



**ARTS &**  
ECONOMIC PROSPERITY 6

# The Economic & Social Impact of Nonprofit Arts & Culture Industry

## *State of South Dakota!*

June 8, 2024

Randy Cohen

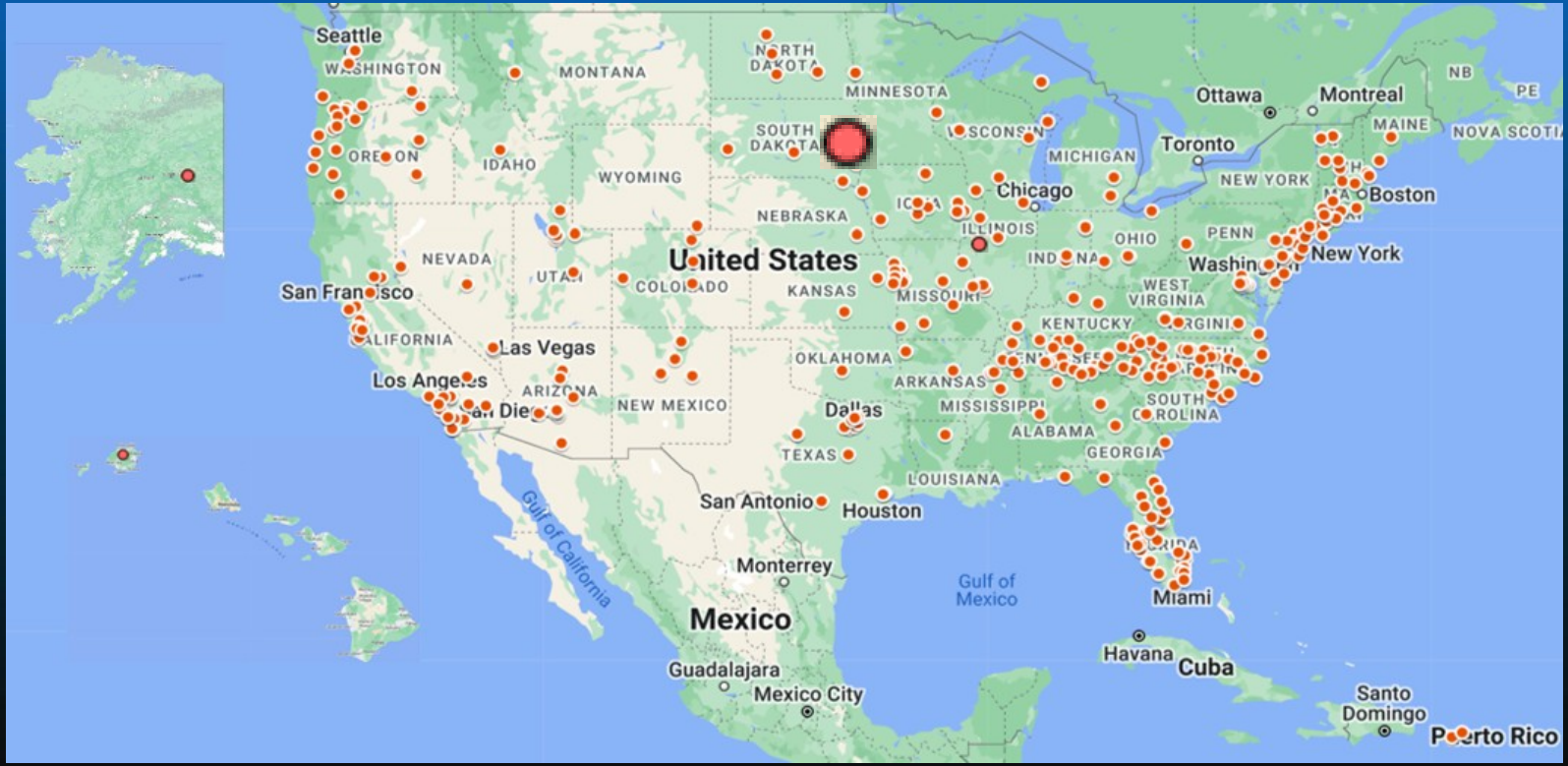
Americans for the Arts

@ArtsInfoGuy



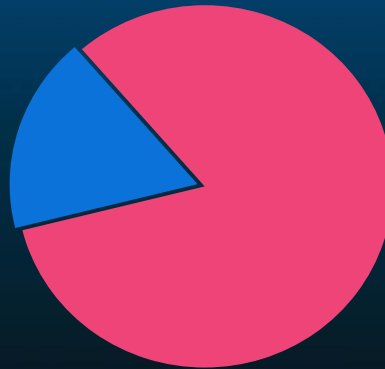
# Most Comprehensive Study Ever!

373 Study Regions in all 50 States and Puerto Rico.



# \$363 Million in Spending (2022) South Dakota

Organizations \$63.7  
Million



Audiences  
\$299.3 Million



# Jobs Supported

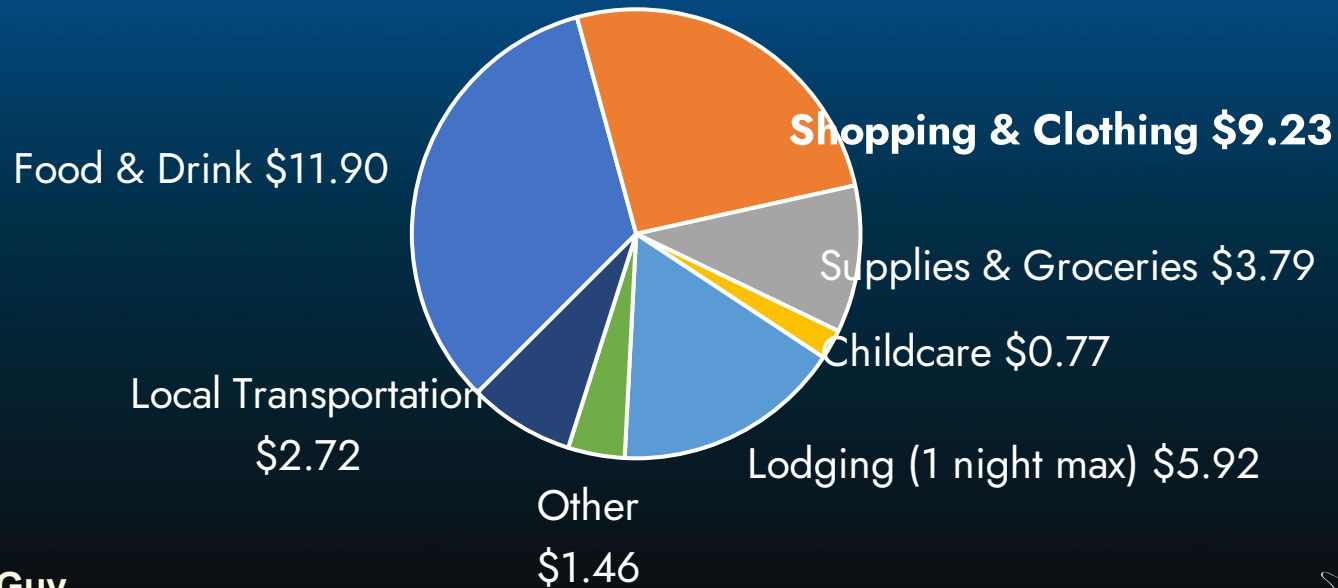
6,054



# Government Revenue (Local, State, Federal)

# \$52 Million

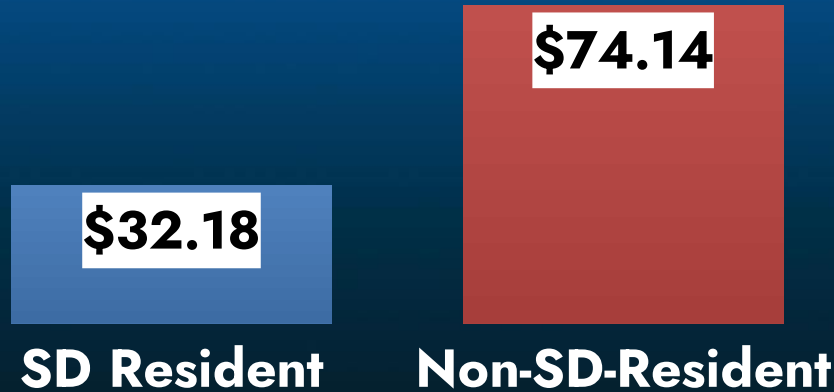
# Attendees Spent \$35.79 Per Person, Per Event



# Audiences: SD Resident vs. Non-SD-Resident



# Event-Related Spending SD Resident vs. Non-SD-Resident



**60%** of nonlocal attendees said, "This arts event is the primary purpose for my trip."





# Social Impact Responses By Arts & Culture Attendees

**86%** “. . . Pillar for me within my community.”

**91%** “. . . Inspires a sense of pride.”

**87%** “. . . Preserved for future generations.”

# AEP6 National Partners



# Arts & Culture is Valued by the Public



**86%**

say arts and culture is "important to their community's quality of life and livability."



**79%**

believe arts and culture is "important to their community's businesses, economy, and local jobs."



# South Dakota's AEP6 Study Regions

|                 | Total Economic Activity | Jobs Supported | Govt. Revenue  | Avg. Attendee Spending |
|-----------------|-------------------------|----------------|----------------|------------------------|
| Aberdeen Region | \$4.3 Million           | 68             | \$640,000      | \$26.65                |
| Brookings       | \$7.6 Million           | 133            | \$927,000      | \$23.05                |
| Rapid City      | \$204.1 Million         | 3,296          | \$29.4 Million | \$56.80                |
| Sioux Falls     | \$126.1 Million         | 2,156          | \$17.2 Million | \$38.03                |
| Yankton         | \$2.0 Million           | 30             | \$279,000      | \$17.36                |

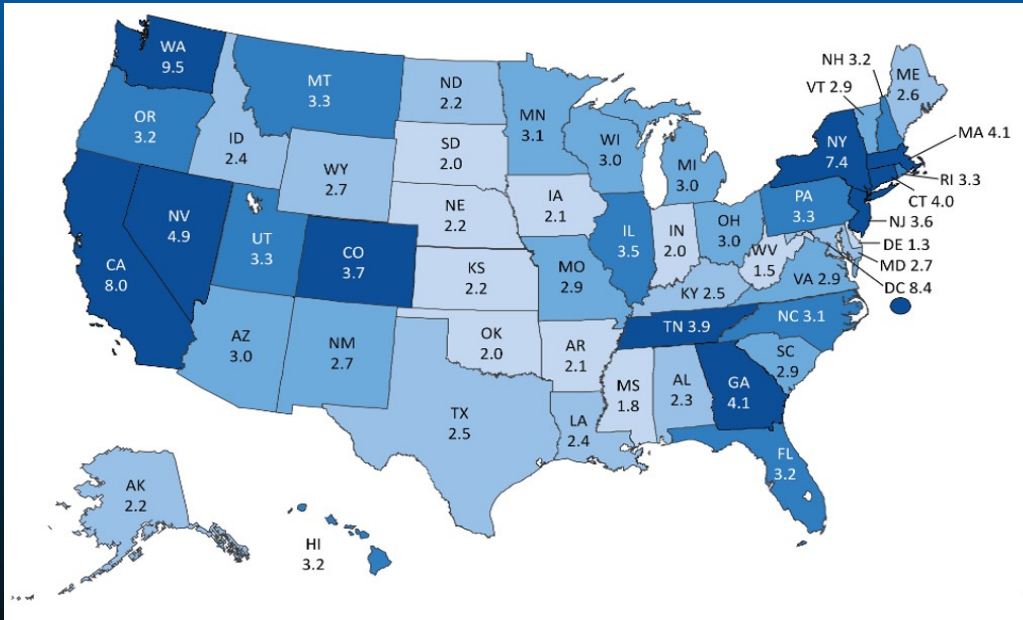


# Estimate Your Organization's Economic Impact



# Arts & Creative Economy in South Dakota

## \$1.4 Billion — 2.0% of GSP — 14,640 Jobs




- Bigger than Mining, Education, and Utilities.
- Diversifies economies and Stimulates job growth.
- Source: U.S. Bureau of Economic Analysis

***U.S.: \$1.1 Trillion — 4.3% of GDP — 5.2 Million Jobs (2022)***



# Ready to Innovate

RESEARCH REPORT  
R-1424-05-RR



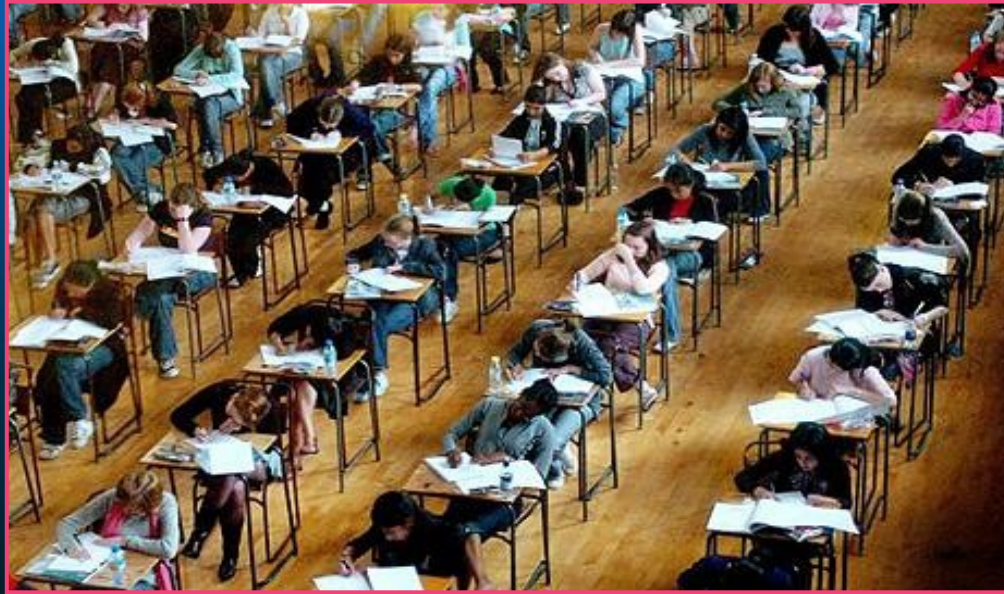
Are educators and  
executives aligned on  
the creative readiness  
of the U.S. workforce?

Trusted  
Insights for  
Business  
Worldwide





# Improved Academic Performance

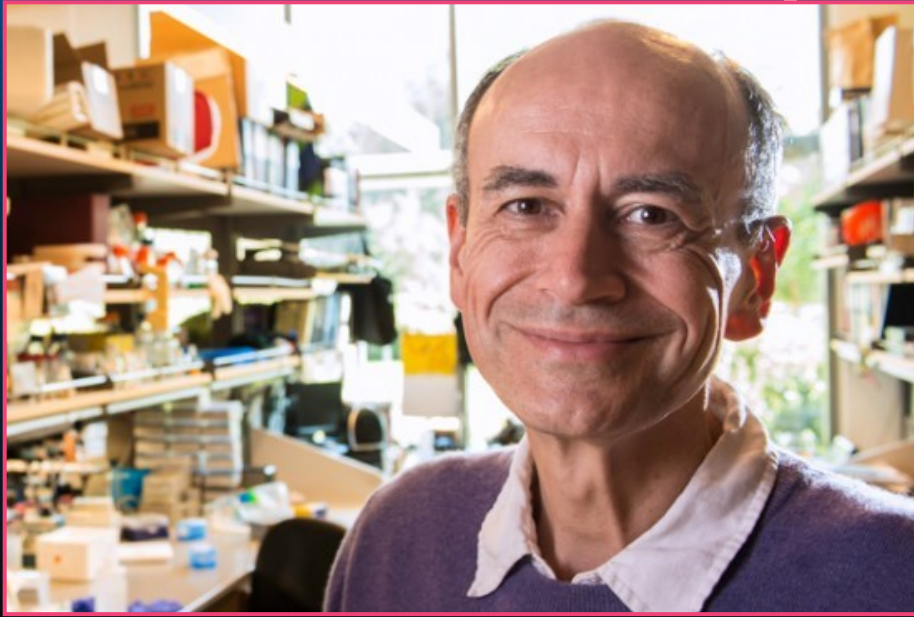




# Thomas Südhof

## Nobel Prize for medicine:

**“I owe it all to my bassoon teacher”**



- Drive for excellence
- Visual thinking
- Pattern recognition
- Problem solving
- Perseverance





# Arts Build Empathy & Understanding

**72%**

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

**63%**

say that the arts and culture helps them better understand other cultures in their community.



# Claim Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

**Golden Rule: No story without a number,  
and no number without a story!**



# ARTS & CULTURE BUILDS

**[AEP6.AmericansForTheArts.org](http://AEP6.AmericansForTheArts.org)**

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