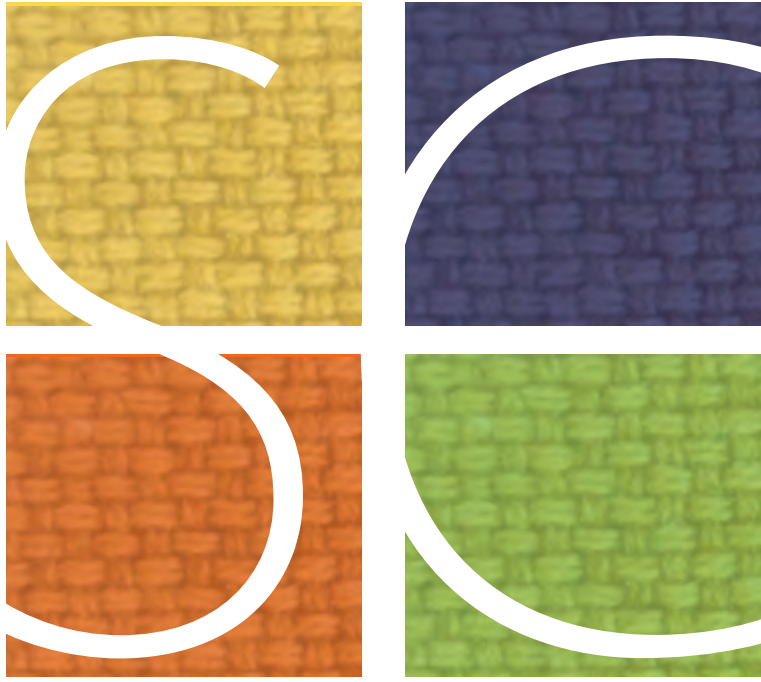


A LONG-RANGE
PLAN FOR THE ARTS



IN SOUTH CAROLINA

2011-2020

South Carolina Arts Commission



MISSION

With a commitment to excellence across the spectrum of our state's cultures and forms of expression, the South Carolina Arts Commission pursues its public charge to develop a thriving arts environment, which is essential to quality of life, education, and economic vitality for all South Carolinians.



GOALS

Arts Education



Establish the arts as an integral part of South Carolina's educational systems and the lifelong learning process of our citizens.

Artist Development



Encourage, nurture, and support the artistic growth and personal and economic well-being of South Carolina artists.

Community Development



Stimulate the development of South Carolina's culturally diverse arts resources and organizations and promote creative partnerships to improve the quality of our lives, preserve our cultural heritage and enhance our economic growth.

PREFACE

Once every decade, those of us in the arts in South Carolina have an opportunity to do an amazing thing. We come together as a community and discuss what we need, what we want, and what we envision for the arts in our state over the next 10 years. The process is called **“The Canvas of the People,”** and it’s been happening in South Carolina since 1980. It results in volumes of input from hundreds of people who attend meetings, answer surveys, send e-mails, or provide input in myriad other ways. All of that input is analyzed, sorted, grouped and matched. Regional differences and personal agendas fall away, leaving a core of key goals for the decade on which there is broad agreement, a challenge of achievability, and common purpose. These goals have become the centerpiece of **A Long-Range Plan for the Arts in South Carolina, 2011-2020.**

Projecting the next nine to 10 years can be a risky business. Time can render some ideas quaint or downright obsolete. Looking back at the previous long-range plan, launched in 2001, who would have predicted the impact of social media and the parallel decline of traditional media? Who could have specifically foreseen the dramatic economic swing that has created such uncertainty and upheaval as we experienced in 2010? The goals in this plan are deliberately broad. They are intended to withstand the tests of time and remain wide open to multiple approaches and methods of making progress. Every sector has a role to play in the success of this plan. Beyond the arts community, the business, government, education, public and private sectors can **find parts of the plan to own and contribute to its success.**

Of course, the South Carolina Arts Commission will do its part. As South Carolina’s state arts agency, with its mission to “develop a thriving arts environment” for the benefit of all South Carolinians, it is in a unique position to coordinate the Canvas of the People and develop **A Long-Range Plan for the Arts in South Carolina.** Its own strategic plans over the next decade will be based on this long-range plan, directing the efforts and resources of the Arts Commission to making progress on these goals.

Here is an invitation to you, and everyone interested in the success of the arts and of the state of South Carolina, to help make this plan a reality.

THE CANVAS OF the People



Planning process and research

The Canvas of the People is a **comprehensive statewide planning process** designed to help assess the state's artistic and cultural needs, share ideas, set priorities, develop arts networks throughout the state and build support for the arts in South Carolina.

The 2010 Canvas is the sixth to be conducted by the South Carolina Arts Commission. Canvases conducted in 1980, 1984 and 1987 focused on gathering input for the Arts Commission's strategic plans. Beginning in 1992, the agency expanded its view and planning process and developed a plan for the arts in South Carolina. The 1992 plan also covered a longer (10-year) time span. The next statewide Canvas was held in 2001.

This longer, more comprehensive view has allowed the Arts Commission to serve as a convener and **catalyst in moving the state forward** through a coordinated planning process and has provided other arts organizations with a context for their own strategic plans. With this statewide, long-term context, the Arts Commission monitors progress on key issues regularly through a variety of means: formal, contracted evaluations of major initiatives; collection and analysis of grantee data; surveys; field work; convenings of artists, arts organizations, and community leaders; economic impact studies; and polling and benchmarking against regional and national data.

How the Canvas of the People was conducted

Citizen survey

The 2010 Canvas of the People began in fall 2009, with a **survey of S.C. citizens** 18 and older conducted by the University of South Carolina's Institute for Public Service and Policy Research. The South Carolina Arts Commission placed several questions in the survey to gauge the public's participation in and attitudes about the arts.

The survey, weighted to accurately reflect the demographics of the state, is conducted twice a year to provide timely, reliable and cost-effective data for policy makers and researchers. The Arts Commission has participated in this citizen survey four times since 1990, relying on the data to establish a **"snapshot" of arts awareness and involvement among the state's general population.**

Findings

The full report is posted on the Arts Commission's website (www.SouthCarolinaArts.com/2009results).

Here are some highlights:

- Almost 67 percent of adult South Carolinians participated in the arts at least once during the last year.
- The average frequency of participation was 14 times during the year.
- Almost 44 percent of the population donated money, time, or both to the arts during the year.
- Just over 13 percent purchased an original work of art.
- Almost 60 percent rated their communities as either excellent or good places to pursue their artistic interests.
- Eighty-seven percent say it is important to have quality arts events in their communities.
- Ninety-five percent of respondents said that the arts are an important part of basic education.
- Fifty-four percent rated the contribution that the arts make to the education of children as the most important benefit of the arts in their lives and communities. Other choices included experiencing enjoyment (22 percent), economic impact (9 percent), and one's own creative activity (8 percent).
- Only 6 percent said that the arts provide no real benefit.
- South Carolinians strongly support state and local government funding for the arts. More than 92 percent support taxpayer funding for the arts – and almost 40 percent want to see public funding for the arts increased.
- Seventy-nine percent favor increased funding to strengthen arts education in our schools.

South Carolina STATE SURVEY

95%

of South
Carolinians think
the arts are an
important part of
basic education.

92%

of South
Carolinians support
taxpayer funding
for the arts.

Canvas of the People forums

The Canvas of the People included public forums in seven locations, beginning in February 2010 in **Columbia** and visiting **Beaufort, Greenville, Hartsville, Aiken** and **North Charleston** before wrapping up in **Spartanburg** in April. The forums were open to anyone interested in the arts.

Additionally, in each community, local leaders were invited to share their thoughts about the state of their communities. The diverse groups included representatives from business, local government, chambers of commerce, real estate, the faith community, civil rights organizations, health care, libraries, higher education and K-12 education, foundations and nonprofits. Although the arts were not off limits as a topic, participants were encouraged to talk about any issues important to their communities.

By design, the input from these community leaders focused less on arts issues and more on larger issues and aspirations and took shape around these **“public outcomes:”**

- Livable communities with distinctive built environments, great quality of life, and broad public participation that attract newcomers and retain talent, whether homegrown or imported
- Well-educated citizens who are prepared to succeed in the 21st century economy
- A culture of creativity that fosters innovation in the arts, business and civic life
- A stronger, globally competitive economy that produces higher per capita income for our citizens
- A positive image of our state, both within and beyond its borders, as an inviting place of natural beauty, with vibrant communities, cultural diversity, creativity, educational achievement, and a cohesive, can-do spirit

During the forums attended by the public, the conversation focused on what’s working and what needs improvement in the arts. The conversations were wide-ranging, but results were grouped into these major **“arts outcomes:”**

- South Carolina citizens and visitors benefit from diverse opportunities for relevant, rewarding arts experiences in communities throughout the state.
- South Carolina’s professional artists are able to produce exceptional art and build satisfying, sustainable careers in our state.



Almost 1,400 people shared their ideas about the arts...

Woven together, the intersections...create the broad public value of the arts, and it is these intersections that make up the fabric of our plan.

- Students receive a comprehensive education in the arts that develops their creativity, problem solving and collaborative skills, and prepares them for a lifetime of engagement with the arts and productive citizenship.
- South Carolina arts organizations and other arts providers have the capacity and necessary resources to deliver relevant, high quality arts experiences to citizens and visitors.
- There is broad recognition within the state and beyond its borders of the value of and unique contribution made by the arts in South Carolina.

The Canvas process was, naturally, designed to include the arts community, but also deliberately to reach out to those who work in other sectors. Woven together, the **intersections** between the **public outcomes** and the **arts outcomes** create the broad public value of the arts, and **it is these intersections that make up the fabric of our plan.**

Other ways input was gathered

The Arts Commission employed the **agency's website** and **e-newsletter**, along with **Facebook** and **Twitter**, to help promote the Canvas process and the forums and to gather input. Those who could not attend a forum were encouraged to share their thoughts through an **online public survey**.

Other information-gathering opportunities arose. Board members from the S.C. Arts Alliance, the state's leading arts policy advocacy organization, assessed the state's progress on major issues identified in the last plan and provided new input. Participants at the 2009 Statewide Arts Conference and artists at the 2010 S.C. Artists' Ventures retreat provided input.

All told, almost 1,400 people took the time to participate by sharing their ideas and thoughts about the future of the arts in South Carolina.

All of this input—from the anonymous answers given on the S.C. State Survey to additional thoughts received from a participant the day after a forum—was carefully recorded, considered and distilled to identify common themes, determine needs voiced by citizens and develop target objectives.

A Long-Range Plan for the **Arts**

This new 10-year plan includes outcomes identified by the public and objectives that will mark progress toward these priorities. The outcomes and objectives in this new plan are deliberately broad—outlining general areas where the arts have real opportunities to make progress and generate value in the next decade. As circumstances, technologies and economies change, the broad nature of the outcomes provides a common reference point as those working in the arts set their own strategies for achieving progress.

Clearly, while the Arts Commission fully accepts its leadership role in creating the plan and monitoring progress, it cannot accomplish all that is outlined. Indeed, for this to truly be a long-range plan for the arts in South Carolina and an instrument of real progress, arts organizations and arts providers must adopt the plan's objectives as their own. This long-range plan was created based on input from the public and the arts community as a guide for the arts community as it serves the public. With collaboration, partnerships and shared purpose, much in this plan can be accomplished to ensure that the arts flourish and benefit all South Carolinians.

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OUTCOME ONE

South Carolina citizens and visitors benefit from diverse opportunities for relevant, rewarding arts experiences in communities throughout the state. **page 8**

OUTCOME TWO

South Carolina's professional artists are able to produce exceptional art and build satisfying, sustainable careers in our state. **page 10**

OUTCOME THREE

Students receive a comprehensive education in the arts that develops their creativity, problem solving and collaborative skills, and prepares them for a lifetime of engagement with the arts and productive citizenship. **page 12**

OUTCOME FOUR

South Carolina arts organizations and other arts providers have the capacity and necessary resources to deliver relevant, high quality arts experiences to citizens and visitors. **page 14**

OUTCOME FIVE

There is broad recognition within the state and beyond its borders of the value of and unique contribution made by the arts in South Carolina. **page 16**

OUTCOME ONE: South Carolina citizens and visitors benefit from diverse opportunities for relevant, rewarding arts experiences in communities throughout the state.

Public value:

- The arts contribute to individual quality of life and strengthen bonds among community members through shared artistic experiences. The availability of such experiences is a key selling point in recruiting and retaining talent and industry and attracting visitors.
- Competitive businesses need to hire creative people, and creative people want to live in communities where they can have a variety of satisfying arts experiences.
- Cultural tourists, who spend more and stay longer than average tourists, seek out destinations where they can have great arts experiences.
- Thirty percent of South Carolinians consider themselves to be artists (S.C. Survey 2007), and their creative activity is a major part of their arts experience, underlying their identities as creative people. Individual creative activity is a growing part of overall arts participation.
- Broad and diverse participation in the arts is a positive indicator of vibrant communities, cultural diversity, creativity and educational achievement.

Objectives:

- **Arts availability.** A diverse base of supporters, including state and local leaders, government agencies, civic organizations, businesses, arts organizations and artists work together to ensure that arts opportunities are available in all South Carolina communities.
- **Relevant experiences.** Arts providers engage with their communities to develop relevant arts programming, to make people aware of these opportunities and to ensure that participants benefit from and enjoy their arts experiences.
- **Equitable access.** Recognize and remove physical, social and economic barriers that limit arts participation, especially among people in rural communities, people with disabilities and people of color.
- **Creative expression.** Celebrate and support the many ways individual South Carolinians engage in artistic expression and creativity, from traditional crafts to computer music.



Top, left to right: Jean Laney Harris Folk Heritage Award Winner Chip Chipman (right) performs with fellow musicians during the 2008 Folk Heritage Awards ceremony; A Folklorico group dances during the Columbia International Festival; **Bottom, left to right:** Greenville's Artisphere reported a banner year for its sixth Annual Festival in 2010; A student prepares for the annual S.C. Jazz Festival in Cheraw; Sara Ayers, "Jar with Heads," 1987, from the State Art Collection.

OUTCOME TWO: South Carolina’s professional artists are able to produce exceptional art and build satisfying, sustainable careers in our state.

Public value:

- The arts, and all the benefits they bring, depend on the presence of capable artists in all disciplines. They are the “supply side” of the arts economy, participating fully as producers and consumers.
- Higher quality of life follows artists. They often lead the way in rehabilitating depressed neighborhoods, and where artists congregate, so do other creative professionals. Commerce and economic development inevitably follow.
- Architects and designers have a profound influence on the built environment in our communities and add an aesthetic dimension to much of our everyday experience.
- Artists play key roles in arts education, which is a fundamental element of the 21st-century curriculum.
- Artists contribute to a positive image of South Carolina. When one considers the many nationally and internationally renowned people from South Carolina, a great number of them are artists.

Objectives:

- **Partnerships and networks.** Artists develop creative partnerships and peer networks within and among arts disciplines to create professional opportunities and to make the most efficient use of resources.
- **Artists as citizens.** Artists play active, public roles in their communities—as creative resources, small business leaders, developers, teachers, mentors, advocates and elected officials—to increase opportunities, raise visibility and to help develop communities that support artists as fully contributing citizens.
- **Lifelong learning.** Artists participate in a learning continuum from pre-professional to ongoing career training that strengthens business practices as well as artistic skills.



Top, left to right: Charleston Ballet Theatre's performance of "The Nutcracker," choreographed by Jill Bahr; Beaufort artist Kim Keats works with students during a residency program; **Bottom, left to right:** After years as a printmaker, Spartanburg artist Jim Creal began a new venture producing lithographs, funded in part by the S.C. Artists' Ventures Initiative; Celebrated artist and S.C. native Jonathan Green speaks to guests at the 2010 South Carolina Arts Gala; Blues musician Mac Arnold of Pelzer performs at the Statehouse.

OUTCOME THREE: Students receive a comprehensive education in the arts that develops their creativity, problem solving and collaborative skills, and prepares them for a lifetime of engagement with the arts and productive citizenship.

Public value:

- Quality arts education contributes to K-12 educational achievement, which is a critical issue for our state. Research shows that students involved in arts education perform better, have better attendance records, and have parents who are more engaged in the education process.
- South Carolina is recognized as a national leader and innovator in the arts education field thanks to its long-term efforts to improve curriculum and instruction in this important area.
- Creativity is fundamental to innovation in all fields, not just the arts, and South Carolina's success in the global economy demands citizens who are creative, adept at problem solving and collaboration, and culturally literate. Arts education is an important means by which these skills and the creative process are developed.
- In a business environment where routine processes are either being automated or outsourced overseas, innovation, fueled by creativity, is the source and substance of good jobs that stay in South Carolina.
- Arts education prepares citizens to participate in the arts in a range of roles—from creator to supporter to consumer—and people who participate in the arts are more likely to take part in other aspects of civic life.

Objectives:

- **Partnerships.** Organizations and government agencies, businesses, parents and educators employ local, state and national partnerships to advance education in and through the arts for South Carolina's students.
- **Public policy.** Organizations, decision-makers and grass roots advocates work together to create local, state and national public policies that ensure a quality, sequential, standards-based arts education for all students.
- **Innovative teaching.** Organizations and advocates promote the value of arts education and arts-integrated learning as innovative models for effective teaching of South Carolina's students.
- **Capacity.** Organizations and government agencies help schools and school districts increase their capacities to provide a quality, comprehensive arts education and to integrate the arts with other core subjects.





Top, left to right: Students from the S.C. School for the Deaf and Blind perform during S.C. Arts Advocacy Day 2010; A student takes part in an arts class at school; Bowls created by students in Clemson University's Art Department; **Bottom, left to right:** Students learn to play African drums during an in-school artist residency; Charleston student Lauren DiNicola was named the 2010 Poetry Out Loud state champion.

OUTCOME FOUR: South Carolina arts organizations and other arts providers have the capacity and necessary resources to deliver relevant, high quality arts experiences to citizens and visitors.

Public value:

- Healthy arts organizations and other arts providers (civic organizations, recreation departments, commercial galleries, live music venues, etc.) are important parts of the arts delivery system.
- Arts facilities and the organizations behind them often serve as “anchors” in thriving communities and act as catalysts for revitalization. They contribute to a quality of life that attracts creatives and the companies that rely on them.
- Healthy arts organizations and providers are able to offer better compensation and attract more capable and accomplished professionals to serve in staff positions.
- Many arts providers deliver programs that support quality education.
- High quality programs and events presented by arts organizations attract national and international attention and contribute to a positive image for our state, attracting tourists and other visitors and building pride of place in our communities.

Objectives:

- **Funding and support.** Public and private organizations provide funding and other support for arts organizations and arts providers. Individuals participate as board members, volunteers, donors and audiences.
- **Accountability.** Arts organizations and arts providers (both nonprofit and for-profit) follow best practices in strategic planning; board, staff and volunteer development; financial management; programming; and communications and technology to ensure sustainability, quality and relevance to their communities.
- **Partnerships and networks.** Arts organizations and arts providers develop networks and pursue a “seat at the table” with other sectors responsible for community planning, economic development, tourism, education, etc., on local, state and regional levels.



Top, left to right: The restoration of the Newberry Opera House spurred new commerce and revitalized downtown Newberry; Vista Studios/Gallery 80808 opened in 1990 during the redevelopment of Columbia's warehouse district, the Congaree Vista.



Bottom, left to right: The Arts Council of York County sponsors a summer arts camp in Rock Hill; Cellist and S.C. native Claire Bryant returns regularly to perform in the state, including at the Fine Arts Center of Kershaw County; Columbia Children's Theatre provides professional live theatre for young audiences.

OUTCOME FIVE: There is broad recognition within the state and beyond its borders of the value of and unique contribution made by the arts in South Carolina.

Public value:

- There is no question that the arts contribute substantially to South Carolina’s economy, education and quality of life.
- The creative industries in South Carolina directly and indirectly support nearly \$2.8 billion in wages, more than 78,000 jobs and \$9.2 billion in economic output.
- If the arts are to continue to thrive, there must be broader acknowledgment of the arts’ contributions both within and outside of the state. Public officials, business leaders, educators and individual citizens must recognize that the arts depend upon the right mix of public- and private-sector support.
- Wider recognition of the Palmetto State as a home for world-class arts opportunities and a creative, well-educated workforce will do much to strengthen the state’s positive image in the minds of residents and as a destination and a welcoming location for new commerce and industry.

Objectives:

- **Unified messages.** Artists, arts leaders and arts advocates work together to develop and communicate consistent messages about the arts in South Carolina—for “branding,” promotion and advocacy.
- **Communicating value.** Arts leaders and artists effectively communicate the value of their work in ways that are meaningful to a variety of audiences.
- **Research and documentation.** Arts organizations and government agencies perform or commission credible research that documents the value of the arts.
- **Partnering for promotion.** Artists, arts leaders and arts advocates partner with other entities promoting our state or region (e.g., S.C. Department of Parks, Recreation, and Tourism; chambers of commerce; state and local economic development agencies; regional organizations) to ensure that the state’s artistic resources and accomplishments are included as an important part of the story—part of our “claim to fame.”
- **Relationships and advocacy.** Artists, arts leaders and arts advocates cultivate relationships with elected officials and policymakers at all governmental levels. These relationships should be based on listening and learning as well as direct advocacy.
- **Monitoring effectiveness.** Periodically monitor public participation in and perception of the arts as a means of gauging effectiveness of all of the efforts outlined in this plan.



Photo by William Struhs

Top, left to right: Cheraw, birthplace of famed jazz musician Dizzy Gillespie; National award winner and sweetgrass basketmaker Mary Jackson of Mt. Pleasant; Fripp Island resident and *N.Y. Times* best-selling author Pat Conroy offers an autograph following the 2010 Elizabeth O'Neill Verner Governor's Awards for the Arts; **Bottom, left to right:** For 17 days and nights each spring, Spoleto Festival USA fills Charleston's theatres, churches and outdoor spaces; The Francis Marion University Performing Arts Center in Florence resulted from a partnership of public and private funders; The Governor's School for the Arts and Humanities in Greenville is a national leader in educating emerging artists of high school age.

Acknowledgements:

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Canvas of the People forum hosts:

Columbia Museum of Art
Technical College of the Lowcountry
Governor's School for the Arts and Humanities
Black Creek Arts Center
Aiken Center for the Arts
North Charleston Cultural Arts Department
Chapman Cultural Center

South Carolina Arts Commission Board:

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