

Economic Activity Study

OF METRO DENVER CULTURE

Presented by U.S. Bank



SOARING ECONOMIC ACTIVITY

Economic activity generated by the cultural sector continues to grow in 2024, reaching record-breaking levels and sustaining the post-pandemic recovery. Economic activity is driven by direct and indirect audience spending and operating expenditures. This growth persists despite fluctuations in capital expenses.

\$3.12B

TOTAL ECONOMIC ACTIVITY

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

MORE JOBS IN ARTS & CULTURE

Total employment at arts, culture and scientific organizations is at an all-time high. There has been growth across full-time, part-time and contract jobs from 2022 to 2024. Full-time and contract employment have exceeded rates seen in 2019 before the pandemic. Personnel costs are outpacing the growth in total employment.

**Economic Impact
of Cultural Tourism**

\$692M

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

Employment

14,466 JOBS

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

ATTENDANCE, EDUCATION & TOURISM

Participation in arts and culture experiences has steadily increased across the region, and total audience engagement is almost back to pre-pandemic levels. Education outreach and school programming have bounced back and are at a record high. The economic impact of cultural tourism is up in 2024 thanks to direct and indirect spending of audiences from outside the Denver metro area, Colorado and internationally.

Personnel Expenses

\$312M

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

In-Person Attendance

14.52M ENGAGEMENTS

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

GIVING TO ARTS & CULTURE

Organizations saw a dramatic drop in federal government funding as pandemic-related relief programs have gone away (90% decrease from 2022). Individual donations and foundation giving are helping to bridge that gap. Corporate sponsorships increased slightly in 2024, but at a much slower pace than other funding sources.

Education Outreach

4.57M EDUCATIONAL EXPERIENCES

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

Giving to the Arts

\$286M

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

SUSTAINING CULTURE FOR ALL

The Scientific and Cultural Facilities District (SCFD) continues to be the single largest funding source for arts, culture and scientific nonprofits in the seven-county metro region, reaching another all-time high in distributions in 2024, totaling \$85 million. SCFD remains a vital stabilizing force for the community.

For complete data
breakdown, read the
full study at cbca.org



Read the full report at cbca.org/economic-activity-study

ABOUT THE REPORT

CBCA's Economic Activity Study of Metro Denver Culture has been quantifying the financial and social impact of arts, culture and scientific organizations since 1993. This study, presented by U.S. Bank and released in November 2025, illustrates the resilience and relevance of the cultural sector in the region, especially in light of the effects of the COVID-19 pandemic and amid uncertain times.



METHODOLOGY

This Economic Activity Study of Metro Denver Culture is calculated using data from the 2024 calendar year. Data is self-reported by the nearly 300 arts, culture and scientific nonprofits funded by the Scientific and Cultural Facilities District (SCFD) in a seven-county region: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas and Jefferson Counties. Comparisons are made to CBCA's prior studies, which include data from the 2019, 2020 and 2022 calendar years, as well as CBCA's 30-year longitudinal dataset. This study does not include data from non-SCFD funded nonprofits, for-profit creative businesses, higher education or individual artists. Economic activity and impact are calculated using Regional Input-Output Modeling System (RIMS II) multipliers from the U.S. Bureau of Economic Analysis. The data analysis and research were conducted by BBC Research and Consulting.

THANK YOU TO OUR SPONSORS



Founded in 1985, Colorado Business Committee for the Arts (CBCA) is a 501c3 nonprofit membership organization that connects business and the arts to advance Colorado's creative economy through advocacy, research, arts engagement, leadership development, training and volunteerism. Learn more at cbca.org.

Contact us to schedule a presentation at main@cbca.org or 720-428-6720