

## Americans for the Arts Data

"Arts and cultural organization are valued members of the business community. They employ people locally, purchase goods and services from within the community, are members of their Chambers of Commerce, and promote their regions."

*Americans for the Arts, Arts & Economic Prosperity 5*

"Arts businesses are rooted locally – supporting jobs that cannot be shipped overseas."

*Americans for the Arts, Arts & Economic Prosperity 5*

"87% of Americans believe arts & culture are important to quality of life."

*Americans for the Arts 2016 survey of 3,020 adults  
by Ipsos Public Affairs*

The arts can unite us! "72 percent of Americans believe 'the arts unify our communities regardless of age, race, and ethnicity' and 73 percent agree that the arts 'helps me understand other cultures better' -- a perspective observed across all demographic and economic categories."

*Americans for the Arts, 10 Reasons to Support the Arts*

To find out more contact  
[arts@littletongov.org](mailto:arts@littletongov.org).



# STATE OF THE ARTS

## Littleton State of the Arts 2021

"The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, empathy, and beauty. The arts also strengthen our communities socially, educationally, and economically—benefits that persist even during a pandemic that has been devastating to the arts... an investment in artists and arts organizations is vital to the nation's post-pandemic healing and recovery."

- Americans for the Arts,  
10 Reasons to Support the Arts





## Littleton State of the Arts 2021 Survey Results

More than  
**130** people employed in the arts and  
culture industries in Littleton



Over  
**412**  
volunteers helped  
these organizations and  
businesses with events,  
programming, and  
making a difference in  
the fields they love!



More than  
**1,142**  
in-person programs were held  
locally, as well as an estimated  
**675** virtual programs

In all, over  
**2,180,861**  
visitors interacted with local arts  
and culture industries. These  
visitors shopped, painted, danced,  
sang, watched, learned and enjoyed  
Littleton's rich and varied cultural offerings!



### Colorado Business Committee for the Arts Data

*2021 Economic Activity Study of Metro Denver Culture*  
*Released November 2021*

Arts and cultural activity reached a peak in 2019, breaking records for economic activity and impact. Momentum was building since the last recession, enabling organizations to invest in capital projects, employment growth and blockbuster events.

The arts sector lost a decade of growth in 2020 due to the COVID-19 pandemic. The temporary closure of venues and in-person events had an abrupt and drastic impact, reducing key metrics like jobs and attendance to levels from the last recession or lower.

**\$2.3**  
billion

economic activity in  
Metro Denver, in 2019,  
a 17% increase from 2017



**\$869**  
million

economic impact in 2019,  
a 50% increase from 2017



**15** million

people attended arts  
and cultural events & sites,  
a 1% increase from 2017



**13,392**

jobs in 2019, a 13%  
increase from 2017