



2018-2019

# PUBLIC BENEFIT

## WE CREATE ACCESS TO GREAT ART IN OUR COMMUNITIES

Denver's appetite for live entertainment has experienced rapid growth, and the focal point is downtown's Arts Complex, which is owned and operated by Denver Arts & Venues. A gift to the residents of Denver, the Arts Complex is a true gathering place for our community. Colorado Ballet, Colorado Symphony, Denver Center for the Performing Arts and Opera Colorado call the complex home. These resident companies, along with Arts & Venues and a host of civic and community events, entertain **1.3 million visits to more than 2,700 performances each year.**

Access to free and reduced-price performances and programming at the Arts Complex is made possible through SCFD funds and Arts & Venues' commitment to advance Denver's Cultural Plan. **This support allows us to welcome 170,000 visits annually through free and reduced-price programs.**

## OUR EDUCATIONAL MISSION IS AS IMPORTANT AS OUR ARTISTIC MISSION

While known for our artistic programming, we recognize the importance of fostering a love of the performing arts from an early age. Collectively, the resident companies' **arts education programs introduce students to the joy of live performance during more than 250,000 visits,** and more than one quarter attend on full or partial scholarship. School field trips bring thousands of children to our doorstep, while in-school programs enrich and elevate the importance of arts education to pre-k through high school students.

## WE VALUE COMMUNITY INPUT AND THRIVE WHEN WE COLLABORATE

We seek to engage new and non-traditional audiences to our programming. Whether we partner with one another or develop new, invigorating collaborations, we have one goal in mind — to be in service to our community. We take literacy programs to area libraries, develop arts curriculum for local music groups and offer performance spaces to dance and theatre troupes. We host leadership workshops and tell community stories. We are made better by engaging new voices, innovative ideas and diverse perspectives.

## LIVE PERFORMANCES ARE VITAL TO THE REGION'S ECONOMY

As a vital economic driver to downtown Denver, together we employ thousands of artists and administrators who, along with our audiences, generate **approximately \$300 million in regional economic activity annually.**

*Pictured left to right: Zaria Kelley and Bianca LaVerne Jones in "Last Night and the Night Before," Adams VisCom. Artists of Colorado Ballet in "Swan Lake," Act 4, Mike Watson. Artists of Colorado Symphony, Amanda Tipton Photography. Will Liverman and Cecilia Lopez in "Pagliacci," Opera Colorado/Matt Staver*

# TOGETHER

**WE CREATE JOBS. WE EDUCATE STUDENTS. WE CELEBRATE COMMUNITY. WE NOT ONLY ENTERTAIN, BUT ALSO ENRICH THE VIBRANT CULTURAL FABRIC OF OUR VERY OWN MILE HIGH CITY.**

# HIGHLIGHTS



**1.3 MILLION** VISITS

**2,700** PERFORMANCES



**170,000** VISITS WERE FREE OR REDUCED-COST ADMISSIONS



**250,000** STUDENT VISITS



**3,500** EMPLOYED

INCLUDING ACTORS, SINGERS, MUSICIANS, ARTISTS, BACK-STAGE CREW, BOX OFFICE STAFF AND MORE

**\$300 MILLION**

IN TOTAL, ANNUAL ECONOMIC ACTIVITY



DENVER CENTER FOR THE PERFORMING ARTS



## METHOD

This information was gathered to illustrate the collective public benefit of the Denver Performing Arts Complex and its four resident non-profit organizations. This study uses self-reported financial, programming and operational data from Denver Arts & Venues, owner and operator of the Arts Complex, and the four resident performing arts organizations – Colorado Ballet, Colorado Symphony, Denver Center for the Performing Arts and Opera Colorado. The timeframe of July 1, 2018 through June 30, 2019 was identified by the resident organizations to align with the Scientific & Cultural Facilities District (SCFD) 2020 grant application. These are pre-COVID figures.

Economic impact was examined in different ways: first, using the Americans for the Arts' "Arts & Economic Prosperity 5 Calculator" along with total expenses and total attendance for each individual organization, and second, using the Broadway League's analysis of producers'/presenters' budgets in 41 cities and audience spending in 55 cities. The information also uses the Colorado Business Committee for the Arts' Economic Activity Study definition of economic activity: "money flowing through the region." Arts & Venues reported only data related to the Denver Performing Arts Complex and did not include Red Rocks Park & Amphitheatre, Colorado Convention Center, Denver Coliseum or McNichols Building.

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