



For Immediate Release



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Crested Butte's Nonprofit Arts and Culture Industry Generates \$10.2 Million in Economic Activity and Supports Over 250 Jobs Annually According to Americans for the Arts

Arts and Culture Prove to be a Stronghold of Crested Butte's Local Economy

Crested Butte, Colo. (September 21, 2017) — The nonprofit arts and culture industry generates \$10.2 million in annual economic activity in the community and supports over 250 full-time equivalent jobs, according to the *Arts & Economic Prosperity 5* national economic impact study, which is based on data collected from fiscal year 2015. The study found that the economic impact of Crested Butte's cultural organizations is nearly twice the median of similarly sized communities (*pop. 50,000 or less: \$10.2 million versus \$5.3 million*). As Chair of the Arts Alliance and Executive Director of the Crested Butte Center for the Arts **Jenny Birnie** stated, "Crested Butte blows similarly sized communities out of the water in terms of the economic impact of our cultural organizations." The most comprehensive economic impact study of the nonprofit arts and culture industry ever conducted in the United States, *Arts & Economic Prosperity 5* was conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education.

The study also shows that 30 percent of non-resident survey respondents indicated that the primary purpose of their visit to the Town of Crested Butte was specifically to attend one of our art/cultural events. This finding demonstrates the power of the arts to attract visitors to our community. Crested Butte Creative District Commissioner **Jeffrey Taylor** commented, "The arts in Crested Butte create an economic impact that is greater than towns five times our size! It is amazing to know that close to a third of our visitors arrive in Crested Butte specifically for one of our cultural events."

In addition, the study reported that attendees to cultural events in Crested Butte spend an average of \$53.43 per event, excluding the ticket price. This expenditure includes meals before and after the event, refreshments during the event, child care, transportation, souvenirs and gifts, and clothing and accessories. Town of Crested Butte Creative District Coordinator **Hilary Henry** expressed, "Arts spending in Crested Butte creates a MASSIVE ripple effect in our community through other sectors, including restaurants, retail, amenities, lodging, transportation, and more." Simply put, it is clear that "arts and culture are a stronghold of our local economy," concluded Henry.

Nationwide, the *Arts & Economic Prosperity 5* reveals that the nonprofit arts industry produces \$166.3 billion in economic activity every year, resulting in \$27.54 billion in federal, state, and local tax revenues. In addition, it supports 4.6 million full-time equivalent jobs and generates \$96.07 billion in resident household income. "This study demonstrates that the arts are an economic and employment powerhouse both locally and across the nation," said **Robert L. Lynch**, president and CEO of Americans for the Arts. "A vibrant arts and culture industry helps local businesses thrive and helps local communities become stronger and healthier places to live. Leaders who care about community and economic vitality can feel good about choosing to invest in the arts. Nationally as well as locally, the arts mean business."

About the Arts Alliance

The Arts Alliance, a dynamic coalition of nonprofit visual and performing arts organizations, promotes and advances the arts to enrich, educate and enhance the quality of life in the Upper East River Valley. We envision the Upper East River Valley as a nationally recognized destination for the arts. The Arts Alliance serves as a vital, unified, and visible resource that fosters unique opportunities and supports world-class facilities for all artists. Similarly, the Arts Alliance expands cultural experiences for the local community as well as adds greater value to the economy of the region. For more information about the Arts Alliance, contact Jenny Birnie at 970-349-7487 x2.

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