“In essence, through management of resources, SDC is able to convert those resources into a 1000% return, or ten times the local government investment. Arts are also shown to be important attractors for creative segments, and can be a critical tipping point in attracting other industries. We must exercise caution to not underestimate the potential economic contributions made possible by SDC.”

- Michael W. Wakefield, Ph.D.
“The arts benefit communities as well as individuals. Cities and towns with flourishing cultural activities attract business and tourists and provide tremendous incentives for families...They have strengthened their economies and greatly improved quality of life in their neighborhoods.”

— Edward Kennedy, US Senate, Co-Chair, Senate Cultural Caucus
IN 2018...

$7.19 MILLION

That’s the impact your Arts Center had in the Pueblo community in 2018 alone.

A 960% return on investment of public funds!
1,939 generous donors invested in a brighter future for Southern Colorado through arts education and programming.

262 of these donors are from outside Pueblo County – donating a total of $178,636.70 to the Arts Center.
The Arts Center had 141,530 visitors united in appreciating, elevating, and discoursing creativity in all its forms.
$996,763 was spent on goods & services in Southern Colorado.
“The arts-advancement nonprofit organization Americans for the Arts compiled recent reports showing that students of low socioeconomic status with a high participation in the arts have a dropout rate of 4 percent, compared to 22 percent for those with a low arts participation.”

THE ARTS IN EDUCATION
The Absolute and Essential Importance of Arts Education

by ALLISON MEIER | Artdesk, Winter 2019
Through the generosity of 19 sponsors, 5,219 people visited the Arts Center on free community days.
27 board members, 58 professional staff, and 150 artists, teachers, and other contracted support staff demonstrated excellence and leadership within the Pueblo community. Gross payroll was $1,134,979.
Readers of The Pueblo Chieftain voted the Arts Center and its programming Best Museum, Public Art, Art Gallery, Festival, and School of Dance.
In 2018, guests visited the Arts Center from 150 Colorado cities, 45 states and territories, and 8 countries.

States and territories represented were Alabama, Alaska, Arizona, Arkansas, California, District of Columbia, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Mexico, New York, Nevada, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

And the countries of Argentina, Canada, France, Germany, Italy, Mexico, Poland, Puerto Rico, and Ukraine.
“My Pueblo pride is a part of me that I have held onto since before I moved away for the first time more than 15 years ago. From the only dish that qualifies as green chile to the unique and vibrant culture that make up the city, I love telling people all about Pueblo.

One place I am most grateful for while growing up is the Sangre de Cristo Arts and Conference Center. I recently applied to and was accepted as an artist-in-residence at the Corvallis Arts Center in Oregon. The Sangre de Cristo Arts Center encouraged me by building a foundation to appreciate art as well as create my own work.

Donna Stinchcomb demonstrated the importance of art daily and introduced me to inspirational artists like John Wilbar and Joni Giarratano...Getting to work at the Buell Children’s Museum taught me the magic in art and how to keep it alive. My culture has an artistic cornerstone because of the Sangre de Cristo Arts Center of Pueblo.”

- Kimberly Brainard Long, The Pueblo Chieftain, December 20, 2018
FAST FACTS

In 2018, the Arts Center...

• had 175 art pieces from its permanent collection on loan in Pueblo – that’s an estimated value of $375,000 on display year-round in Pueblo’s public facilities

• displayed 25 fine arts exhibits featuring 540 artists, 215 of which were Southern Colorado residents
FAST FACTS

In 2018, the Arts Center...

• had 60 volunteers give 4,912 hours of their time, a value of $121,277#

• offered 175 classes for adults and children, 16% of participants were on scholarship

• had over 7,000 field trip participants

• earned $50,000 of private funding for infrastructure improvements - including a new marquee board which uses 60% less energy than its predecessor**
FAST FACTS

Did you know?

• The Sangre de Cristo Arts Center holds more than twice the number of events, and hosts 2.28 times more visitors than similar institutions.*

• On the national scale, for every job supported by children’s museums’ operating expenditures, the same dollar amount these institutions spend on salaries supports 1.29 jobs outside museum walls. For instance, a museum with about $1,100,000 in compensation expenses for its own employees supports about ten jobs outside the museum.§
THANK YOU!