

# GRAND JUNCTION COMMISSION ON ARTS AND CULTURE JUNE 2007

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“Love Song” by Denny Haskew

## Economic & Social Importance of the Arts in the Grand Valley

### Part One: Quantification of Economic Impacts

## Economic Highlights

### Purpose & Goals

*The Grand Junction Commission on Arts and Culture is a nine-member board appointed by the City Council and dedicated to developing a climate where arts and culture will thrive and grow.*

As one measure of cultural development, the Commission completes periodic surveys to document the economic and social impacts of local arts and cultural organizations (both nonprofit and governmental) that provide arts and cultural activities in the Grand Valley.

This report also includes data about for profit arts-related businesses—the creative industries in Mesa County—galleries, architects, graphic designers, musicians, photographers, radio & television, movies & videos.

The purpose of this report is to provide valid data to illustrate the fact that the local arts industry is both an economic engine as well as a catalyst for an active and engaged community. The compilation of measurable economic and social impacts of the arts and creative industries highlights how the arts affect the Grand Valley in many ways, from providing jobs to promoting tourism to enhancing quality of life. It shows that supporting the arts is a sound financial investment in the long-term health of the community.

~ Arts & culture had a \$27 million impact on the local economy in 2006

~ Grand Valley arts & cultural organizations & agencies spent \$10 million in total operating expenditures

~ Arts & cultural organizations also invested \$900,000 in capital project spending

~ This direct arts & cultural spending totaled \$11 million, which generated another \$16 million in indirect spending—totaling a \$27 million impact to the community

~ Arts & cultural organizations & agencies took in \$11 million in revenue, a 60% increase over total income in 2000, the last year data was collected (this includes both nonprofit organizations and govt. agencies that provide arts & cultural activities, facilities & programming)

~ Income for nonprofit arts & cultural organizations (excluding govt. agencies) increased 30% over 2000

~ Nonprofit arts & cultural organizations support 137 full time equivalent jobs at

18 different organizations or agencies—199 people work at full time or part-time jobs in the cultural industry

~ Mesa County has 255 for profit arts-related businesses that employ 883 people—local “creative industries” based on artistic or creative endeavors, from artists, architects, designers, galleries, and musicians, to radio and television and audio/video/movie production/sales/rentals

## Social Highlights

~ 552,046 people attended or visited arts & cultural events & facilities in 2006—a 55% increase over 2000, the last year data was collected

~ 64 local arts & cultural organizations & agencies presented almost 2,000 events & activities in 2006—a 160% increase over 2000

~ Cultural activities attracted an estimated 98,000 attendees from outside Mesa County, bringing new money into the community

~ 3099 volunteers donated 144,795 hours in 2006

~ Arts & cultural organizations boast over 15,000 paid members throughout Western Colorado

~ In 2006 there were 283,000 free admissions to cultural events or facilities (50% of total attendance/visits), making arts



“Arches” by Harlan Mosher

and culture more accessible and available to everyone

This report is Part 1 of what will be a broad and comprehensive picture of the economic importance of the arts and cultural industry, with future installments being surveys of local artists and of arts and cultural audiences. The inclusion of data from artists and cultural event attendees (which has not been previously compiled) will give as complete a picture as possible of the economic and social importance of the arts in the Grand Junction area.

## Trends

The attendance figures rose dramatically from 2000 to 2006 from 356,031 to 552,046. The number of events increased even more substantially, from 750 in 2000 to 1962 in 2006.

A primary reason for this increase in number of events was the Cinema at the Avalon becoming a full time operation and offering 750 film showings in 2006.

Income reported by non-profit arts and cultural groups increased 30% over the 2000 survey.

Income overall including governmental arts and cultural agencies, increased 60% since 2000.

# Arts Attendance & Cultural Activities

During 2006 approximately **552,046 people** were welcomed at arts and cultural events and facilities in the Grand Valley. This is over four times the entire population of Mesa County!

- ◆ **1962 total events & activities**
- ◆ **307,657 visits to museum & art gallery exhibits & local libraries (open 2250 days)**
- ◆ **88,990 attended concerts/film/theater/dance performances at 1080 events**
- ◆ **123,330 attended 4 festivals and 489 special events**
- ◆ **19,840 participated in 389 workshops or classes**
- ◆ **30,000 tuned in to community/public radio & television**
- ◆ **98,334 cultural attendees from outside Mesa Co. (est.)**

**Permanent cultural facilities** include the Art Center, Botanical Gardens, Museum of Western Colorado, all the Mesa County Libraries, Johnson Art Gallery at Mesa State College and Art on the Corner. These facilities are unique in that they are open an average of 269 days per year. They require significant resources to operate and maintain and welcome the bulk of the arts and cultural attendees.

In 2006 all of these facilities were visited by over 380,454 visitors, approximately 80% of those were Mesa County residents. Arts and cultural facilities play an important role in the education of the youth of the community and provide the

entire population with access to important historical and creative resources.

**In fact 283,000 visitors attended facilities or events for free in 2006.**

Other museum and gallery visits include displays in public venues by clubs organized to support their membership.

**The performing arts category** includes a variety of dance, music, theater, and film. Non-profit organizations in this category are both formal and informal and performed between one and 120 performances in 2006. Attendance in this category totaled 88,990 to 1,080 total performances.

Included in this category are organizations such as Colorado West Area Square Dance Council, Two Chairs Theater, Cinema at the Avalon, Grand Mesa Chorus of Sweet Adelines, Riverfront Concert Series and Grand Junction Musical Arts Association. The vast majority of the organizations do not have paid staff. In fact, all of

the organizations in this category combined have less than 7 full time staff, amounting to over 10,000 attendees per full time staff person.

**Four major art or cultural festivals** were held in 2006 with 29,000 in attendance, including the Art & Jazz Festival, Cinco de Mayo, Oktoberfest, and the Renaissance Faire.

**Three hundred eighty-nine workshops or classes** were conducted by organizations in virtually every category—literary, music, visual arts, cultural, botanical, and historical. These workshops provided the public with opportunities to learn skills in areas such as painting, ceramics, wood carving, and fiber arts.

Many of the workshops were organized for each group's members. Thirty-six percent of the organizations were created primarily for the benefit of their members, as artists guilds or cultural clubs, but have significant activities meant for the enjoyment of the population as a whole, such as demonstrations and displays.

## Income

The aggregate income of all the Grand Valley's arts and cultural organizations and governmental arts agencies in 2006 totaled \$10,775,524 with an additional \$246,565 in in-kind contributions, totaling \$11,023,040. Overall income is shown in four categories:

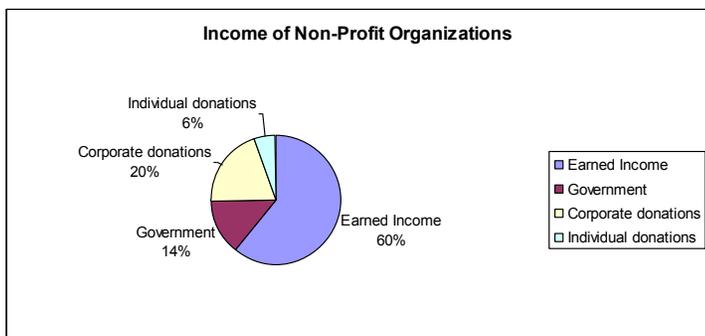
<b>Earned income (tickets, sales, workshop, etc.)</b>	<b>\$ 3,112,718</b>
<b>Government income, grants, and subsidies</b>	<b>\$ 6,419,139</b>
<b>Corporate and business donations</b>	<b>\$ 984,592</b>
<b>Individual donations</b>	<b>\$ 259,075</b>

**Total Revenues all organizations & agencies \$ 10,775,524**

Revenues of the non-profit organizations (excluding governmental agencies, i.e. Mesa State College's Continuing Education, Art, Theater, Music, and Dance, the Mesa County Public Library District, and the Commission on Arts and Culture) totaled \$4,530,609:

<b>Earned income (tickets, sales, workshops, etc.)</b>	<b>\$ 2,758,753</b>
<b>Government income, grants, and subsidies</b>	<b>\$ 616,100</b>
<b>Corporate and business donations</b>	<b>\$ 902,681</b>
<b>Individual donations</b>	<b>\$ 253,075</b>

**Total Revenues non-profit arts organizations \$ 4,530,609**



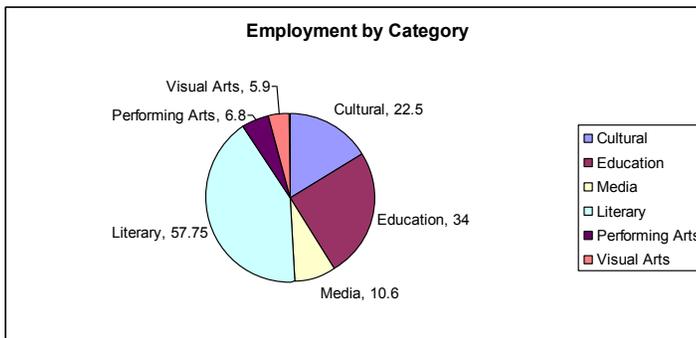
# Employment Opportunities

Arts and cultural non-profit organizations provide employment opportunities for Grand Valley residents.

- ◆ In 2006 over **137 full time equivalent jobs** were provided by **18 different organizations**.
- ◆ **\$5,645,321** in personnel costs were paid in 2006
- ◆ Employment increased by 8% from 2000 (up 10 FTE jobs)
- ◆ 30% of arts and cultural organizations have paid staff
- ◆ 60% of arts and cultural organizations employ paid staff and/or independent contractors

In addition to staff, **298 independent contractors** were hired in various capacities by a total of 35 organizations. Fourteen organizations provided full time employment and fifteen part-time.

A total of **199 full and part-time employees worked in the arts and cultural industry in 2006**, which is about the number of people it takes to staff one super Wal-Mart store.



**“A creative economy is the fuel of magnificence.”**  
Ralph Waldo Emerson

# Spending

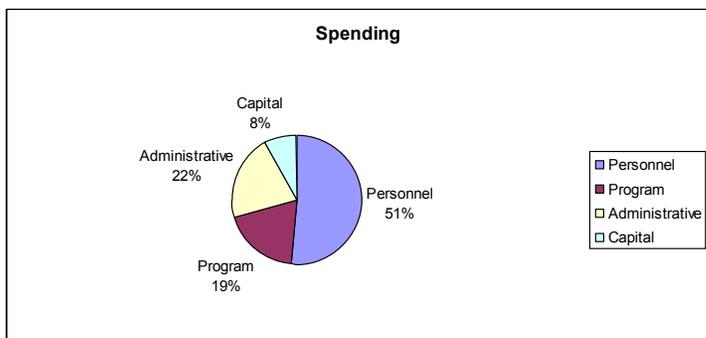
The Grand Valley arts and cultural organizations collectively spent \$10,111,458 on personnel, program and administrative expenditures in 2006. (As a point of comparison, this number is roughly equal to Mesa State College’s total non-salary expenditures for 05/06 of \$10,861,187.)

Capital expenditures by arts and cultural organizations added an additional \$895,160 to the local economy, much of that at the central library, for a **spending total of \$11,006,618**.

In-kind contributions amounted to an additional \$246,565. In-kind (non-cash) donations generally represent services that organizations would normally pay for but are donated by members of the community, for example, legal or accounting services.

**Expenditures for all arts & cultural organizations & agencies:**

Personnel expenses	\$ 5,645,321
Programming costs	\$ 2,087,688
Administration	\$ 2,378,449
<b>Sub-total Operating</b>	<b>\$ 10,111,458</b>
Capital Spending	\$ 895,160
<b>Total Spending</b>	<b>\$ 11,006,618</b>



# Volunteers

The true story of how the vast numbers of arts and cultural events and activities can be offered each year is told by the number of volunteers and volunteer hours invested by area residents:

- ◆ **3099 volunteers in 2006**
- ◆ **144,795 volunteer hours which equals approximately 70 FTE employees**

The generosity of the local volunteer contingent translates to **\$2.7 million** in dollar value by the IRS. Twenty three organizations or almost 40% of those surveyed were sustained solely by volunteers. Only eight organizations did not report volunteer hours.

The number of volunteers working with the arts and cultural organizations increased by 50% from 2000 to 2006, by 1088 volunteers, although the number of volunteer hours remained virtually the same.

# Economic Impact

## Economic Impact of Arts & Cultural Organizations

Expenditures	Direct Impact	Multiplier	Indirect Impact	Total Impact
Operating	\$10,111,458	X \$1.47 =	\$14,863,843	\$24,975,301
Capital	\$ 895,160	X \$1.36 =	\$ 1,217,418	\$ 2,112,578
<b>Total</b>	<b>\$11,006,618</b>	<b>+</b>	<b>\$16,081,261</b>	<b>= \$27,087,879</b>

The Economic Impact of the arts and cultural organizations can be displayed in spending as well as employment. Direct expenditures coupled with capital expenditures equal \$11,006,618.

Just as with any business or organization, this spending ripples out into the community and has an impact on all other businesses. Indirect economic impacts are the second wave of purchases made by the organizations, employees, and vendors of arts and cultural organizations which add to the overall economic impact.

**Every \$1 of spending by arts and cultural organizations generates an average \$1.42 for other all the other businesses** within the community, according to the CO Business Committee for the Arts’ *Economic Activity Study of Metro-Denver Culture* and U. S. Dept. of Commerce Bureau of Economic Analysis.

The nonprofit and governmental organizations and agencies in the Grand Valley who provide arts and cultural programs and facilities had a **\$27 million economic impact on the community in 2006**.

## Arts & Cultural Organizations & Agencies

Art Quilt Association (AQuA)  
 Art Space & Open Studios  
 Artmobile of Colorado  
 Bookcliff Barbershop Harmony Chorus  
 Brush & Palette Club  
 Celtic Society  
 Cinema at the Avalon  
 Colorado Public Radio—KPRN  
 Colorado Riverfront Concert Series  
 Colorado West Area Square Dance Council  
 Colorado West Quilter's Guild  
 DDA's Art on Corner/Art & Jazz Festival  
 Embroiderers' Guild of Am.—Desert West Chapt.  
 Graham Celtic Productions/Celtic Singers  
 Grand Junction Commission on Arts and Culture  
 Grand Junction Music Teacher's Association  
 Grand Junction Musical Arts Association:  
     Grand Junction Symphony  
     Grand Junction Centennial Band  
     Grand Valley Children's Choir  
     Western Colorado Chorale  
     Western Colorado Jazz Orchestra  
 Grand Junction Senior Theater  
 Grand Mesa Chorus of Sweet Adelines Internat.  
 Grand Valley Blacksmith Guild  
 Grand Valley Community Theater  
 Grand Valley Porcelain Artists  
 Grand Valley Woodcarvers Club  
 High Desert Opera  
 Junction Clay Arts Guild  
 Just a Bunch of Artists (JABOA)  
 KAFM Community Radio  
 KRMJ - Rocky Mountain PBS TV  
 Latin Anglo Alliance  
 The Limner's Guild  
 Mesa County Concert Association, Inc.  
 Mesa County Historical Society  
 Mesa County Public Library District  
 Mesa County Spellbinders  
 Mesa Fiber Arts Guild  
 Mesa State College Art/Dance/Music/Theater/CEd  
 Messiah Choral Society of Grand Junction  
 Museum of Western Colorado  
 Oktoberfest  
 Palisade Art Lovers  
 Pastel Society of Colorado  
 The Readers Festival  
 Saint Andrews Renaissance Guild  
 Sons of Norway  
 Sultan's Pride Middle Eastern Dance Troupe  
 Sunset Slope Quilters  
 Sweetwater Shakespeare Company  
 The Schumann Singers  
 Thunder Mountain Camera Club  
 Two Chairs Theater Company  
 Wednesday Music Club  
 West Rockies Writers Club  
 Western Colorado Bonsai Society  
 Western Colorado Botanical Gardens  
 Western Colorado Center for the Arts  
 Western Colorado Decorative Artists  
 Western Colorado Flute Choir  
 Western Colorado Watercolor Society  
 Western Slope Chamber Music Series  
 Western Slope Writers Workshop

## For Profit Arts-Related Businesses —

# “The Creative Industries in Mesa County”

Mesa County has 255 arts-related businesses that employ 883 people, according to research by Americans for the Arts, a nationwide association. These numbers are taken from Dun & Bradstreet data – widely acknowledged as the most comprehensive and trusted source of business information in the U. S. – and use D & B's Standard Industrial Classification (SIC) codes to create the Mesa County list of arts-centric commercial operations.

These “creative industries” are businesses based on artistic or creative endeavors, including artists, art galleries and picture framers, architects and interior designers, graphic designers, musicians and entertainers, art supply and music stores, photographers and photography studios, radio and television, and audio, video, and movie production/sales/rentals.

Category of Arts-Related Businesses in Mesa County	# of Businesses	# of Employees
Visual Arts/Photography/Photographers & Photo Studios/ Art & Craft Supplies/Framing/Jewelry/Graphic Designers	95	221
Performing Arts/Dance/Music/Theater/Entertainers & Groups/Musical Instruments/Music Instruction/Music Stores	48	164
Film/Radio & Television Broadcasting/Video Produc- tion/Video Rental/Movie Theaters	38	295
Design/Publishing/Advertising/Architecture/Interior Design & Design Services/Sheet Music Publishing	74	203
<b>Total “Creative Industries” Businesses &amp; Employees</b>	<b>255</b>	<b>883</b>

*The Creative Industries in Mesa County* report points out the many diverse commercial operations locally which provide a wide range and large number of employment opportunities in arts-related fields. Because this data is based solely on businesses registered with Dun & Bradstreet, the above numbers undoubtedly indicate an under-representation of individual artists, and therefore, the creative industries report should be considered a conservative estimate.

Only about 30 individual visual and performing artists are included in the above statistics, and at least three or four times that many make their living as full-time professional artists, photographers, musicians, writers, etc. in the Grand Valley, along with countless others who work part-time in various degrees as professional artists. The Commission on Arts and Culture's resource *The Sourcebook: A Directory of Grand Junction Area Artists and Arts Organizations* lists 300 local visual and performing artists of all types, musical groups and writers.

Plans are to survey the economic impact of local working artists and include this in a future installment of this report quantifying the importance of arts and culture to the Grand Valley.

## Survey & Methodology

The Arts Commission partnered with Thea Chase, Assistant Professor of Business at Mesa State College to accomplish this survey and the analysis of statistics from local arts and cultural organizations.

A questionnaire was mailed to all 64 known arts and cultural organizations in the Grand Valley, including Grand Junction, Fruita, and Palisade. Of the organizations surveyed, information was gathered for all but six – 90% of the total number, which includes 100% of all the major organizations (those with paid staff and budgets of any size.)

The statistics in this survey are for arts and cultural activities, employees, audience attendance,

revenue, and expenditures during each organization's last completed fiscal year, which was, for the most part, 2006. Information for a dozen organizations who did not respond to the current questionnaire was taken from their survey forms for fiscal year 2000.

Statistics about the for-profit arts-related business sector was compiled by Americans for the Arts, a national arts association, in a report entitled *The Creative Industries in Mesa County, CO* and are current as of January 2007.