



Sangre de Cristo Arts & Conference Center
2017

CULTURAL & ECONOMIC IMPACT STATEMENT

“The culture of any country is gauged first by its progress in art.” - Ignacy Jan Paderewski



STEWARDS OF ART
The Arts Center stewards a collection estimated at nearly \$10 million in value and grows each year

ARTS EDUCATION
Over 10,000 participants visited the Arts Center on field trips in 2017



DRIVING TOURISM
The Arts Center had 127,421 visitors in 2017

COMMUNITY EVENTS CENTER
\$55K worth of new tables, chairs, and carpeting were installed in the Jackson Conference Center

ECONOMIC ENGINE
More than 500 donors from outside of Pueblo contributed over \$207,000 to the Arts Center



COMMUNITY PARTNERS
include Bent's Old Fort, United Way Mentors, Pueblo Storytellers, MyLife, Kaiser Permanente, PCC, CSU-Pueblo, and more

NATIONAL IMPACT
Children's museums rank 2nd among museum-related attractions in their ability to attract ethnically and culturally diverse audiences **



“I think the Sangre de Cristo Arts Center is just a beautiful facility, and they get some incredible artists there. Some of the big names they draw are so impressive. Just to be associated with that in any way is really an honor for me.” - Amy Winter of Denver, Colorado (excerpt from the Pueblo Chieftain)



\$13.7 BILLION

The total financial impact of arts and culture on the economy in **Colorado** †

COMPETITIVE IN OUR FIELD

The Arts Center had **127,421 visitors in 2017**, equaling 115% of Pueblo's population. To compare, the Children's Museum of Denver at Marsico Campus sees 568,000 visitors annually - about 83% of Denver's population.

Compared to the Colorado Springs Fine Arts Center's 3,000 memberships in a population of 416,000, the Sangre de Cristo Arts Center is doubly effective in penetrating its community of 110,000 when you consider its 2,000 memberships.

ECONOMIC ENGINE

The Center employed 32 full time, and 32 part time employees, and 133 artists, teachers, and other contracted support staff.

The Center's gross **payroll was \$1,069,220**. Another **\$833,000 was spent on goods & services** in the Pueblo community.

This year, Arts Center volunteers contributed 4,493 hours of their time. At minimum wage, that totals \$41,785. According to the Independent Sector, the actual value is closer to \$105,855!

SPECIAL PROGRAMS

Over **700 preschoolers and guardians** attended "Get Ready for School at the Buell," an annual program in partnership with both Pueblo school districts emphasizing early education. Admission was just \$1.

Live performing arts events offered by the center grew by 70%; generating an equal rise in attendance.

ARTS EDUCATION

Last year saw 11,700+ participants who visited the Center for education classes.

Over 10,600 participants visited the Arts Center on field trips last year - up 30% from 2016! Schools came from Rocky Ford, Ft. Carson, Lamar, Calhan, Colorado Springs and Raton, NM to name a few.

The Sangre de Cristo School of Dance hosted free master classes to the dance community led by the Grand Russian Ballet and MOMIX dance companies.

STEWARDS OF ART

The permanent collection grew by 45 pieces (approx. \$19,000 in value) in 2017. The Center stewards a collection estimated at nearly \$10 million in value and growing.

*American Alliance of Museums **Association of Children's Museums
† National Assembly of State Arts Agencies

DRIVING TOURISM

Guests visited the Arts Center from 45 states and 120 Colorado Cities/Towns in the last year.

Over the four-month period **during which the Rembrandt Etchings were displayed, 60% of visitors to the Helen T. White Galleries were from outside of Pueblo.**

Arts Center visitors hailed from the countries of Canada, China, Finland, France, Germany, Italy, Malaysia, Mexico, and Saudi Arabia.

COMMUNITY EVENTS CENTER

Over 270 private events were held at the Arts Center in 2017, hosting over 53,000 guests.

\$55,000 worth of new tables, chairs, and carpeting were installed in the 6,800 sq. ft Jackson Conference Center.

PUBLIC ARTS & ACCESS

Through the generosity of **19 sponsors, over 4,000 people** visited the Arts Center on **free community access days** in 2017.

As a Blue Star Museum, the Arts Center offers free admission to the nation's active-duty military and their families Memorial Day through Labor Day.

Through partnering with the Pueblo Library District, families could check out a free "Family Pass" to the Arts Center & Buell Children's Museum to use for a week between Memorial Day and Labor Day.

Readers of the Pueblo Chieftain voted the Arts Center and its programming Best Public Art, Art Gallery, Museum, Wedding Venue, and School of Dance in 2017.

NATIONAL IMPACT

The total economic contribution of museums in 2016 amounted to more than \$50 billion in GDP, 726,200 jobs, and \$12 billion in taxes to local, state, and federal governments.*

Children's museums rank second among museum-related attractions in their ability to attract ethnically and culturally diverse audiences and address the developmental needs of young children.**

A LOOK AHEAD

The 2019 summer exhibit is "Luster: Realism & Hyperrealism in Contemporary Automobiles and Motorcycle Painting."

Les Ballets Trockadero is slated for 2018-19 Center Stage Series.



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The Sangre de Cristo Arts & Conference Center creates artistic learning experiences for everyone.

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