WHY THE ARTS MATTER IN SOUTH DAKOTA

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION’S GDP & 5.1 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $878 billion industry, representing 4.5% of the nation’s GDP—a larger share of the economy than construction or education services.


| GDP & JOBS |
|---|---|
| Arts Culture Sector | Construction |
| $878 billion | $790.4 billion |
| BONUS: U.S. exports generate a $29.7 billion arts trade SURPLUS. |

ECONOMICS

Nationally 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. 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.

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BONUS: In 2017, SD arts and culture jobs generated $743.3 million in total compensation.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS

(Commercial & Nonprofit Arts Organizations Combined)

| SD ARTS & CULTURE SECTOR REPRESENTS 2.5% OF STATE’S GDP & 14,577 JOBS |
|---|---|
| The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $1.2 billion to South Dakota’s economy, representing 2.5% of the state’s GDP—a larger share than some other industries in the state. |
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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 $275 billion in federal, state, and local government revenue.

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


| NONPROFIT ART IS A DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY |
|---|---|
| $166.3 billion |

In 2015, South Dakota’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 the Black Hills Region, for example, nonprofit arts groups generated $23.0 million in economic activity. Audiences of 4.3 million people added another $91.3 million in related spending for a total of $114.3 million for the city in 2015, and this generated $10.0 million in local and state government revenues and 3,573 FTE jobs.


| NONPROFIT ART IS A DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES |
|---|---|
| $1.2 billion |

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

So how much is the federal government investing in the National Endowment for the Arts (NEA)?

Congress has proposed allocating $156.25 million to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just 49¢ 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 Dakota—how much does state government budget to the South Dakota Arts Council each year?

The state allocated $1,006,468 to the South Dakota Arts Council. In FY 2019-20, the South Dakota Arts Council also received $793,200 in federal NEA funds, which the Council re-granted funds to dozens of cultural organizations throughout the state. An additional 9 nonprofit arts organizations received direct grants from the NEA totaling $287,500.


A

Q

IN THE MOUNT RUSHMORE STATE, THE ARTS UNITE US

Artist in Schools & Communities project provides 200 weeks of Artists In Schools & Communities residencies, conducted by professional artists at schools and other nonprofit institutions throughout the state.

THE SOUTH DAKOTA ARTS COUNCIL—
Established in 1966 and funded by the State Legislature and the National Endowment for the Arts, the South Dakota Arts Council (SDAC) is a state agency serving South Dakotans and their communities through the arts. Recognizing the importance of creativity in the lives of all South Dakotans, the Council makes quality arts accessible throughout the state by providing grants, services and information to artists, arts organizations, schools and the public.

MEET SOME SOUTH DAKOTA ARTS ADVOCATES

- Lt. Governor Matt Michels is a recipient of the Americans for the Arts award for Public Leadership in the Arts. > More
- James D. Hagen is Secretary of Tourism. > More
- Julie Garreau is Executive Director of the Cheyenne River Youth Project. > More
- Artist Laureate Dale Lamphere created the sculpture Dignity: of Earth and Sky, a new popular landmark. > More

ART IN SOUTH DAKOTA

- Arts South Dakota has a comprehensive calendar of cultural events here.
- Information on South Dakota’s news and biggest cultural landmark is here.
- Checkout the South Dakota Symphony Orchestra’s season of concerts here.

SOUTH DAKOTA ART ORGANIZATIONS

- Arts South Dakota artssouthdakota.org
- Association of South Dakota Museums sdmuseums.org
- South Dakota Art Education Association sdaeak12.weebly.com

THE ARTS ARE EVERYWHERE!

- Start in Sioux Falls for SculptureWalk, an exciting exhibit of outdoor sculptures, and go see the interactive and playful Museum of Visual Materials, and catch a performance of the award-winning South Dakota Symphony Orchestra.
- In Vermillion, see a performance of the South Dakota Shakespeare Festival. Look forward to the reopening of the National Music Museum for its exhibits of 15,000 instruments from all over the world.
- In Brookings, see the exhibits of the South Dakota Art Museum.
- And don’t miss, in Crazy Horse, the Crazy Horse Memorial and the Indian Museum of North America, which exhibits the cultural works of more than 300 Native Nations.
- The Matthews Opera House and Arts Center in Spearfish is jampacked with gallery openings, lectures, community theater, and shows for the kids.
- Learn about Lakota Culture at the Akta Lakota Museum & Cultural Center in Chamberlain, where, nearby you can also see the newest cultural landmark, the fifty-feet-tall sculpture of Dignity.
- In the Black Hills, of course, you can see the famous visages of Mt. Rushmore, and in Custer you can see a Broadway musical at the Black Hills Playhouse.

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

SOUTH DAKOTA 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


DRAFT as of 3/20/2020