

ARTS AND BUSINESS RESOURCES

Want to know more about why arts are good for business and business is good for the arts? Are you looking for new ways to build successful arts and business partnerships or how to advance support for the arts in Boulder? Check out this list of great resources.

Americans for the Arts: Partnership Movement

The pARTnership Movement is an initiative from [Americans for the Arts](#) to reach business leaders with the message that partnering with the arts can build their competitive advantage. Americans for the Arts is the nation's leading nonprofit organization for advancing the arts, and its website contains links to research and real stories of successful partnerships and a [toolkit](#) for arts organizations.

Americans for the Arts: ARTSblog/private sector

ARTSblog posts some of the best new thinking about why arts matter, why the private sector has a strong stake in supporting the arts, and how arts and businesses are working together in creative ways to mutual benefit.

ArtsJournal

ArtsJournal is a digest of some of the best arts and cultural journalism in the English-speaking world.

Arts and Government

City of Boulder [Community Cultural Plan](#): Adopted in 2015, this nine-year plan is the strategic framework and master plan for the City's investment in arts and culture.

[City of Boulder 2014 Ballot: 2A Community, Culture and Safety Sales/Use Tax](#). This three-year tax provided \$27 MM for a range of investments including in the City including public art (\$600,000), capital investments in the Dairy Center for the Arts (\$3.8 million) and the new Museum of Boulder (up to \$4.0 million).

Colorado Creative Industries

A division of the [Colorado Office of Economic Development & International Trade](#), Colorado Creative Industries provides resources and technical assistance to support creative entrepreneurs and enterprises.

Research

[IBM 2010 Global CEO Study: Creativity Selected as Most Crucial Factor for Future Success](#)

[It's Official: Creativity Drives Business Results](#): This 2016 study commissioned by Adobe demonstrates that business that embrace creativity outperform their peers on revenue growth and market share.

[CBCA Economic Activity Study of Arts & Culture in Metro-Denver](#): Denver metro area nonprofit arts, cultural and scientific organizations generated \$1.8 billion in Total Economic

Activity based on a study of 300 nonprofit organizations in the seven-county area (including Boulder County) that received funding from the [Scientific and Cultural Facilities District](#).

Arts & Economic Prosperity Study IV – 2010 Data (City of Boulder): This research was part of a national study by Americans for the Arts and demonstrates that the nonprofit arts and culture sector is an important economic driver and contributed over \$20 million of economic impact in the City of Boulder. This is almost twice Boulder's peer group median nationally. The next national study is currently in progress.

The Arts Ripple Effect: A Research-Based Strategy to Build Shared Responsibility for the Arts. This year-long research initiative revealed powerful insights into what people value about the arts and showed that broad public support for the arts can best be achieved by directing attention to the ripple effects of the arts throughout a community – making places more vibrant, more attractive, and more economically and socially vigorous.