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Public Art as a Form of Tourism

Arts Council of York County & Arts Center at Fountain Park with Melanie Cooper & Todd Leahy

Powerpoint and images provided by the Arts Council of York County

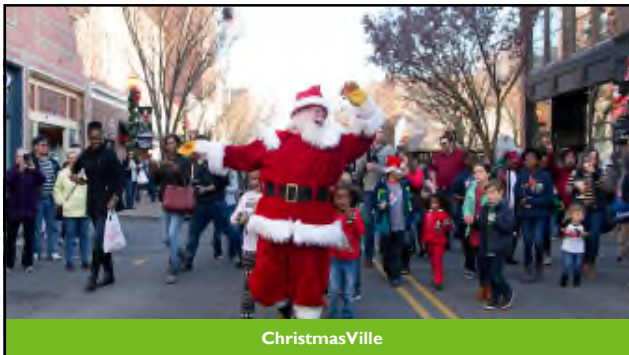


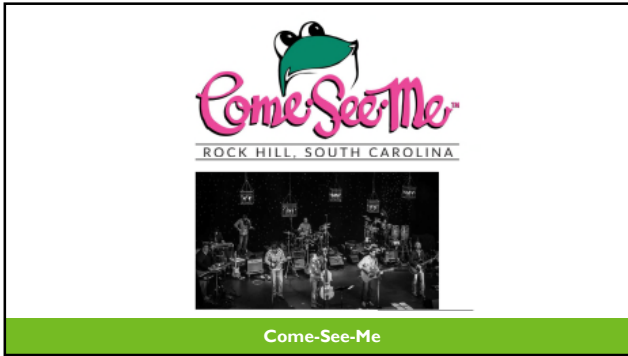
Arts & Economic Prosperity 6

2022 Nationwide economic and social impact study of the nation's nonprofit arts and culture industry conducted by the Americans for the Arts in partnership locally with the Arts Council of York County.

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665 | Total Arts Jobs in York County
612,317 | Total In-Person Attendance
\$40,337,437 | Total Industry Expenditures
\$37.86 | Average Expenditures Per Person in York County
82.6% | Arts Venues Viewed as Pillars of the Community
87.4% | Sense of Loss if Not Available







South Carolina Arts Commission

Economic Impact Report of the Arts Industry in South Carolina

\$14.1 billion impact on the state's economy
123,550 jobs paying \$5.7 billion
\$360.2 million annual tax revenue



Public Art Partners

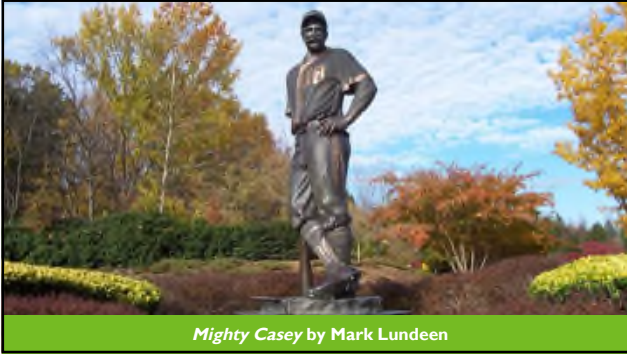
City of Rock Hill
Rock Hill Economic Development Corporation
Arts Council of York County
The Arts Center at Fountain Park
Women's Art Initiative
Winthrop University
Private Businesses

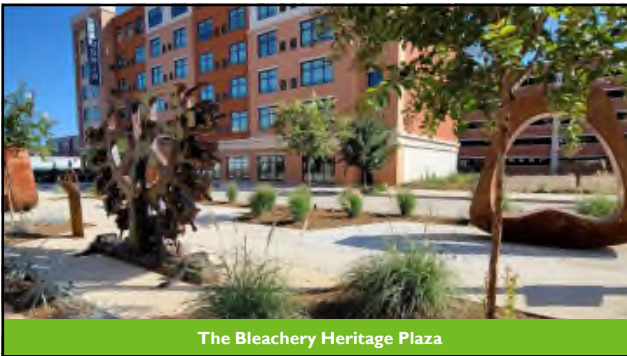
City of Rock Hill & Rock Hill Economic Development Corp.

The purpose of Rock Hill's Art Sustainability framework is to create a more cohesive public art initiative that celebrates the unique history and cultural traditions of Rock Hill, and connects various public art projects by involving both private and public organizations. Promoting public arts in an intentional way will positively impact the Quality of Life in Rock Hill.

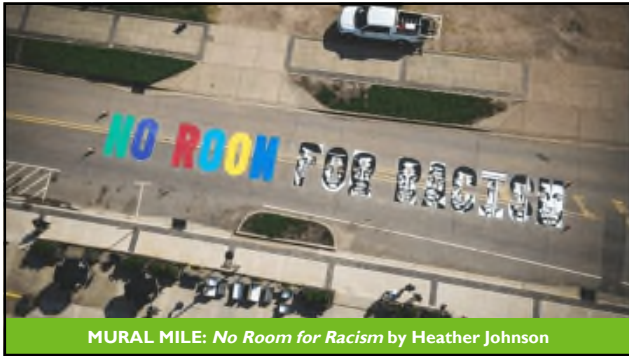


Civitas by Audrey Flack









MURAL MILE: *No Room for Racism* by Heather Johnson



MURAL MILE: *Rock Hill for All* by Brian Chisholm, Dameion Carter, Hayley Doyle, Kimberly Hart, Lance Rhodes, Myles McDaniel, Nico Amortegui, Shanti Marcum, Tonio Jackson



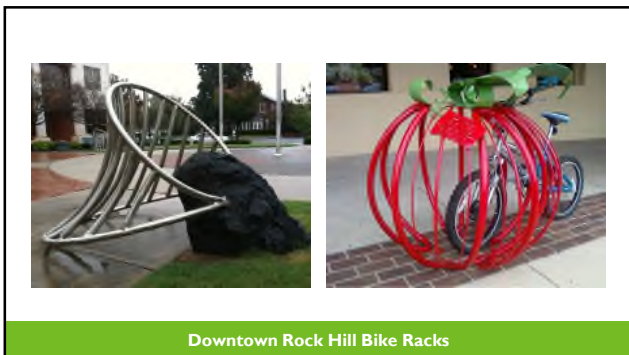
The Whimsical World of Vernon Grant featuring images inspired by Vernon Grant Designed by Jill Pratzon. Installed by Osiris Rain



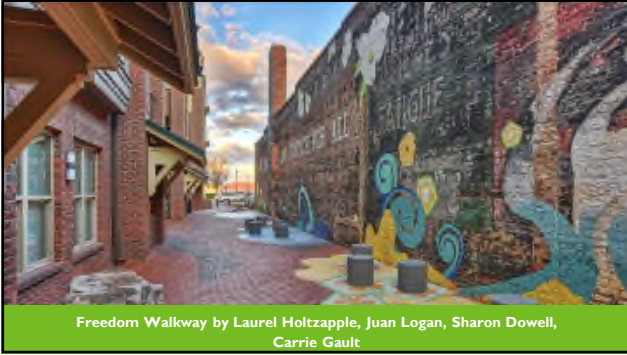
MURAL MILE: *The Dreamer* by Darion Fleming



MURAL MILE: Alleyway Murals off Main Street by Ashley Cook



Downtown Rock Hill Bike Racks



Freedom Walkway by Laurel Holtzapple, Juan Logan, Sharon Dowell, Carrie Gault



African American Business District Monument



MURAL MILE: Sunset Park Basketball Mural by Garrison Gist

Arts Council of York County

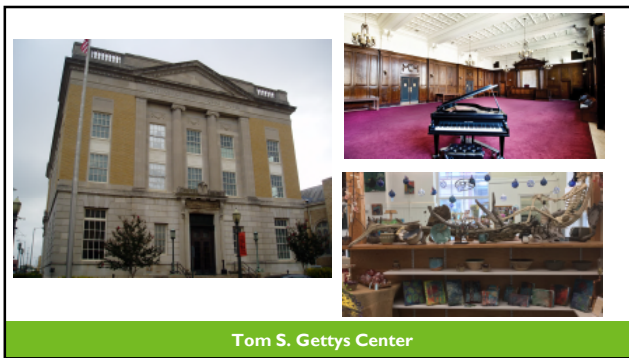
The Arts Council works to create arts programming that encourages education, economic development, and arts advocacy through unique art experiences that engage the community to make York County a regional arts destination.







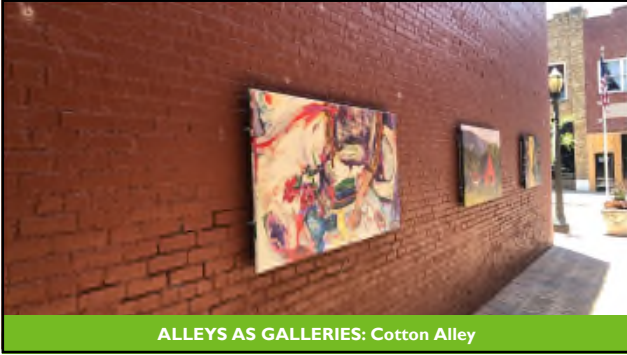
Dogwood Blossom by Timothy Werrell



Tom S. Gettys Center



Spirit of Place by Bob Hasselle





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Women's Art Initiative

WAI is a local group of women aspiring to enhance the quality of life through public art.



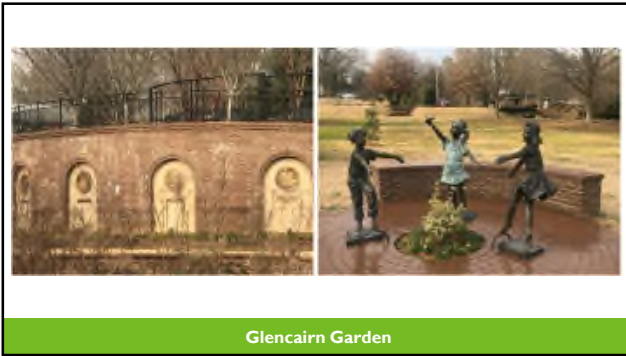
Ann Evolving by Kathy Bruce

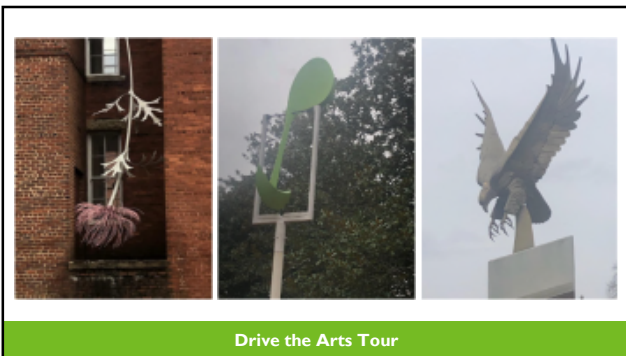


Communication: Endless Possibilities Past, Present, Future by Carrie Gault



Drive the Arts Tour









Mural by Shepard Fairey



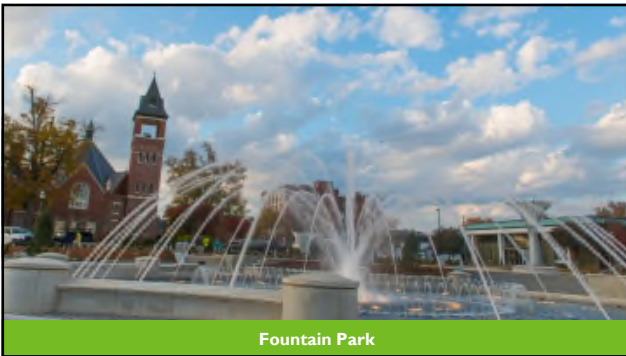
CORNER OASIS: *Flower and Industry* by Fitzhugh Karol and mural by Mural Ninjas - MyLoan Dinh and Bunny Gregory

Downtown Rock Hill Cultural District | 2017

- 30 | Arts-Based Businesses
- 41 | Public Artworks (murals, sculptures, temporary artwork, & land art)
- 50 | Public Art Experiences (festivals, concerts, poetry readings, film screenings, plein air painting sessions, art walks, & open studios)
- 165,900 | Visitors to the Cultural District

Downtown Rock Hill Cultural District | 2023

- 28 | Arts-Based Businesses
- 2,369 | People Employed within the Cultural District
- 62 | Artists • 776 | Volunteers
- 77 | Public Artworks (murals, sculptures, temporary artwork, & land art)
- 515 | Public Art Experiences (festivals, concerts, poetry readings, film screenings, plein air painting sessions, art walks, & open studios)
- 358,645 | Visitors to the Cultural District



Fountain Park



The Arts Center at Fountain Park

The Arts Center at Fountain Park

- \$40 million | Public/private capital campaign
- 521 | Anticipated Capacity
- 70,000 | Estimated Attendance
- \$3 million | Average annual ticket sales from residents of York, Chester, and Lancaster County residents for Blumenthal shows (2021-2023)
- 75,000 | K-College Students in York, Chester, and Lancaster Counties







Thank You

City of Rock Hill Mural Mile | onlyinoldtown.com/muralmile
Arts Council of York County | yorkcountyarts.org
The Arts Center at Fountain Park | theartscenterfp.org
Women's Art Initiative | womensartinitiative.org
Downtown Rock Hill Cultural District | yorkcountyarts.org/rhcd
Winthrop University Public Art | winthrop.edu/virtualtour/arttour.aspx
