

Teaching artist **Bob Doster**,  
2006 Elizabeth O'Neill Verner Award  
recipient (artist category)



50  
YEARS  
SOUTH  
CAROLINA  
**arts**  
COMMISSION

## South Carolina's Arts-Related Economic Cluster: Summary

Study by Douglas Woodward, Ph.D. • Jan. 2018

# South Carolina's arts-related sector adds \$9.7 billion to the state's economy through jobs, tax revenue, and spending.



South Carolina has approximately 115,000 jobs associated with the arts-related economic cluster, according to 2014 estimates. The economic output generated by this sector has been estimated to be more than \$9.7 billion. The creative cluster contributes \$269 million to South Carolina's state revenue base.

In sum, this report demonstrates that South Carolina's arts economy is extensive. More than 100,000 jobs are associated with the individuals and business activities. This activity generates hundreds of millions of dollars in tax revenue for the state.

*From any perspective, these are considerable economic benefits.*



**\$9.7 billion**  
TOTAL IMPACT

*In celebration of the S.C. Arts Commission's 50th anniversary, 67 ABC (Arts in Basic Curriculum) sites turned an umbrella into works of art. Small groups of umbrellas will tour the state in exhibitions at ABC sites and other locations through spring 2018.*

## KEY

### DIRECT IMPACT

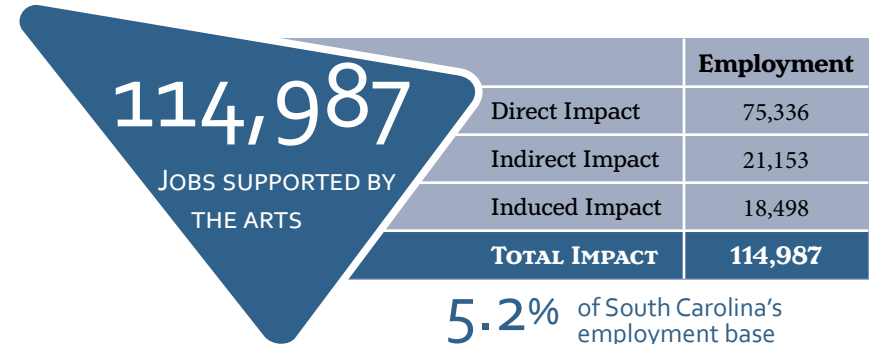
The effects of creative enterprise expenditures (mostly local purchases and wages) that are injected into the state's economy.

### INDIRECT IMPACT

The ripple effects of spending on in-state suppliers.

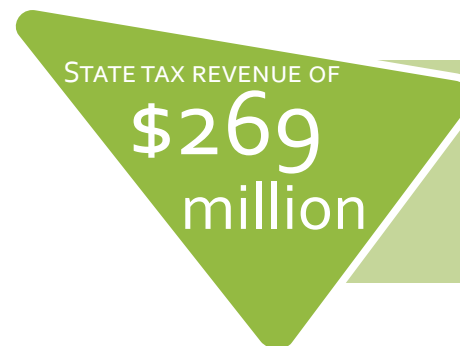
### INDUCED IMPACT

The statewide ripple effects of expenditures from wages and salaries.



	Labor Income	Total Value Added	Output
Direct Impact	\$2,296,513,130	\$2,712,765,989	\$5,173,137,306
Indirect Impact	\$795,266,638	\$1,226,607,761	\$2,178,616,027
Induced Impact	\$716,794,839	\$1,335,674,070	\$2,388,118,963
<b>TOTAL IMPACT</b>	<b>\$3,808,574,607</b>	<b>\$5,275,047,820</b>	<b>\$9,739,872,296</b>

**5.1%** of South Carolina's GDP



It is estimated that the cluster of economic activities around the arts yields state tax revenue of \$269,027,439.

*This estimate results from the ratio of general fund revenue (from the U.S. Census Bureau) to South Carolina's nominal GDP (from the U.S. Department of Commerce, Bureau of Economic Analysis).*

**~3.9%** of South Carolina's revenue base

## ABOUT THIS SUMMARY REPORT

Researchers at the Darla Moore School of Business at the University of South Carolina analyzed 2014 data from the U.S. Census Bureau and the U.S. Department of Commerce, Bureau of Economic Analysis, regarding the South Carolina economy associated with the arts and design, crafts, and related activities. The results of the analysis reveal that arts-related economic activities in the state generate a core impact of \$9.7 billion.

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### DR. DOUGLAS P. WOODWARD

Dr. Douglas P. Woodward is the director of the Division of Research and professor of economics at the Darla Moore School of Business at the University of South Carolina. He earned his Ph.D. in economics at the University of Texas in 1986. Dr. Woodward's primary research interests are in regional economic development. He has published numerous academic articles in economics and regional science journals.

Dr. Woodward has conducted sponsored economic research in the United States, China, Morocco, South Africa, Kenya and elsewhere. Over his career, Dr. Woodward has received many grants and awards. He has testified before local, state and national government committees and has presented his research at many conferences around the world, including the prestigious World Economic Forum in Davos, Switzerland. Dr. Woodward has been quoted frequently in the national press and has often appeared on television and radio programs discussing economic development and related topics.

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## 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.



1026 Sumter Street, Suite 200  
Columbia, SC 29201

803.734.8696 • [SouthCarolinaArts.com](http://SouthCarolinaArts.com)



*"... creating a thriving arts environment for the benefit of all South Carolinians."*