WHY THE ARTS MATTER IN SOUTH CAROLINA

NATIONAL ARTS FACTS

ARTS SECTOR’S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION’S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $764 billion industry, representing 4.2% of the nation’s GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).


<table>
<thead>
<tr>
<th>GDP</th>
<th>Arts &amp; Culture Sector</th>
<th>Construction</th>
<th>Education Services</th>
</tr>
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<tbody>
<tr>
<td>$764</td>
<td>$763</td>
<td>$208</td>
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</table>

BONUS: U.S. exports generate a $24.1 billion arts trade SURPLUS.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, Creative Industries, 2017.

<table>
<thead>
<tr>
<th>Jobs</th>
<th>Businesses</th>
<th>People</th>
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<td>673,656</td>
<td>3.48M</td>
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ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates $166.3 billion in economic activity annually that supports 4.6 million jobs and generates $27.5 billion in federal, state, and local government revenue.

- Spending by arts audiences generated $102.5 billion to local businesses.


ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.

SOUTH CAROLINA ARTS FACTS

THE SOUTH CAROLINA ARTS & CULTURE SECTOR REPRESENTS 2.4% OF STATE’S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $4.9 billion to South Carolina’s economy, representing 2.4% of the state’s GDP—a larger share than several other industries in the state.


<table>
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<td>$4.9</td>
<td>$9.8</td>
<td>$1.4</td>
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BONUS: In 2015, SC arts and culture jobs generated $2.7 billion in total compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

In South Carolina, 6,625 Arts-Related Businesses employ 30,009 people. In Charleston County, 1,141 Arts-Related Businesses employ 4,313 people. In Greenville County, 901 Arts-Related Businesses employ 6,057 people. In Richland County, 686 Arts-Related Businesses employ 3,354 people.

Source: Americans for the Arts, Creative Industries, South Carolina report, 2017.

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ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

In 2015, South Carolina’s arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Charleston, for example, nonprofit arts groups generated $66.1 million in economic activity. Audiences of 3.1 million people added another $120.4 million in related spending for a total of $186.5 million for the city in 2015, and this generated $19.1 million in local and state government revenues and 6,744 FTE jobs.

Source: Americans for the Arts, Arts & Economic Prosperity 5, Charleston report.

ART IS A $4.9 BILLION GDP DRIVER OF OUR STATE ECONOMY.

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?
A Congress has proposed allocating $155 million to the NEA in FY 2019, which has been relatively level for the last several years. This amounts to just 47¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with $1 per capita?


Q What about South Carolina—how much does state government budget to the South Carolina Arts Commission each year?
A The state allocated $3,508,041 to the South Carolina Arts Commission. In FY 2017, South Carolina Arts Commission also received $791,900 in federal NEA funds, which the Commission re-granted to dozens of cultural organizations throughout the state. An additional 13 nonprofit arts organizations received direct grants from the NEA totaling $1,102,900.

THE SOUTH CAROLINA ARTS COMMISSION—The South Carolina Arts Commission, an autonomous state agency governed by a nine-member Board of Commissioners, was created by an act of the state legislature in 1967. Its mission is to build a thriving arts environment for the benefit of all South Carolinians. The agency has expanded its capacity through well-established partnerships with other state agencies and institutions and private groups, extending well beyond the traditional boundaries of the arts community. > Learn more here.

MEET SOME SOUTH CAROLINA ARTS ADVOCATES

• Ken May is the Executive Director of the South Carolina Arts Commission and a board officer of the National Assembly of State Arts Agencies and South Arts. > More
• George Patrick “GP” McLeer Jr. is the Executive Director of the South Carolina Arts Alliance. > More
• Aside from being Mayor of Charleston, SC, John Tecklenburg is also a jazz pianist who performs around the City on numerous occasions. > More
• Christine Fisher, Executive Director of the Arts in Basic Curriculum Project, has helped grow the 30 year old partnership in reaching over 170,000 students a year throughout the state. > More

ART IN SOUTH CAROLINA

• Learn more about the arts in South Carolina here.
• The Hub offers a selection of arts news and a calendar of arts events in South Carolina here.
• Discover South Carolina can introduce you to great music festivals and art galleries here.

SOUTH CAROLINA ART ORGANIZATIONS

South Carolina Arts Alliance
www.scartsalliance.net
Arts in Basic Curriculum Project
www.abcprojectsc.com
Palmetto State Arts Education
www.palmettostateartsed.org

THE ARTS ARE EVERYWHERE!

• Every April, Lake City hosts ArtFields, a major visual art competition and festival that brings this small town to life every year.
• Every First Friday the Village of West Greenville, just outside of downtown Greenville, becomes alive with art as galleries and studios in this budding arts district open their doors to the community.
• In 2019, Coastal Carolina University in Conway hosted the first International Gullah Geechee and African Diaspora Conference, highlighting the important impact the Gullah community has had in the state’s history and continues to have.
• The recently renovated Columbia Museum of Art houses one of the largest collections in the state and is situated right in the heart of the state.
• Head to Charleston to catch a number of local and regional musical acts in venues as small as coffee shops to as large as the North Charleston Coliseum, as well as performances from over a dozen theatre companies, including Charleston Stage Company, housed in the oldest theatre building in the country—the Dock Street Theatre.
• Visit Spartanburg to catch creative growth in progress with the launch of the Mayfair Mill, a redeveloped historic mill that includes dedicated studio space.

To View the Top 10 Reasons to Support the Arts, Click Here.

SOUTH CAROLINA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830 x2067
FOLLOW US: Arts Action Fund | @ArtsActionFund | #ArtsVote

To download this fact sheet, “Why the Arts Matter in South Carolina,” with corresponding resource links visit www.ArtsAction-Fund.org/SC.

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