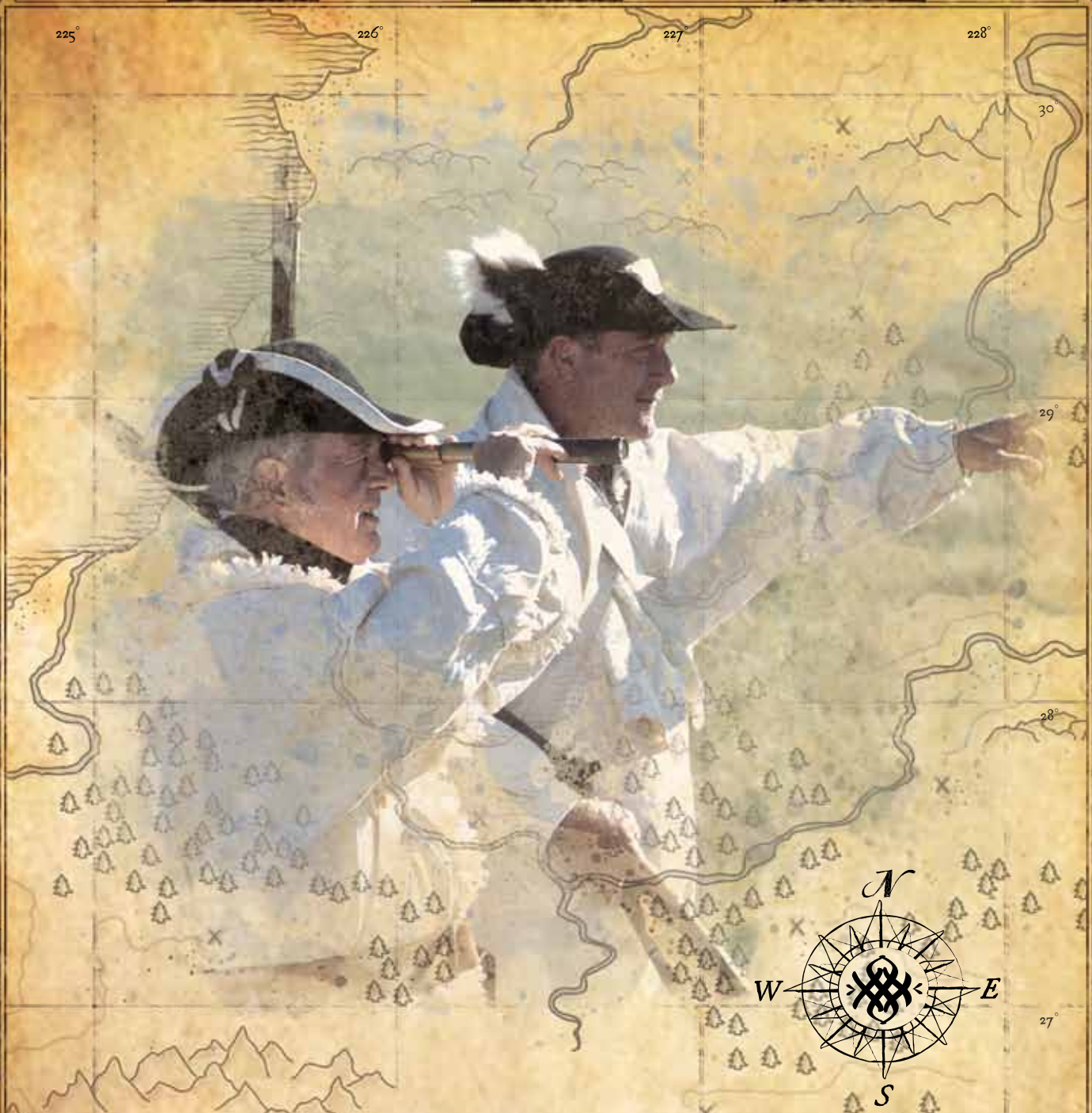

Arts Map

SOUTH DAKOTA ARTS COUNCIL

DESTINATION ARTS VISION

2012 - 2014

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SOUTH DAKOTA ARTS COUNCIL

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Introduction
LONG RANGE PLAN

ARTS MAP

The South Dakota Arts Council is embarking on an important journey. To assist with our planning, we have developed an Arts Map to help us navigate to a destination identified as Arts Vision 2014. The Arts Map serves as the 2012-2014 strategic long range plan for our trip into the future.

THERE ARE CERTAIN ROADBLOCKS WE WILL NEED TO CROSS IN OUR JOURNEY. AT THIS TIME, WE KNOW:

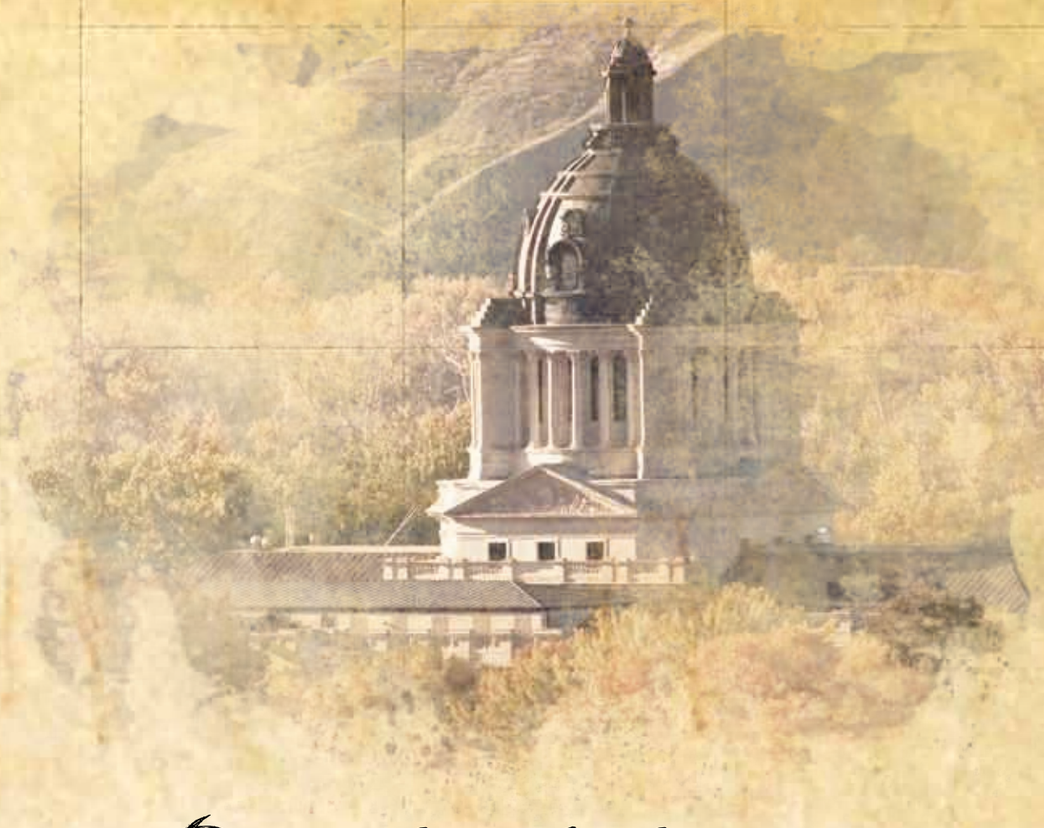
No. 1 Roadblock: A 2009 statewide tourism promotion tax, our source of funding, will be up for review by the legislature in 2013. The goal is to convince the legislature to make it a permanent tax, which was unsuccessful in 2011 when the tax was extended for only a two-year period. The bill ran into problems in the South Dakota Senate. Extensive lobbying will be necessary to make the tax permanent as part of our Arts Map.

No. 2 Roadblock: Federal support for the arts through the National Endowment for the Arts is tenuous as we begin the journey. The federal agency received funding reductions for its current fiscal year, which will affect state arts agency funding. Again extensive lobbying at the federal level will be required by the cultural constituents in South Dakota and across the nation.

No. 3 Roadblock: The state's economy is sluggish but improving. Private support as well as local government support for the arts is stagnant in most locations across the state with some bright exceptions where funding has increased and continues to flourish. For example, the Black Hills Playhouse, a major arts institution, raised half a million dollars for building upgrades during the first six months of 2011.

Despite the Arts Map road blocks, we continue to be optimistic. Attendance at South Dakota Arts Council's co-sponsored events is at an all-time high of 2.2 million people. Every dollar of State Arts Council grant funds are matched by nearly $15 at the local level, again the highest since our inception.

Intended to be an evolving and responsive tool, the Arts Map is a guide that can be adapted to meet future needs and opportunities as well as unforeseen road blocks encountered along the way. Embedded in the map is a process for monitoring and sometimes re-charting the course to guide us on a successful journey.



Foundation for the Journey
ENABLING LEGISLATION

1966 LEGISLATIVE SESSION

The South Dakota Legislature, being aware of the impact of culture on a stable economy, desires to stimulate, encourage, and give recognition and assistance to the arts which, in order to grow and flourish, depend upon freedom, imagination and individual initiative. While the development of the arts has long been considered a matter of local concern, there is a need to unify and coordinate these forces on a statewide basis. The arts, the creative spirit which motivates them and which they personify, are an essential part of the state's human resources. The best interest of the state and its people requires that artistic expression in all of its forms be disseminated for everyone to see, appreciate and enjoy in order for our cultural and economic progress to be sustained and given impetus. There is created a South Dakota Arts Council composed of eleven members, appointed by the Governor.

- *South Dakota Codified Laws 1-22.*

Foundation for the Journey

Declaration of Dakota Cultural Identity

We affirm that all lands and people on Earth hold equal and worthy distinction in expressing their individual cultures. We believe that art is the universal language, and as such, is the expression of our common humanity. Through the arts we give voice, color, form, texture and meaning to the vast range of what it is to be human.

As Dakotans, We Declare This To Be Our Cultural Identity:

We Are A People, whose spirit is shaped by the land and tied to the seasons. Time is marked by the cycles of planting and harvesting and migrations of wildlife. Landscape is an integral part of our being.

We Are A People, whose loyalty belongs to our neighbors. Climate and geographic distance often hinder our joining together, yet our sparse population intensifies our belief in each other and the value of the individual. Everyone and everything is closely related.

We Are A People, whose individual ethnic heritage is maintained and valued. Sovereign nations of Native Americans, descendants of pioneers, and recent immigrants possess and preserve distinctive traditions. We strive to understand and respect the diversities of all Dakota cultures.

We Are A People, whose existence is perpetuated by faith. Our spirituality gives us a common bond with humanity and strengthens our relationship with nature. Through respect and love of the land, we strive to maintain a quality of environment for generations to come.

We Are A People, whose contribution to world culture is on our own terms of excellence. We create, we interpret, and we present art within the Dakota framework, telling the world of our sense of place.

We Are A People, whose quality of life depends upon our artistic expressions. We believe the arts influence the desires, beliefs, values, and character of our people. The Dakota landscape and spirit are reflected in our art.

Be It Resolved, by this Declaration of Dakota Cultural Identity, that we take pride in knowing who we are and that we seek to maintain a rich and diverse cultural life for all Dakotans. Individually and collectively, we strive to make the arts accessible to all citizens through awareness and education.

We Hereby Proclaim, our belief that art is fundamental to human existence and that our Dakota Vision will protect, encourage and support the arts through the next century.

Adopted at the Dakota Centennial Arts Congress, Aberdeen, SD, September 23, 1989 – a two-state arts conference attended by 400 people. Approved by the North Dakota Council on the Arts and the South Dakota Arts Council and signed by George A. Sinner, Governor of North Dakota, and George S. Mickelson, Governor of South Dakota, in celebration of statehood Centennials for both North and South Dakota 1889-1989. Reaffirmed by the South Dakota Arts Council, July 24, 2008.

Travel Advice

The Big Picture

Travel Advisors

- Regional Focus Forums: Black Hills, Badlands & Lakes, Great Lakes, Southeast, Glacial Lakes & Prairies
- Sioux Falls Arts Leadership Roundtable
- Tribal Arts Roundtable
- On-line Constituent Survey
- Department of Tourism Long Range Planning Retreat
- One-on-One Planning Discussions with staff from: Governor's Office, Department of Education, Governor's Office of Economic Development, Department of Tourism, Department of Tribal Relations, Department of Corrections, SD Public Broadcasting, and SD Humanities Council
- SDAC/SoDA Long Range Planning Forum for board and staff
- Small-group Long Range Planning Teams: Service, Information, Education, Grants, Advocacy, and Programs.
- SDAC Long Range Planning & Policy Meeting
- South Dakota Arts Education Advisory Council
- Community Arts Network Advisory Council
- Legislators, through extensive lobbying efforts with the tourism promotion tax.

Key Findings

- South Dakotans express strong support for public funding of the arts and are supportive of the South Dakota Arts Council's current mission, goals, programs and grants.
- There is a great deal of dissatisfaction with arts education received by South Dakota students, accompanied by a belief that the quality of arts instruction is embedded in a lack of equal accessibility.
- The current economic climate has directly impacted artists and calls for creative measures that encourage, support and promote artists.
- A significant number of arts organizations, particularly those in rural and remote areas, report new financial challenges. Arts organizations consistently identify audience development as critical to their future survival.
- Accessibility should permeate SDAC's grants-making process as a key review criterion in determining funding.
- A commitment to arts education should be infused in the review and awarding of SDAC grants.
- Cultural Tourism offers opportunities for coalitions of artists, arts organizations, the South Dakota Arts Council, the Department of Tourism, the Department of Tribal Relations, and a myriad of other agencies and organizations to partner in ways that benefit the entire state.
- Continued advocacy for the arts through a well-conceived public awareness campaign is critical.
- Ways of better engaging and partnering with the Native American community are essential.
- It is important to accurately measure and build awareness of the economic impact of the arts specific to South Dakota.

Global POSITIONING SYSTEM

MISSION STATEMENT

The mission of the South Dakota Arts Council is to make quality arts programs accessible throughout the state. We accomplish our mission by providing funds, services and information to artists, arts organizations, other nonprofit groups, schools and the public. We strive to ensure access to the arts and educational arts opportunities as part of lifelong learning in South Dakota.

PUBLIC VALUES & THE ARTS

- Universal access to the arts is intrinsic to the well-being of all South Dakotans.
- Arts Education stimulates creativity, communication and lifelong learning.
- Artists are central to the creative environment of South Dakota.
- Arts organizations contribute to vibrant, progressive communities and are partners in economic development.
- The arts play an essential role in cultural tourism.
- Greater public awareness of the value of the arts fosters sustained public and private support.

ROLE OF THE SD ARTS COUNCIL

- Expand accessibility to the arts.
- Advance the arts as essential to learning.
- Encourage, support and promote artists.
- Strengthen arts organizations.
- Enhance development of quality cultural tourism.
- Promote public awareness and support of the arts.

Charting the Course
EXPANDED ACCESSIBILITY to the ARTS

ACCESSIBILITY & INCLUSION PEAK

Why this path? Since access to the arts is intrinsic to the well-being of all South Dakotans, inclusion is embedded in all South Dakota Arts Council programs and services.

HIKING TRAILS
HOW DO WE PLAN TO GET THERE?

- Commit to a policy of inclusion in every program, with particular attention to the needs of Native Americans, other growing minority populations, rural artists and isolated residents.
- Create a Native American Engagement Task Force
- Provide programs of technical assistance for American Indian artists and communities.
- Sustain programs that serve South Dakota's most rural areas.
- Assist South Dakota artists and organizations in complying with the Americans with Disabilities Act and in developing a commitment to inclusion.

TRAVEL GUIDES
WHO PROVIDES HELP ALONG THE PATH?

- SDAC staff and Council members through the implementation of grant-making and programs.
- SoDA staff, board and Community Arts Network in communicating the importance of access to the arts.
- Partnerships with the Department of Tourism and the Department of Tribal Relations in the promotion of Native American culture to visitors and South Dakotans.
- SDAC Folk Arts Program in reaching new artists and audiences through innovative programming.
- Rural local arts organizations and other community groups in seeking SDAC support for programming and SoDA assistance in planning.
- Major arts organizations through addressing diversity in planning and programming.

POINTS OF INTEREST
WHAT ARE THE DESIRED OUTCOMES?

- Barriers to the arts imposed by economic status, education, discrimination, distance, and special needs are minimized by building on SDAC's Arts Expansion Policy, which focuses on cultural participation of the state's rural citizens, ethnic minority groups - particularly Native Americans - and a the growing number of immigrants.
- Under-served constituents throughout South Dakota have new opportunities to participate in arts projects.
- SDAC receives grant applications from new traditional artists.
- The number of grant applications and funded programs and projects focusing on participation by under-served populations increases.
- South Dakota is recognized in the region for its support of culturally diverse programs.
- Events and projects increase on South Dakota Indian reservations and for urban Native Americans.
- A broader segment of the state's population develops a stronger relationship with SDAC.
- Sub-grantees make use of self-assessment tools in determining their organization's compliance with and commitment to accessibility standards.

DISTANCE TRAVELED
HOW WILL WE MEASURE SUCCESS?

- Monitor number of under-served constituents served through funded projects.
- Formally evaluate the Council's Expansion Policy in its effectiveness to encourage minority and under-served participation in SDAC programming.
- Gather statistical information on the number of applications and funded programs from Native American artists and organizations.
- Regularly assess SDAC programming in collaboration with the Office of Tourism and Department of Tribal Relations.
- Evaluate local arts organizations' long range plans in addressing and meeting accessibility standards.
- Analyze grant evaluations from under-served sub-grantees.
- Assess data gathered on site visits by the SDAC Folk Arts Coordinator

DESTINATION
HOW DO WE KNOW WE'VE GOTTEN THERE?

- SDAC funding reaches all 66 South Dakota counties.
- SDAC funding reaches all 7 Indian reservations.
- 50 Artists in Schools & Communities residencies take place in rural communities.
- 100 Touring Arts events are held in rural settings.
- 60 matching funds grants are awarded to under-served constituents.
- 20 traditional artists are served by the SDAC.
- SoDA technical assistance is provided to 40 under-served organizations.
- 4,300 subscribers receive SDAC / SoDA Arts Alive newsletter.
- 60 Native American artists are served.
- 10 urban arts organizations demonstrate serving inner-city, under-served populations.
- All SDAC sub-grantees follow ADA compliance.

Charting the Course
ADVANCEMENT of ARTS EDUCATION

ARTS EDUCATION RESERVIOR

Why this path? Because the arts stimulate creativity and communication and promote lifelong learning, all children should experience the arts in their schools, consistent with the state K-12 fine arts content standards.

HIKING TRAILS

HOW DO WE PLAN TO GET THERE?

- Enhance and promote the Council's long-standing commitment to arts integration and standards-driven curriculum.
- Maintain working relationship with the Department of Education.
- Award arts education grants to schools and other organizations.
- Provide arts education programming for at-risk youth.
- Challenge South Dakota cultural organizations, artists, and community leaders to support pre-K-12 arts education and lifelong learning in all areas of community life.

TRAVEL GUIDES

WHO PROVIDES HELP ALONG THE PATH?

- SDAC's arts education coordinator and Poetry Out Loud consultant.
- South Dakota's team members participating in the national Education Leaders Institute.
- Department of Education fine arts curriculum coordinator in charge of monitoring South Dakota's fine arts content standards.
- Alliance for Arts Education Advisory Council under the auspices of SoDA.
- SoDA staff responsible for the Arts Education Institute.
- Department of Corrections staff responsible for the ArtsCorr program.
- Local arts agency staff in enhancing community arts education programming.
- Artists participating in the Artists in Schools and Communities program.

POINTS OF INTEREST

WHAT ARE THE DESIRED OUTCOMES?

- The arts are integrated in education through programs that support teacher training, teaching artists, outreach to schools, arts education partnerships, planning and curriculum development, and creative problem solving.
- South Dakota's participation in the national Education Leaders Institute leads to a state-funded program supported by the Department of Education that places arts at the core of K-12 education.
- Artists in Schools and Communities program remains vital and strong during a period of public education budget cuts.
- SoDA's Arts Education Institute weathers the current downturn in education funding and evolves into a new format attracting more arts educators and regular classroom teachers concerned about creativity in the classroom.
- A new project grant category is developed for arts innovation in schools and other organizations working with student learners.
- ArtsCorr residencies grow at the State's juvenile detention facility through the partnership with the Department of Corrections.
- Local arts agencies provide more community arts education programming as local schools diminish arts classes due to funding cuts.
- Participation in Poetry Out Loud increases annually, and South Dakota maintains its record of a student in the finals since the inception of the program.

DISTANCE TRAVELED

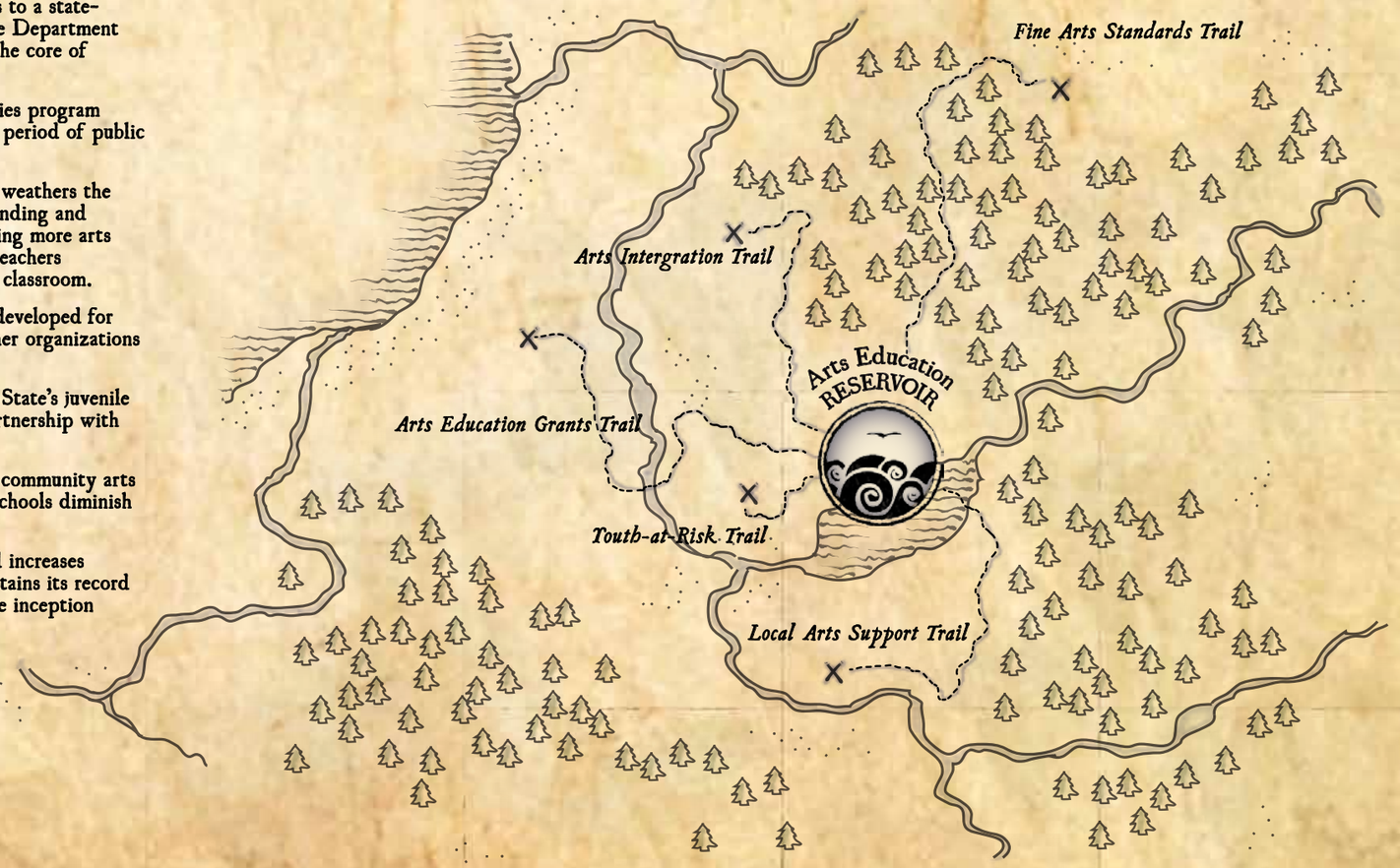
HOW WILL WE MEASURE SUCCESS?

- Monitor the progress of the Education Leaders Institute team by the SDAC staff.
- Assess sponsor and artist residency evaluations and statistical information gathered from the Artists in Schools and Communities and ArtsCorr programs.
- Engage the Alliance for Arts Education Advisory Council in examining current SDAC/SoDA arts education programming and providing advice for future directions.
- Assess data and suggestions gathered from teachers attending the Arts Education Institute.
- Adjudicate operating support to local arts agencies for inclusion of excellent arts education activities in their year-long programming.
- Collect and assess data from evaluations of arts education project grants.

DESTINATION

HOW DO WE KNOW WE'VE GOTTEN THERE?

- 260 weeks of Artists in Schools and Community and ArtsCorr residencies.
- Development of a state-funded Education Leaders Institute program providing for the teaching of creativity in pilot schools.
- Restructuring the Arts Education Institute to involve more arts specialists and regular classroom teachers.
- New and younger teaching artists in residency programs.
- 30 schools participating in the Poetry Out Loud program.
- Growth in community-based arts education programs in 20 locations throughout the state.
- Retention of classroom arts instruction by local schools boards due to parental demand.



Charting the Course
SUPPORT and PROMOTION of ARTISTS

ARTISTS HILL CLIMB

Why this path? Because artists are central to the creative environment of South Dakota and enhance the state's quality of life, they require an environment which nurtures and sustains their work.

HIKING TRAILS
HOW DO WE PLAN TO GET THERE?

- Offer grant programs that provide direct support to South Dakota artists.
- Provide South Dakota artists and networks of artists with information on grants, exhibitions, performances, and professional development activities.
- Promote South Dakota artists in publications and by collaborating with networks of the state's artists.
- Encourage and assist state and regional presenters to feature South Dakota artists.
- Fund health care facilities providing artist residencies.
- Provide programming and technical assistance support for traditional/folk artists.
- Assist South Dakota artists in touring the region through Arts Midwest.
- Research potential of a virtual SD Artists' Directory.

TRAVEL GUIDES
WHO PROVIDES HELP ALONG THE PATH?

- SDAC staff/Council through programming/policies.
- SoDA staff and board members through information and promotion of artist awareness.
- Network of in-state artists: Artists Network of South Dakota and Artists of the Black Hills.
- Editor of Arts Alive publication.
- Art for State Buildings Program selection panel.
- SDAC Program Coordinator in charge of Touring Arts and the First Lady's Prairie Art Showcase.
- SDAC Arts Education Coordinator
- Museum professionals responsible for the Governor's Touring Art Exhibit.
- SDAC Folk Arts Coordinator.
- Arts Midwest Performing Arts Program staff.

POINTS OF INTEREST
WHAT ARE THE DESIRED OUTCOMES?

- Artists of all disciplines, all cultures, amateur and professional, rural and urban, innovative and traditional receive SDAC funding, information and services.
- Artists receive direct funding through Artist Fellowships, Artist Project Grants, Artist Collaboration Grants, Touring Arts Grants, and Traditional Arts Apprenticeship Grants.
- Artists receive support through residencies in the Artists in Schools and Communities and ArtsCorr programs.
- Artists exhibit their work in First Lady's Prairie Art Showcase.
- Artists are honored and exhibit their work in the Governor's Biennial Touring Art Exhibit.
- Tutorial is developed for artists applying for support on the SD Arts Council website.
- Artists are featured in the Arts Alive publication.
- Art for State Buildings Program expands its purchasing of South Dakota artists' work.
- Artist opportunities are posted on SoDA weekly CANmail e-newsletter.
- Artists in Schools and Communities program receives more residency requests from health care facilities.
- Traditional/folk artists seek support from the SDAC Folk Arts Program.
- Performing artists from South Dakota are booked in other states through Arts Midwest.
- A South Dakota Artists' Directory evolves on-line.

DISTANCE TRAVELED
HOW WILL WE MEASURE SUCCESS?

- Analyze statistical information and written evaluations from artists' funding categories.
- Assess presenter evaluations and statistics from the Touring Arts Program. Assess success in attracting new artists to the Artists in Schools & Communities program.
- Monitor programs serving artists when conducting on-site grantee visits.
- Evaluate promotion of artists during editorial staff meetings for publication of Arts Alive.
- Monitor the use of SoDA weekly CANmail e-newsletter in providing services to artists.
- Assess evaluations from health care facilities using the SDAC artist residency programs.
- Gather public input from the Art for State Buildings Program, First Lady's Prairie Art Showcase and Governor's Touring Art Exhibit.
- Consider SDAC Folk Arts Coordinator's on-site visits and evaluations in assessing traditional/folk artists and programming.
- Collect statistical web information for the on-line South Dakota Artists' Directory.

DESTINATION
HOW DO WE KNOW WE'VE GOTTEN THERE?

- 120 artists receive direct SDAC support.
- 250,000 people attend Touring Arts Program events.
- 35 artists participate in the First Lady's Prairie Art Showcase.
- 40 artists participate in the Governor's Touring Art Exhibit to five locations.
- 20 artists involved in the SDAC Folk Arts Program.
- 500 artists are reached through SoDA weekly CANmail e-newsletter.
- 400 artists view the Arts Alive publication.
- 40 weeks of Artists in Schools and Communities residencies are in health care facilities.
- 50 artists apply to be part of the Art for State Buildings Program.
- 80 artists listed in the virtual South Dakota Artists' Directory.

Charting the Course
STRONG ARTS ORGANIZATIONS

ARTS ORGANIZATION BRIDGE

Why this path? South Dakota needs strong, effective cultural organizations to connect communities with artists and arts programs that contribute to vibrant, progressive communities and serve as economic development partners.

HIKING TRAILS
HOW DO WE PLAN TO GET THERE?

- Maintain grant programs that support South Dakota arts institutions, other nonprofit organizations, and government agencies with significant arts programming.
- Target Council support to under-served constituents.
- Emphasize the role the arts play in contributing to economic development through SDAC grant programs, cultural planning activities and partnerships.
- Sustain and support South Dakotans for the Arts community development programs.
- Provide formal training opportunities for South Dakota's professional and volunteer arts administrators.
- Convene representatives of cultural organizations at regional and statewide meetings and conferences.

TRAVEL GUIDES
WHO PROVIDES HELP ALONG THE PATH?

- SDAC/SoDA staff and board members in partnership with the Community Arts Network.
- Dance on Tour consortium.
- Local arts agencies in completing the arts economic impact study.
- Governor's Office of Economic Development.
- Legislature in providing SDAC State support.
- Partners at the Humanities Council and Public Broadcasting.
- Statewide arts conference planning committee.
- Community Arts Network.

POINTS OF INTEREST
WHAT ARE THE DESIRED OUTCOMES?

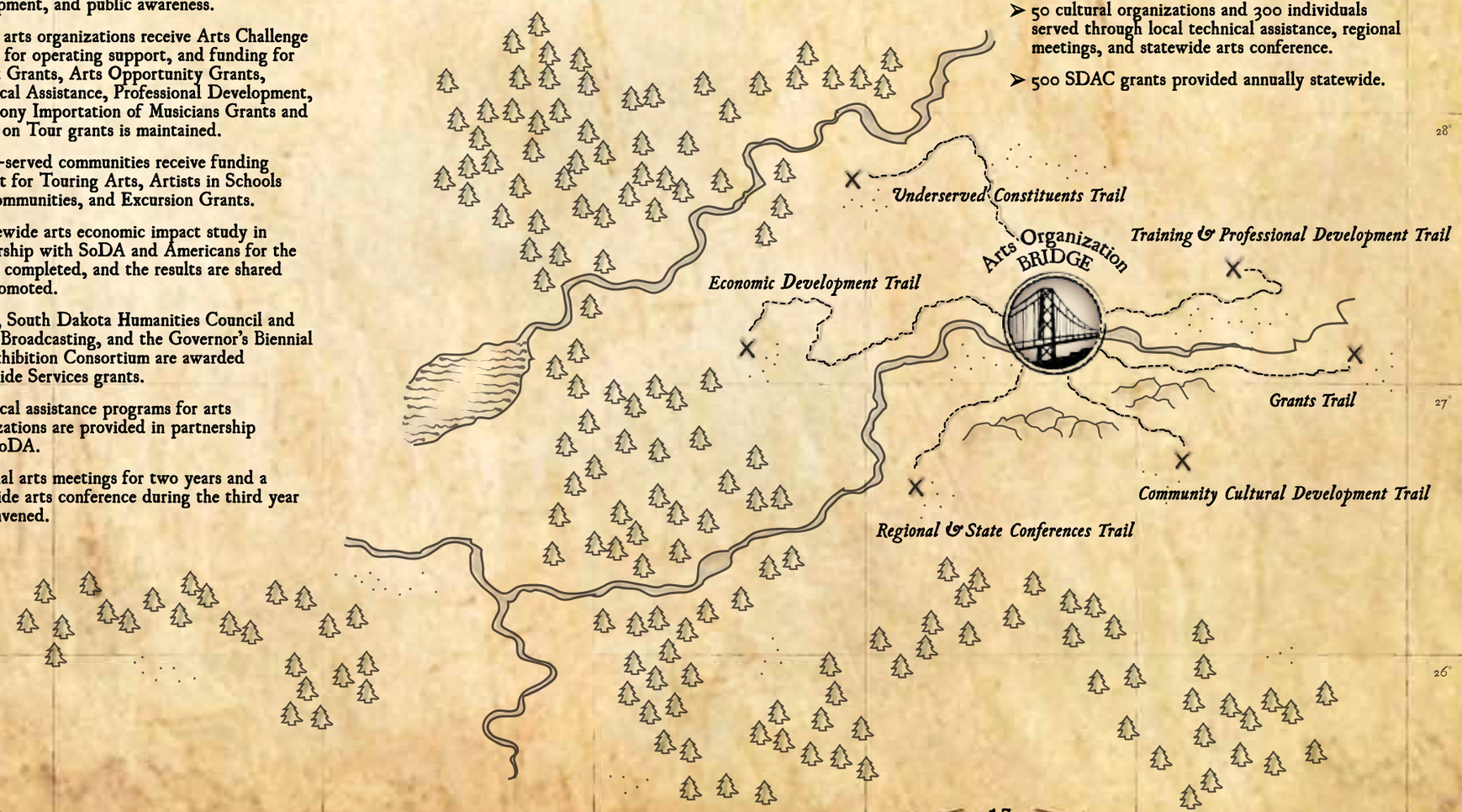
- Both large and small organizations strive for excellence and become effective community partners in accessibility, arts education, support for artists, cultural tourism, community development, and public awareness.
- Larger arts organizations receive Arts Challenge Grants for operating support, and funding for Project Grants, Arts Opportunity Grants, Technical Assistance, Professional Development, Symphony Importation of Musicians Grants and Dance on Tour grants is maintained.
- Under-served communities receive funding support for Touring Arts, Artists in Schools and Communities, and Excursion Grants.
- A statewide arts economic impact study in partnership with SoDA and Americans for the Arts is completed, and the results are shared and promoted.
- SoDA, South Dakota Humanities Council and Public Broadcasting, and the Governor's Biennial Art Exhibition Consortium are awarded Statewide Services grants.
- Technical assistance programs for arts organizations are provided in partnership with SoDA.
- Regional arts meetings for two years and a statewide arts conference during the third year are convened.

DISTANCE TRAVELED
HOW WILL WE MEASURE SUCCESS?

- Compile and assess data from grant evaluations of all organizational sub-grantees.
- Compile and assess information gathered from on-site visits by SDAC/SoDA staff and board members.
- Convene joint long range planning assessment meetings of the SDAC and SoDA boards.
- Coordinate formal evaluation and public reaction of the statewide arts economic impact study.
- Initiate staff communication among SoDA, Humanities Council and Public Broadcasting.
- Assess written evaluations and statistical information from regional meetings and statewide arts conference.

DESTINATION
HOW DO WE KNOW WE'VE GOTTEN THERE?

- 100 grants to arts organizations and other nonprofits.
- 50 Artists in Schools and Communities grants to under-served areas.
- 100 Touring Arts contracts in under-served communities.
- 4,000 people benefit from Dance on Tour residencies.
- Significantly strong findings from the statewide arts economic impact study.
- Legislative continuation of the tourism promotion tax, which funds the SDAC.
- 100,000 people reached by partnerships with South Dakotans for the Arts, the SD Humanities Council and SD Public Broadcasting.
- 50 cultural organizations and 300 individuals served through local technical assistance, regional meetings, and statewide arts conference.
- 500 SDAC grants provided annually statewide.



Charting the Course
The ARTS and CULTURAL TOURISM

CULTRURAL TOURISM MONUMENT

Why this path? Because the arts inspire creativity, celebrate traditions, provide recreation and enhance the visitor experience, cultural tourism contributes to the economy of South Dakota.

HIKING TRAILS

HOW DO WE PLAN TO GET THERE?

- Encourage grant proposals that enhance community development through cultural tourism.
- Work with tribal colleges and tribal governments to build on community arts development work with Native American communities.
- Collaborate with the Department of Tourism, the Department of Tribal Relations, other state agencies, and public and private organizations to promote cultural tourism.
- Implement traditional arts byways for visitors and citizens.
- Assess the possible publication of a new South Dakota Cultural Tourism Guide in partnership with the Office of Tourism.

TRAVEL GUIDES

WHO PROVIDES HELP ALONG THE PATH?

- SDAC/Soda Staff and boards.
- Members of the Community Arts Network Advisory Council.
- Secretary of the Department of Tourism.
- Team leaders in the Department of Tourism.
- Director of the Office of History.
- Secretary of the Department of Tribal Relations.
- SDAC Folk Arts Coordinator.
- I-29 Cultural Corridor steering committee.
- Local arts agency leaders trying to reach travelers.

POINTS OF INTEREST

WHAT ARE THE DESIRED OUTCOMES?

- Cultural tourism involves arts institutions, single events, seasons of events, traditional arts, and arts tours.
- Program guidelines promote cultural tourism for appropriate SDAC funding categories.
- How-to cultural tourism information is included in SDAC/SoDA regional meetings and the statewide arts conference.
- Department of Tribal Relations collaborates with SDAC in reaching tribal leaders interested in promoting cultural tourism.
- The Department of Tourism, Office of History, SoDA, Community Arts Network, and the four regional tourism offices collaborate with SDAC to plan and promote cultural tourism programs and events.
- Current traditional arts byways in the Sisseton and southeast South Dakota areas are used as statewide models.
- Additional cultural organizations join the existing I-29 Cultural Corridor promotion campaign.
- A South Dakota Cultural Tourism Guide is published.

DISTANCE TRAVELED

HOW WILL WE MEASURE SUCCESS?

- Assess information compiled from evaluations from grantees involving cultural tourism.
- Monitor the inclusion of arts and history in Department of Tourism planning.
- Assess Department of Tourism website and printed materials.
- Collect and analyze statistics on tourist visitation to cultural events and attractions.
- Compile and assess distribution numbers for cultural tourism printed materials.
- Conduct on-site visits by SDAC staff and Council members and assess the data collected.

DESTINATION

HOW DO WE KNOW WE'VE GOTTEN THERE?

- 10 grants are awarded in the area of cultural tourism.
- Cultural Tourism Guide is ready for distribution at rest areas.
- 20,000 copies of the I-29 Cultural Corridor are used by visitors.
- 4,000 people travel on traditional arts byways.
- Department of Tourism's website includes a broader section on cultural tourism.
- Tourism printed materials include sections on cultural attractions.
- Legislators demonstrate an understanding of the value of cultural tourism.

Charting the Course
INCREASED PUBLIC AWARENESS

PUBLIC AWARENESS SCENIC OVERLOOK

Why this path? Greater awareness of the value of arts influences sustained public and private support as well as local participation in the arts.

HIKING TRAILS
HOW DO WE PLAN TO GET THERE?

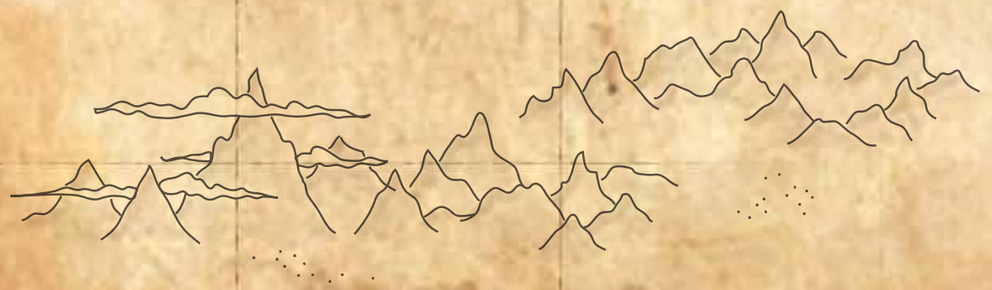
- Maintain a public awareness campaign designed to stimulate community and statewide partnerships in the public and private sectors.
- Use SDAC and SoDA websites and other information tools as active communication devices and public education vehicles.
- Partner with the offices of Tourism and History in the promotion of cultural activities.
- Seek diversified funding from public and private sources.

TRAVEL GUIDES
WHO PROVIDES HELP ALONG THE PATH?

- SDAC/SoDA staff and board members.
- Editor of Arts Alive publication.
- Arts organizations delivering information to SoDA's CANmail e-newsletter.
- Secretary of the Department of Tourism.
- Director of the Office of History.
- Director of Public Broadcasting.
- SoDA's Executive Director as registered legislative lobbyist for the arts.
- South Dakota's Education Leaders Institute team.

POINTS OF INTEREST
WHAT ARE THE DESIRED OUTCOMES?

- Programs and services are designed to inform and educate people about the value of the arts for students and educators, artists, organizations, businesses, and individuals.
- Distribution numbers for Arts Alive newsletter increase.
- Number of recipients of SoDA's CANmail e-newsletter increases.
- Arts Alive public awareness campaign is expanded with more media releases.
- SDAC and SoDA websites consistently carry messages of why the arts are important as a creative industry to all South Dakotans.
- All sub-grantees include a link to the SDAC website on their websites.
- The arts and the state agency are more visible on the Department of Tourism's website and printed materials.
- SD Public Broadcasting continues to feature the arts in its programming and arts calendar.
- The tourism promotion tax that funds the SDAC becomes permanent.
- Funding opportunities that may be available from the Department of Education for arts education programming are explored.



DISTANCE TRAVELED
HOW WILL WE MEASURE SUCCESS?

- Gather and assess readers' response to Arts Alive publication and SoDA's CANmail e-newsletter.
- Monitor statistics and number of hits on SDAC and SoDA websites.
- Track published and broadcast media releases.
- Assess visibility of arts and history on the Department of Tourism's website and printed publications.
- Review the recognition of SDAC funding in sub-grantees' printed materials and websites.
- Evaluate the Arts Calendar and other programming on Public Broadcasting.
- Assess individual legislator support and monitor Legislative funding annually.
- Review arts education programming with the Department of Education and South Dakota Board of Education.

DESTINATION
HOW DO WE KNOW WE'VE GOTTEN THERE?

- Arts Alive distribution grows by 200 individuals/organizations.
- 2,500 people receive SoDA's CANmail e-newsletter.
- Monthly media releases are used locally.
- Significant growth is seen in arts and history activities promoted by the Office of Tourism.
- 200 SDAC sub-grantees place a link to the SDAC on their websites.
- Arts Calendar is broadcast daily on Public Broadcasting with SDAC funding credit.
- Legislature passes permanently the tourism promotion tax providing SDAC annual support.
- Department of Education supports a new initiative through the Education Leadership Institute planning.

South Dakota
ARTS COUNCIL

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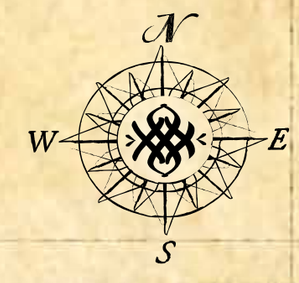

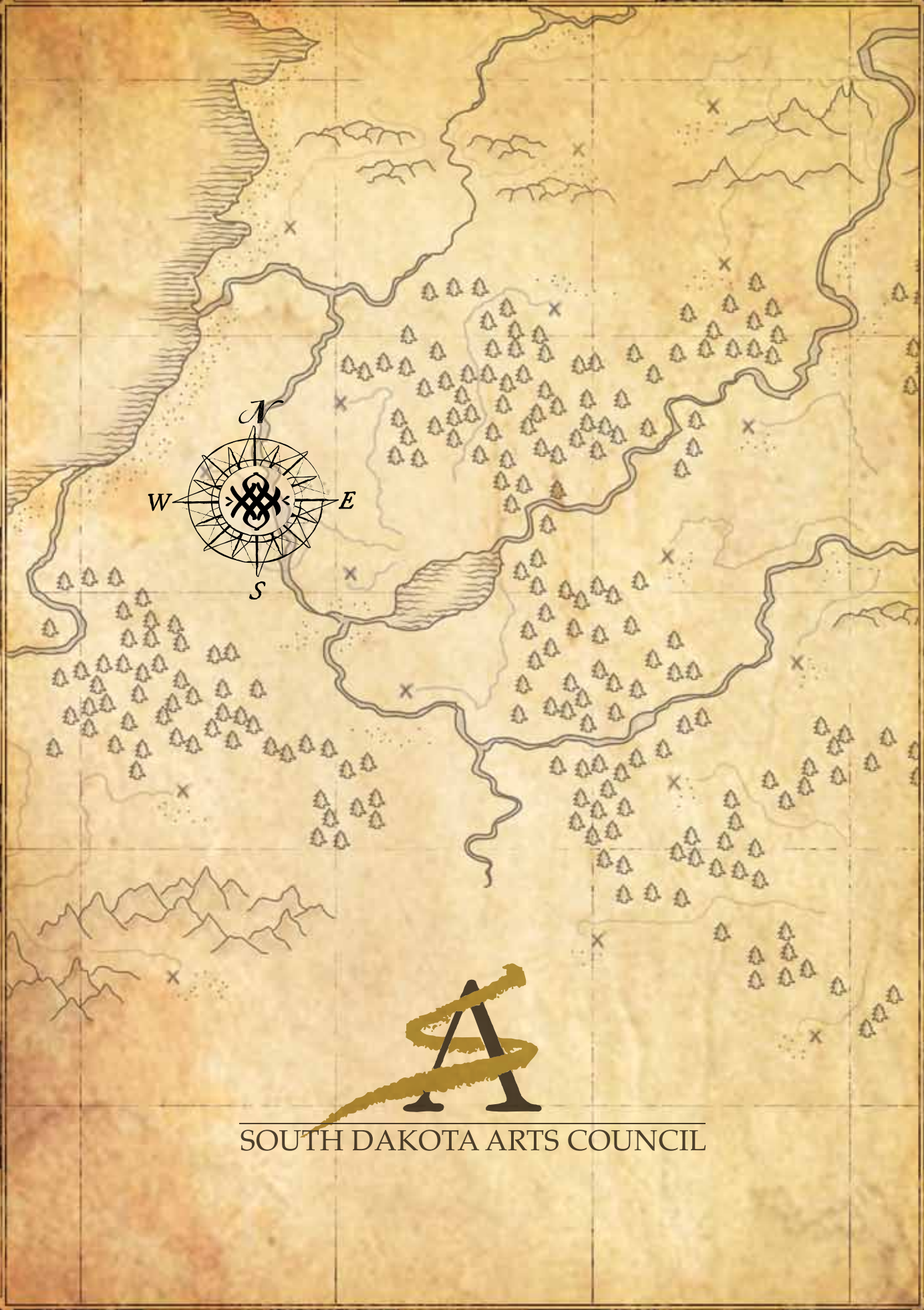

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