



Report of South Dakota Arts Council and Arts South Dakota 2017 Regional Arts Meetings



Summary Report

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South Dakota Arts Council

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Contents

Summary Report	3
Purpose and Methods.....	3
Acknowledgements.....	3
Key Findings	3
OPPORTUNITIES	4
CHALLENGES	5
STATE AGENCY ASPIRATIONS.....	6
WHO IS MISSING	7
Appendix	9
Aberdeen Regional Arts Meeting.....	9
Eagle Butte Regional Arts Meeting	10
Pierre Regional Arts meeting	12
Pine Ridge Regional Meeting	15
Rapid City regional arts meeting.....	16
Sioux Falls Regional Meeting	19
Spearfish Regional Arts meeting	21
Watertown Regional Arts Meeting	23
Yankton Regional Meeting.....	25

Summary Report

Purpose and Methods

Purpose Regional meetings were organized by the South Dakota Arts Council and Arts South Dakota to gather first-hand constituent advice and opinions as the state arts council and its private-sector partner developed their respective strategic plans. Regional forums were intended to complement the constituent survey and ensure equitable representation across the state.



Methods Nine meetings attracted 278 constituents who participated in the discussions. Meetings were convened in Aberdeen, Eagle Butte, Pierre, Pine Ridge, Rapid City, Sioux Falls, Spearfish, Watertown, and Yankton. Participants included a good mix of arts organization staff and board, artists, educators, business leaders, local officials, parents, and students. Meetings were facilitated by Katrina Lehr McKinney using a generally consistent set of discussion questions, although discussions were adapted to participants' interests. SDAC staff took notes and then summarized each meeting (see reports in the appendix). Craig Dreeszen synthesized the individual meeting reports into this summary.

Acknowledgements

Regional meetings were hosted by the Aberdeen Arts and Recreation Center, Cheyenne River Youth Project in Eagle Butte, Pierre Players at Grand Opera House, Heritage Center/Sacred Heart Church in Pine Ridge, Dahl Arts Center/Rapid City Arts Council, Washington Pavilion/Sioux Falls Arts Council, Matthews Opera House and Arts Center in Spearfish, Watertown Public Library, and Yankton Area Arts Gallery.

South Dakota Arts Council and Arts South Dakota staffs organizing and attending the meetings were: SDAC Director Patrick Baker, SDAC Deputy Director Rebecca Cruse, Arts South Dakota Director, Jim Speirs, and Shari Kosek, ASD Programs and Communications Director. Meetings were facilitated by Katrina Lehr McKinney and reported by Cruse and Baker. Craig Dreeszen, Dreeszen & Associates, synthesized this summary.

Key Findings

The following summary is a synthesis of constituent comments from the nine regional meetings. Comments are paraphrased and listed in the approximate order of their frequency of mention across the meetings. Please see Rebecca Cruse's report of each meeting in the appendix for a fuller picture and to see comments unique to each gathering.

OPPORTUNITIES What opportunities are you seeing in your communities?

Increased arts collaboration and partnerships In nearly every regional meeting, community leaders described significant networking, coordination, and partnerships among arts and humanities organizations. Larger organizations reach out to smaller communities. Generally these were increasing in frequency and impact.



Increased cross-sector collaborations Arts and cultural organizations in South Dakota are increasingly working with civic partners in economic development, tourism, social services, transportation, agriculture, science, engineering, and education. Community leaders more often see arts and culture as integral to community development.

Abundant art opportunities In every meeting, participants described many opportunities to participate in the arts with exhibitions, performances, festivals, and arts in education. In some communities, there is an encouraging sense of energy, momentum, and critical mass of arts programs and events.

Art making flourishing A lot of South Dakotans are making art. Professional and amateur artists of all disciplines are productive. Artists are connecting with their communities and markets. And many people, who may not consider themselves artists, are engaged in creative pursuits, learning, teaching, and making art.

Cultural tourism Arts organizations are collaboratively marketing locally and to tourists, and several communities have coordinated arts calendars. Cultural tourism is recognized as important to regional economies.

Creative economic development The arts are contributing importantly to local economies, creating jobs, supporting talent and business recruitment and retention, and helping sustain small towns and downtowns.

Arts education and youth involvement Nonprofit arts groups and artists are deeply engaged in K-12 education and youth development. Arts leaders are active in advocacy for arts education. Young people are highly valued audiences. Colleges bring expertise and partnerships to their communities.

Native American arts and culture Art is a way of life in South Dakota's Native American communities. Art provides opportunities for cultural expression, economic opportunity, and cross-cultural understanding. Cultural organizations and schools present Native American visual art and performances.

Increasing access Changing demographics are creating opportunities in several communities to employ the arts to celebrate cultural diversity. Many organizations are working hard to welcome newcomers, people with special needs, and others who may not have felt included.

New technologies Social media and educational distance learning technologies create opportunities to reach more people in new ways. Technology provides a way to engage youth.

Arts organization capacity Representatives of a few cultural organizations described developing new leadership as an encouraging demonstration of organizational capacity.

Facility development A few community groups reported that new or improved cultural facilities were creating opportunities for increased access to cultural programming.

Public art A few communities report healthy growth in murals, outdoor sculpture, and integrating good design into public spaces.

CHALLENGES What challenges, barriers do you see to these opportunities?

Concerns primarily of artists

Artists' financial struggles Many professional artists reported limited local and out-of-state markets for their work. Many must work at an unrelated job to supplement their artistic income. Affordable housing and healthcare is a problem for some. Others could use business training. Sometimes people expect artists to donate their art work or artistic services.



Concerns primarily of arts organizations

Nonprofit organization staff capacity Arts organizations are often under-staffed or staffed by volunteers. Leadership changes affect organizational strength. Volunteer staffs are aging. Some report lack of qualified technical staff. Limited staff capacity makes it challenging to sustain collaborative initiatives. Young people may not see the arts as a viable career, suggesting the need for arts workforce development. Familiar organizational models may not be viable in the future.

Limited nonprofit funding Securing funds for operations, programming, and marketing is a perpetual challenge. This is exacerbated in South Dakota by the limited pool of corporate, foundation, and philanthropic donors. Federal arts funding is at risk; many municipalities have no grant programs; and state funding is limited. Some smaller groups feel they have little access to grants. Organizations have become more dependent on earned revenues, which are also at risk.

Worrying audience trends Arts audiences are aging and some audiences are declining. It is often difficult to attract younger people. Arts programs compete with each other for audiences and with sports and demands of parenting. Social media and streaming entertainment may make some people feel they no longer need community gatherings or live performance.

Facilities Organizations that do not own or have regular access to facilities may have difficulty finding appropriate, affordable venues, especially in rural areas.

Shared concerns

Networking Even with sophisticated communications, some arts leaders and artists feel isolated in silos and are eager to connect with others as they did in these regional meetings.

Public awareness There is limited public and elected officials' awareness of the cultural sector's benefits and impact. There is need for more economic and educational data and better communication about the return on the public's investment. There is some indifference and hostility to arts funding.

Arts education Some school boards and administrators do not prioritize arts education. Out-of-school-time arts programming cannot replace in-school programs. Too many parents do not value arts education. Arts participation is not generally a part of South Dakota youth culture.

Cultural equity Cultural misunderstandings and racism limit opportunities for individuals and communities. The opportunities of embracing diversity are not always recognized.

Too much of a good thing? The abundance of arts programming may saturate some markets especially in prime summer months.

Visibility It is a challenge for the arts to be visible. Traditional news media tend not to employ arts reporters or critics. Arts groups and artists struggle to keep up with fast-changing social media and the glut of information.

Technology It is a struggle to keep up with the changing technology (hardware, applications, training, and practice) required to communicate, market, and access funding. This is true especially for small and volunteer groups. There are generational and class barriers with new communications media.

Rural access Small towns, reservations, and other rural populations isolated by distance, have fewer cultural opportunities, limited venues, and greater funding challenges. Transportation is a barrier even in larger communities.

Town/gown Some communities with colleges find it a challenge to engage with faculty and transient students.

STATE AGENCY ASPIRATIONS If funding were unlimited, what would you like to see statewide agencies do?

Most frequently cited:

Inform the public Advocate for public support of the arts and for arts education. Make the case that the arts are vital to communities' wellbeing and that artists and arts organizations bring creative solutions to pressing real-world problems. Gather impact data. Help arts leaders share their stories. Promote arts education as essential: STEAM, not STEM.



Sustain grant funding Sustain SDAC grant funding to communities, arts organizations, and artists.

Communicate Facilitate information sharing among arts leaders and communities.

Encourage artists Help artists with more grant funding, marketing, professional development, and residencies. Help connect artists to employment with other sectors needing creative skills. Especially encourage Native American and emerging artists.

Convene Create and/or promote opportunities for arts leaders, artists, and their allies to gather for networking, information sharing, and support.

Offer professional development Provide affordable, accessible training for arts leaders and artists. Sustain the arts conference. Help arts organizations recruit and develop the next creative workforce.

Promote tourism and economic development Continue to connect with state tourism and economic development. Promote South Dakota communities as destinations. Link local events with tourism promotions. Engage other statewide service organizations.

Also mentioned:

- Consider innovation grants and mini-grants to emerging artist
- Encourage arts districts.
- Conduct market research.
- Create a statewide common calendar, online ticketing system.
- Encourage tribal arts council or artists' guild.
- Promote arts districts.
- Promote grants with grant tour.

WHO IS MISSING from audiences and conversations?

Most frequently cited:

- Younger people, families with small children, youth
- Business leaders, creative industries, tech/science
- Elected officials, municipal and state
- Educators and students – higher education and public schools
- Native American leaders, artists



Also mentioned:

- Diverse audiences and artists
- People with disabilities
- People with limited income
- Young professionals
- Sports fans
- Farmers, agricultural workers
- Conservatives
- Traditional news media

- Social and health service organizations
- New leaders
- New donors
- People in institutions

Appendix

Aberdeen Regional Arts Meeting

Aberdeen Arts and Recreation Center

5/9/2017

33 attendees

Katrina Lehr McKinney facilitator & 5 staff

Group makeup: City Council, University, AISC artists, Students, Civic Symphony/grantee, Steward, Artists, Arts Council, Educator, small business owner/arts mover, Parks & Rec/community concert assoc., CVB, SD Film Festival, Aberdeen Community Theatre/Storybook Land Theatre, Economic development, SDAC board, church music director, AARC, Aberdeen American News.

What opportunities are you seeing in your communities?

- Energy in community – it's easy to find the pulse of community in the work we do and build around it. There are a lot of young people taking up fandoms. This year, one day of arts fest will be fandom convention. Taking cues from community/non arts
- NSU students
- Renovated JFAC - More coordination with Sioux Falls and Fargo for big events touring through.
- More coordination of events/centralized calendar
- Cross-sectional work with NSU art department leading the way on tech for public art installations that can be shared with other communities
- NSU School of fine arts partnership with SDPB. Termesphere residency.
- Young audiences
- Best practices for sharing information with audiences
- Diversity in community/connection through the arts
- Libraries and museums – partnerships with arts
- Reaching out to smaller surrounding communities
- Improving facilities
- Recruiting new arts org leadership
- Growing/diversifying population
- Strong arts programs at all ed levels, but could improve support for artists post-graduation
- More collaboration among arts orgs
- Promotion statewide, rather than just within Aberdeen
- Varied music festival that embraces the range of tastes
- Helping artisans find access to boutique retail spaces
- More collaboration between arts and humanities councils
- New library opening
- NSU Center for creativity and entrepreneurship
- Speaker series
- Public access channels
- High school involvement with community orgs

What challenges, barriers do you see to these opportunities?

- Severe lack of qualified tech experts to carry out events – maybe orgs could get together to hire professionals
- Training for techies
- Difficult to find facilities if you don't own them
- Acceptance of new/open minds
- Follow through – lack focused leadership. Most people are volunteers and have other jobs. Maybe we need to fund someone to do that.
- We don't see an easy way through and are afraid to explore. We need to take those steps forward and forge a path.
- Funding
- Advertising dollars – tough to reach below the age of 30.
- Integration of NSU and PC students into arts community/reaching international students
- Silos
- No data on arts jobs. Would like to see a study on arts careers and opportunities.
- Arts jobs are part-time and underpaid.
- Needs among orgs aren't discussed enough. Could have more meetings like this to discuss.
- False community fulfillment because of social networking

Who's missing from audiences/conversations?

- 30-40 and younger
- School for the Blind
- Aspire
- People going to other communities for their entertainment
- New leaders
- New donors
- Corporate arts/creative industries
- Arts voices in city council

If funding were unlimited what would you like to see statewide agencies do?

- Advocacy to city municipalities and community as a whole.
- Communication about what "art" is
- Financial impact of arts in community
- Help telling our stories effectively
- Workforce development/professional development grants that are available
- More regional work getting people together
- One common calendar or something that pushes everything out to everybody
- Marketing data. What populations get information from what venues?

Eagle Butte Regional Arts Meeting

Cheyenne River Youth Project

4:15 pm

4/18/2017

31 members of the general public – mostly youth. Some CRYP staff/artists

Katrina Lehr McKinny & 5 staff

Meeting was quite different as most attendees were youth and did not want to speak aloud. They are students who take part in the Cheyenne River Youth Project's art internship and wellness programs. There were about 8 adults who spoke on behalf of the groups – a mix of CRYP employees and professional artists there to teach the students.

What new opportunities are happening in your life or community through the arts?

- Art internship and school
- CRYP opportunities and individual artist
- Art internship here

How do you learn about art and share it?

- Pinterest
- Facebook

RedCan murals – how do they make you feel?

- Represent community, culture, language
- Change people's impression of community. So many people come here with ideas already in their heads, and it can change their ideas.
- We are rich with our culture, and we want people to see that. Murals are empowering.
- Culture was suppressed for the older generations. Now it is OK, and it has always been ok to share our stories. We were an oral culture. That's what I see when I look at those murals.

Big picture, lots of money – If funding weren't an issue what would you want to see in your school/community?

- Outdoor festivals, fairs.
- More art in the school.
- More supplies.
- More traditional/Lakota artwork. There aren't enough teachers in town.
- Combining contemporary and traditional arts.

What arts are in the school?

- Ceramics
- painting
- small band
- small theatre
- No middle school arts.
- Don't have access to arts on a daily basis. Not many events. Just one art teacher in the high school and it's hard to get into the class.

What are the barriers you're seeing in your community?

- Funding
- Politics
- Access to technology
- Not enough programs
- Nobody cares/uninterested
- No trained teachers

Pierre Regional Arts meeting

4/17/2017

5:15 p.m.

26 members of the general public

Katrina Lehr McKinny facilitator & 5 staff

Group makeup: Pierre Players Community Theatre, artists, arts enthusiasts, SD Historical Society Press, educators, youth orchestra, local radio, Black Hills Film Festival/SD Symphony Orchestra board member, SD High School Activities Association former arts director, musicians, canvasback art club, Arts SD board member/St. Mary's Foundation director

What opportunities are you seeing in your community in the arts?

- ArtPlace America session in Pierre made connections among arts groups that weren't associated with each other.
- Engaging youth in the arts
- Behind the scenes support – leadership, finance, etc.
- Opportunity to promote SD artists through SD Press/Historical society
- Arts with incarcerated individuals/exposure for incarcerated artists
- Mining talents in community/arts education
- Technology for arts education, including distance learning for rural communities
- Vacant storefronts to display art or highlight arts programs that are happening in our community
- Film opportunities
- Budget proposal is concerning, and want to talk about how to address that
- Connecting artists in community and across South Dakota
- Pierre should be a little arts mecca in SD. We're the Capitol City and geographically isolated. Arts groups need to cross connect and support each other.
- Adult arts education classes, looking for more.
- Co-op gallery space interest
- Connecting arts groups, support for one another in Pierre – synergy. Upper Pierre Street is an arts corridor.
- Events across SD and in Pierre – attend as many as possible.

Youth in South Dakota, Pierre, schools – what can we do to better engage youth?

- Networking opportunity, statewide or community, find volunteers who are interested in helping with children's arts programs

- Educating parents in their roles in supporting their children who are involved in the arts
- Appreciation of volunteers who work with children in the arts
- To engage millennials, pitch the experience. The making and depth is what matters
- Recognition for students in the arts from community.
- Afterschool arts programs shouldn't be replacing in-school arts programs. Educate school administrators about the importance of the arts.
- Emulate Junior Achievement program model. Community members can take that and teach it. Encourages participation for someone who's never done that kind of thing before. Creates arts opportunities and connections.
- Advocate to keep arts in schools.
- Advance youth opportunities - scholarships, etc.
- Get students more opportunities as audience members. It gives them something to aspire to.
- Share how the arts help students grow intrinsically, as well as skillfully.

Opportunities through technology. How can SDAC/ASD enhance your arts communities via tech?

- Support digital arts, give more emphasis
- Connect people to the arts through training, videos, performances that are available through technology.
- Tech is gateway to engage kids, especially, in the arts.
- Training programs available for arts organizations to help them effectively use social media
- Use tech to be interactive with live arts experiences
- Use tech to create online resource/skill sharing/equipment sharing among arts orgs – theatre
- Increased social media use to help artists engage with statewide orgs.

Silos in arts community and building synergy. How can we help you to better reach out, better connect, break down walls, provide understanding.

- Exploratory committee from all the groups to see what opportunities we can find.
- What does state org know of successes and failures. Can you help facilitate to do this work?
- Overcoming personality conflict in small communities. Grant funding with requirement of partnership with other orgs.
- One day event where we all come together with huge event – arts and humanities group. Performances and exhibition with wine and celebration.
- Networking opportunities so arts folks can meet.
- Arts activities roundup where we can all get together. Every org can have a place to share their info, and the public can come in to learn about getting involved.
- Community arts council development in Pierre with focused mission of connectivity/synergy.
- Cross promotion within community or across state.
- Leadership changes affect organizational strength.
- Use good models/case studies from across the state to help CACs develop/build.

Who is missing from this room, from this conversation, from your own boards, volunteer lists? Who's not involved that should be.

- Exclusivity issue, not using them, they, etc. Need to be an inclusive crowd. Find community builders who can bring in new people.
- Sports fans, groups interested in other things but not engaged in the arts.
- Pierre Young Professionals.

- Native American population – actually any POC.
- Utilize experts to help assess reaching others.
- Dads sometimes are not as present as moms and grandparents in creation. Cello dads should become a thing like soccer moms.
- People who have kids are often unable to participate in the arts.
- People who have non-traditional schedules/work nights and weekends.
- Retired community access and disabled individuals
- Focused campaigns on certain groups, helping community arts orgs put together focused campaigns.
- Solicit/printing feedback about why certain groups aren't engaging.
- Male students in the arts – reasons why not and strategies to help adjust.
- Focus on different arts – exposure three times/month for group.
- Advertising that includes unengaged populations. Put them on the posters!
- Find the connections between art and other interests – cross-sectional engagement.
- Craft the message and its delivery.
- Farmers, agriculture sector, rural community.

Experiences with Arts South Dakota or SDAC. In what ways has programming affected you or your community in a positive way?

- Just about everything is affected by SDAC through funding. Film, theatre, visual arts show.
- People who have no connection with orgs will tell about something going on. Word of mouth is positive.
- ArtsLab was very positive experience.
- Appreciate the funding, helps connect people in community through arts opportunities.

If funding were guaranteed, what would the big picture be in your community?

- Arts districts, more networking opportunities and more youth involvement/adult mentoring.
- Visual artists, performing artists, musicians being able to stay in SD and make a living.
- Arts in healthcare/healing arts programs. Help artists develop those skills.
- More information about what the two organizations do and where the separation is.
- Professional development programs that are affordable.
- More scholarships at universities
- Payment for artists, public awareness.
- Online ticketing system for arts orgs with tech support – like eventbright/ticketmaster
- List of artists and teachers that's accessible to public.
- Public art venue/projects/programs
- Co-op space for all kinds of artists and teachers to work and share.

Pine Ridge Regional Meeting

Heritage Center/Sacred Heart Church

4/19/2017

7 attendees

Katrina Lehr McKinney facilitator, 5 staff

Group makeup: educator/principal, fine arts administration (Heritage Center), family. All artists, visual, filmmaker, actor, musician, traditional tribal jewelry, etc.

What opportunities do you see in your own community in the arts.

- Poetry/youth slam
- Heritage Center/OLC bring in a lot of people – but they don't really connect with the schools. Lady was here working and wanted to come into the schools to work on film, traditional arts, writing. Now they are connected. AISC, contests – but not enough connectivity. Looking at what children are good at and talented at is better than looking at what they're bad at and trying to fix them. Art is a good way to do that, but schools aren't set up to promote it. Very focused on academics and that's not always working.
- Art is just a way of life for us. It's what we do. We've taken advantage of by people when selling our art. Don't want that, but we have no choice. We have bills to pay. There are a lot of people that should be here. Lot of people try to sell their wares to the people that come here. Opportunities out of state because Indians are marketable, but commercial/fake Indians are the ones who get the grants and attention.
- Indian artists have advantage over non-Indian at shows. Original wares sell and make money above whole sellers at many shows.
- Art is a therapy. It's love.
- Chance to employ many people in the area because this is part of our life.
- Lead by example to help neighbors/community.
- Indian-made brochure / Indian arts and crafts act
- Lectures and history
- Native films
- Learning arts from grandparents/helping family.
- Connecting with family.
- Storytelling culture
- Expand arts genres – need drama, music, non-traditional arts, DI.
- Most creative community at every level – kids, traditional arts, film, spoken word. People here aren't afraid to try stuff. They're willing to jump in, but it would be good if people don't have to go 90 miles to make things happen or find opportunities.

Who is missing?

- Tourists – it's a \$2B a year industry. Why don't we get them here?
- Lots of people. Many locals don't know about Heritage Center or opportunities there.

- School boards

What barriers are you seeing in your community?

- Education
- I don't want to see both sides of the coin. I want to see my side.
- Tourism conference is full and expensive – want to go, but can't.
- Rural area/access.
- Communication – calling trees; contact in every community; churches
- Synergy between orgs and community members
- Tiny staff
- Talking about Native art from a Native perspective, rather than Western perspective – and still being successful with pitches.
- Language – white vs. Native
- Connecting with the Western way of life doesn't work. It's hard. How we're taught to teach isn't the way our children learn.
- All of this can come under one umbrella, and we can make it happen, too. We just need a little help. – Kelly Looking Horse
- Oglala Nation Education Commission ONEC
- This place is unique in how you disseminate information to the community. It's not just one tool that connects everyone. You have to use multiple tools.

What is the balance for the arts council including Native Americans in the conversation?

- Excited about access with AC being here.
- Tribal arts council or artists guild would help.

Rapid City regional arts meeting

04/20/2017

Dahl Arts Center/RCAC

40 participants

Katrina Lehr McKinney facilitator & 5 staff

Group makeup: artists, arts administrators, board members, arts enthusiasts

What opportunities do you see in your community in the arts?

- Racing Magpie has been great way to transition into the community
- South Dakota Songwriters association
- Growing arts community in RC
- Crazy Horse arts programs
- Spearfish City Limits/chance to accept more contemporary/controversial art
- BHFF/open stage, Hill City/ People in Hill City are living through the arts.

- Attracting a lot of young people into RC and they are changing the city for the better, especially when it comes to the arts.
- Collaborations with other area arts councils.
- Historical context of SD arts.
- Arts education with youth
- Suzie Cappa gallery/downtown development
- Native POP/CAIRNS? Journey show.
- Opps for gay and lesbian artists and more access/inclusion
- Connecting artists
- First Nations Sculpture Garden – Hally Park
- Education
- Engaging younger artists
- Many arts events/art making in community
- Delivering arts to children
- Theatre
- Critical Mass of Arts in RC – NYT reporter
- Critical mass and momentum
- Gallery showings; connecting the arts throughout other learning areas
- Developing students and communities through arts; expanding what the definition of art is.
- Integrating arts into the daily lives of people
- Music ed/science and engineering connections
- Abundance of opportunity here
- New programs with people with disabilities; collaboration

Barriers and how can we assist?

- Lack of knowledge of what the arts are doing in the greater community – especially city government/school board. Value of the arts, both intrinsic and dollars.
- Racism, economic issues
- Geography, distance and community makeup
- Accessibility
- Organizational communication/silos. Arts disciplines affect that
- Definition of what is art
- Transportation
- Lack of market for original art. Funding support for authentic voices. Sometimes more progressive ideas don't receive funding support.
- Access for all
- Payment for artists
- Outreach across region
- Publicity – businesses don't have arts expertise to help market for arts orgs

- Image of small town arts. Audiences often have negative perceptions.
- Limited number of donors and competing nonprofits
- No venues in small towns and city councils aren't prioritizing it.
- Data/statistics
- Reservation areas need access
- Culture and values
- Increased competition for the art dollar. Market is so saturated, which is good, but challenging.
- Venues are often geared toward adults, but we want to engage children. Bars/alcohol aren't appropriate for this.
- Arts culture isn't the norm for young people here.
- Diversity, gender and ethnic.
- Affordable housing, affordable healthcare for artists. It's difficult for artists to make a living and difficult for audiences to afford to engage.
- Most dollars go to orgs and not individual artists.
- Equity/diversity
- Lack of arts in the schools

Who is missing from this conversation?

- Individual artists
- Conservatives
- City officials
- Limited income
- Local donors
- People with young children
- Knowledge
- Native Americans

How can we help?

- Treat this area like Economic Development treats the area. Arts destination/tourism
- Money
- Reach out to service orgs that aren't part of the arts. We need fresh blood.
- Broaden the reach of leadership development
- Help boards get outside of the box.
- Workforce development
- Advocating for for-profit businesses, as well.
- Overcoming perceptions of elitist arts
- Work more directly with artists
- Help individual artists with marketing
- Hire artists to help solve some of these issues – knowledge economy
- What is the purpose/mission of art? Do we all have to march toward a common goal

- More outreach in schools
- Professional development for business for artists.
- Social media training.
- Publicity/promotion for arts orgs.
- Help people learn that art is a career.
- Grant promotion tour.

Sioux Falls Regional Meeting

Washington Pavilion/SFAC

5/12/2017

45 attendees

Katrina Lehr McKinney facilitator & 5 staff

Arts consulting/PR, gallery owner, art supply store owner, Sioux Falls Arts Council, SDAC board members, Washington Pavilion Visual Arts Center, South Dakota Symphony Orchestra, many artists, arts administrators, Artists in Schools and Communities teaching artists, SD Writes, Brookings, Flandreau

What opportunities are you seeing in your community for the arts?

- More arts independent groups forming and they're still learning to work together.
- We all have the same goals.
- Tourism opportunities to promote arts and sciences to surrounding states/need funds
- New spaces being used more creatively.
- Social media is raising the tide for a lot of arts groups.
- Lots of opportunities at pavilion
- Socio-economic diversity
- Sioux Falls schools growth and understanding/support for arts is too
- Public arts and Arc of Dreams
- A lot of new murals popping up
- Improved walkability downtown
- Increase in action downtown/economic benefit
- Lot of momentum for the arts in Sioux Falls
- Arts Tourism is rising.
- Pride in community
- Developers/business owners want art around town
- Gorilla art
- Traveling artists love DT Sioux Falls
- Art as business
- Cross-sectional collaborations
- Craft being produced/is there space for it?
- Lot of places to make and showcase

What barriers/challenges are you seeing to these opportunities?

- Declining audiences/need more patrons
- Artists need business training/PD

- Public should be involved in art creation. We have to engage.
- We all need to advocate for each other and work together
- Technology
- PR/No dedicated news source for the arts in SF. That gap needs fixing.
- Government buy-in/advocates
- Distribution of information is fragmented. Quality and consistency is disparate
- Research/data communicating benefits of the arts isn't being done
- There's no funding method for the arts in city government.
- No city employee dedicated to the arts
- State arts/tourism connection isn't there.
- Generational segregation – sometimes it has to do with media sources, sometime advertising
- Arts Council calendar
- Communication. Artists/orgs must submit information in order for it to be included.
- We all feel like technology is leaving you in the dust
- We're losing people because of technology/social media/new media
- Getting people in the doors is difficult
- Job postings for artists to find work
- Oversaturation of opportunities
- Need to focus less on “the arts” and more on our culture. We all have a say in what that looks like.
- Disconnect between colleges and the arts scene/need to engage faculty and students
- Model for arts as a profession. Students don't understand what it will take.
- Workforce development for artists – how do we create that funnel
- Arts education isn't prioritized
- Critiques/foster honesty about what art is good instead of just not showing up
- Social media training/connecting with other orgs for support
- Need to respect ourselves and price work appropriately for that.
- Small orgs have less opportunity for funding with SDAC/don't qualify for grants
- Not seeing deadline notices for grants
- Access to technology for small arts orgs
- Statewide itinerary of arts events
- Reaching outside the arts community
- Doesn't do a lot of good to serve each other. Must serve the greater community.

Who's missing from this conversation?

- Government – city/state
- Higher education
- Traditional media – not covering art very often
- Public schools
- Healthcare systems
- VA
- Prisons
- At risk youth programs
- Performing arts
- Culinary arts
- Tech/science

- Manufacturing
- POC
- Fiber arts
- Musicians
- Native American org

What doesn't the SDAC/Arts SD know about you or your organization, that you want them to know?

- There are a lot of adult volunteers out there who aren't working traditional jobs but want to be a part of what happens in our community, but they don't necessarily know how.
- You are appreciated
- Statewide arts conference is very valuable experience
- Our side of the state is behind the curve on being supportive of each other. There's tension and maybe that's something you can help us traverse.
- Opened a makerspace in Sioux Falls. There isn't a lot of appreciation for the fine arts. But I want to invite everyone to come in and see what the arts are about, build appreciation.

Spearfish Regional Arts meeting

Matthews Opera House and Arts Center

4/21/2017

39 attendees

Katrina Lehr McKinney facilitator & 5 staff

Group makeup: artists of all disciplines, arts organizers, arts administrators, mayor, city planner, CVB rep, public library, University arts faculty, women's center, Bush Foundation, organic farmer.

Representation from surrounding communities – Belle Fourche, Sturgis, Lead, Deadwood.

What opportunities are emerging in your community through the arts?

- Education
- Online education courses
- Collaboration in BH area
- Transportation to arts events throughout the Hills
- Community arts calendar
- Communication/networking
- Listings/directories
- University arts exhibitions/performances
- Public input in community projects
- Agritourism, outdoor tourism, arts tourism marketing together.
- Ticket opportunities for school children.
- Visual art that's always changing/fun
- Chance to serve older adults

- Artistic energy/diversity among artists
- Keeping arts graduates in town from BH
- Deeper art development in the BH in general – connectivity and engaging larger audience.
- So much art being made
- Messaging about the arts in Western SD. Arts destination.
- Appreciating each other – orgs/arts genres
- Business of being an artist
- Professional artists to volunteer a couple of hours a month to a school to help encourage schools to do more arts/participate in SDAC programs.
- Encourage/influence the next generation

Barriers for community, organizations, artists, etc.?

- Communication about events
- Workforce development
- School administration not engaging in available arts programming
- People don't see arts as a viable career.
- Arts education advocacy isn't happening enough.
- Silos among arts community and other orgs that can collaborate.
- Time/finances for families
- Competition with other activities and events and hobbies
- Funding and administration of these ideas
- Volunteer capacity
- Space for events
- Messages aren't as effective as they need to be.
- Artists have to work full-time jobs in addition to their art
- Not enough opportunities for artists to work in full-time jobs here.
- Perception that artists don't have skills to contribute to other industries.
- Advocacy for creativity from the business sector
- Financial assistance
- Sell/promote/perform as artists – free spaces?

Who's missing from the conversation, from audiences, from boards?

- Business leaders
- Economic Development
- Creative entrepreneurs
- Broader audiences
- The people who need us and their service providers

- State leadership – legislators, governor, etc.

How can SDAC/ASD help with these issues?

- Reciprocal relationships/building
- Whatever the problem is, arts can be part of the solution. – tell that story
- Education of arts as an economic driver
- The arts drive Tourism
- Communicate that all arts and creativity are important in the vibrancy of the lives of South Dakotans

If funding weren't an issue, what would the successes of ASD and SDAC look like? Your community?

- Everyone would want to live here.
- Help drive collaborations between communities that improve conditions for all. Make small/large communities more equitable.
- More money for artists directly – lots more!
- Arts council would seek a lot of diversity among funded projects.
- Tell stories better about advocacy and work

Watertown Regional Arts Meeting

Watertown Public Library

5/10/2017

29 attendees

Katrina Lehr McKinney facilitator & 5 staff

CACs – Brookings, Sisseton, Watertown, Webster, DeSmet; Community foundation, artists, teachers, enthusiast, Goss Opera Hall, Vinegar Museum, AISC artist, SD artists alliance, past Madison, Chamber of Commerce, SDSU student

What opportunities are you seeing in your communities?

- Paint the Northern Prairie
- Deck the Walls
- Bookstore events
- Exhibitions at Starbucks
- Sculpture walk
- Town Players
- Studios
- Pub arts night
- Municipal Band on Tuesdays
- Thursday night Live
- ArtsLab
- Garden/hint of performing arts area in Webster

- WorldFest
- SDSU Foundation
- Brookings AC Renovation
- Plein Aire
- Wilder Pageant
- New art classes
- DeSmet theater
- DeSmet events center
- Redlin Art Center
- New Goss Opera House stuff
- Thursday and Monday painting groups/lifers
- Artist in Residence
- Summer festival
- Makers Space/technology
- University/community colleges/tech schools

What challenges, barriers do you see to these opportunities?

- Awareness about arts events
- Engagement
- Venues
- Effective marketing
- Joining together to share news
- Identity/branding for programming
- Aging volunteer population
- Engaging students in the arts/getting arts programming into the schools
- Youth voice
- What is art?
- Art is for old people perception

Who's missing from audiences/conversations

- People with children
- Kids
- Most people
- Design school
- Diverse audience
- High School students
- Public officials/civic leadership
- Business leaders

What things do you want the South Dakota Arts Council and Arts South Dakota to know about you, your organization, your community?

- Public policy issues
- We are appreciated by arts orgs/artists
- Art can help build communities and welcome newcomers
- Chambers are looking to help
- Partnerships are so important in small towns. SDAC funding is very important.

- Arts education in school day is lacking and should be a focus.

Yankton Regional Meeting

Yankton Area Arts Gallery

5/11/2017

28 attendees

Katrina Lehr McKinney facilitator & 5 staff

Group makeup: Arts Council, Artists, children's choir, art instructor, Cultural org, Human Services, SDPB, art educator, social worker, architect, Radio, SD Shakespeare fest, National Music Museum, University of SD, State Legislator, CVB, City employee, Riverwalk, SD Magazine, Arts South Dakota Board, Sanford Arts Vermillion, AISC artist, Concert Association

What opportunities are you seeing for the arts in your community?

- Community based mural project in Vermillion with diversified funding.
- Development of Meridian District
- Sculpture near the walking bridge and instruments nearby – lots of partnering going on, business, city, individuals, YAA, CVB, onward Yankton, Mt. Marty
- Ongoing work in education/arts transforming communities – Shakespeare festival
- Connecting with people in community, giving them a voice.
- Multitude of arts activities – almost too many
- Cooperating with Vermillion on communication of events
- New ways to publicize/market for the arts
- Downtown cultural association in Vermillion is catalyst for what's happening downtown; purchased three movie theaters, renovating them. Good opportunity for venues/events
- VDCA partnership with NMM
- Events at the AME, concerts going on in UCC church space – historically black church
- Arts make the city look bigger and more culturally sophisticated than we are, which is big draw for community economic development-wise
- Finish Discovery Bridge/sculptures
- Cultural tourism and economic development
- SD Sculpture trail – Yankton and Vermillion are both part of trail
- Riverwalk facilitating interactive public art project
- Pedestrian mall plan w/ design SD
- Retail development downtown
- Arts always part of the conversation/integration of arts in life
- Community participation, rather than just audience
- Paid internships

What challenges/barriers are you seeing to these opportunities?

- Money
- Communicating the ROI effectively
- Volunteers/capacity

- Audiences declining
- Getting people through the door
- Willingness to look at new models that inevitably will replace the old models.
- Lack of understanding for younger audiences
- So much going on, aren't coordinating/collaborating enough
- Marketing
- Engaging diversity of state population
- Sports

Who is missing from this room/conversation/board/audiences?

- Voice of youth
- Diverse artists
- Challenging voices
- Parents
- People in institutions
- People with disabilities

Big picture: If funding isn't a problem, what can the SDAC do?

- Residencies throughout the community
- Free arts for all
- Innovation grant
- Undergrad research program/community based partnership – summer project student can work on
- Nurturing artist/creative perspective across the board. Artists can facilitate creative strengths to solve real world problems
- Shift conversation from the arts need funding to we need the arts in order to progress
- Teach artists that they are vital to the world
- STEAM education
- MacArthur grant model
- Mini grants for emerging artists
- Resources for artists businesses
- Show that arts are a viable career choice