMENT & PAYROLL

Strong job growth continued at arts, cultural and scientific groups during 2011 as total employment increased by 7% over 2009.

That positions arts and cultural groups among the growth leaders in the metro-area, which saw 2.5% job growth during 2011.*

Full-time jobs grew by 3% in 2011, while contract jobs advanced by a strong 13%. The latter growth mirrors a national trend, illustrated in a recent survey** that showed 67% of U.S. companies use contract workers and expect to employ more. In addition, by 2017 the number of contract workers will jump to 23 million, a 35% hike.***

Thanks to the overall growth in jobs, total payroll at arts and culture groups saw a strong 11% advance.

Studies:

*W.P. Carey School of Business at Arizona State University

** Harris Interactive for Randstad Workforce

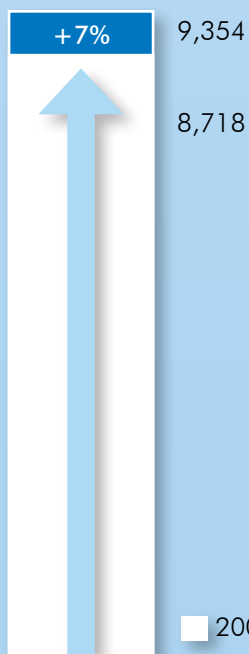
***MBO Partners



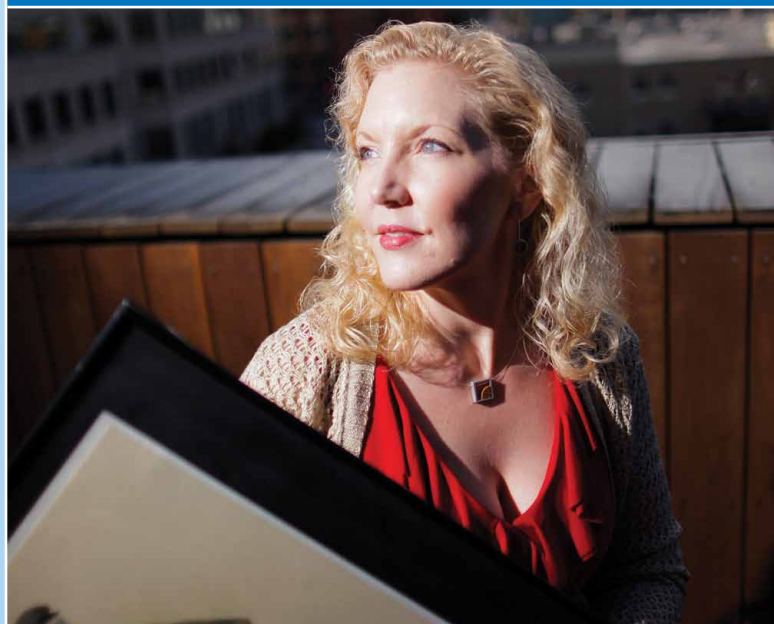
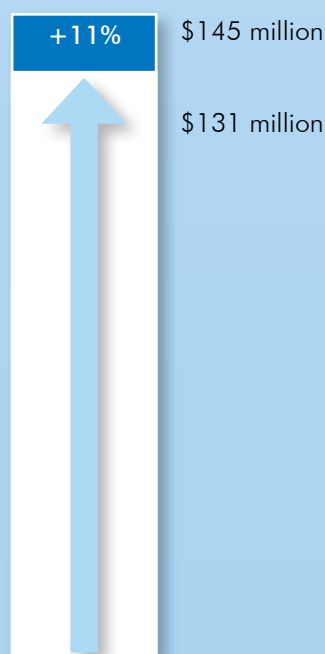
"MY BUSINESS/IT BACKGROUND IS HELPING COLORADO BALLET OPERATE MORE LIKE A FOR-PROFIT BUSINESS BY INCREASING EFFICIENCY."

**- MARK CHASE
GENERAL MANAGER,
COLORADO BALLET**

EMPLOYMENT



TOTAL PAYROLL



"MY BACKGROUNDS AS A THEATRE COSTUME DIRECTOR AND A FINANCIAL OFFICE MANAGER GIVE ME A COMPETITIVE EDGE IN THE MUSEUM'S DAY-TO-DAY ADMINISTRATION AS WELL AS ITS ARTISTIC MISSION."

**- KELLY FITZPATRICK MCKEE
ADMINISTRATIVE AND COMMUNICATION ASSISTANT,
MUSEUM OF CONTEMPORARY ART DENVER**

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NOVEMBER: DIRECTOR ANG LEE RECEIVES MAYOR'S CAREER ACHIEVEMENT AWARD AT STARZ DENVER FILM FESTIVAL

JULY: PHAMALY'S 10-SHOW RUN OF "THE WIZ" IS A SELL-OUT

FALL: ARVADA CENTER OPENS A 226-SEAT BLACK BOX THEATRE DESIGNED BY FENTRESS BRADBURN ARCHITECTS

NOVEMBER: "BODY WORLDS II" DRAWS A RECORD 687,000 IN A 19-WEEK RUN AT MUSEUM OF NATURE AND SCIENCE

2006



SUMMER: CENTRAL CITY OPERA PRESENTS "THE BALLAD OF BABY DOE" ON 50TH ANNIVERSARY OF ITS PREMIERE



OCTOBER: 33,000+ VISIT NEW HAMILTON BUILDING DURING OPENING WEEKEND AT DENVER ART MUSEUM



SCFD SCIENTIFIC & CULTURAL FACILITIES DISTRICT

SCFD doesn't stage the play, it helps raise the curtain. It doesn't mount the art exhibition, it makes it possible for residents to attend a free day for the show.

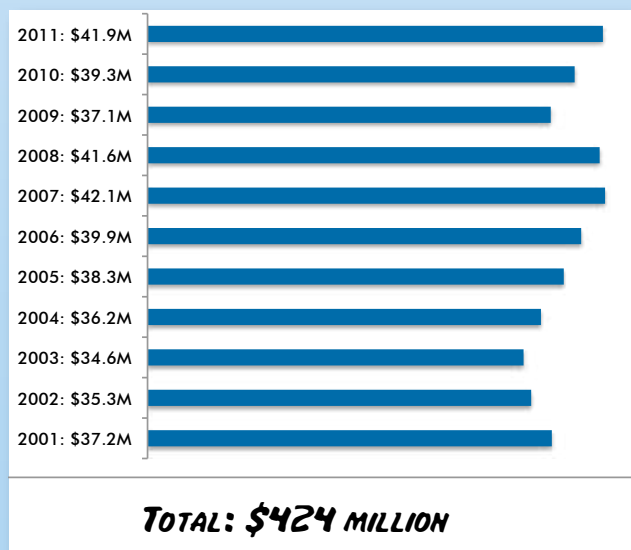
In a world where hyperbole is common, it's not overstatement to say the SCFD is the reason the Denver metro area boasts a cultural community that is a model for the rest of the country.

Metro area voters approved the sales and use tax (1¢ for every \$10 purchase in the 7-county area) in 1988. Since distributions started in 1989, SCFD has distributed nearly \$2 billion.

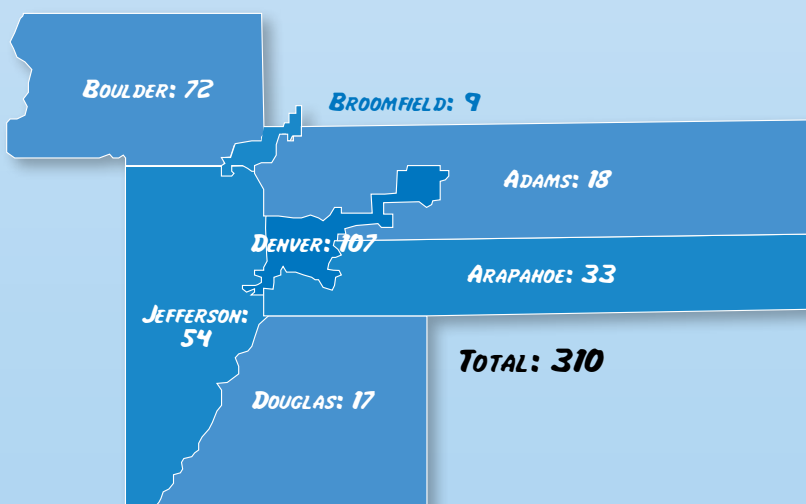
SCFD funds aren't used for capital campaigns – they're dedicated to people. Or as the law states: "Provide for the enlightenment and entertainment of the public through the production, presentation, exhibition, advancement or preservation of art, music, theater, dance, zoology, botany, natural history or cultural history."



SCFD ANNUAL DISTRIBUTION



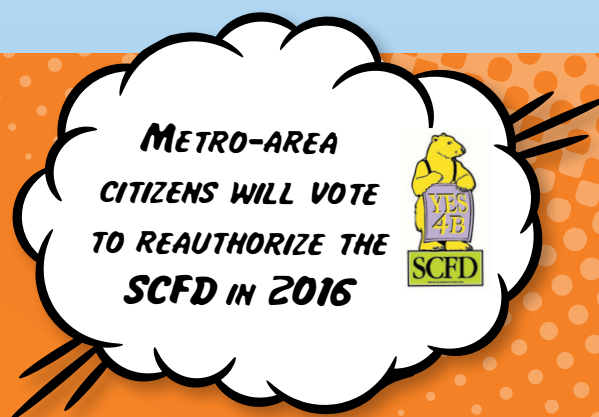
SCFD ORGANIZATIONS BY HOME COUNTY



MEET THE TIERS

The SCFD organizes its recipients into three funding "tiers":

- TIER 1:** Denver Art Museum, Denver Botanic Gardens, Denver Museum of Nature and Science, Denver Zoo, Denver Center for the Performing Arts. Receives 65.5% of funds.
- TIER 2:** Includes 26 regional organizations that qualify for the tier based on annual income and paid attendance. Receives 21% of funds.
- TIER 3:** These range from small theater groups to nature and science offerings made to community groups. Receive 13.5% of funds.



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JULY: CENTRAL CITY OPERA STAGES WORLD PREMIERE OF GUO WENJING'S "POET LI BAI"



OCTOBER: MUSEUM OF CONTEMPORARY ART DENVER OPENS IN LOWER DOWNTOWN



RESTORED NUDE SCULPTURE "LINDA," BY JOHN DEANDREA, ON VIEW AGAIN AT DENVER ART MUSEUM



2007

JUNE: BUTTERFLY PAVILION OPENS DEE LIDVALL DISCOVERY GARDEN, WITH AMPHITHEATRE AND XERISCAPE GARDENS

AUGUST: SEMPLE BROWN DESIGN SELECTED TO DESIGN PARKER ARTS, CULTURE, AND EVENTS CENTER

NOVEMBER: VOTERS APPROVE \$70 MILLION TO RENOVATE BOETTCHER CONCERT HALL, EXPAND DENVER MUSEUM OF NATURE & SCIENCE

GIVING TO THE ARTS

"WE BELIEVE THAT EXTRAORDINARY ARTS ARE KEY TO BUILDING A VIBRANT CITY."

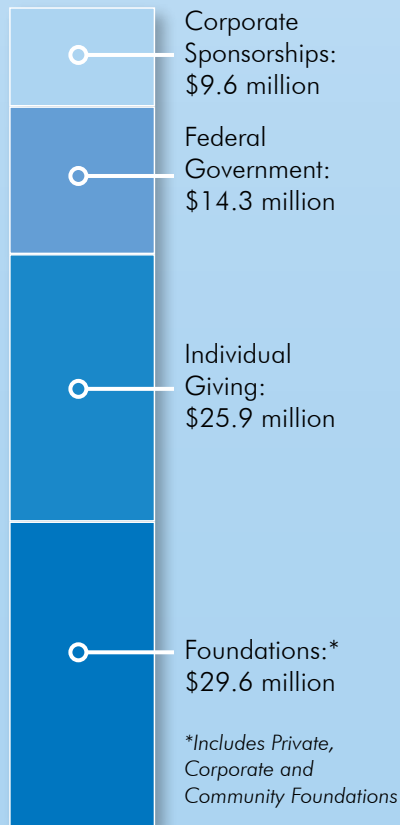
Dorothy Horrell may be speaking for her organization when she says that, but the President and CEO of the Bonfils-Stanton Foundation also seems to speak for the many people, foundations and businesses in the metro area who contribute generously to the arts and cultural community.

That generosity added up to \$166 million in 2011, a 3% increase from 2009. The biggest single element of that giving? Individuals in the metro area, who contributed an impressive \$25.9 million in 2011. Also significant: \$14.3 million from the federal government.

TOTAL CONTRIBUTED REVENUE

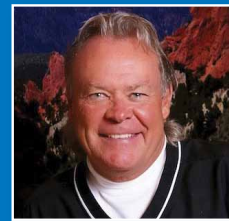


HIGHLIGHTS OF 2011 GIVING



"WE BELIEVE THAT EXTRAORDINARY ARTS ARE KEY TO BUILDING A VIBRANT CITY. WE INVEST IN IMAGINATION AND INNOVATION, BECAUSE CULTIVATING THE CREATIVE SPARK IS VITAL TO MAKING DENVER AN EXCITING PLACE WHERE PEOPLE WANT TO LIVE, WORK AND THRIVE."

DOROTHY HORRELL
PRESIDENT AND CEO, BONFILS-STANTON FOUNDATION



"WE UNDERSTAND THE IMPORTANCE OF COMMUNITY INVOLVEMENT AS BOTH BUSINESS LEADERS AND INDIVIDUAL CITIZENS. WE WANTED TO MAKE A POSITIVE IMPACT AND COULD NOT BE MORE PROUD OF OUR ROLE IN BRINGING TOYOTA ELEPHANT PASSAGE TO THE COLORADO COMMUNITY."

- TIM VAN BINSBERGEN
PRESIDENT, DENVER TOYOTA DEALERS ASSOCIATION

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OPERA COLORADO'S BILINGUAL OPERA, "LA CURANDERA," RECEIVES OPERA AMERICA'S DIVERSITY AWARD

JANUARY: DENVER CENTER THEATRE COMPANY STAGES WORLD PREMIERE OF "PLAINSONG," ADAPTATION OF KENT HARUF'S BEST-SELLER

JUNE: OPERA COLORADO STAGES "NIXON IN CHINA" BY JOHN ADAMS TO CRITICAL ACCLAIM

2008



FALL: MIZEL ARTS & CULTURE CENTER LAUNCHES JEWISH ARTS, AUTHORS, MOVIES, MUSIC FESTIVAL

APRIL: URBAN NATURE EXHIBIT AT DENVER BOTANIC GARDENS FEATURING 10 LOCAL, NATIONAL, AND INTERNATIONAL STREET AND MURAL ARTISTS



SEPTEMBER: "LES MISÉRABLES" SETS RECORDS FOR ATTENDANCE, REVENUE AT ARVADA CENTER

ATTENDANCE

Big events played a major role in the second-biggest year for attendance in the 20 years CBCA has been conducting this study. “King Tut” nearly tripled attendance at **Denver Art Museum**, more than 50,000 attended the **Colorado Ballet** staging of “The Nutcracker,” and the first Denver visit by the touring show of “Billy Elliot” packed them in for **Denver Center Attractions**.

But longstanding groups and well-loved annual events also contributed. A remodeled “My Market” exhibit helped **Children’s Museum of Denver** above 300,000 attendees, setting a fifth straight attendance record. Routine sell-outs at **Denver Botanic Gardens’** summer music series, along with the usual throngs at **Cherry Creeks Arts Festival**, added mightily.

And openings during 2011 – the **Lone Tree Arts Center**; **Parker Arts, Culture, and Events Center**; **Clyfford Still Museum** in Denver – added to the year’s attendance, with greater contributions ahead.

ATTENDANCE

2011 BY THE TICKET



FALL: **BRADFORD WASHBURN AMERICAN MOUNTAINEERING MUSEUM** OPENS IN GOLDEN

NOVEMBER: **DENVER FILM FESTIVAL** SELECTS “**PRECIOUS**,” CO-PRODUCED BY **DENVER’S SARAH SIEGEL-MAGNESS**, TO OPEN THE FESTIVAL

DECEMBER: **NEW EXHIBITS AT WINGS OVER THE ROCKIES** HELP BOOST ATTENDANCE 17% ANNUALLY, TO NEARLY **80,000 PEOPLE**



2008

OCTOBER: **MCA DENVER** SHOWCASES SIGNATURE WORKS OF **DAMIEN HIRST**, INCLUDING ANIMALS PRESERVED IN FORMALDEHYDE AND DISPLAYED IN GLASS

DINOSAUR RIDGE OPENS **TREK THROUGH TIME** VISITOR CENTER

ANNIVERSARY: **FOOTHILLS ART CENTER (40)**

CAPITAL SPENDING

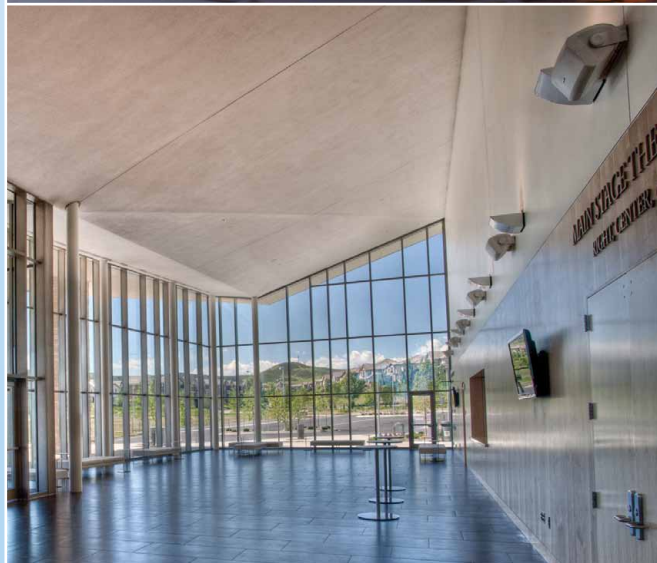
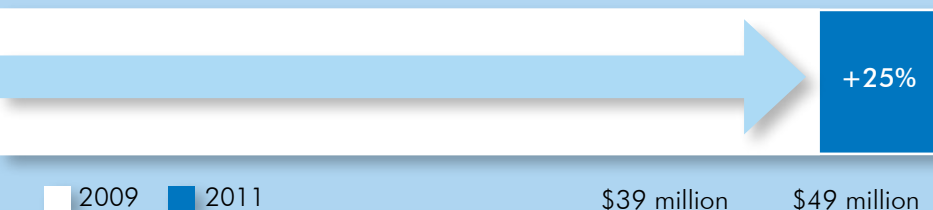
It was a banner year for capital projects in the metro area, with the opening of three significant buildings in the arts and cultural community during 2011.

- **Parker Arts, Culture and Events Center:** The \$21.7 million building includes a 536-seat theater, art gallery, dance studio, media lab, catering and teaching kitchen, and 250-seat outdoor amphitheater.
- **Lone Tree Arts Center:** The \$23 million center has a 500-seat theater, adaptable 150-225 seat event hall, a 300-seat outdoor terrace theater and gallery space.
- **Clyfford Still Museum:** Designed by Brad Cloepfil of Allied Works Architecture specifically to display the work of one of the most significant Abstract Expressionists of the 20th century. The 28,500-square-foot building next to the Denver Art Museum cost \$15.5 million to build.

In addition, three other significant projects were in the construction phase:

- **Toyota Elephant Passage, Denver Zoo:** The \$50 million, 10-acre exhibit opened in 2012.
- **eTown Hall:** The remodeled Boulder church became a modern concert hall, recording studio and community center when it opened in 2012.
- **Education & Collections Facility, Denver Museum of Nature and Science:** The 126,000-square-foot, five-level wing will open in 2014.

CAPITAL EXPENDITURES



ANNIVERSARIES: SCFD (20), PHAMALY (20)

APRIL: "EXPEDITION HEALTH," A PERMANENT 10,000-SF EXHIBIT, OPENS AT DENVER MUSEUM OF NATURE & SCIENCE DRAWING 600,000+ IN ITS FIRST YEAR

NOVEMBER: SU TEATRO, DENVER'S ONLY LATINO THEATER COMPANY, BUYS DENVER CIVIC THEATRE

2009



FEBRUARY: THE CELL, A \$7 MILLION, 6,000-SF SPACE, OPENS IN THE DENVER ART MUSEUM RESIDENCES



COLORADO MUSIC FESTIVAL & ROCKY MOUNTAIN CENTER FOR MUSICAL ARTS MERGE



OCTOBER: CHRISTOPH HEINRICH NAMED DIRECTOR OF DENVER ART MUSEUM



VOLUNTEERISM

The community spirit and generosity of those in the metro area was on full display in 2011, as more than 50,000 stepped forward to volunteer at arts and cultural institutions, a nearly 20% increase over 2009.

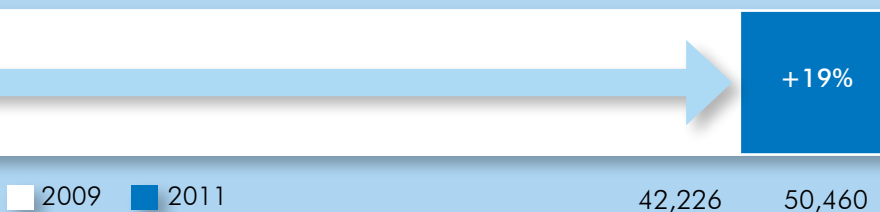
Perhaps that's not a big surprise, since Denver ranked 14th for volunteerism among 51 cities surveyed by Volunteering in America. But volunteerism has seen a small decline in Denver and across the country over the past decade, so the growth signals strong local support for arts and cultural institutions.

Volunteerism also delivers value to metro-area organizations. In fact, more than \$40 million in value, based on the 2011 total of 1.9 million hours volunteered.*

* 2010 Independent Sector valuation of \$21.36 per hour.

**1.9 MILLION TOTAL
HOURS VOLUNTEERED
(38 HOURS PER
VOLUNTEER)**

TOTAL VOLUNTEERS



"WHEN I STARTED (SEVEN YEARS AGO) AS AN USHER IT WAS GREAT TO EXPERIENCE THE DIFFERENT FILMS THEY SHOW, MEET THE MEMBERS AND SEE THEIR PASSION. VOLUNTEERING IS AN ENORMOUS PART OF MY LIFE. I ALWAYS LOOK FORWARD TO IT."

- SANDRA SALAZAR
DENVER FILM SOCIETY

"WE NEED TO GET KIDS OUT OF THE HOUSE AND INTO NATURE. OUTDOOR EDUCATION IS FUN, CHALLENGING, INTERESTING, ENERGIZING, AND INSPIRING FOR KIDS - AND FOR ME."

- LARRY DeSAULES
COLORADO MOUNTAIN CLUB, YOUTH EDUCATION PROGRAM

FEBRUARY: DAVID DADONE NAMED EXECUTIVE DIRECTOR, BOULDER MUSEUM OF CONTEMPORARY ART

ANNIVERSARIES: CLEO PARKER ROBINSON DANCE (40); DENVER URBAN GARDENS (25); BUNTPORT THEATRE (10)

SEPTEMBER: MCA DENVER OPENS "OVER THE RIVER," FEATURING CHRISTO AND JEAN CLAUDE'S ARKANSAS RIVER PROJECT

2010

APRIL: PARKER ARTS, CULTURE, AND EVENTS CENTER GROUNDBREAKING

SUMMER: "MOORE IN THE GARDENS," FEATURING SCULPTOR HENRY MOORE, BOOSTS DENVER BOTANIC GARDENS ATTENDANCE BY 55% TO 820,000

USA/ACCESS GALLERY MERGES WITH KENNEDY CENTER FOR THE PERFORMING ARTS' OFFICE OF ACCESSIBILITY

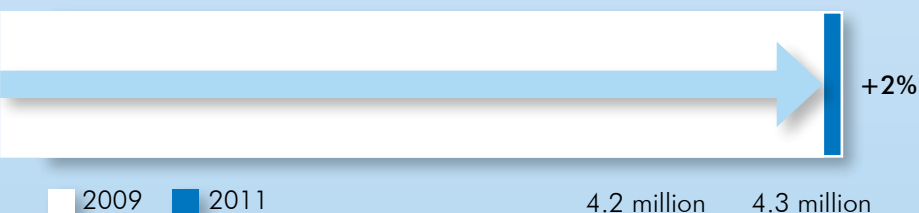
OUTREACH TO STUDENTS

One of the best ways to build an enduring audience for arts and culture is to educate that audience at a young age.

Local arts and cultural organizations have been doing just that for years, making it easy for schools in the metro area to visit and learn by offering a wide variety of programs for students of all ages. The result? More than 4.3 million school children participated in a program or event at one of those destinations in 2011, a 2% increase over 2009.

Local groups get a big helping hand in this outreach, thanks to the support they receive from SCFD. Because of that distribution, organizations can offer free and reduced-price admission to schools, making the experience available to all.

OUTREACH TO STUDENTS



DECEMBER: SCIENTISTS FROM DENVER MUSEUM OF NATURE & SCIENCE UNEARTH 8 AMERICAN MASTODONS, 4 COLUMBIAN MAMMOTHS NEAR SNOWMASS



2011



MARCH: FOLLOWING A \$2 MILLION RENOVATION, ELAINE WOLF THEATRE OPENS AT MIZEL ARTS AND CULTURE CENTER



PHOTO CREDITS

Page 2: Colorado Ballet, Chandra Kuykendall by Allen Birnbach; Denver Urban Gardens; Denver Performing Arts Complex by Larry Laszlo, CoMedia; Dragon Boat Festival, Kit Williams and Thomas Jackson; Arvada Center for the Arts & Humanities, *Hairspray* by P. Switzer

Page 3: Denver Art Museum; PerformInk Stories, *Tantalus*; Daniel Libeskind Studio, Daniel Libeskind; The Wildlife Experience; Denver Center for the Performing Arts, Ellie Caulkins Opera House by Steve Crecelius

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NOVEMBER: DENVER FILM CENTER MOVES INTO LOWENSTEIN THEATER REDEVELOPMENT ON COLFAX

ANNIVERSARIES: COLORADO BALLET (50); SWALLOW HILL MUSIC ASSOCIATION (40); MUSEO DE LAS AMERICAS (20) ARVADA CENTER (35)

JUNE: WINGS OVER THE ROCKIES ANNOUNCES A NEW FACILITY AT CENTENNIAL AIRPORT

2012 ECONOMIC ACTIVITY STUDY

CULTURE DELIVERS ECONOMIC IMPACT WITH PERSONAL TOUCH

The metro area's cultural infrastructure has exploded in the past 10 years, with myriad openings across the seven counties that CBCA surveys for our Economic Activity Study, including:

- **The Armory at Brighton Cultural Center** in Adams County;
- **Vintage Theater** in Arapahoe County;
- **eTown Hall** in Boulder;
- **Broomfield Auditorium** in Broomfield County;
- **Ellie Caulkins Opera House, Clyfford Still Museum, MCA Denver, Su Teatro at Denver's Civic Theatre, TACtile Textile Arts Center** and more in Denver;
- **The Wildlife Experience, Parker Arts, Culture & Events, and Lone Tree Arts Center** in Douglas County;
- **Bradford Washburn Mountaineering Museum** in Jefferson County.

These state-of-the-art facilities attract visitors from outside the region to see world-class exhibitions, artists, and performances such as *Yves Saint Laurent: The Retrospective*, **Denyce Graves**, *A Day in Pompeii*, **Junot Diaz**, *Henry Moore: Moore in the Gardens*, **Idina Menzel** and *The Book of Mormon*.

Non-SCFD funded organizations have added to the cultural renaissance with openings: **Newman Center for the Performing Arts at the University of Denver** (2002); **CU Art Museum** in Boulder (2010), and **History Colorado Center** in Denver (2012).

It's not just new buildings and big events, though. The 300+ arts, cultural and scientific organizations that receive SCFD support also give back to the community by providing hundreds of free access days,

supporting thousands of jobs, educating and enlightening millions of children, and contributing billions of dollars to the economy.

This support enables the **Colorado Symphony** to open dress rehearsals to thousands of school children. It helps the **Butterfly Pavilion** house 1,600 free-flying butterflies. It lets **Downtown Aurora Visual Arts** teach hundreds of high-risk youth creative skills. It maintains **Rocky Mountain Quilt Museum's** 4,000-item Sandra Dallas Library.

It's important to remember that SCFD will be up for reauthorization on the 2016 ballot. I urge you to share the message that the SCFD and the organizations it supports are vital to the economic and social fabric of the seven counties. Make sure your neighbors, friends, family, co-workers and legislators all know the arts mean business – over \$1.7 billion of business.

Don't stop there. Go to the ballet, see an opera, take a photography class, volunteer as a museum docent, get your hands dirty in an urban garden. Remember: SCFD support is just one slice of the arts revenue pie. Organizations rely primarily on individual donors like you to support their artistic and administrative work.

CBCA has published this biennial study, thanks to longtime support from **Deloitte Consulting** and **DualDraw**, for 20 years, but it's just part of what we do. We also work to advance Colorado's creative economy by connecting business and the arts by advocating for arts education, saluting exemplary business partnerships in the arts, training emerging leaders to serve on nonprofit boards and providing monthly arts engagement opportunities.

Please consider becoming a member of CBCA. We have an exciting future and would love to have you along for the journey.



Deborah Jordy
Executive Director

ABOUT THE STUDY

The 2012 Economic Activity Study reflects self-reported information collected in 2012 via SCFD's grant process and reflects the 2011 fiscal year. For the first time in the study's history, 100% of the surveyed groups responded. The resulting information is analyzed by Deloitte Consulting and DualDraw using a data model based on the survey that is modified over time.

LEARN MORE: 303-282-5135 OR WWW.CBCA.ORG

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SEPTEMBER: \$23 MILLION
LONE TREE ARTS CENTER OPENS

NOVEMBER: THE 28,500-SF CLYFFORD STILL
MUSEUM, DESIGNED BY BRAD CLOEPFL, OPENS

ANNIVERSARIES: CENTRAL CITY OPERA (80); SU TEATRO (40); OPERA COLORADO (30),
MIZEL MUSEUM (30), LITTLETON TOWN HALL ARTS CENTER (30); AURORA FOX (25);
ART STUDENTS LEAGUE OF DENVER'S SUMMER ART MARKET (20)

2011

OCT. 29: PARKER ARTS, CULTURE, AND EVENTS
(PACE) OPENS AT A COST OF \$21.7 MILLION

NOV. 22: COMMUNITY-MINDED DANCE HOSTS FLASH MOB AT DIA

2012

EVENTS AND PROJECTS THAT WILL HAVE AN IMPACT ON FUTURE CBCA REPORTS

Education & Collections Facility, Denver Museum of Nature and Science

Construction is on schedule for this 126,000-square-foot, five-level wing. When it opens in 2014 the building will provide space for world-class traveling exhibitions and an interactive science center for early learners, among other features.

"Becoming Van Gogh," Denver Art Museum

The Mile High City will be the only place to see this exhibition featuring more than 70 paintings and drawings by Vincent Van Gogh, along with works by Henri de Toulouse-Lautrec and Camille Pissarro. It runs through January, 2013.

Toyota Elephant Passage, Denver Zoo

Even though this dazzling \$50 million, 10-acre exhibit opened in 2012, it will boost attendance at the Zoo in the years to come.

Light/The Holocaust & Humanity Project, Colorado Ballet

This three-month-long, community-wide program will use the arts as a catalyst to bring Coloradans together to confront indifference and prejudice. It will conclude with performances March 29-31 in the Newman Center at the University of Denver.

Keep an eye out for these additional events in 2013:

- Opera Colorado: "Don Giovanni" (March)
- Denver Center Attractions: "Sense & Sensibility The Musical" (April)
- Colorado Music Festival (June)
- Central City Opera: "Show Boat" (August)
- Starz Denver Film Festival (November)



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CLEO PARKER ROBINSON DANCE PERFORMS AT LINCOLN CENTER OUT OF DOORS IN NYC



MAY: MORE THAN 1,200 ATTEND THE FIFTH ANNUAL "UKEFEST" SPONSORED BY THE SWALLOW HILL MUSIC ASSOCIATION



JULY: ROBERT GARNER, WHO BROUGHT BROADWAY SHOWS TO DENVER, DIES



AUGUST: "THE BOOK OF MORMON" NATIONAL TOUR KICKS OFF AT BUELL THEATRE TO SELLOUT CROWDS

AUGUST: COLORADO SYMPHONY ORCHESTRA ANNOUNCES IT HAS WIPED OUT \$1.2 MILLION BUDGET SHORTFALL AND IS OPERATING IN THE BLACK



DENVER BOTANIC GARDENS' "KIZUNA: WEST MEETS EAST," BY TESTSUNDORI KAWANA & STEPHEN TALASNIK



THANK YOU TO OUR SPONSORS



COLORADO BUSINESS COMMITTEE FOR THE ARTS