

*House Legislative Oversight Committee Meeting*  
Tuesday, June 15, 2021

Table of Contents

Agenda.....2

Minutes.....4

SC Arts Commission Study Timeline .....10

SC Arts Commission Snapshot .....12

Agency Presentation.....15

# AGENDA

South Carolina  
House of Representatives



Legislative Oversight Committee

**EDUCATION AND CULTURAL SUBCOMMITTEE**

*The Honorable Jeffrey E. "Jeff" Johnson, Chair*

*The Honorable Kambrell H. Garvin*

*The Honorable Michael F. Rivers, Sr.*

*The Honorable Tommy M. Stringer*

***Tuesday, June 15, 2021***

***10:30am***

***321 - Blatt Building***

***Pursuant to Committee Rule 6.8, S.C. ETV shall be allowed access for internet streaming whenever technologically feasible.***

**AGENDA**

- I. Approve meeting minutes**
- II. Discussion of the study of the South Carolina Arts Commission**
- III. Adjournment**

# MINUTES

*Chair Wm. Weston J. Newton*

*First Vice-Chair:  
Joseph H. Jefferson, Jr.*

## **Legislative Oversight Committee**



*Kambrell H. Garvin  
Rosalyn D. Henderson-Myers  
Jeffrey E. "Jeff" Johnson  
John R. McCravy, III  
Adam M. Morgan  
Melissa Lackey Oremus  
Marvin R. Pendarvis  
Tommy M. Stringer  
Chris Wooten*

*Gil Gatch  
William M. "Bill" Hixon  
Kimberly O. Johnson  
Josiah Magnuson  
Timothy A. "Tim" McGinnis  
Travis A. Moore  
Russell L. Ott  
Michael F. Rivers, Sr.  
John Taliaferro (Jay) West, IV*

**South Carolina House of Representatives**

*Jennifer L. Dobson  
Research Director*

*Cathy A. Greer  
Administration Coordinator*

**Post Office Box 11867  
Columbia, South Carolina 29211  
Telephone: (803) 212-6810 • Fax: (803) 212-6811  
Room 228 Blatt Building**

*Charles L. Appleby, IV  
Legal Counsel*

*Lewis Carter  
Research Analyst/Auditor*

*Riley E. McCullough  
Research Analyst*

### **Legislative Oversight Committee**

**Tuesday, May 18, 2021**

**10:30 AM**

**Blatt Room 321**

### **Archived Video Available**

- I. Pursuant to House Legislative Oversight Committee Rule 6.7, South Carolina ETV was allowed access for streaming the meeting. You may access an archived video of this meeting by visiting the South Carolina General Assembly's website (<http://www.scstatehouse.gov>) and clicking on *Committee Postings and Reports*, then under *House Standing Committees* click on *Legislative Oversight*. Then, click on *Video Archives* for a listing of archived videos for the Committee.

### **Attendance**

- I. The Education and Cultural Subcommittee meeting was called to order by Chair Jeffrey E. "Jeff" Johnson on Tuesday, May 18, 2021, in Room 321 of the Blatt Building. All members were present for all of the meeting.

### **Minutes**

- I. House Rule 4.5 requires standing committees to prepare and make available to the public the minutes of committee meetings, but the minutes do not have to be verbatim accounts of meetings.

## **Discussion of Arts Commission**

- I. Chair Johnson opens the meeting and confirms that all agency staff providing testimony have been sworn in. Mr. David Platt, Executive Director, Ms. Milly Hough, Senior Deputy Director for the Arts Commission, Ms. Ashley Brown, Deputy Director of the Arts Commission, and Ms. Angela Brewbaker, Finance Director, were sworn in at a previous meeting and Chair Johnson reminds agency staff that they remain under oath.
- II. Angela Brewbaker, Finance Director, provides comments related to agency finances. The following items are discussed:
  - a. Appropriated and Authorized to Spend;
  - b. Expenditures;
  - c. Sources of Other Funds; and
  - d. Carry Forward and Remaining Cash.
- III. Milly Hough, Senior Deputy Director, provides comments regarding the following:
  - a. Records, regulations, and reports compliance;
  - b. Risk mitigation processes; and
  - c. Internal audits
- IV. Ashley Brown, Deputy Director, provides comments regarding the following:
  - a. Agency successes, challenges, and emerging issues; and
  - b. Deliverable Group 1 (i.e. Grant Funds Distribution, Arts Education Grants, Artist Development Grants, and Community Arts Development Grants)
- V. David Platts, Executive Director, provides comments regarding the following:
  - a. Agency organizational chart;
  - b. Organizational unit functions; and
  - c. Turnover
- VI. Subcommittee members ask questions relating to the following:
  - a. Agency spending;
  - b. Other funds revenue and non-profit organizations;

- c. Fundraising;
- d. Social media activities;
- e. Administrative support provided to non-profit organizations;
- f. Eligibility for National Endowment of the Arts funding;
- g. Elizabeth O'Neill Verner Award name change;
- h. Agency interaction with local governments;
- i. Interagency partnerships;
- j. Commission board activities; and
- k. Agency performance measures;

Agency staff respond to the members' questions.

### **Adjournment**

- I. There being no further business, the meeting is adjourned.

## SC ARTS COMMISSION STUDY TIMELINE



### Meetings Regarding the Agency

The Committee meets with, or about, the agency on two occasions, and the Subcommittee meets with, or about, the agency on three occasions. All meetings are open to the public and stream live online; also, the videos are archived and the minutes are available online. A timeline of meetings and other actions is set forth in Figure 3, followed by a description of each meeting.

<b>December 9, 2019</b>	At <b>Meeting 1</b> , the <b>Committee selects SC Arts Commission</b> as the next agency for the Education and Cultural Subcommittee to study.
<b>January 15, 2020</b>	The Committee provides the agency with <a href="#">notice</a> about the oversight process.
<b>February 28 – April 1, 2020</b>	The Committee solicits input from the public about the agency in the form of an <b>online public survey</b> .
<b>March 13, 2020</b>	SC Arts Commission submits its Program Evaluation Report.
<b>April 8, 2021</b>	At <b>Meeting 2</b> the Committee receives public input about the agency.
<b>April 15, 2021</b>	The Subcommittee holds <b>Meeting 3</b> with the agency to discuss an overview of its mission, history, resources, major programs, successes, challenges, and emerging issues.
<b>May 18, 2021</b>	The Subcommittee holds <b>Meeting 4</b> with the agency to discuss Agency Finances; Compliance and Risk Management; Agency Successes, Challenges and Emerging Issues; Organizational units; and Deliverable Group 1.
<b>June 15, 2021</b>	The Subcommittee holds <b>Meeting 5</b> with the agency to discuss Deliverable Groups 2-6.

Figure 3. Summary of key dates and actions in the study process

## SC ARTS COMMISSION SNAPSHOT

# South Carolina Arts Commission

## History

- 1965- Congress created the National Endowment for the Arts
- 1967- Governor Robert McNair signs law creating the S.C. Arts Commission
- 1976 -Spoleto USA held in Charleston for the first time
- 1993- Sponsored the first statewide Design Arts Conference
- 2018- the Agency awarded grants in 46 counties, awarding \$4.3 million through 458 grants

## Agency Mission

The mission of the South Carolina Arts Commission is to promote equitable access to the arts and support the cultivation of creativity in South Carolina.

## Organizational Units

### Accounting

- Manage budget and finances

### Administration

- Administer overall agency functions

### Artist Development

- Manage artist development programs and grants

### Arts Education

- Manage arts education programs and grants

### Communications

- Promote agency programs and services

### Community Arts Development

- Manage community arts development programs and grants

### Grants

- Manage and Process Grants

## Resources (FY 18-19)

### Employees

17  
filled FTE positions  
at the start of the year

### Funding

\$6,941,498  
appropriated and authorized

## Successes

Identified by the agency

- Awarding grants in all 46 counties
- Increasing outreach to rural communities
- Securing \$1 million in recurring EIA funds
- Creating the Education Pilot Projects
- Releasing a new study of the economic impact of the arts

## Challenges

Identified by the agency

### Current:

- Revamping the Art and Basic circular program
- Increasing staff
- Funding to reach more communities

### Emerging:

- Reaching 100% of the agency's affirmative action goals
- Launching a new, customer friendly online grant system
- Securing funds for arts therapy to member of the military and their families

# AGENCY PRESENTATION



## Deliverables

The arts intersect with everything – even health. S.C. artist Amiri Geuka Farris created this poster during the pandemic to remind people to wash their hands.

# Presentation Outline

## **Agency Deliverables:**

1. Group One
2. **Group Two**
3. **Group Three**
4. **Group Four**
5. **Group Five**
6. **Group Six**





# Deliverable Groups Outline

## Group One

- 1. Grant Funds Distribution
- 2. Arts Education Grants
- 6. Artist Development Grants
- 12. Community Arts Development Grants

## Group Two

- 3. Arts in Basic Curriculum (ABC) Project
- 4. Arts Directory & Teaching Artist Certification
- 5. Poetry Out Loud Competition

## Group Three

- 7. Artists U
- 8. ArtsGrowSC
- 9. S.C. Novel Prize
- 10. State Art Collection
- 11. Visual Arts Consultation
- 20. Poet Laureate

## Group Four

- 13. Art of Community: Rural SC
- 14. CREATE: Rural SC

## Group Five

- 15. Cultural Districts
- 16. Communications
- 17. Arts Daily
- 18. Governor's Awards for the Arts
- 19. Jean Laney Harris Folk Heritage Awards

## Group Six

- 21. Accountability Report
- 22. Education Improvement Act Report
- 23. National Endowment for the Arts Reports
- 24. Final Grant Reports for Other Funders
- 25. Financial Reports



## **Deliverables Group 2**

- 3. Arts in Basic Curriculum (ABC) Project**
- 4. Arts Directory & Teaching Artist Certification**
- 5. Poetry Out Loud Competition**



# Deliverable Group 2 - Introduction

These three Deliverables relate to the agency's work in Arts Education beyond grant making.

**How customers access services:** Customers can access information through the agency website, social media and other promotional information, and through direct contact with staff (email, phone, live webinars, meetings and workshops.)

Deliverable	Description
3. Arts in Basic Curriculum (ABC) Project	<ul style="list-style-type: none"><li>• Manage and evaluate the ABC Partnership in collaboration with ABC Partnership staff</li><li>• Provide leadership to develop arts resources</li><li>• Develop cultural, educational, and economic collaborations among a broad cross section</li><li>• Represent Arts Commission at local, statewide, and national cultural activities and conferences</li></ul>
4. Arts Directory & Teaching Artist Certification	<ul style="list-style-type: none"><li>• Supervise programs and manage membership, certification, and recertification processes</li><li>• Maintain online database</li><li>• Communicate with participating and potential members regarding application and membership status</li><li>• Coordinate professional learning opportunities</li></ul>

## Deliverable Group 2 – Introduction, cont.

Deliverable	Description
5. Poetry Out Loud Competition	<ul style="list-style-type: none"><li>• Supervise overall program and coordinate with partners to implement regional competitions and state finals</li><li>• Increase participation in the program and implement workshops for participating or interested schools</li><li>• Implement alternative participation opportunities for students whose schools do not participate in the program</li><li>• Serve as liaison for participating teachers</li><li>• Coordinate coaching opportunities for regional finalists and state champion</li><li>• Coordinate National Competition attendance with state champion</li></ul>

*Note about Performance Measures for these Deliverables: The agency strives to serve each county by awarding a grant and/or providing a program. Each grant and program contributes cumulatively to the goal of serving all 46 counties.*

# Deliverable #3: Arts in Basic Curriculum (ABC) Project

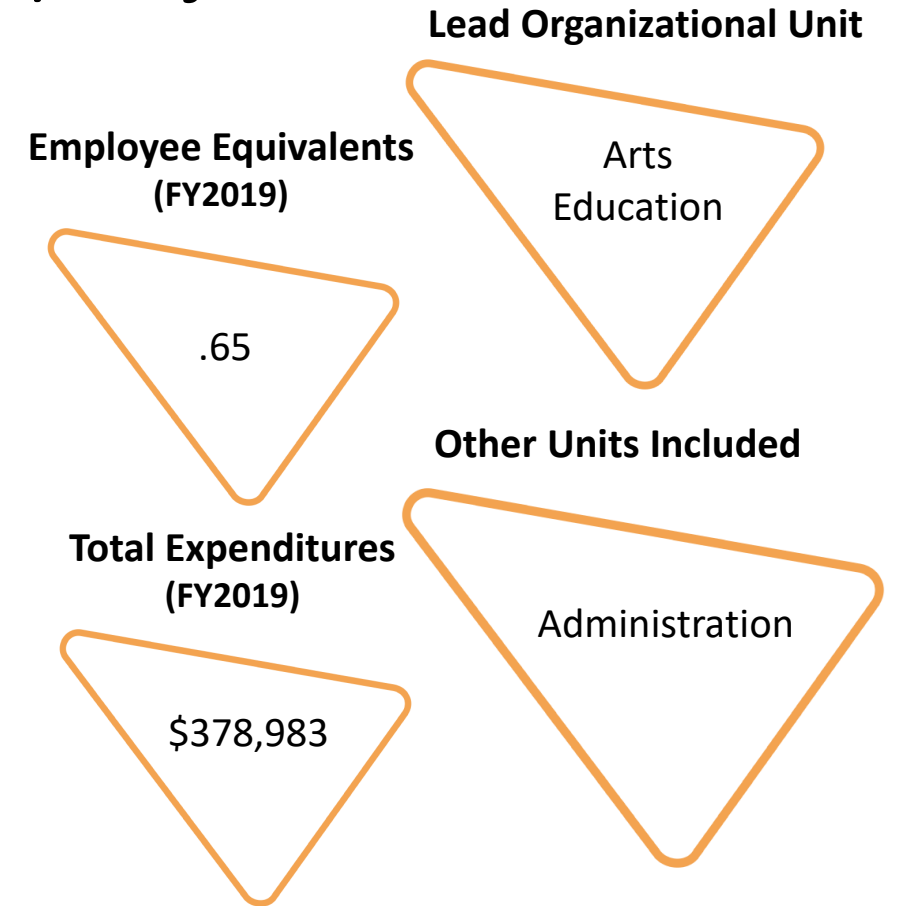
**Applicable Law:** Section 59-29-220 1989 Act No. 194 S17

Arts in Basic Curriculum (ABC) Project provides leadership to achieve quality, comprehensive arts education (dance, music, media arts, theatre, visual arts and creative writing) for all students in South Carolina.

Customer	FY2019 # Customers *	# Units (Schools or Districts) **
S.C. students served by ABC Project	170,730	84

**Performance:** This Deliverable contributes to the agency's overall performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measures	Overall Target	Result for This Deliverable
6. Number of K-12 teachers served through professional learning opportunities	375	535
8. Number of counties served by staff assistance (programs other than grants)	46	23



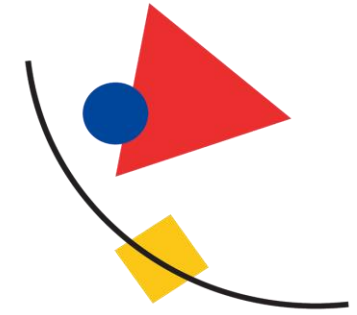
\*Customers are students. This Deliverable represents non-grant ABC Project services received by the same 170,730 students who benefited from ABC grants. \*\* Units are number of schools or districts served.

# Deliverable #3: Arts in Basic Curriculum (ABC) Project

---

## More information

- Launched in 1987; cooperatively directed by the S.C. Arts Commission, the S.C. Department of Education and the College of Visual and Performing Arts at Winthrop University.
- In March FY2020, The Arts in Basic Curriculum Project (ABC) was restructured into the Arts in Basic Curriculum Institute to offer broader access to funding and services. This change will better align with ABC's mission of providing leadership to achieve quality, comprehensive arts education for all S.C. students.
- Arts in Basic Curriculum (ABC) Advancement Grants are funded by the Arts Commission. The grants support ongoing comprehensive planning, strategic projects and implementation of standards-based arts education initiatives.
- These schools are referred to as "ABC Schools."
- From its inception, ABC Project partners understood that a model of best practices was needed to provide research illustrating how quality arts education positively influences student development.
- ABC Schools are those models of best practice.
- The ultimate goal is to increase state funding in arts education as a beneficial investment for all SC children and citizens.



**ABC PROJECT**

Arts in Basic  
Curriculum

# Deliverable #3: Arts in Basic Curriculum (ABC) Project

## Schools and Counties

A C Moore Elementary School	Richland	Felton Laboratory Charter School	Orangeburg
Andrew Jackson High School	Lancaster	H E Bonner Elementary School	Berkeley
Andrew Jackson Middle School	Lancaster	H E McCracken Middle School	Beaufort
Ashley River Creative Arts Elem School	Charleston	Hand Middle School	Richland
Beaufort Middle School	Beaufort	Harrisburg Elementary School	Lancaster
Blenheim Middle School of Discovery	Marlboro	Heath Springs Elementary School	Lancaster
Brockman Elementary School	Richland	Hilton Head School for the Creative Arts	Beaufort
Busbee Creative Arts Academy	Lexington	Holly Springs – Motlow Elementary School	Spartanburg
Calhoun Academy of the Arts	Anderson	Howe Hall Arts Infused Magnet School	Berkeley
Campobello Gramling School	Spartanburg	Inman Intermediate School	Spartanburg
Cannons Elementary School	Spartanburg	Kelly Miller Elementary School	Fairfield
Cheraw Intermediate School	Chesterfield	Kingsbury Elementary	Sumter
Cherryvale Elementary	Sumter	L W Conder Elementary School	Richland
Chester Park Elementary School of the Arts	Chester	Lady's Island Elementary School	Beaufort
Clinton Elementary School	Lancaster	Lady's Island Middle School	Beaufort
Crestwood High School	Sumter	Lake City Early Childhood Center	Florence
East Aiken School of the Arts	Aiken	Landrum Middle School	Spartanburg
East Point Academy	Lexington	League Academy of Communication Arts	Greenville
Fairfield Central High School	Fairfield	Logan Elementary School	Richland

# Deliverable #3: Arts in Basic Curriculum (ABC) Project

## Schools and Counties, continued

Long Middle School	Chesterfield
Lower Richland High School	Richland
Mabry Middle School	Spartanburg
McDonald Green Elementary School	Lancaster
Mossy Oaks Elementary School	Beaufort
New Ellenton Middle STEAM Magnet School	Aiken
New Prospect Elementary School	Spartanburg
North Charleston Creative Arts Elementary	Charleston
Northside Elementary School of the Arts	York
Nursery Road Elementary Arts Magnet	Lexington
OP Earle Elementary School	Spartanburg
Palmetto Center for the Arts	Richland
Palmetto School at the Children's Attn Home	York
Philip Simmons Elementary School	Berkeley
Philip Simmons Middle School	Berkeley
Pine Street Elementary	Spartanburg
Pleasant Hill Middle School	Lexington
Ridge View High School	Richland
Round Top Elementary	Richland

Saluda River Academy for the Arts	Lexington
Saluda Trail Middle School	York
Sanders-Clyde Creative Arts School	Charleston
Satchel Ford Elementary School	Richland
SC Governor's School for the Arts and Humanities	Greenville
SC School for the Deaf & Blind	Spartanburg
South Florence High School	Florence
Southside Middle School	Florence
Southwood Academy of the Arts	Anderson
Stone Academy of Communication Arts	Greenville
Thornwell School for the Arts	Darlington
Westwood High School	Richland
White Knoll Middle School	Lexington
Whitesville Elementary School	Berkeley
Windsor Hill Arts Infused Elementary School	Dorchester
Woodland Heights Elementary	Spartanburg
Woodmont Middle School	Greenville

# Success – Deliverable #3 – Arts in Basic Curriculum (ABC) Project

---

## Gallup Student Poll - 2018

- Surveyed 8,287 S.C. students in 30 arts-rich schools.
- Findings show that these students in arts-focused schools report **higher hope and engagement** than the national mean.
- The longer a school has been focused on the arts, the greater the effects.
- Hopeful and/or engaged students are more likely to strongly agree they do well in school.
- The study also shows that students in arts-rich schools with high levels of free/reduced lunch score higher than the national mean in engagement, hope, entrepreneurial aspiration, and career/financial literacy.
- South Carolina was the **first state** to use this national poll to study the impact of the arts in schools.

## Gallup Student Poll - 2019

- Second year surveyed 7,565 S.C. students in 34 arts-rich schools.
- For the second year in a row, findings show that these S.C. students in arts-focused schools report higher hope and engagement than the national mean, and the longer a school has been focused on the arts, the greater the effects.

# Gallup Student Poll

---

## Measures

- Hope
- Engagement
- Entrepreneurial aspirations
- Career and financial literacy

## Definitions

- Engagement – The involvement in and enthusiasm a student has for school.
- Hope - The ideas and energy a student has for the future.

Six million students completed the survey nationwide.

## Key Findings

- There is a link between the **amount of time as an arts-rich school** and an **increase in student engagement**.
- Students surveyed in arts-rich schools with free/reduced lunch program participation of 75% or greater scored **higher than the overall mean on student engagement and hope**.



# Engaged Students are...

**2.5x**

More likely to  
say they get  
excellent  
grades in  
school and do  
well in school

**4.5x**

More likely to  
be hopeful in  
school

**2.5x**

More likely to  
strongly agree  
they do well in  
school

*...than their disengaged peers.*

# Hopeful Students are...

**2.8x**

More likely to  
say they get  
excellent  
grades in  
school and do  
well in school

**4.1x**

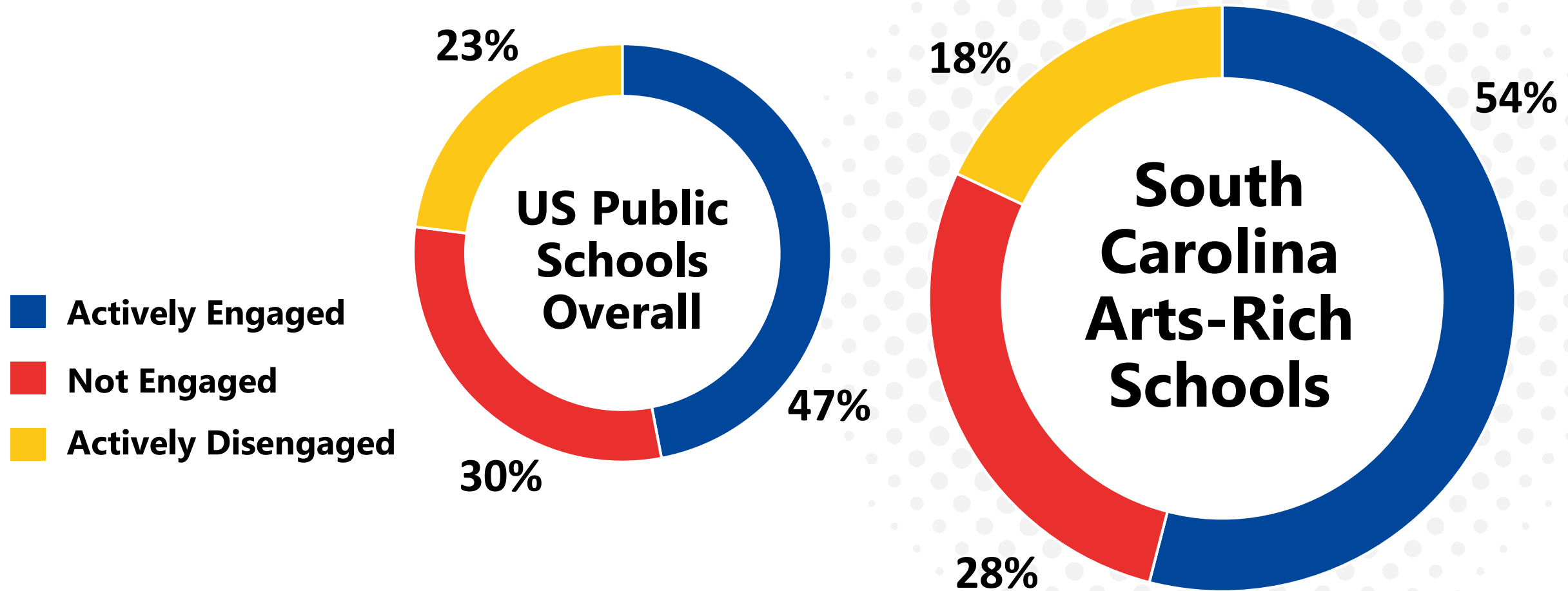
More likely to  
be engaged in  
school

**2.2x**

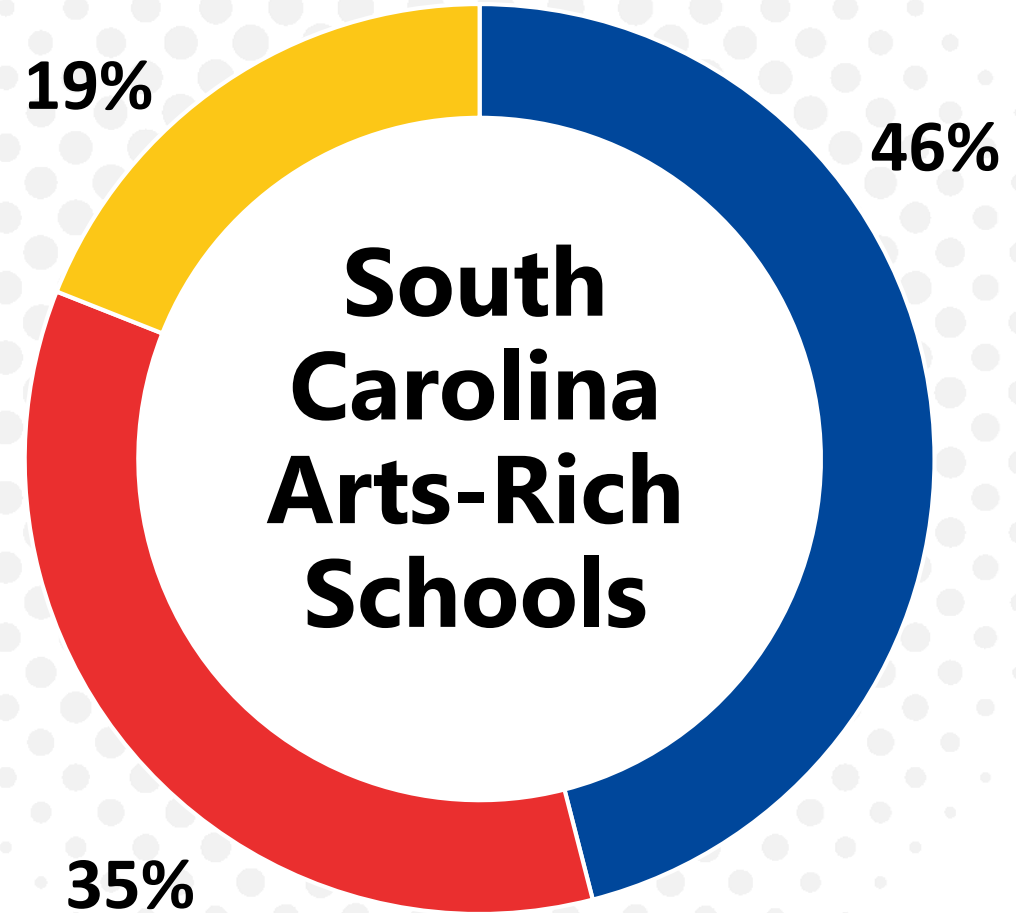
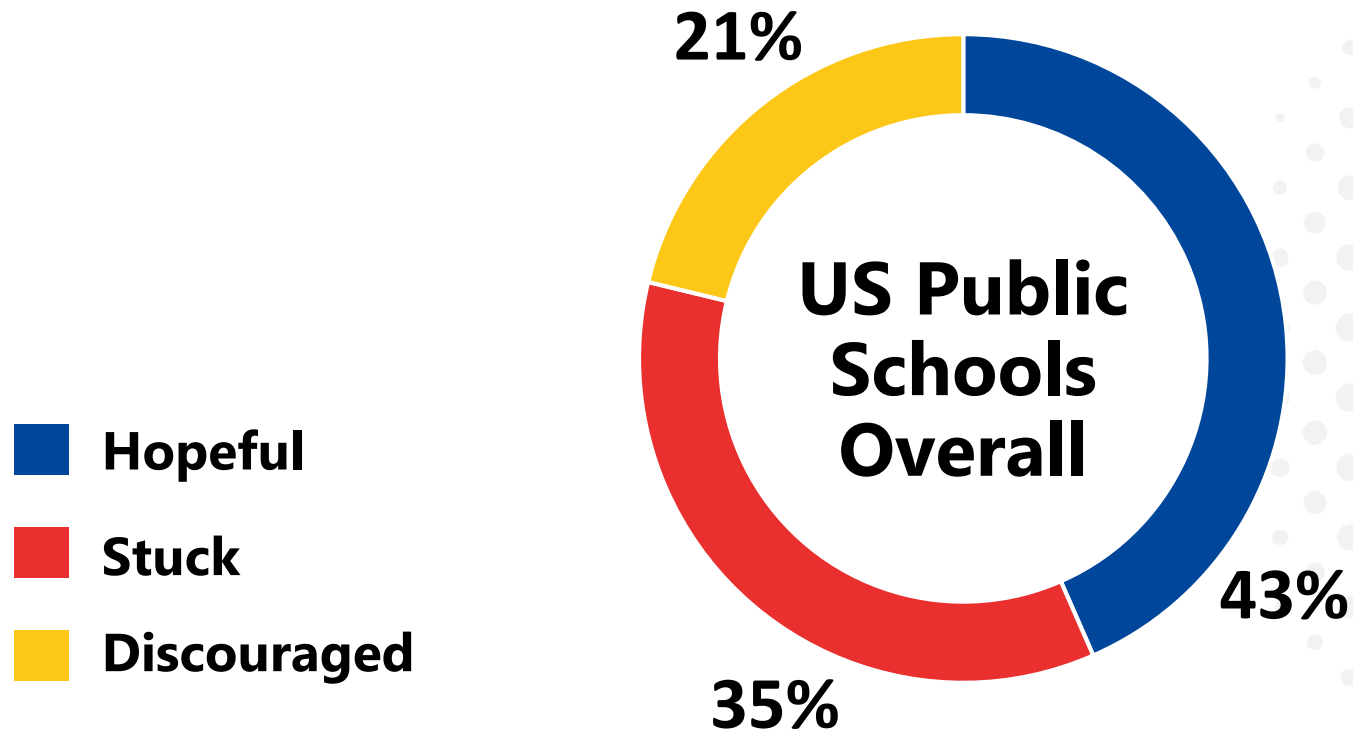
Less likely to  
say they missed  
a lot of school  
last year

*...than their discouraged peers.*

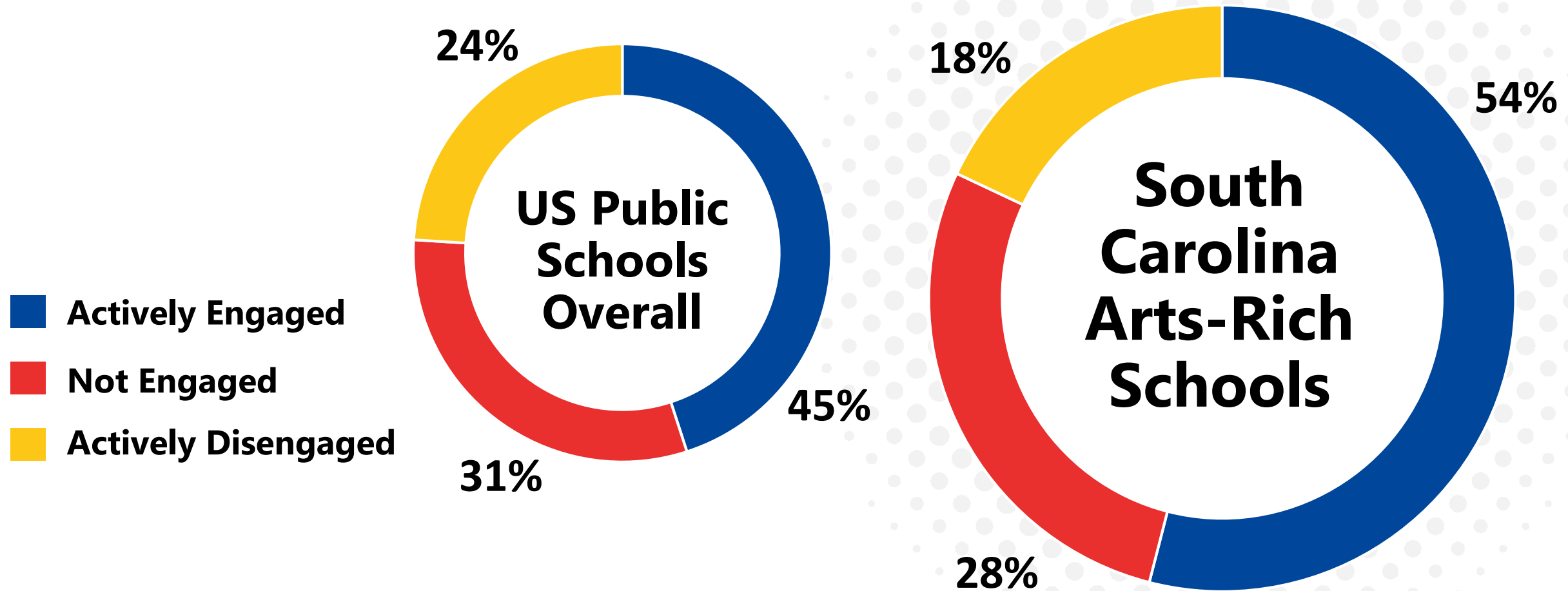
# 2018 Results - Engagement



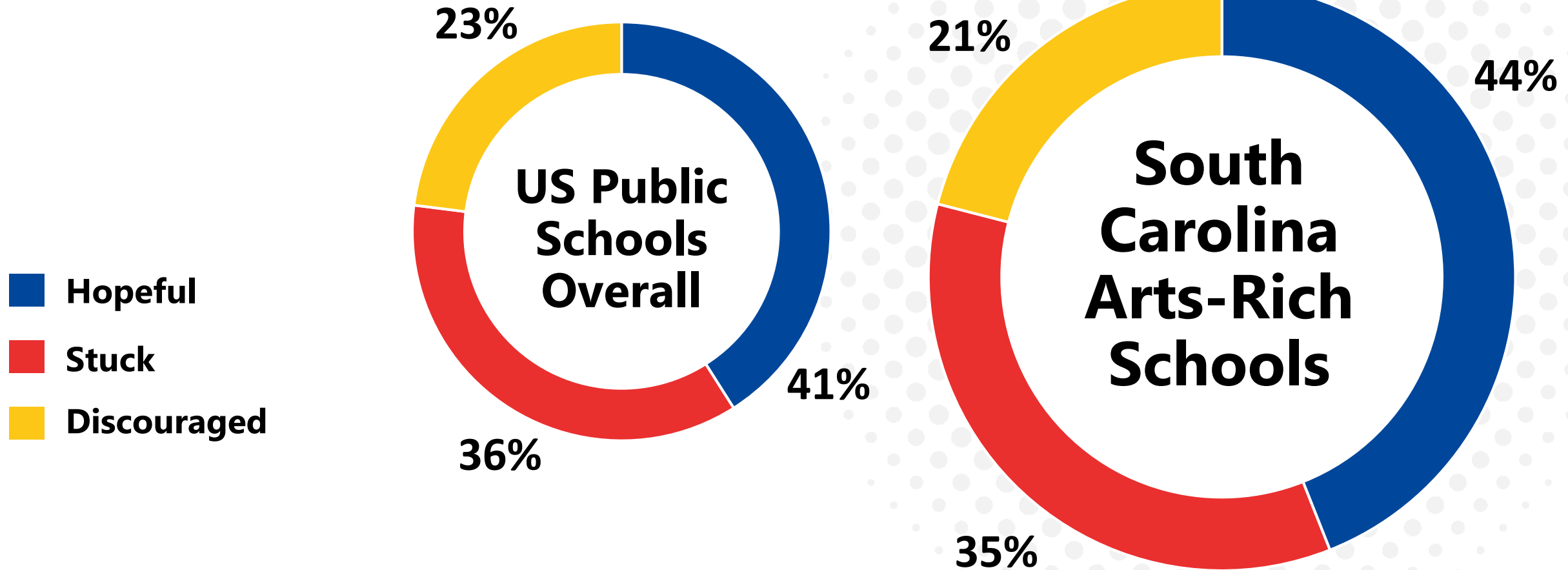
# 2018 Results - **Hope**



# 2019 Results - Engagement



# 2019 Results - **Hope**



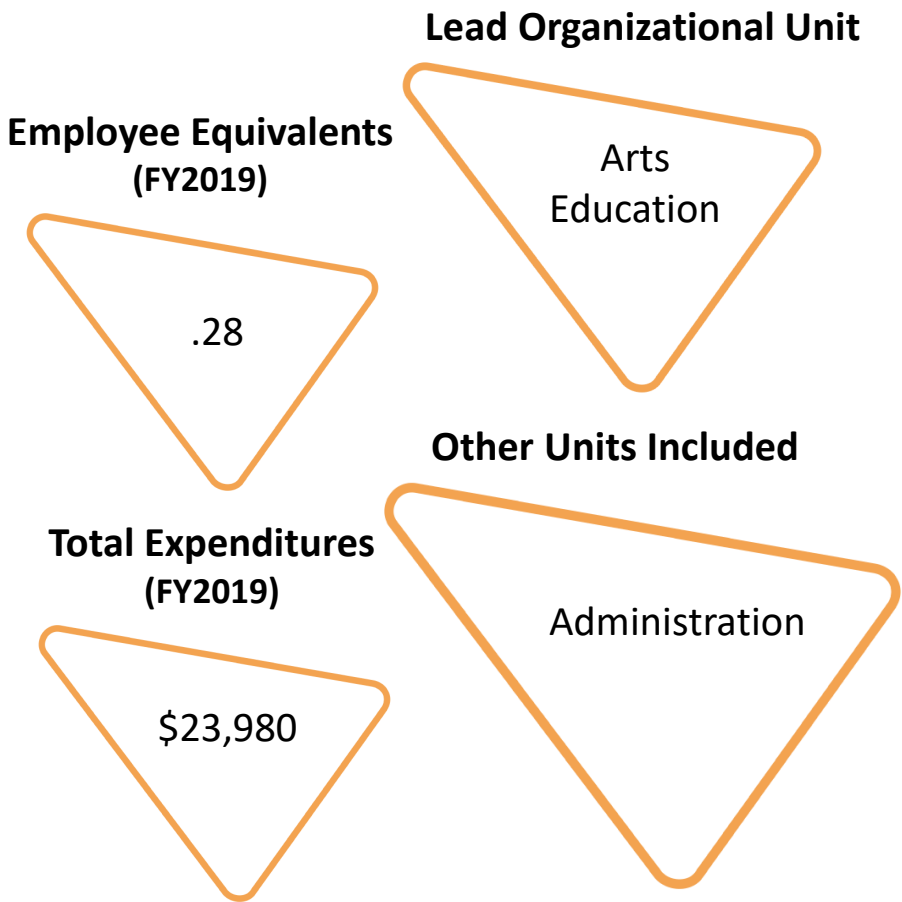
# Deliverable #4: Arts Directory & Teaching Artist Certification

**Desired Outcome** *(legislative intent not stated in law)*  
To serve as a directory of artists, arts providers, and teaching artists across many disciplines who work throughout S.C.; connect artists, providers, schools, and communities.

Customer	FY2019 # Customers *	# Units (One directory listing) **
Artists, teaching artists, and organizations who belong to the directory; schools and communities that use the directory to find and employ artists	Unknown	958

**Performance:** This Deliverable contributes to the agency’s overall performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	29



\*An unknown number of schools and organizations search the Arts Directory looking for artists. \*\* The 958 listings are individual artists or organizations that are members of the directory. Those 958 entities are also customers.

# Deliverable #4: Arts Directory & Teaching Artist Certification

---

## More Information

- In FY2020, the South Carolina Artist Roster was replaced by a new Arts Directory and Certified Teaching Artist program.
- The changes have improved how educators connect to artists who are certified to teach in the classroom and how organizations and individuals hire artists for exhibitions, festivals and other activities.
- Participation in the program allows teaching artists to attend free professional learning opportunities.



# Deliverable #5: Poetry Out Loud Competition

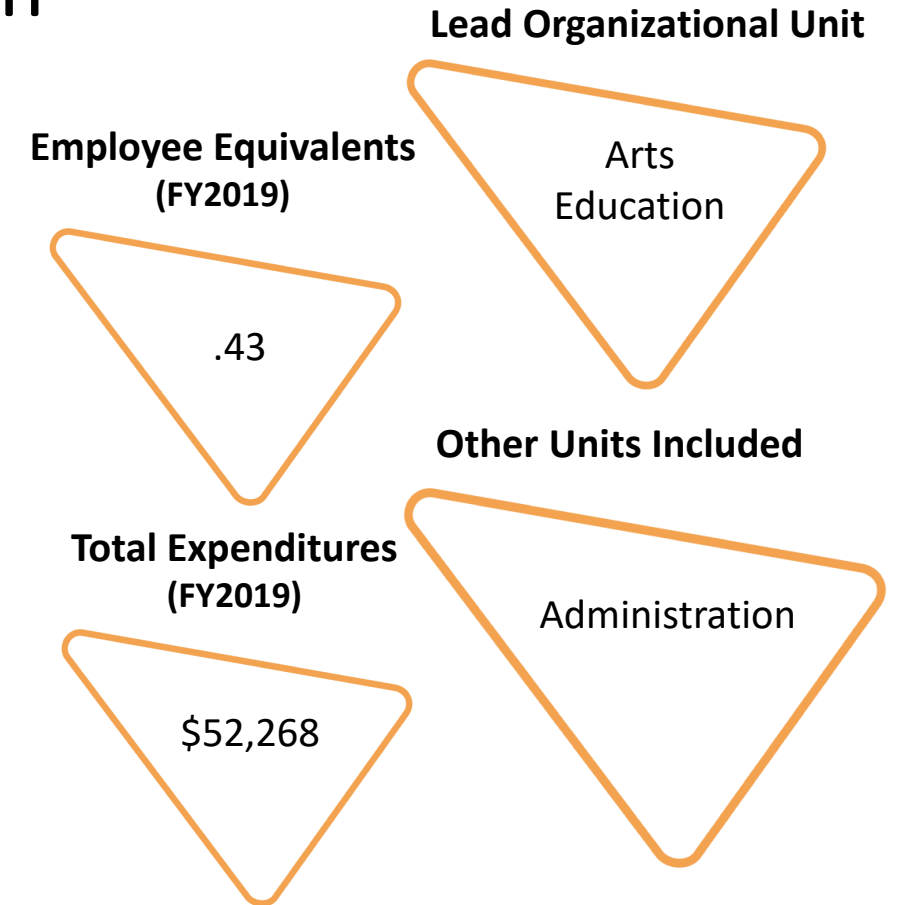
**Desired Outcome** (*legislative intent not stated in law*)

To foster the next generation of literary readers through poetry recitation and performance and to build students' leadership skills and confidence through public speaking experience.

Customer	FY2019 # Customers	# Units (One annual competition)
S.C. high school students and teachers who participate in the competition; guest artists who serve as state competition judges; students' parents in attendance	2,965	1

**Performance:** This Deliverable contributes to the agency's overall performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	10



# Deliverable #5: Poetry Out Loud Competition

---

## More information

- SCAC partners with the National Endowment for the Arts (NEA) and the Poetry Foundation to offer Poetry Out Loud: National Recitation Contest to S.C. high schools.
- The NEA provides \$17,500 to the Arts Commission specifically to support Poetry Out Loud.
- High school teachers incorporate Poetry Out Loud into the school day.
- Students compete in school-wide contests beginning in November, then move on to one of three regionals, and then the state contest in March.
- Each state winner competes for a \$20,000 cash prize at the national contest in April.

## Successes

- In FY2020, Andrew Jackson High School (Lancaster School District) senior **Taylor Wade** won the state championship after competing in S.C.'s Poetry Out Loud contest all four years of her high school career.
- As a result of their participation, Wade and runner up Anna Matson of Aiken were featured on SCETV's *By the River Poet's Corner*.
- In 2018, Charleston student Janae Claxton became the **first S.C. student to win the national competition**.

# Deliverable #5: Poetry Out Loud Competition

## FY2020 Participating Schools

School	County
Southside High School	Greenville
Boiling Springs Ninth Grade Campus	Spartanburg
Indian Land High School	York
The Academy for the Arts, Science and Technology	Horry
Landrum High School	Spartanburg
James Island Charter School	Charleston
Charleston County School of the Arts	Charleston
Spartanburg Day School	Spartanburg
Aiken High School	Aiken
Southside High School	Greenville
Fox Creek High School	Aiken

School	County
Calvary Christian School	Horry
Bishop England High School	Charleston
Hilton Head Preparatory School	Beaufort
Wando High School	Charleston
Greenville Senior High School	Greenville
Dorman High School	Spartanburg
Andrew Jackson High School	Lancaster
Lowcountry Montessori School	Hampton
Waccamaw High School	Georgetown
Scholars Academy	Horry
Strom Thurmond School	Edgefield

# Deliverable #5: Poetry Out Loud Competition

---

## FY2021 Participating Schools

School	County
Academy Magnet High School	Charleston
Aiken High School	Aiken
Atheneum High School	Horry
Calvary Christian School	Horry
Charleston County School of the Arts	Charleston
Conway Christian School	Horry
Greenville High School	Greenville
Irmo High School	Richland
James Island Charter School	Charleston
Spartanburg Day School	Spartanburg



## **Deliverables Group 3**

- 7. Artists U**
- 8. ArtsGrowSC**
- 9. S.C. Novel Prize**
- 10. State Art Collection**
- 11. Visual Arts Consultation**
- 20. Poet Laureate**

# Deliverable Group 3 - Introduction

These six Deliverables relate to the agency's work in Artist Development beyond grant making.

**How customers access services:** Customers can access information through the agency website, social media and other promotional information, and through direct contact with staff (email, phone, live webinars, meetings and workshops.)

Deliverable	Description
7. Artists U	<ul style="list-style-type: none"><li>• Coordinate with state and national partners to organize and implement professional development workshops and networking opportunities for artists</li><li>• Develop artist resources and cultural, educational, and economic collaborations among a broad cross section</li><li>• Represent Arts Commission at local, statewide and national cultural activities and conferences</li><li>• Serve as primary agency contact for artist programs</li></ul>
8. ArtsGrowSC	<ul style="list-style-type: none"><li>• Manage partnership with CommunityWorks to offer a savings program, micro-loans, business venture loans, grants, personalized coaching and workshops.</li></ul>
9. S.C. Novel Prize	<ul style="list-style-type: none"><li>• Manage the partnership with Hub City Press and College of Charleston and communicate with partners to update guidelines and select judge</li><li>• Promote prize opportunity and publicize winner</li></ul>

## Deliverable Group 3 – Introduction, cont.

Deliverable	Description
10. State Art Collection	<ul style="list-style-type: none"><li>• Manage art work acquisitions and coordinate acquisition committee</li><li>• Curate collection exhibitions and write support materials</li><li>• Promote exhibitions</li><li>• Manage loans to state agencies and other organizations</li><li>• Oversee storage, conservation, documentation, and insurance</li></ul>
11. Visual Arts Consultation	<ul style="list-style-type: none"><li>• Advise artists and organizations about best practices for curating and presenting exhibitions and about public art programs</li><li>• Connect S.C. artists seeking exhibition and sales opportunities with statewide, regional, and national resources</li><li>• Advise state agencies who plan to purchase art objects</li></ul>
20. Poet Laureate	<ul style="list-style-type: none"><li>• Provide the Governor with recommendations of qualified candidates and establish terms of office and duties</li></ul>

# Deliverable #7: Artists U

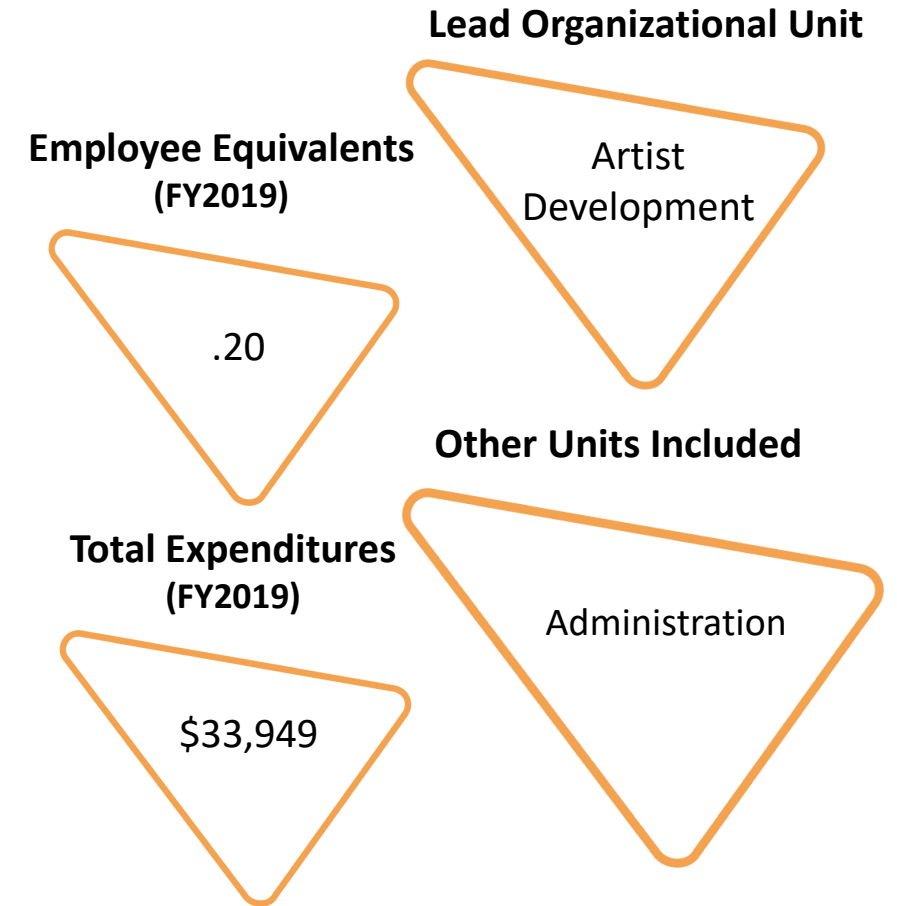
## Legislative Intent *(interpreted by agency)*

To encourage and assist the freedom of artistic expression; Artists U participants learn how to build a balanced, sustainable life and career, thereby contributing to the \$269 million in tax revenue generated annually by S.C.'s arts-related sector.

Customer	FY2019 # Customers	# Units (Workshops)
Artists who choose to participate in Artists U: Professional and/or practicing S.C. artists of all disciplines; traditional artists	91	4

**Performance:** This Deliverable contributes to the agency's overall performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	16





# Deliverable #7: Artists U

---

## More information

- The Arts Commission partners with Artists U of Philadelphia to offer intensive training for S.C. artists in building a sustainable career.
- SCAC awards a grant to an in-state administrator (currently PURE Theatre in Charleston) to cover most program costs.
- Artists pay a nominal fee (to Artists U in Philadelphia) to attend multi-day training; other training is offered at no charge.
- A small group of S.C. artists have been trained to deliver the workshops.

## What is a sustainable career for an artist?

- A *sustainable* artist career is one in which the resources for creating art, engaging with the public and living as an artist are present, ongoing, and reliable. These resources include financial resources, health insurance, space, materials, collaborators, and audiences/publics.
- An *unsustainable* artist life is one in which these resources are unlikely to happen, erratic, inadequate, or contingent on extraordinary or unsustainable effort or success. Examples of extraordinary or unsustainable successes: selling work for a large sum, being “discovered,” cast in a major production, or getting a record deal.

# Deliverable #7: Artists U

---

## Artists U Curriculum

- In 2019, (pre-pandemic) curriculum delivery was through in-person workshops; In 2020, the workshops were delivered virtually. There are free, digital workbooks available on the Artists U website.
- These workshops are offered on a regular basis:
  - The Value of Art and the Role of Artists
  - Strategic Planning for Individual Artists
  - Financial Thinking for Artists
  - Time Management
  - Writing and Speaking About Your Art
  - Generating Opportunities
  - Grant Writing
  - Presenting Your Work
  - Advanced Strategic Planning
- New in 2020:
  - Big Projects Club (Fall 2020)
  - Shift: Artist working at a time of Crisis March 2020 (Current offering)
  - Artists + Racial Equity (Fall 2020)

# Deliverable #7: Artists U

## Success

- In previous years, we have had to turn away artists [Artists U](#) training.
- Pandemic's silver lining - artists from all over the state could attend Artist U activities (or watch the recorded versions) after the sessions were moved online.
- For example, a Grant Writing for Artists Zoom session was attended by 38 artists, with another 62 artists eventually viewing the recording.

## Artists U Attendance by County March 2020 - 2021

Abbeville	1
Aiken	1
Anderson	5
Beaufort	15
Berkeley	5
Charleston	37
Cherokee	1
Dorchester	5

Florence	6
Georgetown	3
Greenville	31
Horry	8
Kershaw	1
Lancaster	3
Lexington	20
Newberry	1

Oconee	3
Orangeburg	2
Pickens	5
Richland	57
Spartanburg	15
York	4
Unknown	5

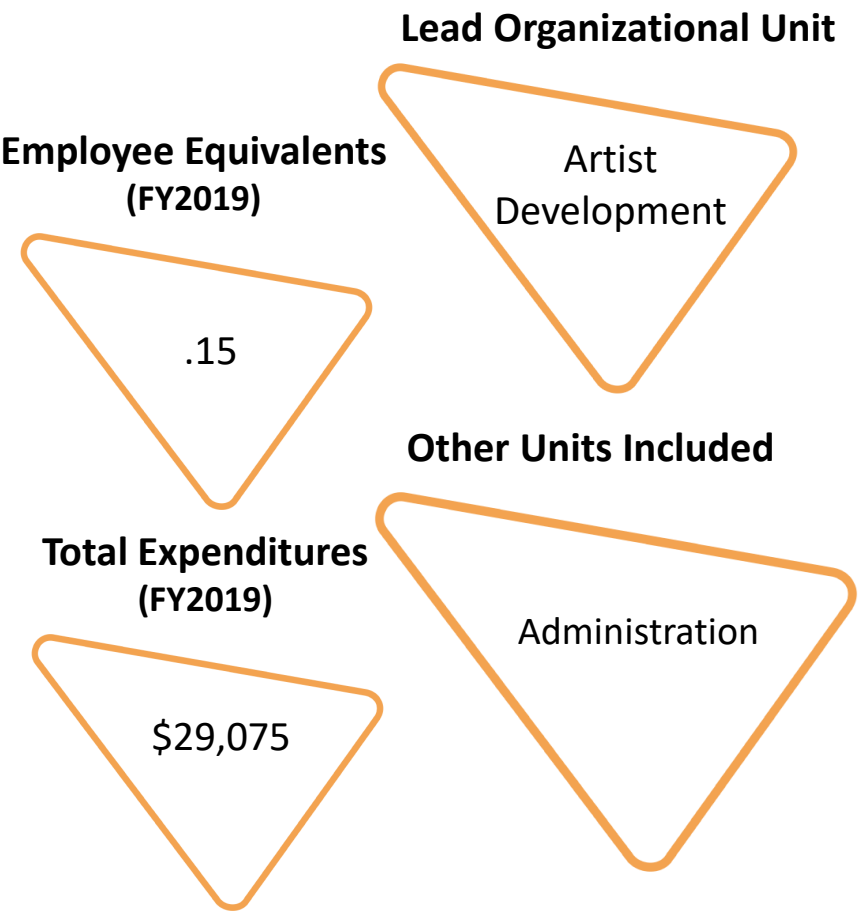
# Deliverable #8: ArtsGrowSC

**Legislative Intent** *(interpreted by agency)*  
To encourage and assist the freedom of artistic expression; Increase opportunities for artists to develop and grow arts-based business ventures, thereby contributing to the \$269 million in tax revenue generated annually by S.C.’s arts-related sector.

Customer	FY2019 # Customers	# Units (Business loan)
S.C. artists ready to pursue additional funding such as micro-loans and savings plans to build entrepreneurial businesses	4	4

**Performance:** This Deliverable contributes to the agency’s overall performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	2



Program was suspended mid-FY2019 due to barriers to entry and staff turnover at SCAC and at CommunityWorks.

# Deliverable #8: ArtsGrowSC

---

## Challenge

- Program was suspended mid-FY2019 due to barriers to entry and staff turnover at SCAC and at CommunityWorks, our Greenville-based partner.
- Artist services were evaluated in FY2019 to better align our programs with what artists actually need.

## Successes (after evaluation)

- Artist Services Advisory Committee was created to serve as a sounding board and strengthen agency connections with artists. The committee is comprised of six artists representing various artistic disciplines, plus the Artist Development Program Director and a Commissioner.
- In March 2020, we launched SHIFT/South Carolina.
- Originally imagined as small in-person groups, SHIFT moved online and **provided a crisis-specific platform for artists to work** together to survive and thrive during the pandemic.
- Each group consists of two to 12 artists who commit to meeting online for 12 weekly sessions to build solutions and work on goals, including stabilizing financial health; clarifying artist roles in communities; and planning new ways of working post-pandemic.
- There is no charge for artists to participate.

# Deliverable #9: S.C. Novel Prize

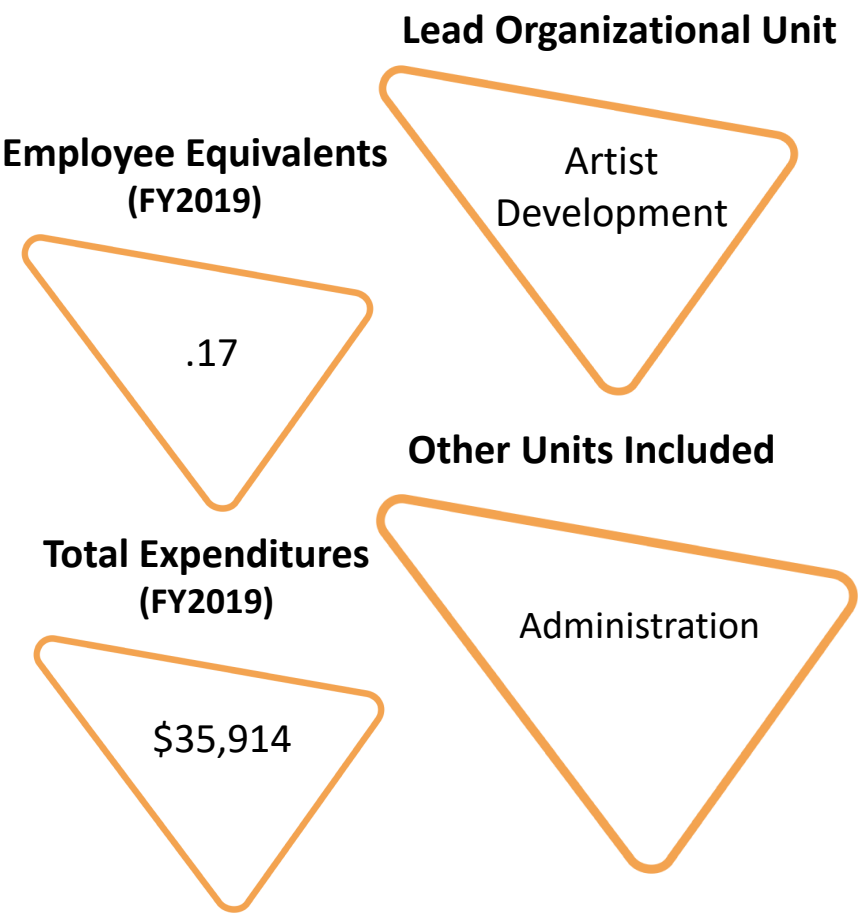
## Legislative Intent *(interpreted by agency)*

To encourage public interest in and promote the public value of the arts by recognizing an exceptional South Carolina writer.

Customer	FY2019 # Customers	# Units (Competition)
S.C. writers who apply and are eligible (writers who have a manuscript that might be ready for publication as a novel)	46	1

**Performance:** This Deliverable contributes to the agency’s overall performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	12



Biennial competition – prize recipient receives a contract with Hub City Press to publish a novel.

# Deliverable #9: S.C. Novel Prize

---

## More information

- The S.C. Novel Prize is a partnership with Hub City Press of Spartanburg and the College of Charleston.
- The contest was launched in 2008 as the First Novel Prize and open to writers who had never had a novel published.
- In 2018, the competition was opened to any S.C. writer, published or unpublished.
- The contest is offered every other year; the partners coordinate to publicize the opportunity statewide.
- In FY2019, there were 34 entries; the winner's book will published by Hub City Press in 2021.

## Success

- Since the program was launched in 2008, six authors' books have been published by Hub City Press.
- James McTeer's 2014 winning novel, [\*Minnow\*](#), received starred reviews in Library Journal and Kirkus Reviews and favorable reviews in the Atlanta Journal-Constitution and the Los Angeles Review of Books. The book is now in its second printing.
- Susan Tekulve won the 2012 First Novel prize with her book [\*In the Garden of Stone\*](#). Tekulve's book has sold thousands of copies and was reviewed in national magazines and journals. Her book tour included four states and several book festivals. Tekulve's work is now represented by a New York agent.

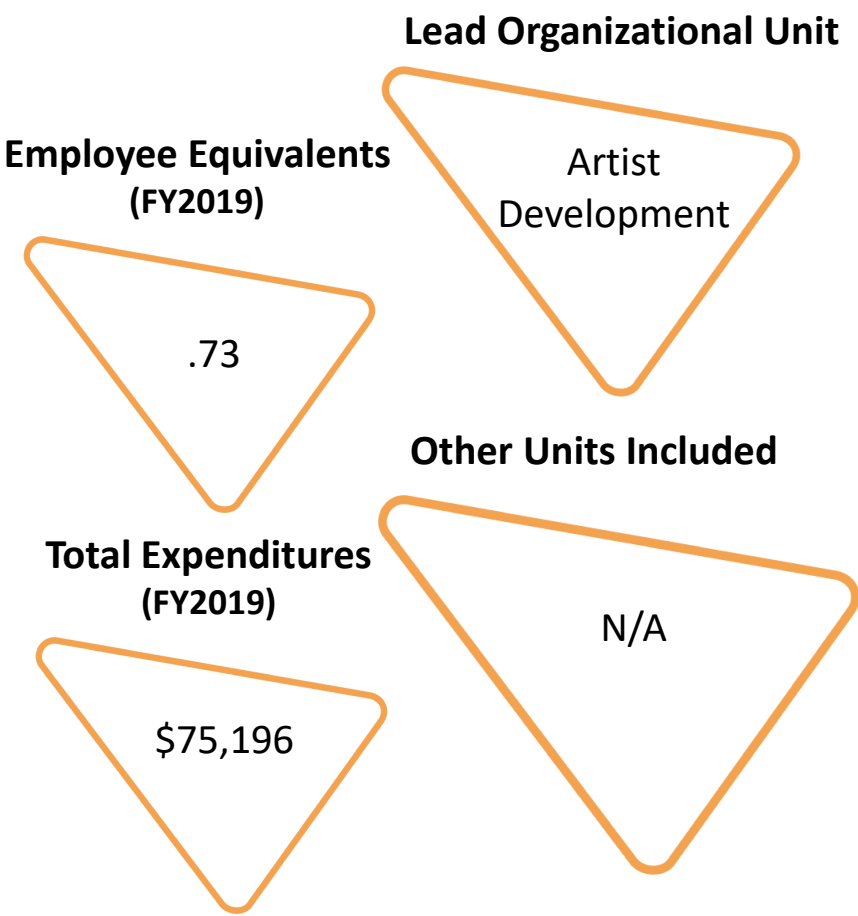
# Deliverable #10: State Art Collection

**Legislative Intent** *(interpreted by agency)*  
To encourage public interest in and promote the public value of the arts; to exhibit a collection of historic importance that will promote S.C. statewide, regionally, nationally and internationally; to make available to S.C. citizens the best work of the state’s contemporary artists; to encourage the creativity of the state’s visual artists.

Customer *	FY2019 # Customers	# Units (Exhibitions & Loans) **
Individuals who view the collection as exhibited by organizations, state agencies, etc.; S.C. artists in the collection	unknown	14

**Performance:** This Deliverable contributes to the agency’s overall performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	3



\* The 288 artists represented in the collection are also considered customers. \*\* # of Units is the number of exhibitions or loans. Exhibitions are short-term displays hosted by organizations. Loans are long-term (one year or more) displays in state government offices or similar locations.



# Deliverable #10: State Art Collection

## More Information

- Established in 1967, the State Art Collection includes 466 works in a variety of media and styles by 288 S.C. artists.
- Purpose of the State Art Collection
  - to create a collection of historic importance and cultural vitality for the people of South Carolina that will serve as a tool to help promote the state and its cultural resources
  - to make available to citizens throughout the state the best work of the state’s contemporary artists;
  - to encourage and support the creative visual artists of South Carolina.

Female	98
Male	184
Gender Not Recorded	6

Asian	2
Black/African American	26
Hispanic/Latino	2
American Indian/Alaskan Native	2
Native Hawaiian/Pacific Islander	2
White	86
Race Not Recorded	168

# Success – Deliverable #10: State Art Collection

---

## Acquisitions

- Since 2001, no state funds have been used to purchase works; the S.C. Arts Foundation raises private funds to support collection purchases.
- The State Art Collection Acquisitions Committee consists of three members who are experts in the field or who are knowledgeable about the visual arts.
- The SCAC Executive Director, the Chairman of the Commission, and the President of the S.C. Arts Foundation each appoint one committee member. All members serve one three-year term on the committee. Members may only serve one consecutive term but may be re-appointed for a second term.
- The Arts Commission visual arts director and acquisitions committee members maintain a list of artists to potentially include in the collection. The guide is updated and reviewed annually to identify deficient areas.

## Eligible Work

- No style or category of visual art is excluded from consideration. The collection currently includes several types of works - paintings, drawings, photographs, ceramics, craft, sculpture, glass, fabric, etc.
- Works are purchased from living artists who are native or resident South Carolinians or who have done significant work while residing in the state.
- Donations of works are not encouraged. If an artist is currently represented in the collection, a gift may be considered.

# Success – Deliverable #10: State Art Collection

---

## **Selected works may currently be viewed at the following state agencies:**

- South Carolina Arts Commission (1026 Sumter St., Suite 200, Columbia)
- Administrative Law Court (Edgar A. Brown Building, 1205 Pendleton St., Columbia)
- Division of Technology Operations Data Center (4430 Broad River Rd., Columbia)
- Forestry Commission (55 Broad River Rd., Columbia)
- House of Representatives (Solomon Blatt Building, 1105 Pendleton St., Columbia)
- Human Affairs Commission (1026 Sumter St., Columbia)
- UofSC Institute for Mind & Brain (UofSC, 1800 Gervais St., Columbia)
- Medical University of South Carolina (3 Radcliff Place, Charleston)
- Revenue & Fiscal Accountability (Rembert Dennis Building, 1000 Assembly St., Columbia)
- SCETV (1041 George Rogers Blvd., Columbia)
- Technical College of the Lowcountry (New River Campus, 100 Community College Dr., Bluffton)

## **And at these locations:**

- South Arts (1800 Peachtree St. NW, Atlanta, GA)
- Central Carolina Community Foundation (2142 Boyce St., 4th floor, Columbia)

# Success – Deliverable #10: State Art Collection

---

## Exhibitions

- In October 2019, in conjunction with the State Fair's 100<sup>th</sup> Anniversary, the Arts Commission was invited to organize an exhibition of the State Art Collection.
- The resulting exhibition, *Pig Tales, Blackberry Winter and the Cabinet of Curiosities*, was attended by 20,600 visitors over 12 days, making it the most attended State Art Collection exhibition in the collection's 52-year history.
- The exhibition was comprised of 58 works, and programming included gallery talks by artists, story time for children, and an interactive art hunt.

## Other recent exhibitions

### FY2021

- Greenville Center for Creative Arts, Greenville, S.C. (Dec. 4, 2020 - Jan. 27, 2021)

### FY2020

- American Craft Council Atlanta Craft Week – March (canceled due to pandemic)

### FY2019

- Central Carolina Community Foundation, Columbia, S.C. (Feb. 18, 2019 – ongoing. Long-term exhibition)
- Governor's Arts Awards Luncheon -- May 1, 2019 (one-day exhibition)

# Success – Deliverable #10: State Art Collection

---

## Challenge and Solution

- The current, customized database system used for tracking the State Art Collection is no longer supported by the vendor.
- Over the course of 50+ years, some data regarding artist demographics has been entered inconsistently or in error.
- In March 2021, we purchased Artwork Archive, a cloud-based system.
- This new collection management system will improve tracking of current works, artists, and new purchases.
- The new database will also improve tracking of works are currently loaned to other agencies or included in exhibitions.

# Deliverable #11: Visual Arts Consulting

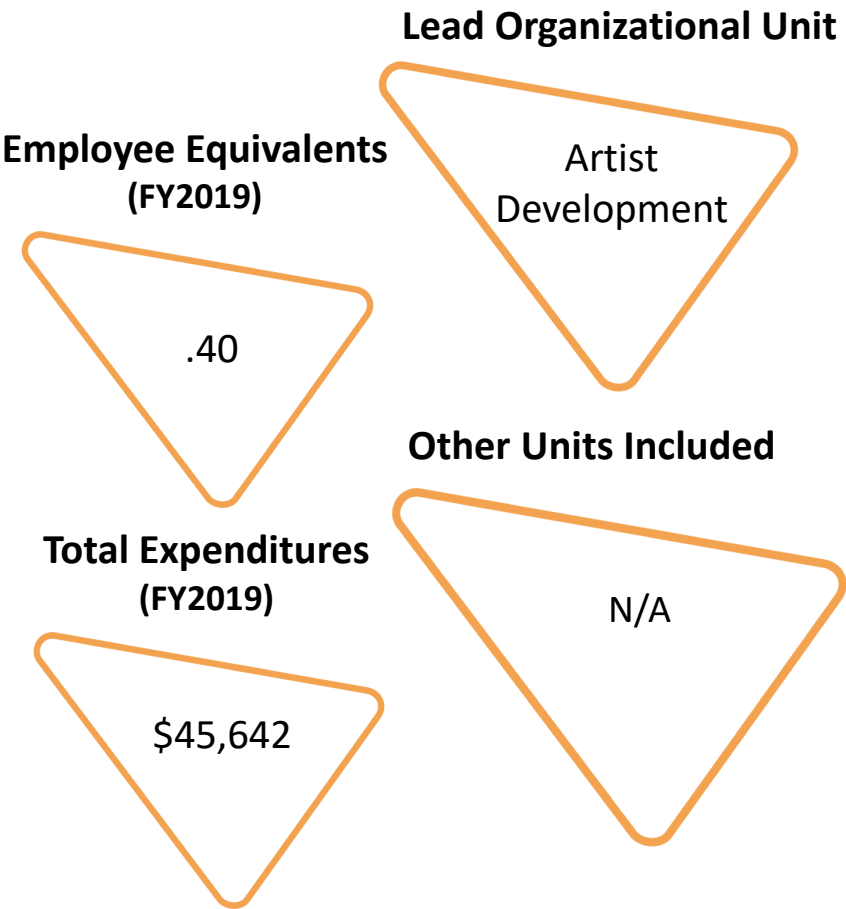
**Applicable Law:** *Section 11-35-710 Exemptions (Procurement)*

Advise state agencies who plan to purchase art objects: “Before a governmental body procures the (art) objects ... the Arts Commission shall review the determination and forward a recommendation to the board for approval.” \*

Customer	FY2019 # Customers	# Units (Advisement)
Individuals who contact the agency for assistance with purchasing art work or presenting exhibitions (e.g., state agencies, arts organizations, general public)	unknown	unknown

**Performance:** This Deliverable contributes to the agency’s overall performance goal of serving all 46 counties with programs and services beyond grants.

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (services other than grants)	46	unknown



\* Additional Desired Outcome: to provide additional exposure to and increase recognition of S.C. artists statewide, regionally and nationally.

# Deliverable #11: Visual Arts Consulting

---

## Success

- In FY2020, SCAC became the lead agency for the Regional Art Prize Exhibition partnership, overseeing the organization and implementation of an exhibition scheduled to open in 2021 at the Gibbes Museum in Charleston and at galleries in Lake City simultaneously.
- The partnership, formed in 2018, consists of SCAC and three other arts organizations that hold annual art competitions:
  - Gibbes Museum of Art, Charleston (1858 Prize)
  - Art Fields Collective, Lake City (Art Fields Competition)
  - South Arts, Atlanta (The Southern Prize)
- SCAC works to increase awareness of these prize opportunities for S.C. artists.

# Deliverable #11: Visual Arts Consulting

---

## More information

- State agencies contact the Arts Commission when they want to purchase works of art.
- Agencies must include the artist or source of the work being considered, and the proposed purchase price, in the request.
- SCAC conducts research on the artist or source and determines whether the proposed price is fair and reasonable.
- SCAC approves the purchase (or requests more information) in a written response to the agency.



# Deliverable #11: Visual Arts Consulting

---

## Challenge

- Previously, we did not systemically track the number of distinct customers who contacted the agency for assistance via email and phone calls.
- In January 2021, SCAC began using a Customer Relationship Management Tool (CRM) to improve internal communications and efficiency of processes
- Each Contact and Organization record contains contact information, a history of interactions logged in the system, and other data.
- Any staff member can look at a record and see all logged interactions and tasks related to that person or organization.
- This reduces multiple “back and forth” communications between staff to determine the history and status of interactions and services rendered, and increases each staff member’s awareness of the interactions, regardless of who assisted the customer.
- The CRM will provide data to better track constituent service (specifically non-grants services)
  - how quickly staff responds and resolve issues
  - where constituents are located
  - their affiliation with SCAC
  - types of services/information are being requested

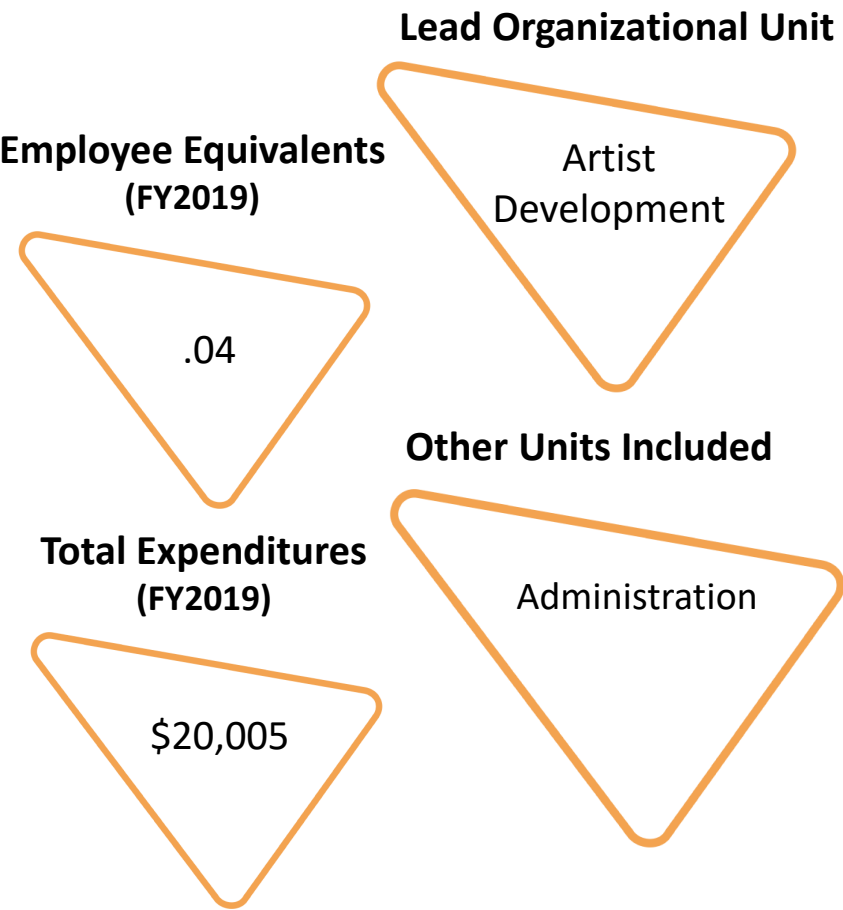
# Deliverable #20: Poet Laureate

**Applicable Law:** 2018 Act No. 153

Recognize an outstanding representative poet who will advance the understanding and appreciation of poetry by participating in official state functions as requested by the Governor.

Customer	FY2019 # Customers	# Units (Recommendations)
The Governor	1	Not complete

Equivalents listed includes previous Executive Director working with the legislature to make a change in the law in order to ensure artistic quality and establish terms for future poet laureates. Additional employee time includes communicating with the Governor's office about the selection process and communicating with the current poet laureate when she decided to step down. The law was passed in April 2018, but the Code wasn't updated until August 2019.



# Deliverable #20: Poet Laureate

---

## More information

- Prior to Act 153, the Arts Commission was not involved in selecting poet laureates. The selection was solely handled by the Governor's Office, with the last appointment occurring 17 years ago. Former SCAC Executive Director Ken May proposed a process to establish terms and formalize duties. The legislation was passed in April 2018.
- SCAC Staff worked with the Governor's office to develop the first selection process, which launched February 2021.
- S.C. poets will submit applications to SCAC.
- A panel comprised of out-of-state poets will review applications.
- The Arts Commission will manage applications and generate a list of recommendations for the Governor's consideration.
- The first round of applications opened February 8, 2021, and closed March 19, 2021.

## Previous S.C. Poet Laureates

- Archibald Rutledge (1934–1973; appointed by Ibra Charles Blackwood)
- Helen von Kolnitz Hyer (1974–1983; appointed by John C. West)
- Ennis Rees (1984–1985; appointed by Richard Wilson Riley)
- Grace Beacham Freeman (1985–1986; appointed by Richard Wilson Riley)
- Bennie Lee Sinclair (1986–2000; appointed by Richard Wilson Riley)
- Marjory Heath Wentworth (2003–2020; appointed by Mark Sanford)



## **Deliverables Group 4**

- 13. Art of Community: Rural SC**
- 14. CREATE: Rural SC**

# Deliverable Group 4 - Introduction

These two Deliverables relate to the agency's work in Community Arts Development beyond grant making.

**How customers access services:** Customers can access information through the agency website, social media and other promotional information, and through direct contact with staff (email, phone, live webinars, meetings and workshops.)

Deliverable	Description
13. Art of Community: Rural SC	<ul style="list-style-type: none"><li>• Provide leadership to Art of Community counties in using arts and culture and in creating projects to address challenges such as health, economic development and education</li><li>• Convene meetings with stakeholders and organizations working in rural development to help cultivate relationships and provide opportunities to work together</li><li>• Communicate with Art of Community advisory council and state, regional and national partners</li><li>• Develop programming to support the creative community development field</li><li>• Present Art of Community at state, regional and national conferences</li></ul>
14. CREATE: Rural SC	<ul style="list-style-type: none"><li>• Coordinate identifying a network of artists, innovators, creative makers and entrepreneurs in the Art of Community counties</li><li>• Coordinate professional development and opportunities for network members to learn from each other</li></ul>

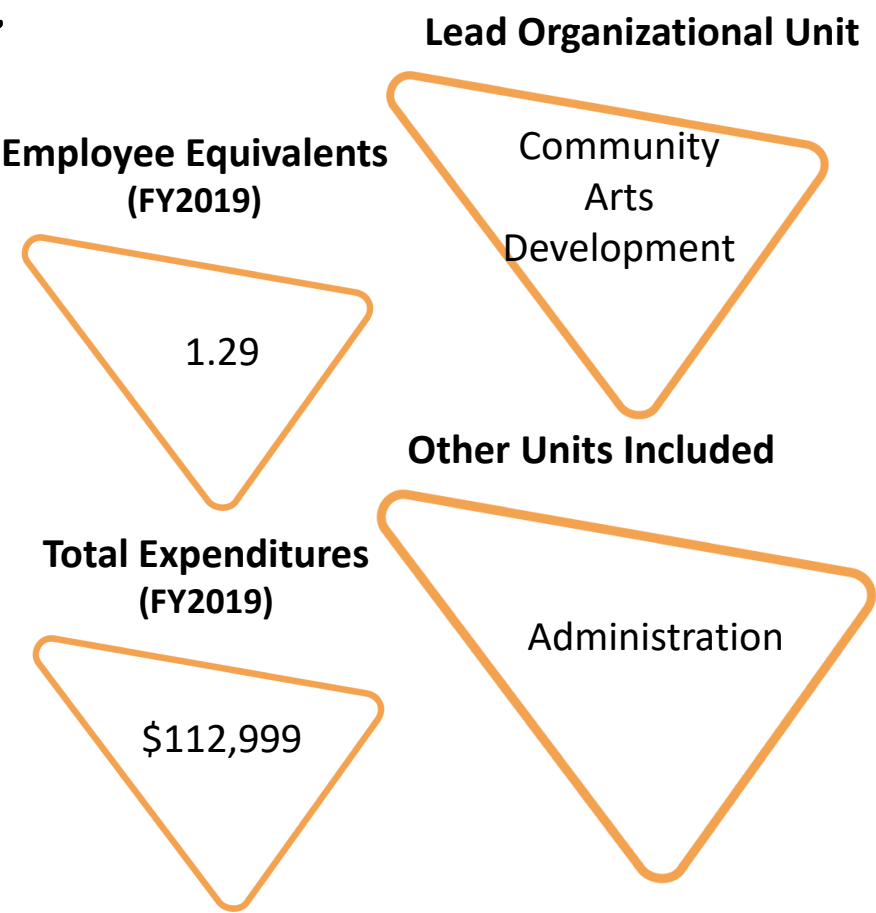
# Deliverable #13: Art of Community: Rural SC

**Legislative Intent** *(interpreted by agency)*  
Encourage public interest in state’s cultural heritage and expand resources; advance the agency’s commitment to rural development through the arts; develop local leaders and encourage action to address issues; increase understanding of using arts and culture as community development tools.

Customer	FY2019 # Customers	# Units (Counties)
Art of Community counties	9	9

**Performance:** This Deliverable contributes to the agency’s performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	9



# Deliverable #13: Art of Community: Rural SC

---

## More information

- Launched in 2016 with six counties in S.C.'s federally designated Promise Zone (Allendale, Bamberg, Barnwell, Colleton, Hampton, and Jasper). *(A Promise Zone allows counties to secure help in crafting applications for federal grants and other resources, as well as preferences for certain competitive federal grant programs and technical assistance from participating federal agencies.)*
- Created a new framework for working in rural areas of the state.
- Convenes meetings with stakeholders and rural development organizations to cultivate new relationships and develop new local leaders.
- Increases understanding of how arts and culture can be used as community development tools to address issues such as health, economic development and education.
- Led by a national advisory committee. **Pam Breaux**, CEO of the National Assembly of State Arts Agencies, serves as Art of Community co-chair.
- Gained national attention – the program director has participated in more than 25 state, regional or national conferences to present the program as a model for building community, economic opportunity and local infrastructure in rural and high-poverty communities.

# Art of Community: Rural SC Counties

## Original counties:

- Allendale
- Bamberg
- Barnwell
- Colleton
- Hampton
- Jasper

## Three added in 2019:

- Berkeley
- Marion
- Pickens

## Six added in 2020:

- Aiken (Graniteville)\*
- Beaufort (St. Helena Island)\*
- Chester
- Newberry
- Richland (Eastover)\*
- York (Catawba Nation)\*

*\* Indicates specific community within county*





# Deliverable #14: CREATE: Rural SC

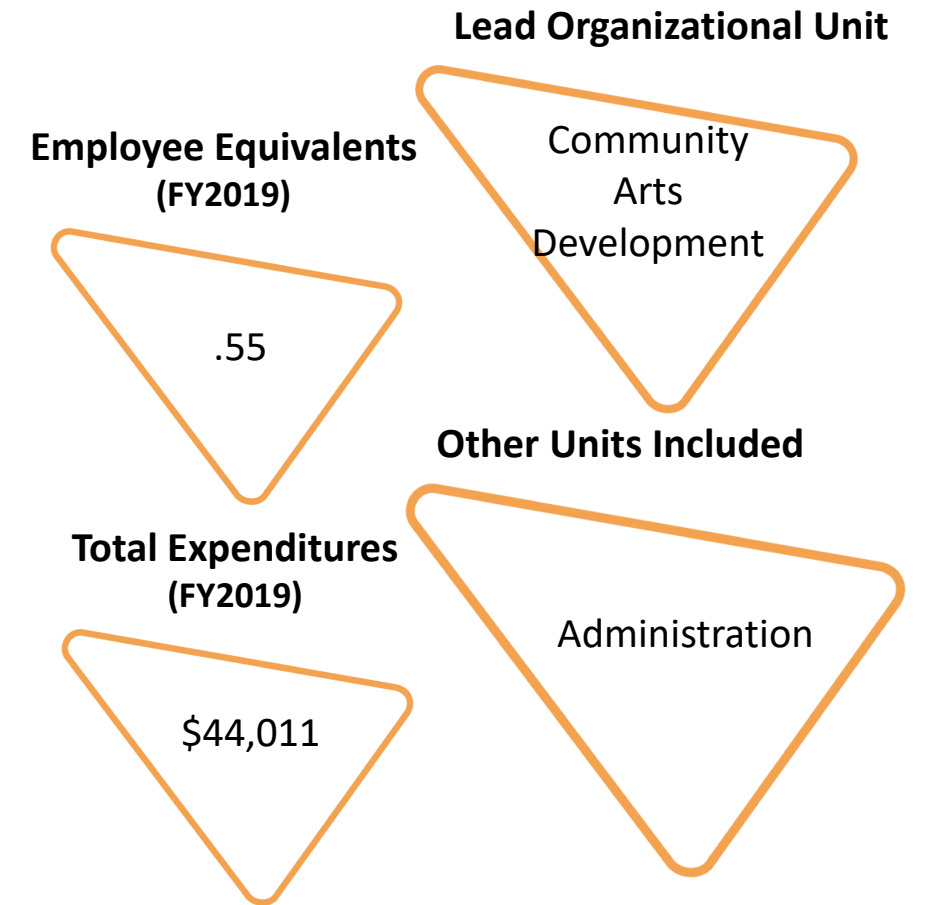
## Legislative Intent *(interpreted by agency)*

Encourage public interest in state's cultural heritage and expand resources; advance the agency's commitment to rural development through the arts and creative placemaking through a network of creative individuals in Art of Community counties.

Customer *	FY2019 # Customers	# Units (Network)
S.C. individuals who consider themselves "creatives" – artists, innovators, makers and entrepreneurs – living in the original six Art of Community counties	250	1

**Performance:** This Deliverable contributes to the agency's performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	6



\* These individuals are identified by existing SCAC contacts and are invited to join the CREATE: Rural SC network to receive regular communications from SCAC related to meetings, professional development and resources.

# Deliverable #14: CREATE: Rural SC

---

## Results

- CREATE: Rural SC was developed in 2018 to increase the Arts Commission's reach into rural communities by identifying young artists and teaching them how to engage with their local systems (health, education, community development, etc.)
- More than 20 CREATE: Rural SC ambassadors (called "creative connectors") have worked in concert with the Art of Community: Rural SC initiative to explore their communities and find other creatives (makers, entrepreneurs, artists, musicians, etc.)
- These ambassadors have identified more than 300 creatives at work in rural S.C.
- They comprise a professional network of creatives. During the pandemic, 26 virtual CREATE Rural meetings were held from April to June 2020.
- They are being tapped as new voices at conferences on placemaking, health, and economic and community development.



## **Deliverables Group 5**

- 15. Cultural Districts**
- 16. Communications**
- 17. Arts Daily**
- 18. Governor's Awards for the Arts**
- 19. Jean Laney Harris Folk Heritage Awards**

# Deliverable Group 5 - Introduction

These five Deliverables relate to the agency's communications and promotions – informing the public about programs and services, promoting the value of Cultural Districts and recognizing award recipients.

**How customers access services:** Customers can access information through the agency website, social media and other promotional information, and through direct contact with staff (email, phone, live webinars, meetings and workshops.)

Deliverable	Description
15. Cultural Districts	<ul style="list-style-type: none"><li>• Advise communities that seek to develop a cultural district</li><li>• Conduct site visits and/or community meetings to ensure communities meet criteria before applying for designation</li><li>• Provide cohesive marketing and communicate with districts to ensure reporting requirements are met</li><li>• Evaluate the success of cultural districts and recertify every five years</li><li>• Pursue partnerships and agreements with other public agencies and the private sector to maximize the value of cultural districts</li></ul>
16. Communications	<ul style="list-style-type: none"><li>• Plan, implement and evaluate agency communications to promote opportunities and publicize results for agency programs and grants</li><li>• Reach target audiences by managing the main website, dynamic news website (The Hub), social media, print materials, and other communications products</li><li>• Collaborate with partners and media outlets</li></ul>

# Deliverable Group 5 – Introduction, cont.

Deliverable	Description
17. Arts Daily	<ul style="list-style-type: none"> <li>• Edit and post submissions to the agency’s free, online calendar</li> </ul>
18. Governor’s Awards for the Arts	<ul style="list-style-type: none"> <li>• Maintain award criteria and update guidelines as needed</li> <li>• Promote nomination opportunity, advise nominators and assist with application completion and materials uploads</li> <li>• Review nominations for completeness and manage awards panel process</li> <li>• Publicize awards recipients and manage public award ceremony</li> </ul>
19. Jean Laney Harris Folk Heritage Awards	<ul style="list-style-type: none"> <li>• Collaborate with McKissick Museum to manage awards</li> <li>• Maintain online criteria and update application guidelines as needed</li> <li>• Promote nomination opportunity, advise nominators and assist with application completion and materials uploads</li> <li>• Review nominations for completeness</li> <li>• Assemble awards advisory committee in cooperation with the Speaker of the House and President of the Senate</li> <li>• Publicize award recipients and manage public awards ceremony</li> </ul>

# Deliverable #15: Cultural Districts

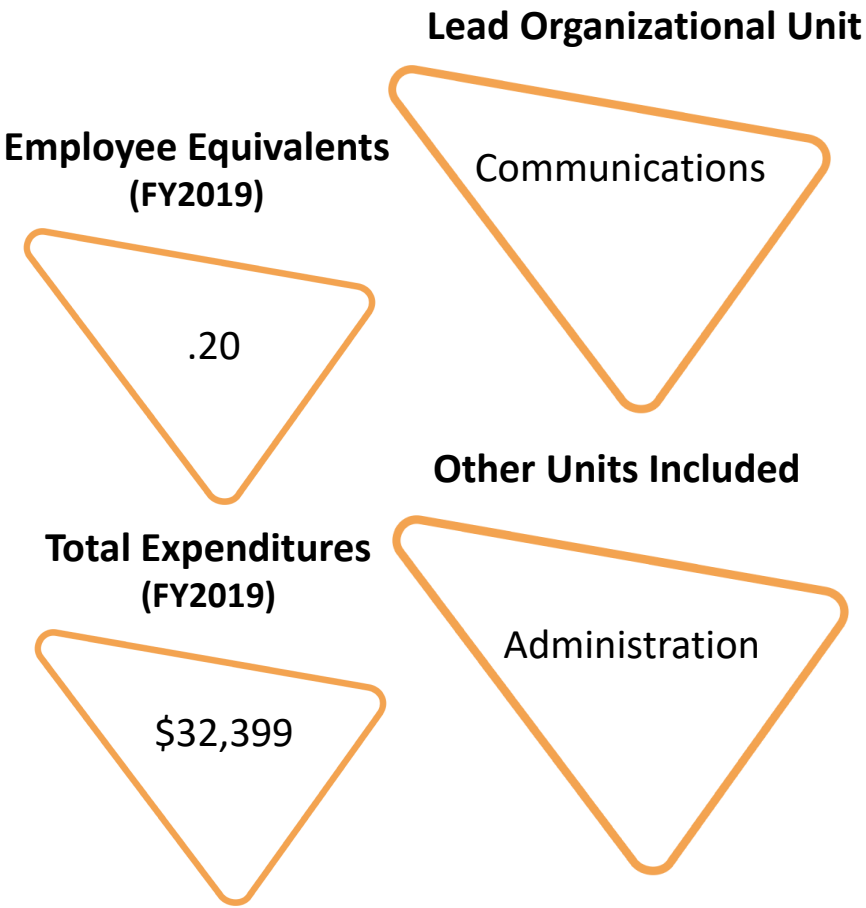
**Applicable Law:** *Section 60-15-75 2014 Act No. 232 (S.1172)*

A designated cultural district is intended to impact the larger community by: attracting artists, creative entrepreneurs, and cultural enterprises; encouraging economic development and the preservation and reuse of historic buildings; fostering local cultural development; and providing a focal point for celebrating and strengthening the district's cultural identity.

Customer *	FY2019 # Customers	# Units (Cultural district designation)
S.C. cities and towns that receive Cultural District designation; other cities and towns that inquire about the process and seek advice about strengthening their cultural identity	8	8

**Performance:** This Deliverable contributes to the agency’s performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with staff contacts (Performance Measure #9 ).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	7



\* A Cultural District must be a walkable, geographical area with a concentration of cultural facilities. The program is designed to be selective; not all communities will pursue the designation.

# Deliverable #15: Cultural Districts

---

## More Information

- In 2014, Act 232 was ratified by the S.C. General Assembly to authorize the Arts Commission to grant official state designation to cultural districts in the Palmetto State.
- A cultural district is a walkable, geographic area with a concentration of artistic and cultural facilities, activities and assets.
- May contain galleries, performance venues, theaters, artist studios, museums, arts centers, and public art.
- May also contain businesses such as restaurants and banks whose primary purpose is not arts, but who regularly make space available to artists or create arts opportunities.
- A city or town may apply. SCAC staff work closely with each city during the process to ensure the district will likely be approved.
- The application process includes a community-based planning meeting, creating a district map, and a tour of the proposed district by SCAC staff.
- After an initial review by SCAC staff, cities are invited to make a presentation to the Arts Commission Board of Commissioners, which has final approval.
- The ninth Cultural District (Camden) was approved in October 2020.

---

## S.C. Cultural Districts

- Beaufort (*Jan. 2016*)
  - Bluffton (*Feb. 2016*)
  - Camden (*Oct. 2020*)
  - Congaree District (*Oct. 2015*)
  - Florence (*April 2017*)
  - Greenwood (*Nov. 2017*)
  - Lancaster (*Aug. 2015*)
  - Rock Hill (*Feb. 2015*)
  - Spartanburg (*Aug. 2015*)
- 

All cities that have applied have been approved. Staff works closely with cities before they apply to ensure eligibility and successful designation. The program is designed to be selective; not all communities will pursue the designation.





# Deliverable #16: Communications

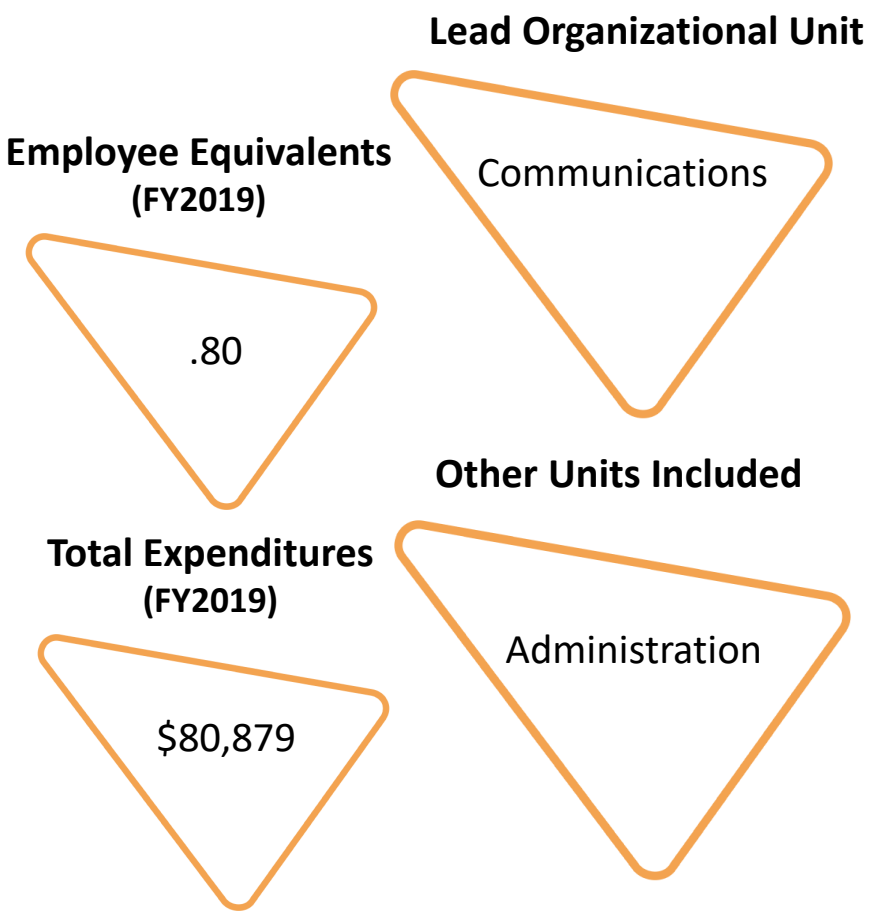
## Legislative Intent *(interpreted by agency)*

To encourage public interest in and promote the public value of the arts; promote availability of Arts Commission grants, programs, services, and events; publicize results and outcomes.

Customer	FY2019 # Customers *	# Units ( Posts/articles)
Individuals who view The Hub website, including S.C. schools (public, private, charter), nonprofits (arts and non-arts), colleges and universities, units of government, artists; general public	66,828	292

**Performance:** This Deliverable contributes to the agency’s performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with agency communications (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (services other than grants)	46	Potentially All; exact number not counted



\* Customers served are unique page views on our dynamic news website, The Hub. Unique page views count each individual once; repeat views by the same person are not counted again in a 24-hour period.

# Deliverable #16: Communications

---

## Overall Communications Strategy

- We use multiple channels to take a tailored approach to disseminating public information.
- Newsworthy items such as announcements of any type (e.g. public funding, grant opportunities, awards recipients, etc.) are widely publicized to include:
  - News release via e-mail to curated list of media outlets statewide
  - News release posted to The Hub (SCArtsHub.com), SCAC's news website.
  - Social media teasers linking to Hub content posted to:
    - Facebook (where our engagement is highest)
    - Instagram
    - Twitter
  - "Hub Alert" email sent to list of ~3,000 subscribers
  - Link posted to relevant pages on SouthCarolinaArts.com, the agency's main website
- Additionally, we maintain an e-mail list of past and current grantees and members of the public who opt in for announcements about grant opportunities and deadlines.
- Our communications team uses its discretion on best outlets for a given message. Many items warrant social media posts only, media advisories only, or a hybrid approach that maximizes our resources.

# Deliverable #17: Arts Daily Calendar

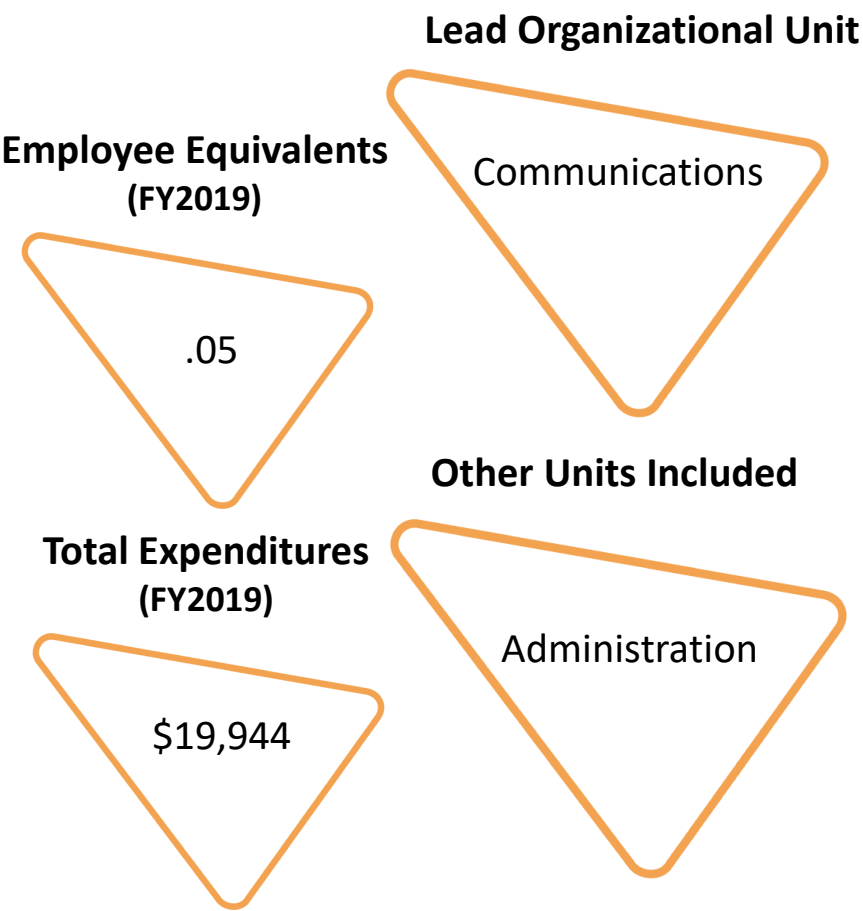
## Legislative Intent *(interpreted by agency)*

To encourage public interest in and promote the arts; offer arts providers and artists an opportunity to promote arts events and make it easy for the public to find arts events; promote the public value of the arts.

Customer	FY2019 # Customers*	# Units (Event listing)
Arts providers & artists who submit public arts activities to Arts Daily calendar; General public who views the calendar entries	6,507	1,236

**Performance:** This Deliverable contributes to the agency’s performance goal of serving all 46 counties with programs and services beyond grants. Also contributes to customer satisfaction rate with agency communications (Performance Measure #9).

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (services other than grants)	46	Potentially All; exact number not counted



\* Customers served are unique page views for the Arts Daily section of the website. Unique page views count each individual once; repeat views by the same person are not counted again in a 24-hour period.

# Deliverable #18: Governor’s Awards for the Arts

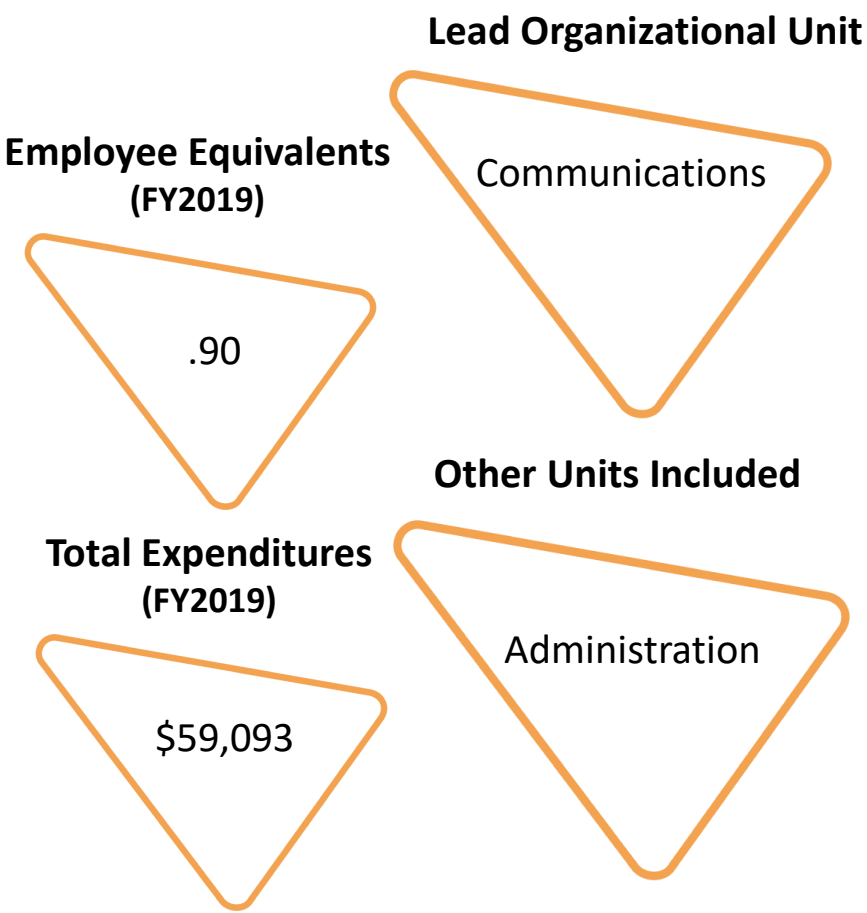
## Legislative Intent *(interpreted by agency)*

To encourage public interest in and promote the arts; recognize outstanding achievement and contributions to the arts; to honor S.C. arts organizations, patrons, artists, members of the business community, and government entities who maximize their roles as innovators, supporters and advocates of the arts.

Customer	FY2019 # Customers *	# Units (Award)
Individuals who submit award nominations	43	9

**Performance:** This Deliverable contributes to the agency’s overall performance goal of serving all 46 counties with programs and services beyond grants.

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	19



\* Nominations are made by the general public. Customers served equals number of nominations.

# Deliverable #18: Governor's Awards for the Arts

---

## More information

- To recognize outstanding achievement and contributions to the arts in South Carolina, the Arts Commission annually presents the **Governor's Awards for the Arts**, the highest honor the state gives in the arts.
- These awards honor S.C. arts providers, patrons, artists, members of the business community, and government entities who maximize their roles as innovators, supporters and advocates of the arts.
- The public is invited to make nominations in these categories: Individual Artist, Arts Education, Business/Foundation, Individual, Government, and Organization.
- A diverse committee reviews all nominations and makes recommendations to the Board for final approval.
- The five-person committee is typically comprised of a Commissioner, an arts education representative, an Arts Foundation board member, an artist and a previous Governor's Award recipient or another individual knowledgeable about the arts.

# Deliverable #18: Governor's Awards for the Arts

---

## Recent Recipients

### 2021

- Tom Flowers (posthumous), Greenville – Lifetime Achievement
- Charlton Singleton, Charleston – Artist
- Jennifer Clark Evans, Spartanburg – Individual
- Dr. Tayloe Harding, Columbia – Arts Education
- Colonial Life, Columbia – Business
- ColaJazz Foundation, Columbia – Organization
- Marjory Wentworth, Mount Pleasant – Special Award

### 2020

- Dr. Philip Mullen, Columbia – Lifetime Achievement
- Glenis Redmond, Mauldin – Artist
- Mary Inabinett Mack, St. Helena Island – Individual
- Cindy Riddle, Campobello – Arts in Education
- United Community Bank, Greenville – Business/Foundation
- Charleston Gaillard Center – Organization

### 2019

- Cecil Williams, Orangeburg – Lifetime Achievement
- Town Theatre, Columbia – Special Award
- Tyrone Geter, Elgin – Artist
- Kathleen P. Bateson, Hilton Head – Individual
- Simeon A. Warren, Charleston – Arts in Education (Individual)
- S.C. African American Heritage Commission, Hartsville – Arts in Education (Organization)
- Hampton III Gallery, Taylors – Business
- Florence County Museum – Government
- Gibbes Museum of Art, Charleston – Organization

# Deliverable #19: Jean Laney Harris Folk Heritage Awards

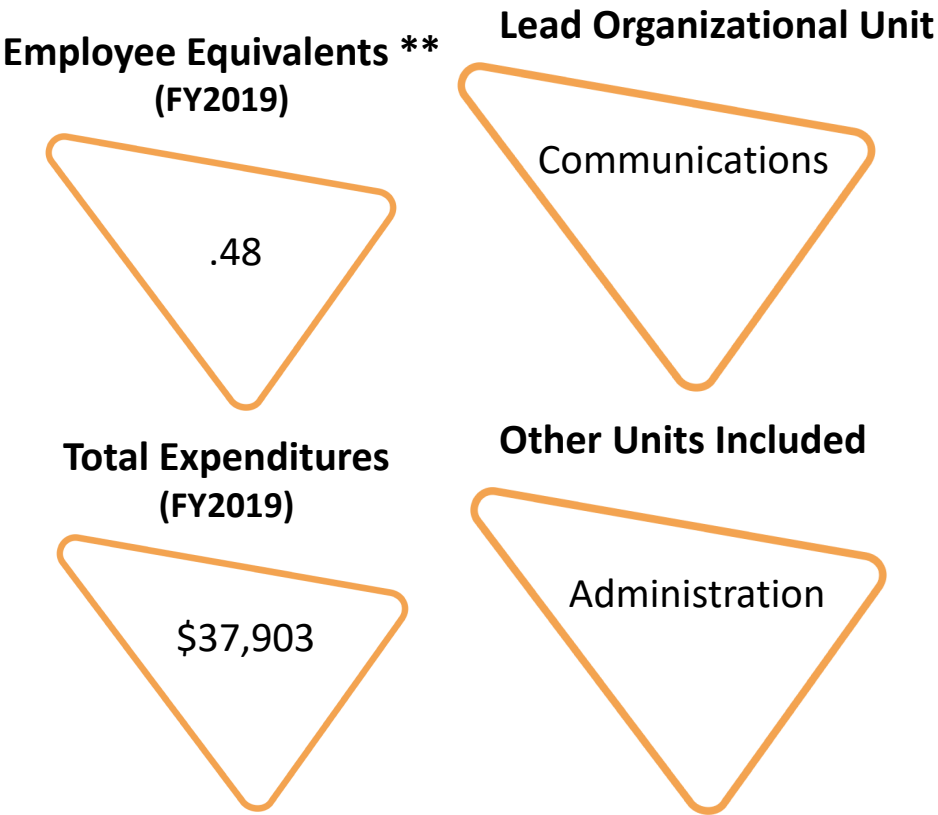
**Applicable Law:** *Section 2-66-10, 1996 Act No. 458, Part 11, S 35B*

Recognize lifetime achievement in the state for traditional folk arts; foster awareness and appreciation of the state's traditional cultures and their methods of creative expression. (Amended 1997 Act No. 12, S 1; 2002 Act No. 208, S 1)

Customer	FY2019 # Customers *	# Units (Award)
Individuals who submit award nominations	7	5

**Performance:** This Deliverable contributes to the agency’s overall performance goal of serving all 46 counties with programs and services beyond grants.

FY2019 Performance Measure	Overall Target	Result for This Deliverable
8. Number of counties served by staff assistance (programs other than grants)	46	7



\* Nominations are made by the general public. Customers served equals number of nominations per year. \*\* Folk Heritage Awards are a partnership with USC’s McKissick Museum; Employee equivalents do not include McKissick staff information.

# Deliverable #19: Jean Laney Harris Folk Heritage Awards

---

## More information

- The Jean Laney Harris Folk Heritage Award is a one-time, annual award presented by the S.C. General Assembly to practitioners and advocates of traditional arts significant to communities throughout the state.
- Up to four artists and one advocate may receive awards each year.
- The award for traditional artists and arts providers recognizes those who practice art forms that have been transmitted through their families and communities and who are committed to sustaining those traditional art forms.
- The award for traditional arts advocates recognizes individuals and groups who have worked to further traditional culture in the state.
- The Jean Laney Harris Folk Heritage Award is managed jointly by SCAC and McKissick Museum at USC.



# Deliverable #19: Jean Laney Harris Folk Heritage Awards

---

## Recent Recipients

### 2021

- Jugnu Verma, Lexington - Traditional Indian Folk Arts
- **Robert W. Hill III, Plantersville** - Advocacy, American Long Rifle & Accoutrements

### 2020

- Kristin Scott Benson, Boiling Springs – Bluegrass Banjo
- David Galloway, Seneca – Spiritual Gospel Singing
- Voices of El Shaddai Choir, Hilton Head Island/Bluffton area – Lowcountry Gospel Music
- Judy Twitty, Gilbert – Quilting
- Vennie Deas Moore, Georgetown – Advocacy, Folklore and Cultural Preservation

### 2019

- John Andrew (Andy) Brooks, Liberty – Old-Time Music
- Dorothy Brown Glover, Lincolnville – Quilting
- Julian A. Prosser, Columbia – Bluegrass Music
- Voices of Gullah Singers, St. Helena Island – Gullah Singing
- Dale Rosengarten, Ph.D.; McClellanville – Advocacy (African-American Lowcountry Basketry & Southern Jewish Heritage)



## **Deliverables Group 6**

- 21. Accountability Report**
- 22. Education Improvement Act Report**
- 23. National Endowment for the Arts Reports**
- 24. Final Grant Reports for Other Funders**
- 25. Financial Reports**

# Deliverable Group 6 - Introduction

These six Deliverables relate to the agency's reporting requirements.

**How customers access services:** Customers (entities requiring the reports) receive these reports directly. The general public can access information through customer websites or by contacting SCAC via email or phone.

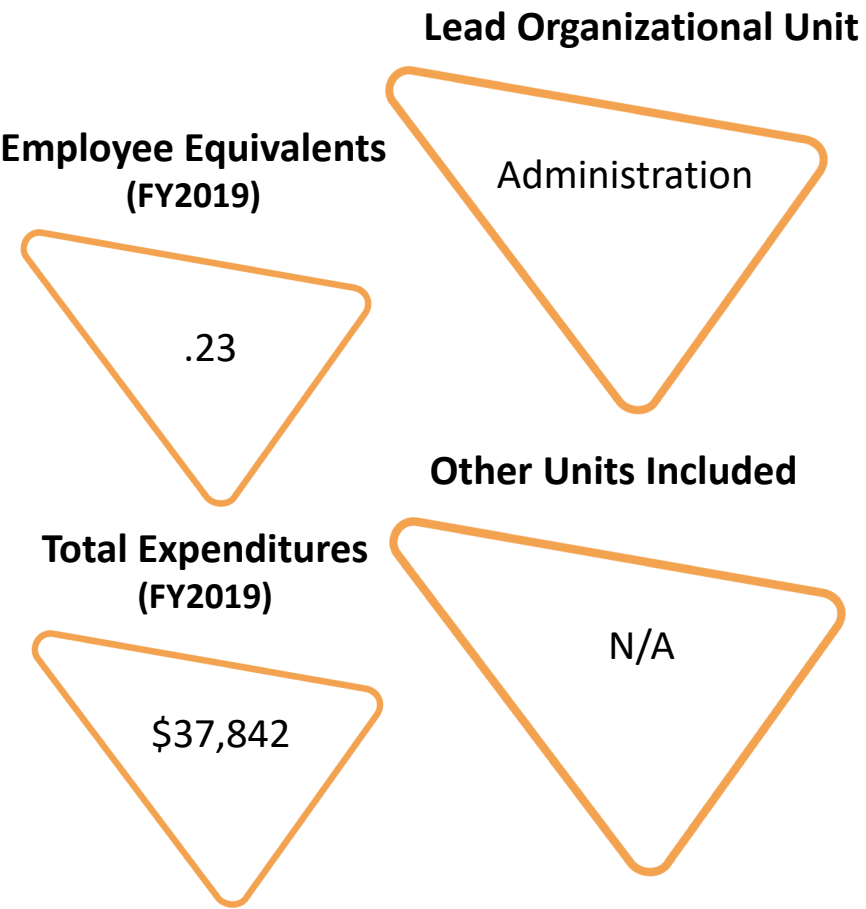
Deliverable	Description
21. Accountability Report	<ul style="list-style-type: none"><li>• Provide narrative information and data documenting agency performance and progress toward fulfilling its mission in accordance with the state's Statewide Enterprise Strategic Objectives</li></ul>
22. Education Improvement Act (EIA) Report	<ul style="list-style-type: none"><li>• Provide results achieved from the agency's use of EIA funds</li></ul>
23. National Endowment for the Arts (NEA) Reports	<ul style="list-style-type: none"><li>• Provide data to the NEA on activities supported by federal funds via three reports (Final Descriptive Report, Final Financial Report, and Poetry Out Loud Report)</li></ul>
24. Final Grant Reports for Other Funders	<ul style="list-style-type: none"><li>• Provide information on how the grant money the agency provides to others is being used</li></ul>
25. Financial Reports	<ul style="list-style-type: none"><li>• Provide information on income, expenditures, and accounting procedures to the Comptroller General, Executive Branch, and Legislative Branch</li></ul>

# Deliverable #21: Accountability Report

**Applicable Law:** *Title 1 Article 13 Section 1-1-810*

To inform the Executive Branch, the Legislative Branch and the general public about the agency's services, spending, and performance.

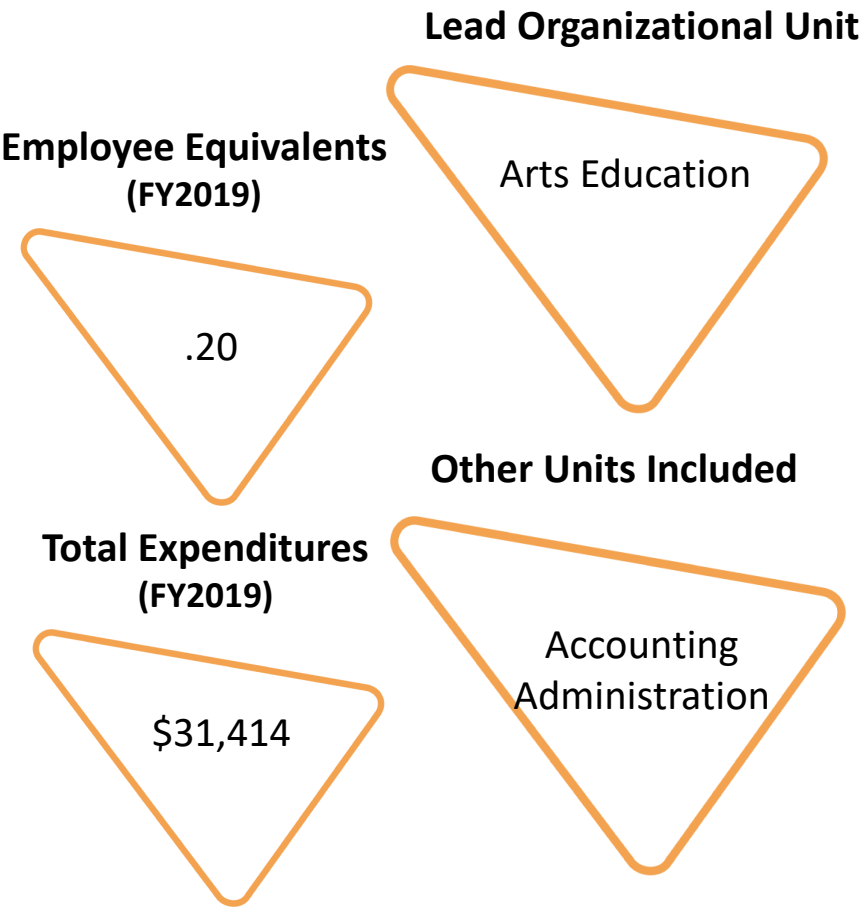
Customer	FY2019 # Customers	# Units (Annual Report)
Executive Budget Office and Legislative Oversight Committee	2	1



# Deliverable #22: Education Improvement Act Report

**Applicable Law:** *Title 59 Chapter 6 Section 59-6-10*  
To ensure the agency is utilizing EIA funds as authorized and is achieving tangible results from use of the funds.

Customer	FY2019 # Customers	# Units (Annual Report)
Education Oversight Committee	1	1

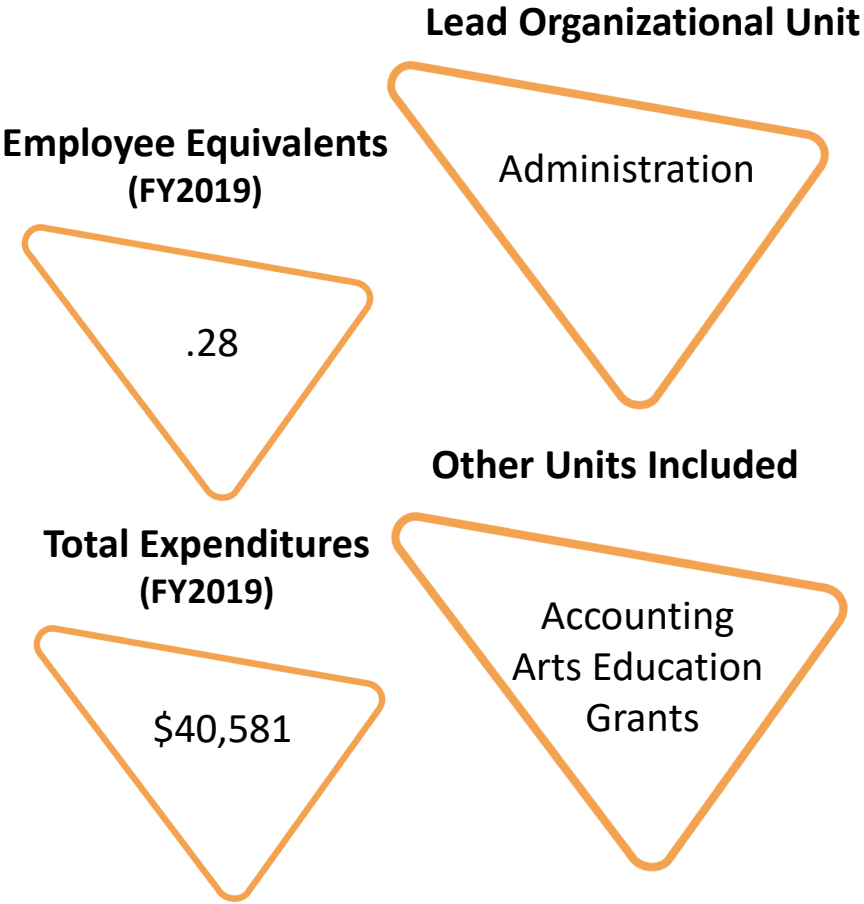


# Deliverable #23: National Endowment for the Arts Reports

**Applicable Law:** *U.S. Code Title 20 Chapter 26 Section 954*

To ensure the agency is utilizing National Endowment for the Arts funds as authorized and is achieving tangible results from use of the funds.

Customer *	FY2019 # Customers	# Units (Annual Report)
National Endowment for the Arts and National Assembly of State Arts Agencies	2	3

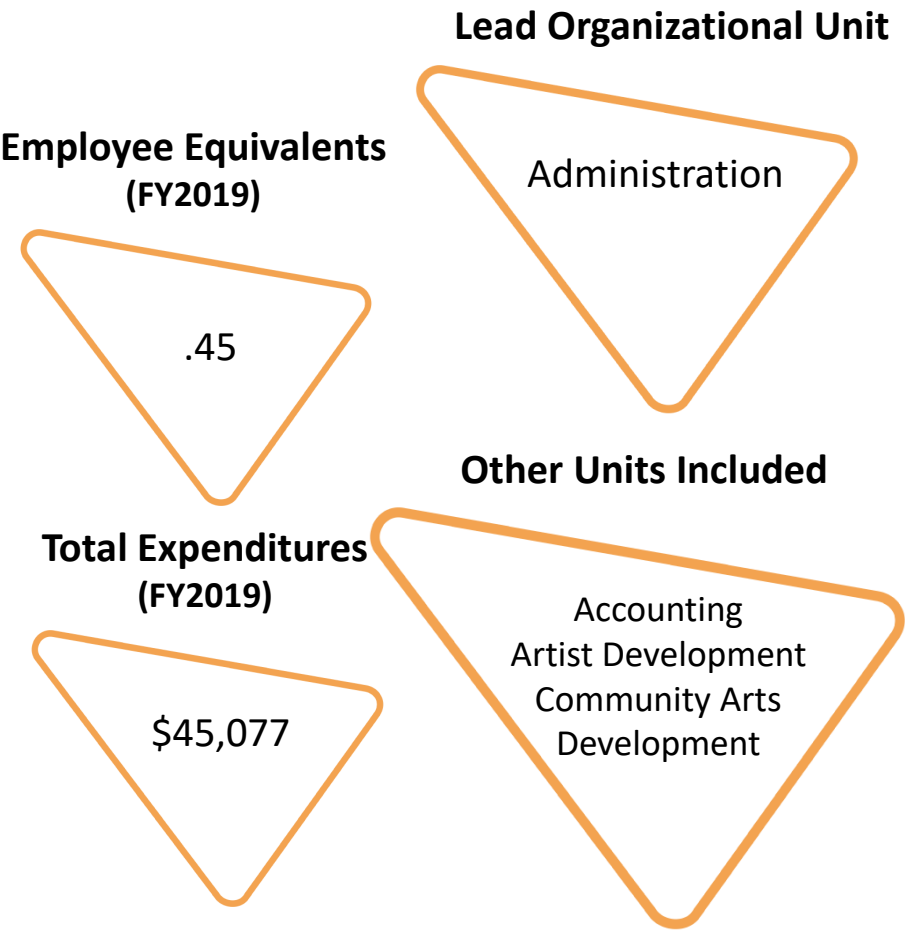


\* The National Assembly of State Arts Agencies uses the NEA reports to track and share state arts agency activities.

# Deliverable #24: Final Grant Reports for Other Funders

**Legislative Intent** *(interpreted by agency)*  
To use external funders’ grants to further the objectives of the Commission; ensure grant funds are properly distributed and accounted for.

Customer *	FY2019 # Customers	# Units (Annual Reports)
Central Carolina Foundation, Coastal Community Foundation of S.C., The Donnelly Foundation; Tremaine Foundation; U.S. Dept. of Agriculture	5	5

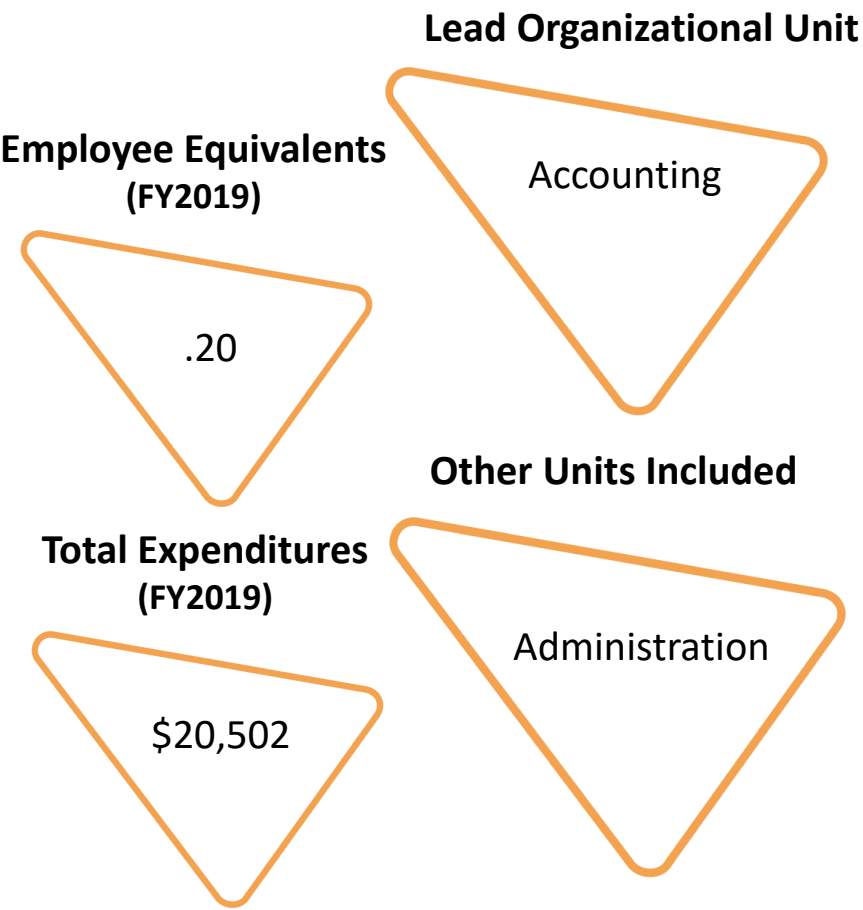


# Deliverable #25: Financial Reports

**Applicable Law:** Title 11 Chapter 9

To show how funds are flowing in and out of the agency; demonstrate the agency is following all applicable accounting procedures; and provide the Comptroller General information needed for their office to draft the statewide Comprehensive Annual Financial Report.

Customer	FY2019 # Customers	# Units (Annual Report)
Comptroller General, Executive Budget Office, House Ways & Means Chairman, Senate Finance Chairman, State Fiscal Accountability Authority	5	16





# Arts Commission Contact Information

---

## **Agency Director**

Name: David T. Platts

Phone: 803.734.8698

Email: dplatts@arts.sc.gov

## **Primary Agency Staff Contact for Oversight Study**

Name: Milly Hough, Senior Deputy Director

Phone: 803.734.8698

Email: mhough@arts.sc.gov

## **Main Agency Contact Information**

Phone: 803.734.8696

1026 Sumter Street, Suite 200

Columbia, SC 29201

## **Agency Online Resources**

Website address: SouthCarolinaArts.com

South Carolina Arts Commission

<https://www.southcarolinaarts.com/>

The Hub

<http://www.scartshub.com/>

Social Media

<https://www.facebook.com/scartscomm/>

<https://www.instagram.com/scartscomm/>

<https://twitter.com/scartscomm>

Arts in Basic Curriculum (ABC) Project

<https://www.abcprojectsc.com/>

National Endowment for the Arts

<https://www.arts.gov/>

## Legislative Oversight Committee



South Carolina House of Representatives

### Committee Mission

Determine if agency laws and programs are being implemented and carried out in accordance with the intent of the General Assembly and whether they should be continued, curtailed or eliminated. Inform the public about state agencies.

Website: <http://www.scstatehouse.gov/CommitteeInfo/HouseLegislativeOversightCommittee.php>

Phone Number: 803-212-6810

Email Address: [HCommLegOv@schouse.gov](mailto:HCommLegOv@schouse.gov)

Location: Blatt Building, Room 228