



Arts & Economic Prosperity 5 (AEP5) is Americans for the Arts' fifth economic impact study of the nation's nonprofit arts and cultural organizations and their audiences. By every measure, the results are impressive. **Nationally, the non-profit arts industry generated \$166.3 billion of economic activity in 2015**—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. **This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments** (a yield well beyond their collective \$5 billion in arts allocations).

AEP5 is the most comprehensive study of its kind ever conducted. It provides detailed economic impact findings on 341 study regions representing all 50 states and the District of Columbia. Data was gathered from 14,439 organizations and 212,691 arts event attendees, and our project economists customized input-output models for each and every study region to ensure reliable and actionable localized results. AEP5 demonstrates that the arts provide both cultural and economic benefits. No longer do community leaders need to feel that a choice must be made between arts funding and economic development. **Arts & Economic Prosperity 5** proves that they can choose both. Nationally as well as locally here in the Pikes Peak region, the arts mean business.



Thanks to the following photographers for the use of their imagery:
 Al Brody, Isaiah Downing, Bryan Oller, Michael Pach, Stellar Propeller Studio.
 Design provided by Andrew Hershberger Creative.

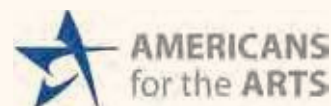


The Cultural Office of the Pikes Peak Region (COPPeR) is a nonprofit 501(c)(3) organization whose mission is "connecting residents and visitors with arts & culture to enrich the Pikes Peak region." Governed by an engaged Board of Directors, and with the leadership and passion of a small but dedicated staff, our work at the Cultural Office is all about elevating the visibility, value and impact of the creative sector here in our community. The Cultural Office takes a strategic view of the Pikes Peak region (El Paso and Teller Counties) to ensure that cultural services reach all people, and that the arts are used to positively address issues of economic development, education, tourism, regional branding and civic life. We provide an umbrella service encompassing areas such as marketing and communication, broad-based data gathering, strategic planning and programming, and advocacy for the creative industry in its entirety. As the region's designated local arts agency, we aim to efficiently and cost-effectively achieve immeasurably more than any one gallery, artist or performance group can do independently. The arts are an ecosystem – and at the Cultural Office we want to ensure that all parts of that ecosystem are healthy, thriving and fully integrated into the fabric of our community.

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 OF THE PIKES PEAK REGION

(719) 634-2204
 info@CulturalOffice.org
 PO Box 190
 Colorado Springs, CO 80901
www.CulturalOffice.org

Americans for the Arts (AFTA) is the nation's nonprofit organization for advancing the arts in America. Established in 1960, AFTA is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.



A special thanks to **El Paso County Economic Development** for their sponsorship of the AEP5 study.



The Economic Impact of Arts and Culture in the Pikes Peak Region

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\$153 Million Economic Impact

Arts & Economic Prosperity 5 provides evidence that the nonprofit arts and culture sector is a significant industry in the Pikes Peak Region—one that generates \$153.3 million in total economic activity. This spending—\$51.2 million by nonprofit arts and cultural organizations and an additional \$102.1 million in event-related spending by their audiences—supports 5,070 full-time equivalent jobs, generates \$100.8 million in household income to local residents, and delivers \$15.9 million in local and state government revenue. This economic impact study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in the Pikes Peak Region’s economic well-being.



Economic Impact Beyond Dollars: Volunteerism

While arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact by helping nonprofit arts and cultural organizations function as a viable industry. Arts & Economic Prosperity 5 reveals a significant contribution to nonprofit arts and cultural organizations as a result of volunteerism. **During 2015, a total of 4,555 volunteers donated a total of 297,676 hours to the Pikes Peak Region’s participating nonprofit arts and cultural organizations. This represents a donation of time with an estimated aggregate value of \$7,013,247** (Independent Sector estimates the dollar value of the average 2015 volunteer hour to be \$23.56). Volunteers can include unpaid professional staff (e.g., executive and program staff, board/commission members), artistic volunteers (e.g., artists, choreographers, designers), clerical volunteers, and service volunteers (e.g., ticket takers, docents, ushers, gift shop volunteers).

The 87 participating organizations reported an average of 52.4 volunteers who volunteered an average of 65.4 hours during 2015, for a total of 3,421.6 hours per organization.

The Value of In-Kind Contributions to Arts Organizations

Participating organizations were asked about the sources and value of their in-kind support. In-kind contributions are non-cash donations such as materials (e.g., office supplies from a local retailer), facilities (e.g., office or performance space), and services (e.g., printing from a local printer). **The 87 participating nonprofit arts and cultural organizations in the Pikes Peak Region reported that they received in-kind contributions with an aggregate value of \$4,042,270 during fiscal year 2015.** These contributions can be received from a variety of sources including corporations, individuals, local and state arts agencies, and government agencies.



Cultural Tourists Spend More

The 867 audience survey respondents were asked to provide the ZIP code of their primary residence, enabling researchers to determine which attendees were local residents (live within El Paso and Teller Counties) and which were nonresidents (live outside El Paso and Teller Counties). In the Pikes Peak Region, researchers estimate that 82.6 percent of the 3 million nonprofit arts attendees were residents; 17.4 percent were nonresidents.

TABLE 4: Event-Related Spending by Arts and Culture Event Attendees Totaled \$102.1 million in the Pikes Peak Region (excluding the cost of event admission)

	Residents	Nonresidents	All Pikes Peak Region Event Attendees
Total Attendance	2,479,345	522,283	3,001,628
Percent of Attendees	82.6%	17.4%	100%
Average Dollars Spent Per Attendee	\$28.73	\$64.23	\$34.92
Total Event-Related Expenditures	\$71,406,204	\$30,662,637	\$102,068,841

Nonresident attendees spent an average of 124 percent more per person than local attendees (\$64.23 vs. \$28.73) as a result of their attendance to cultural events. As would be expected from a traveler, higher spending was typically found in the categories of lodging, meals, and transportation. When a community attracts cultural tourists, it harnesses significant economic rewards.

The Arts Drive Tourism

Each of the nonresident survey respondents (i.e., those who live outside El Paso and Teller Counties) were asked about the purpose of their trip: **72.8 percent indicated that the primary purpose of their visit to the Pikes Peak Region was “specifically to attend this arts/cultural event.”** This finding demonstrates the power of the arts to attract visitors to the community.

The audience-intercept survey also asked nonresident attendees if they would have traveled somewhere else (instead of to the Pikes Peak Region) if the event where they were surveyed had not occurred: **50.7 percent of nonresident attendees would have “traveled to a different community to attend a similar cultural event.”**

Of the 17.4 percent of arts attendees who are nonresidents, 18.5 percent reported an overnight lodging expense. Not surprisingly, nonresident attendees with overnight expenses spent considerably more money per person during their visit to the Pikes Peak Region than did nonresident attendees without overnight lodging expenses (\$140.22 and \$46.93, respectively). For this analysis, only one night of lodging expenses is counted toward the audience expenditure, regardless of how many nights these cultural tourists actually stayed in the community. This conservative approach ensures that the audience-spending figures are not inflated by non-arts-related spending.

The Arts Retain Local Dollars

The survey also asked local resident attendees about what they would have done if the arts event that they were attending was not taking place: **45.1 percent of resident attendees said they would have “traveled to a different community to attend a similar cultural event.”**

Total Economic Impact of the Nonprofit Arts and Culture Industry in the Pikes Peak Region
(Combined Spending by Nonprofit Arts and Cultural Organizations and Their Audiences)

	Pikes Peak Region	Median of Similar Study Regions Pop. = 500,000 to 999,999	National Median
Total Industry Expenditures	\$153,262,052	\$235,239,618	\$35,750,645
Full-Time Equivalent Jobs	5,070	6,789	1,131
Resident Household Income	\$100,801,000	\$155,244,000	\$23,154,000
Local Government Revenue	\$10,849,000	\$9,943,000	\$1,407,000
State Government Revenue	\$5,052,000	\$11,820,000	\$1,961,000