

ARTS ARE THE SOUL OF SOUTH DAKOTA.

From Mount Rushmore's massive presence and the intricate regalia and movement of wacipi dancers to hometown band concerts and craft fair creations, the arts and those who support them positively impact our state and the lives of all South Dakotans.



SUPPORTING THE ARTS BOOSTS OUR STATE'S ECONOMY



68% of tourism in the U.S. is driven by art¹

Last year, arts-specific grants resulted in **\$19.48 million** in local spending on supported projects and programs²



Every **\$1.00** the State of South Dakota invests in the arts returns

\$21.27

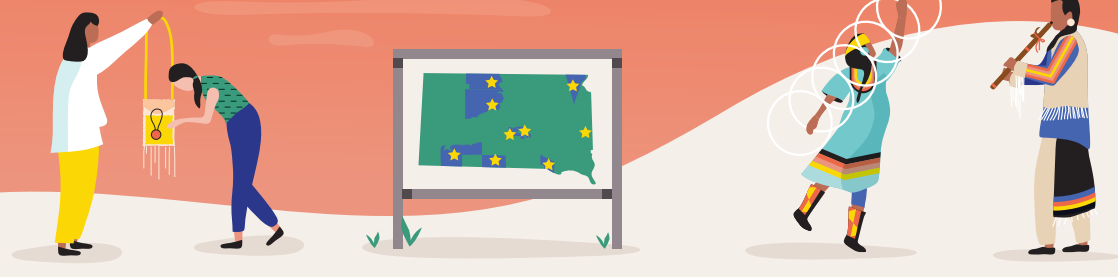
TRADITIONAL ARTS PLAY A VITAL ROLE IN TRIBAL POPULATIONS' CULTURE AND LIVELIHOOD

30%

An estimated **30%** of Native peoples are practicing or emerging artists³

79%

of home-based enterprises on Pine Ridge Reservation consist of some form of traditional arts³



There is no word for "art" in the Lakota or Dakota language. It is simply ingrained into the Native American way of life.

THE ARTS CREATE JOBS AND PREPARE INDIVIDUALS FOR SUCCESS IN ANY FIELD



South Dakota is home to **1,352** arts-related businesses that employ **6,489** people¹

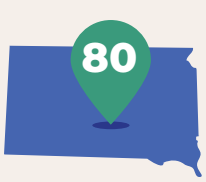


90% of CEOs report participating in the arts in school¹

PEOPLE EXPRESS NEAR-UNIVERSAL SUPPORT FOR ARTS EDUCATION



91% of people agree that the arts are part of a well-rounded K-12 education¹



The Artists in Schools & Communities program brought artists to **80 sites** across the state in FY2018, providing **201 total weeks** of arts education residency

50% of these residencies reached underserved populations like veterans and at-risk youth



EVEN OUTSIDE THE CLASSROOM, THE ARTS MATTER TO SOUTH DAKOTANS

The residents of our state report higher rates of participation in the arts than the rest of the country:

The South Dakota Arts Council's FY18 co-sponsored activities reached **86%** of the counties in the state, involving:

71.4% of South Dakotans attend at least one arts event per year²

A total audience of more than **1 million people**, including more than **326,000 youth**²

51.4% actively perform or create art in the same period²

Approximately **9,300 artists**²

We experience life through art. We make sense of the world around us, broaden our perspectives, and share our cultures through creative expression.

SUPPORT FOR THE ARTS IS SUPPORT FOR SOUTH DAKOTA.



WWW.ARTSSOUTHDAKOTA.ORG

Arts South Dakota, a nonprofit, nonpartisan organization, enriches the lives of South Dakotans and their visitors by advancing the arts through service, education and advocacy.

¹Americans for the Arts

²South Dakota Arts Council

³First Peoples Fund

SUPPORTING SOUTH DAKOTANS THROUGH THE ARTS

