

# WHY THE ARTS MATTER IN SOUTH CAROLINA



## NATIONAL ARTS FACTS

### FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT

**\$1.102 T** Economic Impact

**5.2 M** Jobs

**\$540.9 B** Total Compensation

The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

## SOUTH CAROLINA ARTS FACTS

### FOR-PROFIT & NON-PROFIT ARTS-RELATED ECONOMIC CLUSTER REPRESENTS

**\$14.1 B** Economic Impact

**123,550** Jobs

**\$360.2 M** Total Tax Revenue

The South Carolina arts-related economic cluster was a **\$14.1 billion industry** in 2023, representing **123,550 jobs** (5.5% of total SC employment), and total tax revenue of **\$4.3 billion**.

Source: [The Economic Impact of South Carolina's Arts-Related Economic Cluster](#), Darla Moore School of Business, 2023.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

**\$38.46** per person per event is spent by the typical attendee, not including the cost of admission.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#).

## ECONOMIC IMPACT OF NON-PROFIT ARTS INDUSTRY ONLY & THEIR AUDIENCES

Regional Snapshot: Greater Spartanburg Area, SC

**\$77.98 M** Economic activity annually

**1,199** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$10.7 million** in total tax revenue to federal, state, and local governments.

**\$35.75** per person per event is spent by the typical attendee, not including the cost of admission.

Source: Americans for the Arts (2023). [Arts & Economic Prosperity 6](#). 2022 data collected for Greater Spartanburg Area, SC.

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24 **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: [Americans for the Arts Action Fund](#), 2024.

[View the Top 10 Reasons to Support the Arts HERE](#)

## PUBLIC FUNDING RECEIVED FOR SOUTH CAROLINA ARTS & CULTURE SECTOR

State Appropriation FY24 **\$11,540,843**

NEA Grant FY24 **\$1,072,400**

Direct NEA Grants FY23 **\$1,317,400**

At least **70%** of all appropriations are used for direct grants.

Source: [NEA](#), [NASAA](#), [South Carolina Arts Alliance](#), 2024.

# SOUTH CAROLINA ARTS HIGHLIGHTS

IN THE PALMETTO STATE, THE ARTS UNITE US



**THE SOUTH CAROLINA ARTS COMMISSION**, was created by an act of the state legislature in 1967. The mission of the South Carolina Arts Commission is to promote equitable access to the arts and support the cultivation of creativity in South Carolina. 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.

**Executive Director: David Platts**  
**Chair: Dee Crawford**



[Learn more here.](#)

## ARTS GROW SC

Arts Grow SC was born during the pandemic and is a collaboration between the South Carolina Department of Education and the South Carolina Arts Commission. It serves as a vital resource for fostering community strength, enhancing quality of life and delivering comprehensive arts education for students.

**Executive Director: Ashley Brown**

[Learn more here.](#)



## ARTS IN BASIC CURRICULUM INSTITUTE

We strive to ensure students in South Carolina have access to arts-rich educational opportunities as a core component of curriculum.

**Director: Dr. Kim Wilson**



[Learn more here.](#)

## SC ARTS ALLIANCE

Founded in 1979, the SC Arts Alliance advances the arts for all South Carolinians through advocacy, leadership development, and public awareness.

**Executive Director: Jeff Robinson**

**President: Dana Gencarelli**



[Learn more here.](#)

[Join here.](#)

## 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.
- Artisphere, a weekend arts festival in **Greenville**, has been named one of the top ten arts festivals in the country.
- In 2019, Coastal Carolina University in **Conway** hosted the first International GullahGeechee 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.
- Visit **Spartanburg** to catch creative growth in progress with the launch of the Mayfair Mill, a redeveloped historic mill that includes dedicated studio space.
- As the nation's preeminent performing arts festival, Spoleto Festival in **Charleston** produces and presents work of the highest artistic caliber to diverse and adventurous audiences. Through innovation, education, and a commitment to our community, we harness the power of the arts to foster a culture of belonging and deepen and engage the public appreciation for the arts in building a better world.



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

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

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

**FOLLOW US:**

