

DENVER'S CULTURAL SCENE

FACT SHEET

It is a unique time for Denver. The city's cultural landscape is blossoming dramatically. It is what many are calling "Denver's Cultural Renaissance..."

Cultural Capital Projects

- Ellie Caulkins Opera House opened September 10, 2005
- The Lab at Belmar opened September 16, 2006
- Denver Art Museum Frederic C. Hamilton Building opened October 7, 2006
- Center for Empowering Learning & Living, a project of the Mizel Museum, opening new location at Civic Center Cultural Complex in fall 2007
- Museum of Contemporary Art/Denver opening October 28, 2007
- Clyfford Still Museum opening as early as 2009

Existing Base of Arts & Culture

- Denver Performing Arts Complex (DPAC) features 10 performance spaces on a four-block, 12-acre site
- World-famous Red Rocks Amphitheatre
- Denver Museum of Nature and Science (DMNS) 5th largest natural history museum in nation
- Denver Zoo 4th most popular zoo in country
- Denver Botanic Gardens one of top 10 Western gardens in nation
- Cherry Creek Arts Festival #1 arts festival in country (based on artists' sales)
- Denver hosts one of largest Martin Luther King, Jr. parades, Cinco de Mayo celebrations and Native American Pow-Wows in country

Scientific & Cultural Facilities District (SCFD)

- 1988 voter-approved tax to provide consistent source of unrestricted funding to scientific and cultural organizations
- One-tenth of a cent retail sales tax (or one penny on every \$10 purchase)
- In 1988, SCFD generated \$14 million
- In 2006, SCFD generated \$38 million
- SCFD funds over 300 diverse cultural organizations in the seven-county metro Denver area
- In 2004 66% of voters in seven-county region reauthorized SCFD through 2018
- Election strategy built on regional collaboration
- Formula provides significant resources to suburbs

Economic Benefits of Culture in Denver*

- Arts & culture = more than \$1.4 billion a year in economic activity in metro Denver area
- Cultural industry employs more than 10,000 people in metro Denver area, disbursing \$95 million in wages and roughly \$16 million in payroll, seat and sales taxes annually
- Metro Denver cultural amenities drew 2.4 million visitors from outside metro Denver area, a \$334 million boon to local economy

Denver's Public Art

- Denver's Public Art Collection consists of almost 300 works installed in various locations throughout the city
- Denver's "1% for Public Art" ordinance was passed in 1998; since then nearly 200 works have been installed, valued at more than \$23 million

Denver's Art Galleries/Districts

- Denver boasts over 120 commercial art galleries representing regional, national and international artists of all genres, from western to contemporary
- Denver's six established art districts are located in some of Denver's most unique neighborhoods and host monthly First Friday Art Walks for both residents and visitors to enjoy

Denver's Music Scene

- Denver enjoys more than 160 performance venues throughout the city, from Swallow Hill Music Association to Fillmore Auditorium to Red Rocks Amphitheatre
- Six Denver bands were selected to perform at 2006 SXSW Music Festival in Austin, Texas

Denver's Film Scene

- Denver is home to approximately 180 film-related businesses
- State of Colorado recently passed Incentives for Motion Picture Industry bill, which for first time in the State's history provides tax incentives for film production in Colorado

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Denver's Theatre Scene

- 38 Denver theatre companies representing local productions, children's theatre and Broadway tours draw an annual attendance of nearly 1 million, generating over \$36 million in ticket revenue**

National Arts Conventions Coming to Denver in 2008

- National Performing Arts Convention
- American Association of Museums Convention

Tourism

- 2006 was best year ever for Denver tourism with 11.7 million overnight visitors coming to the city, up 13 percent over 2005 figures, according to Longwoods International
- A study, commissioned by the Denver Metro Convention & Visitors Bureau (DMCVB), found that in 2006, metro Denver visitors spent a record \$2.76 billion, which was also up 13 percent over \$2.43 billion spent in 2005
- Number of people combining business and leisure trips grew substantially from 2004 to 2006. One out of three business travelers added a pleasure component to their trip in 2006, an increase over the 22 percent that did in 2004 and 31 percent in 2005.
- Marketable, discretionary visitors gave Denver high marks in 2006 for the city's option for entertainment, pro sports events, theatre and the arts, nightlife, the variety of things to see and do, museums, art galleries, parks and gardens, interesting architecture, landmarks, shopping, dining, recreation and mountain activities

Transportation

FASTRACKS (LIGHT RAIL)

- \$4.7 billion bond initiative
- 119 miles of new rail over next 12 years
- Will make cultural destinations more easily accessible
- Bipartisan support of 32 regional mayors in seven-county metro Denver area

DENVER INTERNATIONAL AIRPORT

- Voted "Best Airport in North America" in 2005 and 2006 by Business Traveler Magazine
- Fifth busiest airport in North America in 2006
- 10th busiest airport in the world in 2006
- Nonstop service to 133 U.S. destinations
- Nonstop flights to 18 international cities
- Average of 1,550 flights daily

For more information, contact the Denver Office of Cultural Affairs at 720-865-4320.

*Source: Colorado Business Committee for the Arts & Deloitte 2006 "Study of the Economic and Social Activity of Metro Denver."

**Source: *The Denver Post* 2004 Theatre Survey



DENVER OFFICE OF CULTURAL AFFAIRS

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