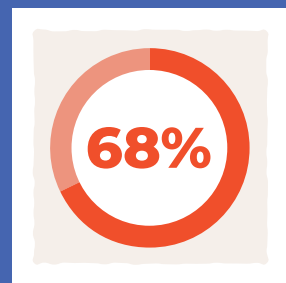


## ARTS ARE THE SOUL OF SOUTH DAKOTA.

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 art<sup>1</sup>

Last year, arts-specific grants resulted in **\$27.64 million** in local spending on supported projects and programs<sup>2</sup>



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

**\$21.00**

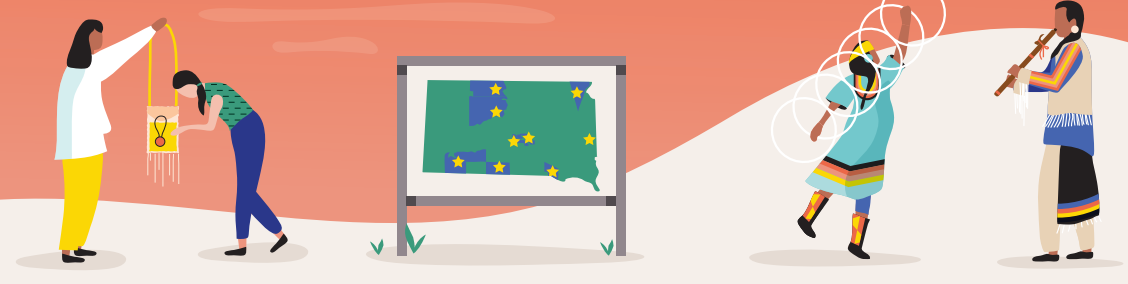
## TRADITIONAL ARTS PLAY A VITAL ROLE IN TRIBAL POPULATIONS' CULTURE AND LIVELIHOOD

30%

An estimated **30%** of Native peoples are practicing or emerging artists<sup>3</sup>

79%

of home-based enterprises on Pine Ridge Reservation consist of some form of traditional arts<sup>3</sup>



The creative production of art and artistic expression are, today, among the most promising ways to expand the market economy in rural and urban Native communities<sup>3</sup>

## 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** people<sup>1</sup>



**90%** of CEOs report participating in the arts in school<sup>1</sup>

## PEOPLE EXPRESS NEAR-UNIVERSAL SUPPORT FOR ARTS EDUCATION



91% of people agree that the arts are part of a well-rounded K-12 education<sup>1</sup>



The Artists in Schools & Communities program brought artists to **78 sites** across the state in FY19, providing **213 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 FY19 co-sponsored activities reached **91%** of the counties in the state, involving:

**71.4%** of South Dakotans attend at least one arts event per year<sup>2</sup>

A total audience of more than **1.3 million people**, including more than **310,000 youth**<sup>2</sup>

**51.4%** actively perform or create art in the same period<sup>2</sup>

Approximately **13,000 artists**<sup>2</sup>

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](http://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.

<sup>1</sup>Americans for the Arts

<sup>2</sup>South Dakota Arts Council

<sup>3</sup>First Peoples Fund

# SUPPORTING SOUTH DAKOTANS THROUGH THE ARTS

