



# WHY THE ARTS MATTER IN SOUTH CAROLINA



## NATIONAL ARTS FACTS

**ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT** (Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.

**\$764 BILLION** Arts & Culture Sector

**\$763 BILLION** Construction

**\$208 BILLION** Education Services

**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## SOUTH CAROLINA ARTS FACTS

### THE SOUTH CAROLINA ARTS & CULTURE SECTOR REPRESENTS 2.4% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$4.9 billion** to South Carolina's economy, representing 2.4% of the state's GDP—a larger share than several other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.

**\$4.9 BILLION** Arts & Culture Sector

**\$9.8 BILLION** Construction

**\$1.4 BILLION** Education Services

**BONUS:** In 2015, SC arts and culture jobs generated \$2.7 billion in total compensation.

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS** (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.

**673,656** & **3.48M** ARE INVOLVED IN THE  
BUSINESSES JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

In South Carolina, **6,625 Arts-Related Businesses** employ **30,009 people**.

- In Charleston County, **1,141 Arts-Related Businesses** employ **4,313 people**.
- In Greenville County, **901 Arts-Related Businesses** employ **6,057 people**.
- In Richland County, **686 Arts-Related Businesses** employ **3,354 people**.

Source: Americans for the Arts, *Creative Industries*, *South Carolina* report, 2017.

**6,625** & **30,009** ARE INVOLVED IN THE  
BUSINESSES JOBS CREATION OR DISTRIBUTION  
OF THE ARTS

**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.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

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

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**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Charleston* report.

ART IS A **\$4.9 BILLION** GDP DRIVER OF OUR STATE ECONOMY.

**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 has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢ per capita**, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

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

**A** The state allocated **\$3,508,041** to the South Carolina Arts Commission. In FY 2017, South Carolina Arts Commission also received **\$791,900** in federal NEA funds, which the Commission re-granted to dozens of cultural organizations throughout the state. An additional 13 nonprofit arts organizations received direct grants from the NEA totaling **\$1,102,900**.

Source: NEA and NASAA, 2017.

Read: "The Impact of the Arts on South Carolina," in *Charleston Regional Business Journal*, 2018.

GDP

JOBS

ECONOMICS

FUNDING



“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



## SOUTH CAROLINA ARTS FACTS

### IN THE PALMETTO STATE, THE ARTS UNITE US

Artisphere, a weekend arts festival in Greenville, has been named one of the top ten arts festivals in the country.

#### THE SOUTH CAROLINA ARTS COMMISSION

—The South Carolina Arts Commission, an autonomous state agency governed by a nine-member Board of Commissioners, 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.

> Learn more [here](#).

#### MEET SOME SOUTH CAROLINA ARTS ADVOCATES

- **Ken May** is the Executive Director of the South Carolina Arts Commission and a board officer of the National Assembly of State Arts Agencies and South Arts. > [More](#)
- **George Patrick “GP” McLeer Jr.** is the Executive Director of the South Carolina Arts Alliance. > [More](#)
- Aside from being Mayor of Charleston, SC, **John Tecklenburg** is also a jazz pianist who performs around the City on numerous occasions. > [More](#)
- **Christine Fisher**, Executive Director of the Arts in Basic Curriculum Project, has helped grow the 30 year old partnership in reaching over 170,000 students a year throughout the state. > [More](#)

#### 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 ART ORGANIZATIONS

- South Carolina Arts Alliance  
[www.scartsalliance.net](http://www.scartsalliance.net)
- Arts in Basic Curriculum Project  
[www.abcprojectsc.com](http://www.abcprojectsc.com)
- Palmetto State Arts Education  
[www.palmettostateartsed.org](http://www.palmettostateartsed.org)

### 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.
- In 2019, Coastal Carolina University in **Conway** hosted the first International Gullah Geechee and

African Diaspora Conference, highlighting the important impact the Gullah community has had in the state’s history and continues to have.

- The recently renovated **Columbia** Museum of Art houses one of the largest collections in the state and is situated right in the heart of the state.
- Head to **Charleston** to catch a number of local and regional musical acts in venues as small as coffee shops to as large as the North Charleston

Coliseum, as well as performances from over a dozen theatre companies, including Charleston Stage Company, housed in the oldest theatre building in the country—the Dock Street Theatre.

- Visit **Spartanburg** to catch creative growth in progress with the launch of the Mayfair Mill, a redeveloped historic mill that includes dedicated studio space.

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

## SOUTH CAROLINA ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

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To download this fact sheet, “Why the Arts Matter in South Carolina,” with corresponding resource links visit [www.ArtsAction-Fund.org/SC](http://www.ArtsAction-Fund.org/SC).