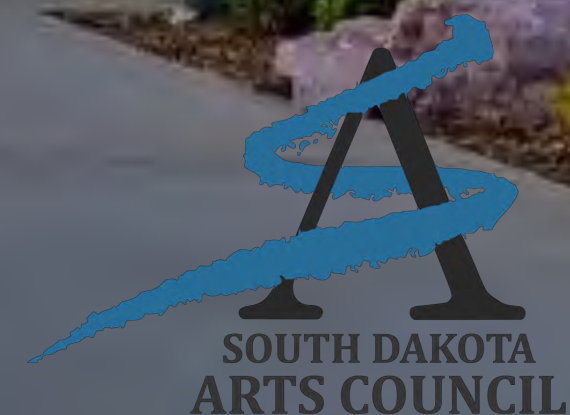


ARTS SOUTH DAKOTA & SOUTH DAKOTA ARTS COUNCIL

# THE ART OF TRAVEL





Patrick Baker, Executive Director of the South Dakota Arts Council  
&  
Jim Speirs, Executive Director of Arts South Dakota





# 3 STOPS

1.Facts & Figures

2.South Dakota's Arts Ecosystem

3.State of Create







## 3 CALLS TO ACTION

1. Advocate in your community
2. Get to know your arts neighbors
3. Share your ideas with us



FIRST STOP: FACTS & FIGURES!

# BE AN ARTS ADVOCATE





# PEOPLE PLAN TRAVEL AROUND THE ARTS

- Arts are the 4th largest factor in making travel decisions.
- 68% of travel is driven by arts & culture.





# ARTS & CULTURE ARE ECONOMIC DRIVERS

- Between Rapid City & Sioux Falls, arts & culture nonprofits generate \$220 MILLION in annual economic activity.
- They support over 7,000 FTEs.
- Arts & Culture nonprofits generate annually \$19 MILLION in state and local tax revenue.

SHARE FACTS & FIGURES WITH YOUR LOCAL LEADERS

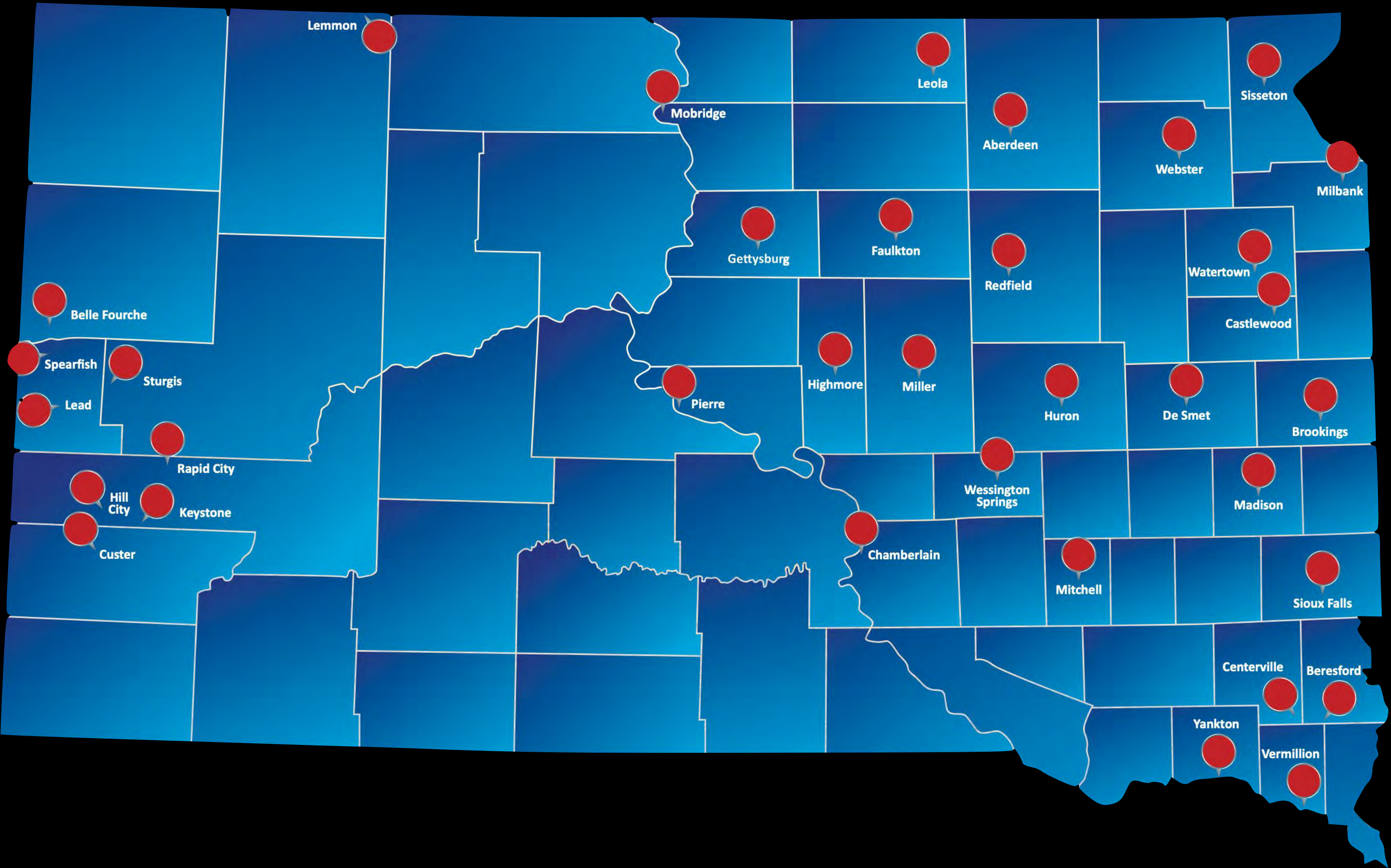
# ADVOCATE





SECOND STOP: SOUTH DAKOTA'S ARTS ECOSYSTEM

# GET TO KNOW YOUR LOCAL ARTS





# COMMUNITY ARTS COUNCILS

- 35 Community Arts Councils.
- Presenting Arts in every corner of SD.
- Your connection to some of South Dakota's favorite events.





CUSTER AREA ARTS

# BURNING BEETLE





FAULKTON AREA ARTS COUNCIL

# FAULKTON GRAIN ELEVATOR





RAPID CITY ARTS COUNCIL

# DAHL ARTS CENTER





RAPID CITY ARTS COUNCIL

# ART ALLEY





BROOKINGS ARTS COUNCIL

# BROOKINGS ARTS FESTIVAL





GRAND RIVER ARTS COUNCIL

# JOHN LOPEZ





DESMET AREA ARTS

HARVEY DUNN

SOCIETY PLEIN AIR





VERMILLION  
NATIONAL  
MUSIC MUSEUM







WATERTOWN

# REDLIN ART CENTER



ST  
IOUX FALLS  
SCULPTURE  
WALK





SIoux FALLS





MITCHELL  
CORN  
PALACE





OACOMA

DIGNITY





PINE RIDGE

# OGLALA ARTS SPACE

OGLALA LAKOTA  
**ARTSPACE**

• FIRST PEOPLES FUND •  
LAKOTA FEDERAL CREDIT UNION  
LAKOTA FUNDS • ARTSPACE

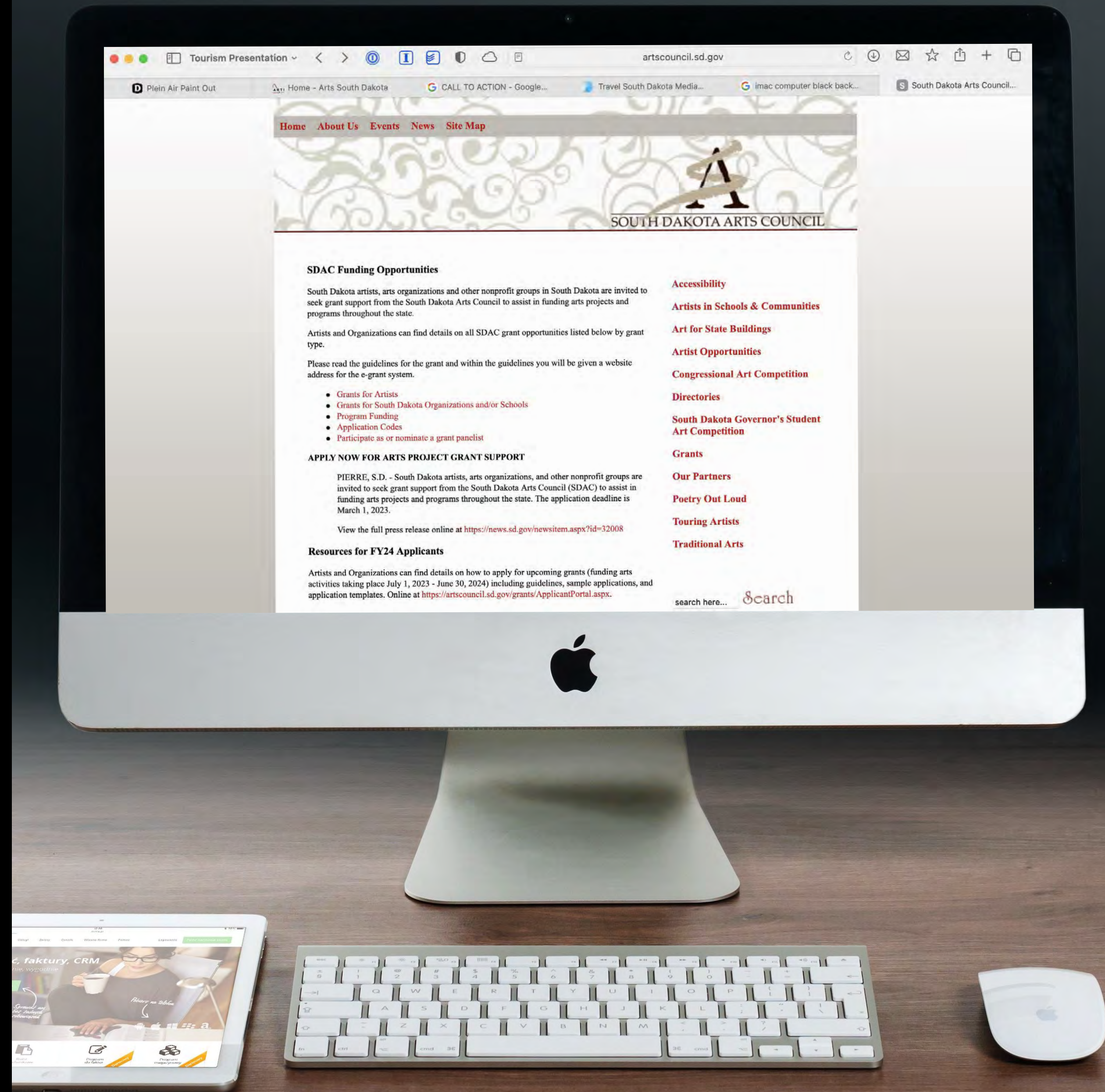
E &  
ROOM





# SOUTH DAKOTA ARTS COUNCIL

- Artist Grants.
- Arts Organization Grants.
- Touring Arts Program.
- Artists in Schools.





# ARTS SOUTH DAKOTA

- Statewide arts calendar.
- Arts Advocacy.
- Network of arts organizations.
- Partnership with SDPB
- Partnership with South Dakota Magazine.





# SOUTH DAKOTA MAGAZINE



## South Dakota ARTS ALIVE

FROM ARTS SOUTH DAKOTA AND THE SOUTH DAKOTA ARTS COUNCIL



"An appreciation of the arts makes us better citizens, better people, and better leaders. The arts help us understand complex concepts, allow us to empathize with different cultures and peoples, and help us better comprehend the human condition."

—Dusty Johnson, U.S. Representative

Thank you to our leaders in Pierre and Washington, D.C., for recognizing the importance of South Dakota's artists to our economy and our culture. We talked to several people involved with the legislative process to get their perspective on why supporting the arts is vital to South Dakota. Here is what they had to say:

30% of Native peoples are practicing or emerging artists \*\*



In FY21-22, **96** distinct arts organizations and **160** artists in South Dakota benefitted from state and federal funding sources.\*\*\*

## BEN REIFEL: SOUTH DAKOTA ARTS HERO

Ben Reifel was born in a log cabin on the Rosebud Reservation in 1906 and became the first (and only) Native American to win statewide office in South Dakota. In 1968 Reifel gave a moving speech to Congress asking for support to create the National Endowment for the Humanities and National Arts Council.

He quoted Ralph Waldo Emerson and President Dwight Eisenhower to make his points, but the most influential part of his speech was what the arts meant to him as a youth.

"I shall never forget the impact a book made on me when I was a child. I have a feeling that it changed my whole life. Books cannot be eaten. They cannot be changed into guns and butter. But they can — they can and they have — changed the whole course of human events."

Reifel was referencing *Giants of the Republic* by Edward Everett



Hale. He rode his horse to his neighbors ranch three miles away to borrow the book — so many times the neighbor eventually gave it to him. He read about founders of our country, including Andrew Jackson, who began fighting with his brothers in the Revolutionary War at age 13, became a war prisoner and then lost his family to smallpox. "As a kid on the Indian Reservation, thinking I had difficulties, that story was a source of encouragement. As I read about these great men ... I did not know that this was humanities."

Reifel's heartfelt testimony was instrumental to the bill passing and to the creation of the endowment for the arts and humanities. When we see how the arts flourish in our nation and state, we can thank Reifel and perhaps his ranching neighbor who loaned him books.

## ARTS ADVOCACY



EVERY \$1 the state of South Dakota invests in the arts RETURNS \$21.18\*

"For me art is a part of the whole world around us and has been for time immemorial. I work with people who see things like stone features on the ground or petroglyphs made by ancient ancestors. I curate a beautiful fine art collection also made by recent ancestors of the Sisseton Wahpeton and I interact with the artists of today. All work with educating, storytelling and preservation of knowledge. All are inspiring and reaching forward to future generations. It's a huge thing and I'm happy to be a part of the wonderful people with Arts South Dakota who believe the same!"

—Tamara St. John, state representative from Sisseton and an Arts South Dakota board member



### GET INVOLVED!

January–March 20: Art for State Buildings. South Dakota artists are invited to submit work to be considered for the program. Full details available at [ArtsCouncil.sd.gov](https://ArtsCouncil.sd.gov).

January–September: Governor's Student Art Competition. Selected artwork from four age groups will hang in the State Capitol through a collaboration between Governor Noem and the South Dakota Arts Council.

February 15: Arts Advocacy Day at the Legislature. Meet at the Capitol to advocate for and celebrate the arts. Visit [ArtsSouthDakota.org](https://ArtsSouthDakota.org) for details.

February 15: Governor's Awards in the Arts. Join us to celebrate individuals and organizations who have made a statewide impact through artistic excellence or outstanding support of the arts.

### BECOME A MEMBER!

Support the arts by becoming a member of Arts South Dakota! Learn more and give today at [ArtsSouthDakota.org](https://ArtsSouthDakota.org)!



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.



The South Dakota Arts Council is a state agency serving South Dakotans and their communities through the arts.

Arts Alive is presented in partnership with South Dakota Magazine.

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[ArtsSouthDakota.org](https://ArtsSouthDakota.org)

Source: \*South Dakota Arts Council FY20; \*\*First Peoples Fund; \*\*\*Americans for the Arts Action Fund



PLUG IN TO YOUR ARTS COMMUNITY

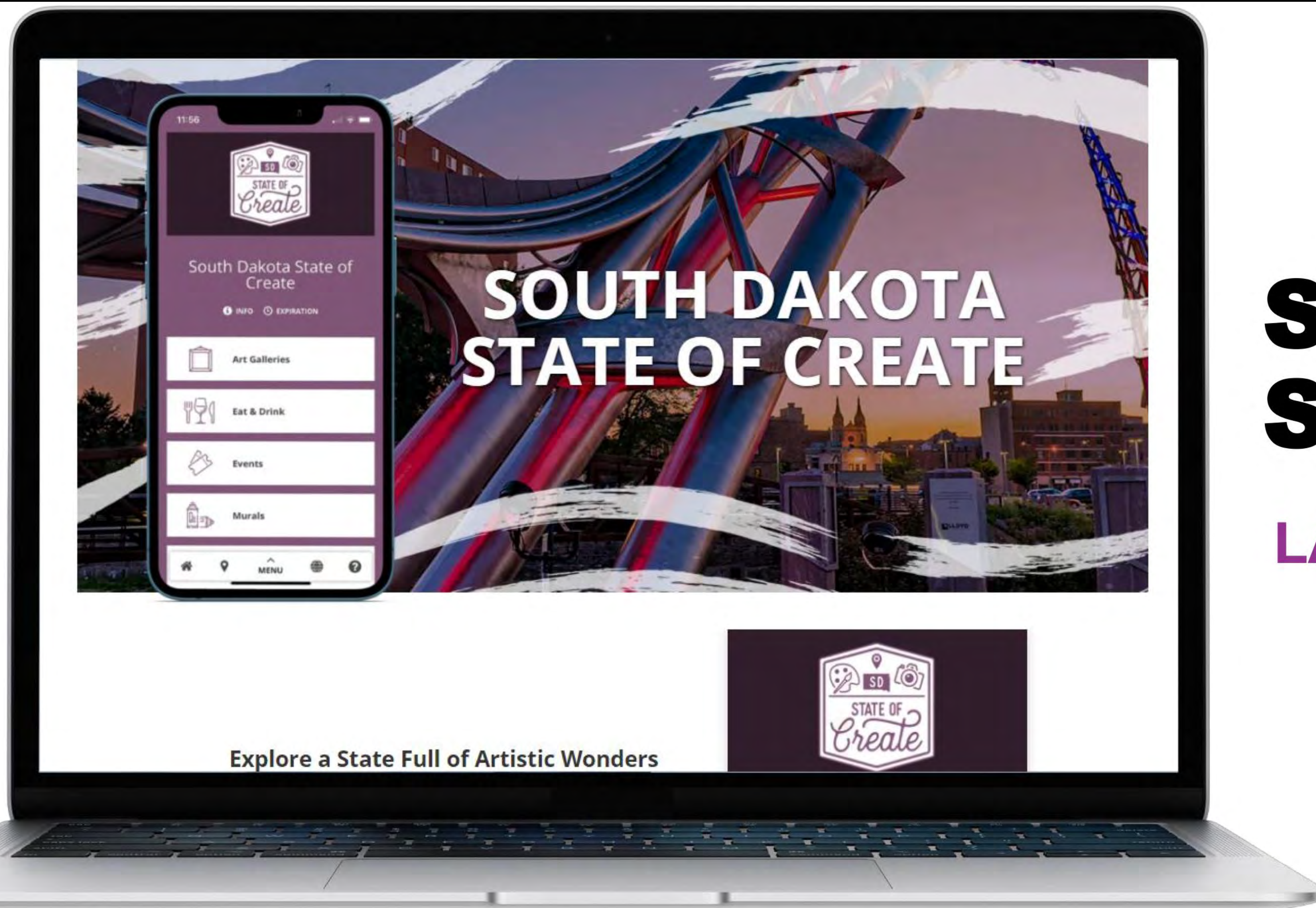
COLLABORATE





THIRD STOP: ARTS AND TOURISM

# #STATEOFCREATE



# SOUTH DAKOTA STATE OF CREATE

LAUNCHED JULY 2022



# HOW THE PASS WORKS

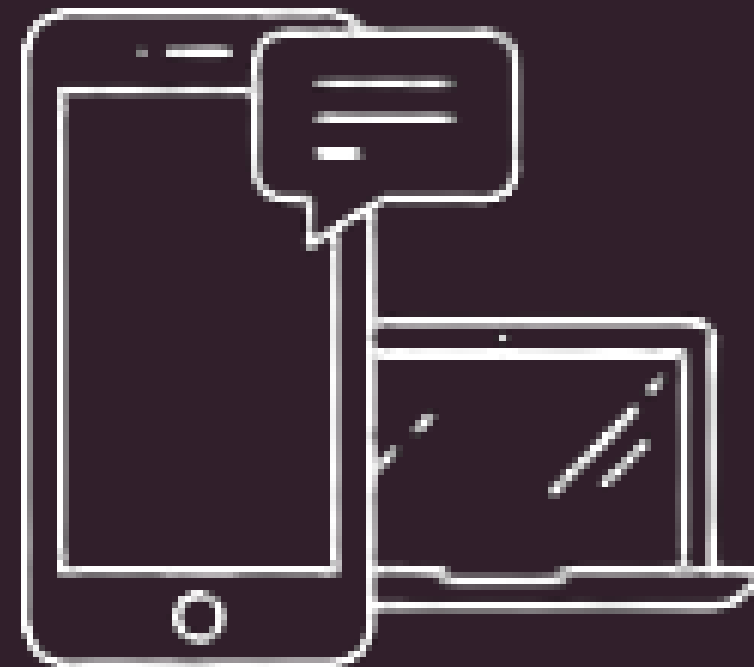
## THREE SIMPLE STEPS



01

### GET YOUR PASS

A mobile-exclusive passport of curated attractions, retailers, restaurants, parks and more.



02

### RECEIVE TEXT

Passport instantly delivered to phone via text and email for immediate use. No app to download but can be saved to phone.

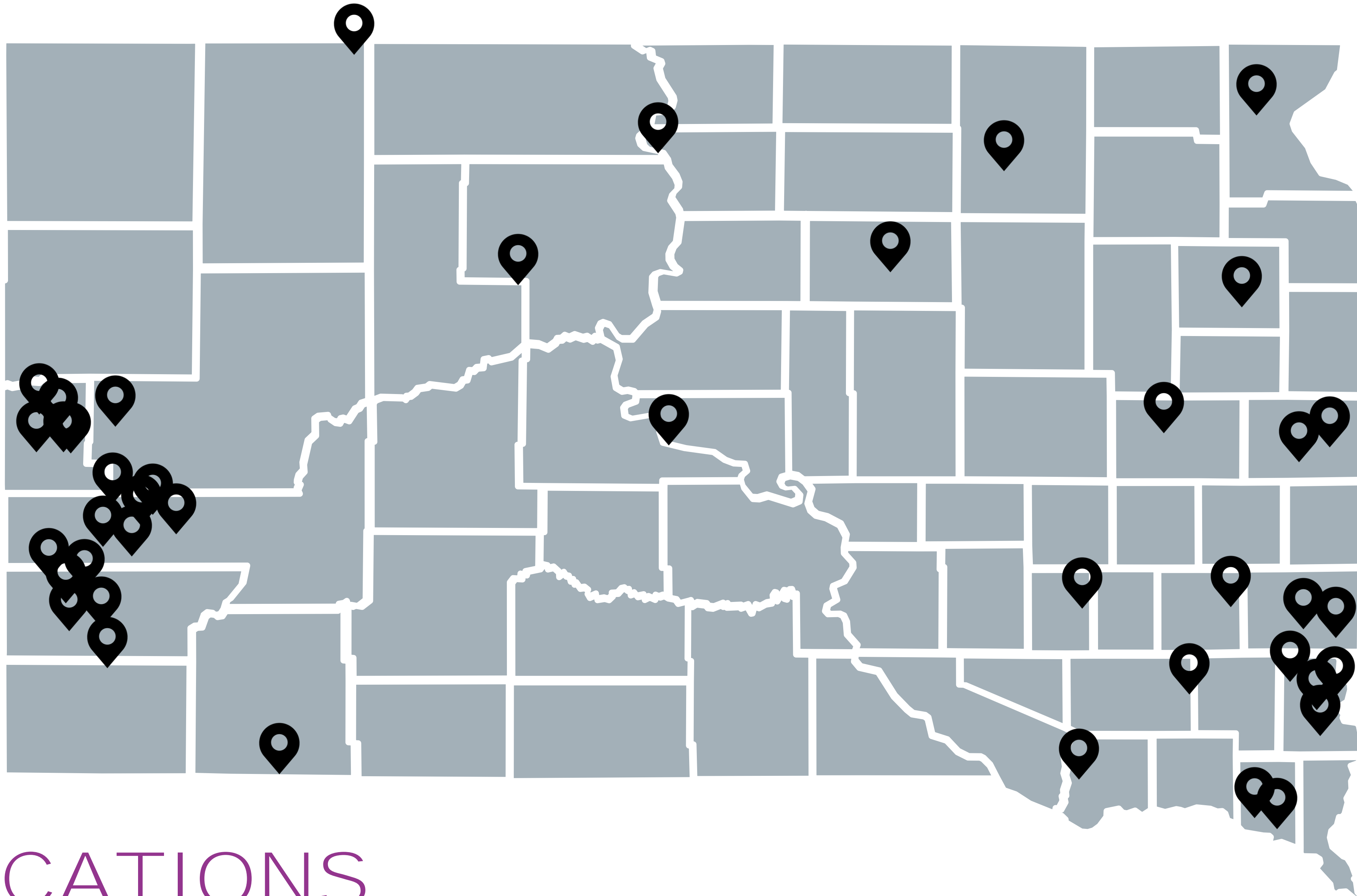


03

### REDEEM

When visiting a participating location, simply check-in, through geolocation services, to count a visit for prizes.





55 LOCATIONS  
ACROSS EACH FOUR REGIONS







# STATE OF CREATE

## FUTURE PROMOTION



- Campaign efforts began in 2019
- Promoted primarily through Paid Social
- Department putting greater emphasis on Arts Campaign
- Campaign to launch in Spring 2023



*South Dakota*



# 48 HOURS EXPLORING THE ARTS IN SIOUX FALLS

**Arts Travel Itineraries: Getting Your Community on the Map**



48 Hours Exploring the Arts in Sioux Falls:

<https://www.travelsouthdakota.com/trip-ideas/road-journal/48-hours-exploring-arts-sioux-falls>

48 Hours of Culture in the Capital City:

<https://www.travelsouthdakota.com/trip-ideas/road-journal/48-hours-culture-capital-city>



ARTS & TOURISM

SEND US IDEAS





SOUTH DAKOTA ARTS COUNCIL

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ARTS SOUTH DAKOTA

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**ARTS** SOUTH DAKOTA

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