



Annual Attendance First Three Years

Year:	Number of Annual Performances	Annual Attendance	Youth Participation
Sept 2012-June 2013:	77	14,793	1,500
July 2013-June 2014:	96	22,600	3,400
July 2014-June 2015:	110	30,166	4,500

33% increase in attendance this past year

Quality of Life



The PACRC improves the quality of life for over 30,000 citizens of Rapid City annually by providing professional performances and educational opportunities in the arts.

Economic Impact



An economic impact study of nonprofit arts and culture organizations and their audiences in the State of South Dakota commissioned by Americans for the Arts in 2010 showed that event attendees in South Dakota spend an average of \$17.20 per person, *excluding* the cost of admission, when attending arts and cultural events. The study showed that arts and culture audiences generated \$3 million in revenue to local entities throughout the state. The 30,000 attendees at PACRC events do generate revenue for both private business and local government.

Participation in the Arts by Area Youth



Nearly 4,500 youth attend events at the PACRC each year and over 700 actively participate in educational activities or performances. Students with an education rich in arts have higher GPAs and standardized test scores and lower drop-out rates.

Participation in the Arts by Area Adults



Over 500 adult residents are given the opportunity to perform at the PACRC each year.

Affordable Performance Space



The PACRC provides affordable performance space and professional support for over 20 local non-profit organizations providing services and opportunities to local residents. The PACRC also provides a venue for non-performance events such as lectures, business functions and town hall meetings.

Local Support of the Center



The Rapid City Area School District, the John T. Vucurevich Foundation, South Dakota Arts Council and private donors have all extended their support beyond the PACRC capital campaign by providing operational funding, capacity building grants, in-kind services and funding for strategic planning.



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