THE ARTS ALLIANCE
Of The East River Valley

Arts&Economic Prosperity® V
A Project of Americans for the Arts

creative district
— CRESTED BUTTE —

Crested Butte's Creative Economy

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Survey Methodology

What did the survey measure?

Economic impact of <u>non-profit</u> arts and culture sector in 2015

Excludes spending by individual artists and for profits arts businesses in the community

Who conducted the survey?

- Americans for the Arts, using economists from the Georgia Institute of Technology
- Conducted in 341 communities and regions throughout the United States

How was the survey conducted?

- Surveys of all 12 arts and culture non-profits in Crested Butte 2016
- 826 audience-intercept surveys collected from arts and culture events, performances, and exhibits
- Economic analysis of Gunnison County industries using US. Department of Commerce data and local tax data

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Survey Results

The non-profit arts and culture industry in Crested Butte is a

$10.2 M industry,

supporting 252 full-time equivalent jobs and

generating $700K in local and state revenue

1.

2.

The economic impact of arts and culture in Crested Butte is nearly 2x more than similarly-sized communities

Communities participating in the survey with populations of 50,000 or less had an average economic impact of $5.3M vs. $10.2M in Crested Butte

27% of non-resident survey responders indicated that

the primary purpose of their visit to the Town of Crested Butte

3.

was **to attend one of our art/cultural events.**

4.

Arts and culture **event-related spending totaled $5.7 million** in the Town of Crested Butte

Excluding the cost of admission

Over **1k** volunteers

donated

nearly **50k** hours of time

5.

The arts mean business in Crested Butte.

The destination tourist market includes the arts!

- As an example, Center for the Arts programs and ticket sales have grown by 20% over the past 5 years annually
- The new Center is based on community and tourism demand. This project represents a very large and important community investment.
- **Arts activities complete the experience that makes us the Gunnison Valley**.

The destination tourist market includes the arts!

- We are competing with Aspen, Telluride and other mountain resort towns on skiing and fly fishing and while we do not have the money of these resort communities, it is critical that we offer great arts opportunities as the overall experience.
- It would be a mistake to leave the arts out of the tourism "package" while our competitors excel in this area
- Why would we exclude the arts as a crucial part of the story of the valley? **It is part of our history and economic vitality!**

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de FORKS