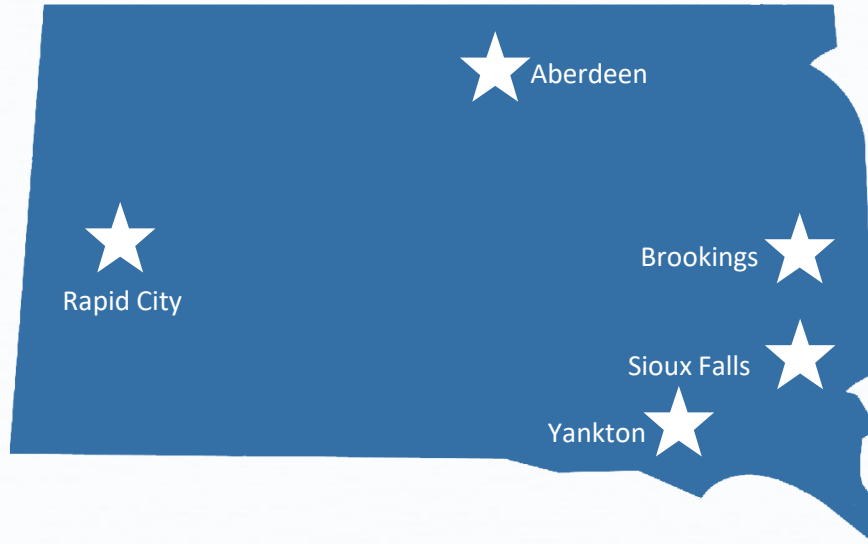




# In Brief: South Dakota's Arts Economy

# 2022 Arts in Economic Prosperity Study



The South Dakota Arts Council partnered with **Arts South Dakota** and **5 communities** to conduct research specific to South Dakota as part of a national study led by **Americans for the Arts.**

# The arts are an economic engine.



- Total expenditures by the nonprofit arts industry: **\$362,987,163**
- State tax revenue: **\$9,041,120**
- Local tax revenue (city and county): **\$8,546,125**
- Jobs supported: **6,054**



The background is a green-tinted photograph of a street scene. It features brick buildings on either side of a street, with trees and parked cars visible. A semi-transparent dark green rectangle is centered over the image, containing the text.

# In Brief: **Audience Impact**

# Arts audiences have a *major* impact.



Total Attendance  
to In-Person,  
non-profit Arts Events:

**6,455,088**



Average Per Person,  
Per Event Expenditure  
(excluding the cost of tickets):

**\$35.79**



Event-Related Spending  
by Arts and Culture Audiences  
Totaled

**\$299.3 million**

# Visitor impact on nonprofit arts events



8.6% of attendees are from **outside of the hosting community**.



Nonlocal attendees **average per person, per event** expenditure (excluding the cost of tickets): **\$74.14**.



**59.9%** of nonlocal attendees report that **the primary reason of their visit to South Dakota** was “specifically to attend the performance, event, exhibit, venue, or facility” where they were surveyed.



Audiences  
demonstrate  
**appreciation** for  
the impact of  
arts and culture

"This venue or facility is  
**an important pillar**  
for me within my  
community." **85.9%**

"I would feel **a great  
sense of loss** if this  
activity or venue were  
no longer available."  
**87.9%**

"My attendance is my  
way of ensuring that this  
**activity or venue is  
preserved** for future  
generations" **86.6%**

"This activity or venue is  
inspiring **a sense of  
pride** in this  
neighborhood or  
community." **90.8%**



# How the ARTS create community

Basic principles of Creative Placemaking



**What does Creative Placemaking look like?**



# What does Creative Placemaking look like?

✓ Inclusive Planning + Equitable Development

# What does Creative Placemaking look like?

- ✓ Inclusive Planning + Equitable Development
- ✓ **Economic Opportunity**



# What does Creative Placemaking look like?

- ✓ Inclusive Planning + Equitable Development
- ✓ Economic Opportunity
- ✓ **Community Identity + Belonging**

# What does Creative Placemaking look like?

- ✓ Inclusive Planning + Equitable Development
- ✓ Economic Opportunity
- ✓ Community Identity + Belonging
- ✓ **Arts + Government**

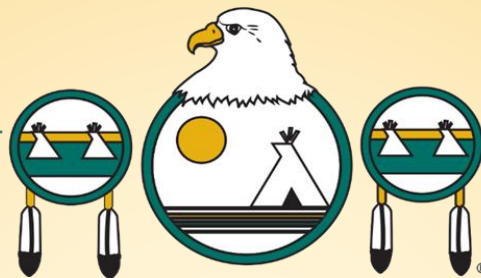
# What does Creative Placemaking look like?

- ✓ Inclusive Planning + Equitable Development
- ✓ Economic Opportunity
- ✓ Community Identity + Belonging
- ✓ Arts + Government
- ✓ **Arts + Physical Infrastructure**



# What does Creative Placemaking look like?

- ✓ Inclusive Planning + Equitable Development
- ✓ Economic Opportunity
- ✓ Community Identity + Belonging
- ✓ Arts + Government
- ✓ Arts + Physical Infrastructure
- ✓ **Arts + Community Development Organizations**



**Wakpá Wašté Těča Okhólakičhiye**

**Cheyenne River Youth Project®**

**Waniyetu Wowapi Lakota Arts  
Institute**

# CRYP - A History of Creative Placemaking



- ★ The Main Youth Center - 1999
- ★ Winyan Toka Win Garden- 2000
- ★ Cokata Wiconi Teen Center- 2006
- ★ Keya Cafe & Coffee Shop- 2013
- ★ Keya Gift Shop - 2013
- ★ Waniyetu Wowapi Art Park - 2014
- ★ Waniyetu Wowapi Arts & Culture Center - 2025



# Waniyetu Wowapi Arts Arts & Culture Institute

- ★ After-school arts programming at The Main and Cokata Wiconi Teen Center
- ★ Paid art internships and Long-term art fellowships for teens
- ★ Art camps (1-2 weeks)
- ★ Waniyetu Wowapi Art Park
- ★ REdCan Graffiti Jam





# Waniyetu Wowapi (Winter Count) Art Park



# RedCan Invitational Graffiti Jam



RedCan is about experiencing humankind's largest art movement while also strengthening connections with Lakota culture — and creating public art for the beautification of our reservation. The event provides meaningful, lasting inspiration for our young people, who are discovering the profound power of art in finding their own voices, exploring their identities, and expressing themselves.





# RedCan Invitational Graffiti Jam - Art Park



# RedCan Invitational Graffiti Jam - Art Park





# RedCan Invitational Graffiti Jam - Community



# RedCan Invitational Graffiti Jam - Community





# RedCan Invitational Graffiti Jam - Community



# Red Can Graffiti Jam - Celebration





# Waniyetu Wowapi Lakota Arts & Culture Center - Coming 2025

**Coming 2025!!!**



- ★ Music Studio
- ★ Pottery Studio
- ★ Open Create Spaces
- ★ Individual Studio Spaces
- ★ Individual Studio Spaces
- ★ Sustainable Construction

# Creative Placemaking Resources

**LISC:** <https://www.lisc.org/our-initiatives/creative-placemaking/main/creative-placemaking-toolkit/>

**USDA Rural Development:** <https://www.rd.usda.gov/placemaking>

**CIRD:** <https://www.rural-design.org/>

**National Endowment for the Arts:** <https://www.arts.gov/impact/creative-placemaking>

**How To Do Creative Placemaking** (download or order copies):

<https://www.arts.gov/about/publications/how-do-creative-placemaking>

**Springboard for the Arts:** <https://springboardforthearts.org/work-with-artists/overview/> and <https://springboardforthearts.org/toolkits/toolkits-overview/>



# Contact us



**The South Dakota Arts Council** can assist with grant funds, consultation, and guidance on your creative placemaking projects. Contact us if you have an idea you'd like to explore.

**REBECCA CRUSE**

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**605-295-4052**