



210 N. Santa Fe Ave., Pueblo, CO | (719) 295-7200 | [www.SangredeCristoArts.org](http://www.SangredeCristoArts.org)

## 2013 ECONOMIC IMPACT STATEMENT

The Sangre de Cristo Arts & Conference Center:

- Employs 32 people, 14 full time and 18 part time, with an annual gross payroll of \$813,850;
- Spends \$562,500 each year on goods and services in our community;
- Serves over 121,500 visitors each year, 30% of whom are from out of town;
- Serves 13,000 school children each year through tours of galleries, Buell Children's Museum, and attendance of our School of Dance performances of *Nutcracker in a Nutshell*;
- Cares for an art collection of 1,700+ pieces proudly shared with the public;
- Has 125+ committed volunteers who in 2013 donated 4,003.75 hours of service equivalent to \$31,149;
- Partners with local colleges, schools, and libraries. Professional development opportunities are provided for early childhood care providers and public education teachers. Early Childhood and Arts majors work in the museum and go on to careers in those fields. Work study students perform as education assistants and become teachers, pediatric nurses, and counselors;
- Provides abundant artist opportunities from a child's beginning and emerging skills in art, music, dance and theatre through adult continuing education and experiences. We offer paid and in-kind opportunities for professional performing artists and arts educators. Artists on local, state and national levels have a venue at which to market, sell and perform.

On a national scale, museums are economic engines. According to the American Alliance of Museums ([AAM-US.org/about-us](http://AAM-US.org/about-us)) and Americans for the Arts ([americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv](http://americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv)):

- Museums employ more than 400,000 Americans;
- The average arts attendee spends \$24.60 per event, not including the cost of admission;
- Tourists from out of town to arts/cultural events spend twice as much than other kinds of tourists (local = \$17.42, non-local = \$39.96 per person);
- Museums directly contribute \$21 billion to the U.S. economy each year, generating billions more through indirect spending by their visitors;
- The nonprofit arts and culture industry annually generates over \$135 billion in economic activity, supports more than 4.1 million full-time jobs and returns over \$22 billion in local, state and federal tax revenues;
- Almost 80% of all U.S. leisure travelers participate in cultural or heritage activities. These travelers – including visitors to museums – spend 63% more on average than other leisure travelers;
- Governments that support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates.

**For more discussion, contact Jim Richerson, executive director, at [jim@sdc-arts.org](mailto:jim@sdc-arts.org).**



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