

**Thanks to our partnership with the NEA, the arts are enhancing the quality of life in South Dakota!**

## HERE ARE THE FACTS ABOUT THE ARTS IN SOUTH DAKOTA:

- In Fiscal Year 2024, the South Dakota Arts Council awarded nearly **\$2 million** in grant support to arts organizations, schools, artists and other nonprofit organizations to support arts projects and programs throughout the state, **resulting in more than \$29.6 million in local spending**, as well as nearly \$1.4 million worth of additional in-kind contributions, on supported projects and programs.
- **Every \$1 of state funding invested in the arts in South Dakota by the Arts Council returned another \$24.59!** State and federal funds combined yielded a return of \$12.36 in local spending for every \$1 of public funds invested.
- South Dakota Arts Council co-sponsored activities reached an audience of **2,453,373 people**, including **720,617 youth** and involving **14,761 artists**—all in one year.
- The Artists In Schools & Communities program placed professional teaching artists in **32 different sites in 19 communities** across the state, providing **139 weeks of arts education residencies** to **9,396 students** of all ages.
- The South Dakota Arts Council Touring Arts program sponsored **148 events** and performances in **112 different sites** in more than **48 communities** across South Dakota, reaching **16,581 youth** and **31,818 adults**.
- In Fiscal Year 2024, the SDAC grants, initiatives and special projects budget made up nearly 77 percent of the agency's overall budget, resulting in **357 grants** that reached **110 different communities** and over **80% of South Dakota counties**.

Source: *State Fiscal Year 2024 South Dakota Arts Council Annual Report, July 1, 2023-June 30, 2024.*

### The arts are an essential part of American lives

Responses to a recent Americans for the Arts survey illustrate the **social impact of arts and culture**.

**High Engagement in the Arts:** Nearly **80%** of Americans attended, visited or watched an arts or cultural event in person over the past year, underscoring the central role of the arts in everyday life.

**Personal Importance:** **76%** of Americans consider arts and culture personally important to them, with many reporting how the arts contribute to their joy, well-being and sense of creativity.

**Unifying Communities:** The benefits of arts and culture extend beyond individuals, helping to build stronger communities. **72%** of Americans believe arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs and identities.

**Support for Arts Education:** An overwhelming **92%** of Americans believe every student should have access to a quality arts education. While 9-in-10 Americans agree arts education is important, only 52% think students have sufficient opportunities to take art classes.

**Government Funding is Key:** Americans strongly support government funding for the arts, with **70%** approving local investments and **66%** approving both state and federal investments in nonprofit arts organizations and community-based arts programs.



**Arts South Dakota**, a non-partisan and non-profit service organization, advances the arts for South Dakotans and our visitors by connecting, advocating, and educating.

Please visit [www.ArtsSouthDakota.org](http://www.ArtsSouthDakota.org) to learn more.

# The arts profoundly impact *all* South Dakotans.

## AEP 6 South Dakota study datapoint highlights:

The arts are an economic engine, generating revenue for the state and local communities and contributing to their vibrancy and vitality while keeping spending local.

- 1 **Total expenditures by the non-profit arts industry - \$362,987,163**
- 2 **State tax revenue - \$9,041,120 / Local tax revenue - \$8,546,125**
- 3 **Total employment impacts - 6,054 jobs**
- 4 **The arts bring us together and drive tourism.**
  - 6,455,088** - Total attendance, many of whom were non-local
  - \$74.14** - Non-local attendees spent around each event above local attendee spending
  - 59.9%** - Non-local attendees reported an arts event was their primary purpose to visit South Dakota.

Arts & Economic Prosperity 6 data is from FY22 statewide, nonprofit arts organizations.

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*The arts continue to play a vital role in South Dakota's tourism economy. The updated data clearly demonstrates the importance that arts-related tourism has on our communities and in the lives of citizens and visitors. Through the Arts in Economic Prosperity research, we can see that arts-interested travelers spend a significant amount of time and money in our state, and that reinforces our investment in promoting South Dakota's arts and cultural opportunities.*

*James D. Hagen, Secretary,  
Department of Tourism*

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*Through our grantmaking initiatives, supporting programs and projects in copious communities across the state, we've seen the value of public investment in the arts. Even a small investment yields a huge return that spans from financial to community health and wellness. Vibrant arts communities are healthier communities across a broad range of indicators.*

*Patrick Baker, Executive Director,  
South Dakota Arts Council*

## Complete study information:

Arts South Dakota, in partnership with the South Dakota Arts Council and five South Dakota communities: Aberdeen, Brookings, Rapid City, Sioux Falls, and Yankton, has released a new study of South Dakota's non-profit arts and culture industry. To see the complete report for South Dakota, visit:

<https://artssouthdakota.org/aep6/>



## U.S. Arts Industry: Now 4.3% of the nation's GDP

The nation's arts and culture sector—non-profit, commercial, education—was a **\$1.10 trillion industry** in 2022, a new high-water mark. This represents 4.3% of the nation's economy—a larger share of GDP than powerhouse sectors such as transportation, utilities and agriculture, according to the U.S. Bureau of Economic Analysis (BEA).

Arts organizations are resilient and entrepreneurial businesses. They employ people locally, purchase goods and services from within their communities, and market and promote their regions. Arts businesses are rooted locally. These are jobs that cannot be shipped overseas.



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Check Arts South Dakota's website, [www.ArtsSouthDakota.org](http://www.ArtsSouthDakota.org), for details on specific issues and news. Make sure you, your colleagues and your friends are signed up to receive Arts South Dakota's Arts Action Alerts.