

SANGRE de CRISTO

ALL OF THE ARTS FOR ALL OF SOUTHERN COLORADO

ARTS and CONFERENCE CENTER



2015

ECONOMIC & CULTURAL IMPACT STATEMENT



COMMUNITY PARTNER

CHARACTER AND LEADERSHIP DEVELOPMENT

GOVERNMENT COLLABORATOR

GROWING HEALTH AND LIFE SKILLS

ARTS AND CULTURE APPRECIATION

EDUCATIONAL INNOVATORS

PUBLIC AND COMMUNITY ACCESS

SUPPORTING LOCAL ARTISTS

NURTURING A LOVE FOR LEARNING

ARTISTIC VENUE FOR CELEBRATIONS

2015 SNAPSHOT

How is the Sangre de Cristo Arts & Conference Center an economic engine in the community?

- The Sangre de Cristo Arts Center employed 19 full time, 25 part time, and 61 contracted labor professionals with an annual gross payroll of \$955,000; and spent \$829,000 on goods and services in the community.
- The Sangre de Cristo Arts Center had over 1,700 individual donors in 2015. Of these, over \$180,000 was from 270 funders outside of Pueblo County.
- The Sangre de Cristo Arts Center received a planned gift valued at \$1.2M from Charles & Jeanette Gilchrist White based out of Chicago, IL. The gift includes more than 100 pieces of art from over 35 artists.

The Whites will supplement the collection with a monetary gift of \$500,000 to sustain the care of the collection.

How does the Sangre de Cristo Arts & Conference Center improve the community?

- In 2015, the Sangre de Cristo Arts Center offered more than 375 classes, 7 camps, and 149 workshops to the public, with 1,220+ students enrolled in classes throughout the year, and over 7,700 students and chaperons who visited during school field trips.
- The Sangre de Cristo Arts Center hosted Family Nights for local schools and free access opportunities throughout the year, like First Friday Artwalks and We Create Day in partnership with Junior League of Pueblo.
- The Sangre de Cristo Dancerz is a resident company of the Sangre de Cristo Arts Center composed of differently-abled individuals. The Dancerz rehearse and perform annually under the artistic direction of Robert J. Doyle as part of the Sangre de Cristo Arts Center's School of Dance.
- The Sangre de Cristo Arts Center stewards a Permanent Collection of over 2,500 pieces of artwork for the community, which grew by 43 pieces in 2015.

How does the Sangre de Cristo Arts & Conference Center drive tourism in Pueblo?

- In 2015, the Sangre de Cristo Arts Center had 125,000 visitors from over 90 Colorado Cities, 39 States, and the countries of Australia, Japan, Mexico, Ukraine, Finland, Scotland, Pakistan, Philippines, and the Netherlands.
- Over 200 private events were held at the Sangre de Cristo Arts Center, including weddings receptions and business meetings, hosting over 31,500 guests.

What makes the Sangre de Cristo Arts & Conference Center a community partner?

- In 2015, the Sangre de Cristo Arts & Conference Center partnered with Pueblo Community College, CSU-Pueblo, Memorial Hospital in Colorado Springs, Pueblo Humane Society, Steelworks Museum, The Greater Chamber of Commerce, The Latino Chamber of Commerce, Goodnight School, Parkview Medical Center, Pueblo City-County Library District, Junior League of Pueblo, The McClelland School, and more.
- A number of early education programs were offered, including preschool camps, Art Start programming, "Cavities Get Around," Wonderful Wednesday Performances, "Get Ready for School at the Buell", "The Amazing Food Detective", outreach at the Week of the Young Child Fun Fair, PBS Kids Fun Fest, and with Irving Elementary School.
- The "Made in Pueblo" exhibition in partnership with PEDCO exhibited items made and produced by local companies as a nod to the Steelworks Museum's "Year of the Worker" campaign which encouraged organizations in Pueblo to spotlight those who work hard day in and day out as everyday heroes. The companies featured included Atlas Pacific Engineering, Ingersoll Rand/Trane, Kirby Fiberglass, Agalite Bath Enclosures, McDonnell Douglas, Evraz, Haddonstone, Vestas, Boeing, Kurt Manufacturing, Trinity Packaging, FRE Composites, pewag, and Walter's Brewery.

FUN FACTS

2015 AWARDS

- Best Public Art (Gold)
- Best Museum (Gold)
- Best Wedding Venue (Gold)
- Best Art Gallery (Silver)

EXHIBITIONS

75% of the Sangre de Cristo Arts Center exhibitions feature local artists.

VOLUNTEERS

The Sangre de Cristo Arts Center had 125+ committed volunteers donate over 4,760 hours of their time, valued at \$109,870*

The Wednesday Weeders volunteer group planted 3,317 bulbs at the Sangre de Cristo Arts Center during the fall of 2015, which were donated by Keep Pueblo Beautiful.



Attendees at nonprofit arts events spend \$24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts—valuable revenue for local businesses and the community. (Source: Top 10 Reasons to Support the Arts in 2014, Posted by Mr. Randy Cohen, Mar 20, 2014)

BUELL
Children's Museum

"Get Ready for School at the Buell" helped prepare children by using the museum as a "pop-up school" and model environment. The week long festival assisted Pueblo families with the transition to preschool and Kindergarten in a safe and fun learning environment—relieving children's (and parents') apprehension about the first day of school. Resource tables in the museum during the week were hosted by Pueblo City Schools, Head Start, Children First, Catholic Charities, SECAHEC, The McClelland School, and Pueblo City-County Library.

"Mayors understand the connection between the arts industry and city revenues. Arts activity creates thousands of direct and indirect jobs and generates billions in government and business revenues. The arts also make our cities destinations for tourists, help attract and retain businesses, and play an important role in the economic revitalization of cities and the vibrancy of our neighborhoods."

-Philadelphia Mayor Michael A. Nutter
President, The United States Conference of Mayors 2012-2013



For more discussion, contact:
Alyssa Parga, Marketing Manager
alyssa@sdca-arts.org