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Performing Arts Guild Approved as an Enterprise Zone Project

PUEBLO- The Pueblo Performing Arts Guild (PPAG) was recently approved by the Colorado Economic Development Commission as an Enterprise Zone Project in the downtown Pueblo Enterprise District. This qualifies donations made to PPAG of \$250 or more to be eligible for a state tax credit of 25% of the contribution up to \$100,000 in tax credits. PPAG is committed to supporting, promoting, and creating an arts district in Downtown Pueblo that promotes economic development and attracts tourism to this central district.

PPAG focuses its marketing and promotions in the downtown Pueblo EZ by actively creating partnerships that facilitate the connection of the arts to downtown business for economic development. For four years PPAG has produced The Main Event, a free community showcase of the arts in the central Pueblo EZ. This event has grown from the first two years as a one day event, last year to eleven days spread over three months, and this year to an event that partners with the Pueblo First Friday Art Walk which extends from May through October. Additionally, PPAG sponsors and promotes other community activities in the Pueblo EZ by scheduling local performers for events such as farmer's markets, Pueblo Chili & Frijoles Festival, and winter holiday shopping entertainment. PPAG works closely with business and travel organizations like Greater Pueblo Chamber of Commerce, Pueblo Downtown Association, Union Avenue Merchant Association, and Destination Pueblo, to provide support through the arts for travel and business promotions.

The Arts & Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences report, released by Americans for the Arts in May 2007, finds that on average those attending cultural events spend \$27.79 per person per event, not including admission. A further breakdown of audience spending habits shows that local audiences spend \$19.53, while spending for nonlocal audiences increases to \$40.19. Thus, by increasing the total attendance of local and nonlocal audiences at arts events in downtown Pueblo, PPAG's promotions and activities have a direct, positive impact on the business community.

PPAG's mission is to promote the production, enjoyment, and collaboration of the arts for the purposes of economic development and an enriched quality of life in Pueblo. With its current programs PPAG will continue to increase the effectiveness of its goals:

- Providing infrastructure for a sustainable local arts community. Infrastructure includes rehearsal, performance, studio, and office space, operational & promotional services for arts organizations and individuals.
- Generating an audience base that extends beyond the local community.
- Assisting artists in gaining financial stability.
- Promoting the local arts as a tool for economic development in the downtown area.
- Supporting and promoting performing organizations and programs that advance heritage/cultural tourism.
- Developing and sustaining collaboration for the arts among arts, education, business, and government organizations.

For more information about PPAG call 719-242-6652 or visit on-line at www.PuebloPAG.org.