COVID-19 IMPACT

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

**ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION’S GDP & 5.2 MILLION JOBS**

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a $919.7 billion industry in 2019, representing 4.3% of the nation's GDP, 5.2 million jobs, and total compensation of $466 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

**$919.7 BILLION** Arts & Culture Sector

**$892.7 BILLION** Construction

**$269.9 BILLION** Education Services

**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

**LOSS OF REVENUE AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.


**$150B** LOST REVENUE & **52%** OF UNEMPLOYMENT

**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.


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

**SOUTH CAROLINA ARTS FACTS**

**SC ARTS & CULTURE SECTOR REPRESENTS 2.5% OF STATE’S GDP & 54,244 JOBS**

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $6.2 billion to SC’s economy in 2019, representing 2.5% of the state’s GDP, 54,244 jobs, and total compensation of $3.2 billion.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

**$6.2 BILLION** Arts & Culture Sector

**$13.1 BILLION** Construction

**$1.9 BILLION** Education Services

**BONUS:** In 2019, SC arts and culture was also larger than the Agriculture industry.

**LOSS OF REVENUE AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

In SC, COVID-19 has devastated creative economy businesses with a loss of $1.2 billion in revenue. In addition, 60% of all creative workers in SC became unemployed (32,161 people) as of July 2020.


**$1.2B** LOST REVENUE & **60%** OF UNEMPLOYMENT

**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.


**NONPROFIT ART IS A $4.9 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

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 allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just 51¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.


**Q** What about SC—how much does state government budget to the South Carolina Arts Commission each year?

**A** In FY 20-21, the state allocated $4,336,187 to the South Carolina Arts Commission. The South Carolina Arts Commission also received $864,000 in federal NEA funds, which the Commission re-granted to dozens of cultural organizations throughout the state. An additional 30 nonprofit arts organizations received direct grants from the NEA totaling $892,500.

THE SOUTH CAROLINA ARTS COMMISSION, 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.

Executive Director: David Platts
Chair: Dee Crawford

> Learn more here.

THE SOUTHERN ARTS ALLIANCE

Founded in 1979, the SC Arts Alliance advances the arts for all South Carolinians through advocacy, leadership development, and public awareness.

Executive Director: GP McLeer
Chair: Dr. Cedric Adderley

> Learn more here.
> Join here.

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.

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

SOUTH CAROLINA ART ORGANIZATIONS

Arts in Basic Curriculum Project
www.abcprojectsc.com
Palmetto State Arts Education
www.palmettostateartsed.org

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 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
FOLLOW US:  Facebook |  @ArtsActionFund |  Instagram

“IT’S CERTAINLY APPROPRIATE FOR STATE LEADERS TO PAY ATTENTION TO THE ARTS AS A VIABLE ECONOMIC DRIVER JUST AS THEY DO AGRICULTURE, MANUFACTURING, AND OTHER KEY SECTORS.”
—South Carolina Arts Commission

4/2/2021

Americans for the Arts

ACTION Fund

To download this factsheet, “Why the Arts Matter in South Carolina,” with corresponding resource links visit www.ArtsActionFund/StateFactsheets