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Analysis of the Town of Mount Pleasant Arts Community

May 1, 2019

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EXECUTIVE SUMMARY

The Town of Mount Pleasant, SC seeks to better understand the arts community that it serves. In order to best support its arts community, it is necessary to take stock of its existing assets, gaps, and opportunities for advancement. This report provides an in-depth analysis of the existing arts community in the Town of Mount Pleasant and examines the support structures that local artists and arts organizations require. Researchers from the Joseph P. Riley Jr. Center for Livable Communities at the College of Charleston led this research and talked to administrators, council members, and residents in order to complete the project. The researchers developed an arts inventory and community questionnaire, and paired these data with existing literature and examples to offer findings and recommendations for the future. The research project began in Fall 2018 and concluded in Spring 2019.

Our analysis resulted in three summary findings.

- First, we now better understand the Mount Pleasant arts community as a semi-professional group working in the traditional arts; the visual arts are more prevalent than other artistic disciplines.
- Second, there is some sense of dissatisfaction with the ways in which the Town supports artists. Specifically, there is a lack of affordable, accessible, and quality arts facilities. This finding is supported by the recreation facilities inventory as well.
- Third, there is an appetite for the arts in Mount Pleasant. Demographic information and questionnaire findings suggest that there is a high level of interest in arts programming, and that residents would like more opportunities to engage in the arts in their immediate community (as opposed to traveling to surrounding communities).

With these findings we offer two recommendations. These recommendations would be a first step in leading to a longer-term strategy to support the arts community and address facility needs.

Leadership. The Town should reconsider ways in which it can best facilitate arts development through *shared* leadership and infrastructure. This may include reorganizing the Culture, Arts and Pride Commission in order to better fill the gaps in the arts community that we have identified in part through this research. A revised leadership structure could assist with a longer-term cultural plan that might integrate with the Town's comprehensive plan. Another focus could be on opportunities for facility development.

Facility Support. The Town should consider aiding private or nonprofit entities with the conceptualization and development of a mixed-use arts space (visual and performing arts). This may include facilitating increased access to existing facilities, and working in partnership with private individuals/organizations to develop appropriate spaces that would remain affordable for community arts groups and individuals.

INTRODUCTION AND BACKGROUND

Objective and Scope

According to the memorandum of agreement (MOA) between the Town of Mount Pleasant and the College of Charleston’s Joseph P. Riley Center for Livable Communities, the project aims to gather, organize, and assess qualitative and quantitative data illustrating the unique assets and needs of the Mount Pleasant arts community. This report provides an in-depth analysis of the existing arts community in the Town of Mount Pleasant, SC and examines the support structures that local artists and arts organizations require. The following questions were identified to address this objective and guide the project:

- What defines the Mount Pleasant arts community?
- What arts programs, facilities and resources currently exist in the Town of Mount Pleasant?
- What organizations are active in the arts field? Who are the leaders?
- What is the level of interest in expanding the arts community?
- What resources does the Town have and what might it need?
- What is the appropriate role of an arts committee or advisory group?

While future research may include the broader community, the scope of this project focuses on needs, interests, and opinions of artists and arts organizations within the Town of Mount Pleasant. Due to Mount Pleasant’s close proximity to the City of Charleston and other islands east of the Cooper River, it is important to note that “Mount Pleasant arts organizations” are defined as those geographically located within the Town, while “Mount Pleasant artists” are defined as those who reside and/or practice art within the Town.

Defining Arts Organizations

Despite the strong desire to understand the arts community in Mount Pleasant, there is no clear definition on what constitutes an arts or cultural organization. Additionally, artists work in all three sectors—public, private, and nonprofit. As such, it is important to note two sources that inform the categories in this research. First, the authors relied on existing arts inventories and mapping resources. Secondly, the authors made choices about categories that best suited the cultural activities in Mount Pleasant. In his influential study, *Mapping State Cultural Policy: The State of Washington* (2003), J. Mark Schuster noted:

In any mapping exercise, the cartographer makes choices: What should be included, and what should be left out? What should be emphasized, and how should that emphasis be rendered? And, perhaps most importantly, whose map is it to be, and whose map is it not to be? (p. 2)

A second more recent study—*Mapping Small Arts and Culture Organizations of Color in Oakland* (2018)—documents “small arts organizations” (with an annual operating budget below

\$250,000) in a defined community. We used this benchmark study as a model to design and operationalize this similar study in Mount Pleasant.

Importance of Advancing the Arts at the Community Level

Benefits

There are many reasons why communities should work to advance the presence and practice of the arts at the community level. The arts are tied to outcomes related to the public interest at both the individual and community levels. These outcomes include, but are not limited to, advanced quality of life, educational outcomes, community identity, vibrant public spaces, and economic development. These benefits are well known and have been used by public officials and officers to advance their communities and states. For example, a 2012 National Governors Association report stated, “In particular, arts, culture, and design can assist states with economic growth because they can...”

1. Provide a fast-growth, dynamic industry cluster;
2. Help mature industries become more competitive;
3. Provide the critical ingredients for innovative places;
4. Catalyze community revitalization; and
5. Deliver a better-prepared workforce. (p. 1)

Despite their crucial and varied roles in communities, artists are “often under-recognized and under-valued by funders and policymakers both inside and outside the cultural sector, as well as by the media and the public at large” (Jackson, 2003, p. 3)

Support structures

Arts and cultural organizations and activity do not exist in isolation. Because their work does not comport with traditional employment patterns and often requires some form of subsidy, the artist profession holds unique characteristics. Artists may hold non-traditional or multiple forms of employment, depend on partnerships with other artists and organizations, and need highly specialized spaces to develop and showcase their work. Jackson (2003) identified six dimensions of support that artists require at the community level. Any community might consider this framework in its analysis of artist support.

1. Validation: The ascription of value to what artists do;
2. Demand: Society’s appetite for artists and what they do and the markets that translate this appetite into financial compensation;
3. Material supports: Access to financial and physical resources (i.e. employment, insurance, space, equipment, and materials);
4. Training and professional development;
5. Communities and networks: Connections to other artists and to people outside the cultural sector;
6. Information: Data about artists and for artists. (p. 8)

As may be evident from these dimensions of support, robust cultural activity depends on and is related to a healthy economy, education, and access to financial and non-financial resources. One noteworthy mechanism for support is the concept of “arts incubation.” Organizations or programs may be considered arts incubators if they provide some form of developmental assistance (i.e., a ‘platform,’ the scope of which varies) to artists, arts organizations, or creative enterprises in early stages of development or change...” (Essig, 2014, p. 171). This concept of course stems from the business incubator that nurtures entrepreneurial companies in the start-up period. Essig (2014) notes that arts incubators are distinct from other artist services and support organizations such as residency programs as they are inclusive of for-profit, nonprofit, and individual client stakeholders and focus on early-stage development and market entry.

Other strategies relate to the clustering of cultural organizations. A “cultural district” is a recognized mixed-use area of a city, often with a high concentration of cultural facilities. This clustering of organizations may serve as the anchor of attraction and economic activity. They may have formal, or informal geographic boundaries and can “serve as a focal point to brand a city’s unique cultural identity and embrace its historic significance” (Americans for the Arts, 2019). Although they vary in form and function, cultural districts often need or receive financial support. However, Americans for the Arts (2019) reports that many local governments do not offer direct support for these districts, but may offer property tax abatement or tax credits to eligible organizations.

Related to the cultural district concept, creative enterprise zones are focused on the development and support of creative businesses. There are few examples, although similar projects may have different names. Saint Paul and Minneapolis, MN serve as one example of this strategy. Here, the creative enterprise zone is geographically defined and organized as a 501(c) 3 with a board of directors. Through collaboration and shared common interests, the organization works to “stabilize conditions in which creative enterprises, industries, artists, non-profits, and residents flourish” and “connect creative enterprises, industries, artists, non-profits, and residents” (Creative Enterprise Zone, 2019). Part of their work is to preserve existing assets and develop others. In Minnesota, the strategy emerged from the work of a well-established community council (St. Anthony Park Community Council).

Leading local arts advancement

Important to understanding the role of the town or municipality in advancing the arts and culture is the notion that “Policy is implemented through an ecology of policy actors, including agencies, programs, and a wide variety of other public, semipublic, and private organizations” (Schuster, 2003, p. 7). Schuster goes on to describe how policies are translated into action through *programs* and that programs require *institutional arrangement*—an operation, agency, organization, or delegated authority that will implement policy. In the arts, we expect to find

related policy activity in many different agencies, as well as private entities that complement the work of government. This makes coordinated policy difficult because, “Much of state cultural policy is indirect rather than direct, being the result of a wide variety of interventions beyond direct operation or direct financial support” (Schuster, 2003, p. 9)

Americans for the Arts reports that there are 4,500 local arts agencies in the U.S. Based on a 2018 survey of these agencies, they found:

- 81 percent expect the demand for their services to increase over the next two years (including 27 percent that expect a significant increase in demand).
- 70 percent are private nonprofit organizations; 30 percent are government agencies
- 63 percent manage one or more cultural facilities (e.g., performance or exhibition spaces, arts centers, galleries, incubators).
- 53 percent work in partnerships with their local Chamber of Commerce.
- 47 percent work in communities that have integrated the arts into a community-wide planning effort such as a city’s master plan or a foundation’s regional needs assessment.

The Town of Mount Pleasant

The Town of Mount Pleasant is the state of South Carolina’s fourth largest municipality, comprised of 45.28 total square miles in Charleston County, east of the Cooper River. The Town practices a council/mayor form of government with eight Council members elected at large. Based on the 2017 U.S. Census Bureau population estimates, the Mount Pleasant population sits at 86,668 and continues to grow rapidly. For perspective, in 2018, *The Post and Courier* reported that Mount Pleasant has sustained a 27.5 percent population increase since 2010, a rate that even surpasses fast-growing Seattle (Slade, p.1). As such, the Town must continue to navigate the multifaceted challenges that follow municipal rapid growth and impact residents’ quality of life.

Rapid growth also leads to rising housing costs. The 2016 average house sale south of Highway 41 was \$604,428 and north of Highway 41 was \$519,272 (Charleston Trident Association of Realtors, 2016). Furthermore, the Town of Mount Pleasant’s 2017 median home value was \$413,600 compared to Charleston County’s \$273,100 median. Relatedly, average household income sits at \$90,454, which is 36 percent higher than that of Charleston County. Higher housing costs and household income run parallel to higher education rates, as 60.5 percent of the Mount Pleasant population hold a Bachelor degree or higher (U.S. Census Bureau, 2019).

The challenge of defining and preserving local identity also exists in fast-growing areas like the Town of Mount Pleasant. While the town lies “just over the bridge” from the Charleston peninsula, Mount Pleasant is far from a bedroom community. While the Town of Mount Pleasant maintains a unique identity separate from that of Charleston, its close proximity to the downtown peninsula presents local artists with an easy opportunity to work, perform, and sell their art in the neighboring community when it proves more lucrative or experientially rewarding. Although this

closeness affords opportunities, it may also lead to a social disconnect between Mount Pleasant artists and supporters—neither group exclusively committed to one community or the other.

Its high growth-rate, proximity to the islands, higher-income and higher-educated population all point towards a distinct community that is complemented, but not defined, by its proximity to Charleston. As such, the Town of Mount Pleasant community members’ unique ways of life present a particular set of challenges and opportunities that relate to local arts advancement.

Opportunities

Existing stakeholder groups

There is a mixture of public, private, and nonprofit stakeholders currently involved in fostering the community arts scene in Mount Pleasant. However, these groups are operating largely independently from one another. For example, a local group of citizens created the Mount Pleasant Community Arts Center (MPCAC) in 2016 with a goal to “promote and increase access to the arts in Mount Pleasant.” A specific focus of this group is the development of arts facilities.

There is great opportunity in improving the communication and collaboration among existing arts community stakeholders that may lead to a more resilient network of supporters throughout the Town of Mount Pleasant. Our study presents an arts inventory that sheds light on the types of arts organizations that exist in the Town.

Connection to the islands “East of the Cooper”

While the Town of Mount Pleasant’s neighboring proximity to downtown Charleston presents its own set of challenges, the Town’s existence as a “buffer” between downtown Charleston and the neighboring islands presents another set of opportunities. Island residents offer an additional population of arts supporters, exemplified by the multiple individuals included in the Mount Pleasant arts inventory who reside on the islands and teach or sell art within the Town. Further discussed in the section on local and regional models, neighboring Daniel Island recently attempted a citizen-led performing arts center project that ultimately failed. However, the undertaking confirms grassroots interest in new performing arts facilities separate from downtown Charleston in the East Cooper community.

Changes in Town Council

As the Town of Mount Pleasant continues to change, so does its representation on Town Council. In the recent 2017 council election, Councilwoman GM Whitley was elected on a platform emphasizing the development of the Mount Pleasant arts community, further confirming the existence of a local constituency interested in expanding the current arts community.

Private resources

Mount Pleasant holds notably higher average household income and educational levels as compared with the surrounding Charleston County. These demographics have several implications for the arts. First, we know that arts attenders are commonly affluent and hold higher than average levels of education. Second, this demographic suggest that there may be opportunities for private funding partnerships to support the arts (further research is necessary to confirm this proposition). Finding and leveraging these partnerships will not only complement the Town's capacity to support the arts, but also facilitate greater engagement and local ownership in advancing the arts community. Third, although the arts have traditionally been supported by those in certain demographic groups, this study provides an opportunity to expand the understanding of the arts as one that connects with *all* residents of Mount Pleasant. All citizens should have the ability to celebrate culture, regardless of income, education, or any other demographic characteristic. In this vein, the Town will remain essential in promoting *equitable* access to the arts and culture.

Challenges*High cost of development*

The high real estate prices in the Town of Mount Pleasant directly correlate with its ability to host, build, and/or maintain arts-related activity. Many nonprofit arts groups simply cannot afford the high cost of rent or land required to maintain facilities within town limits. As a result, local groups fail to establish a permanent rehearsal and/or performance space (Southcoast Symphony Orchestra) and previous Mount Pleasant theater groups (The Village Playhouse, Crabpot Players Theatre Co.) have either ceased operations or moved to neighboring Charleston.

Lack of higher education institutions

Forming collaborative partnerships with higher education institutions is a viable option for municipalities looking to expand their arts community. Such institutions offer facilities and resources that can be shared or rented by other community members, thus building local creative networks and relieving other local stakeholders from the burden of expense. While the Town of Mount Pleasant has two local opportunities for secondary education (Trident Technical College's Mount Pleasant campus and the Wando Center for Advanced Studies), neither offers education in the arts or appropriate facilities. Wando High School is the only educational facility with a large performing arts space, but has such a robust programming schedule that there is little to no availability to external groups.

RESEARCH METHODS

In order to better understand the Mount Pleasant arts community in this context, the researchers completed an arts inventory and distributed a questionnaire to artists. In addition to these instruments, this study presents local and regional models of arts facilities to geographically contextualize the common challenges of planning, building, and supporting a performing arts center (Appendix A).

Mount Pleasant Arts Inventory

The researchers completed an arts inventory by collecting data from electronic search engines, the GuideStar nonprofit database, documents provided by the Town, and referrals from other members of the arts community (snowball sampling). This search resulted in 125 organizations, (50 individual artists and 75 organizations). The inventory includes contact information, website, and unique details for each member. The researchers used Microsoft Excel to organize these data points. Additionally, the researchers used Google My Maps to visualize the distribution of all data points with an associated physical Mount Pleasant address. Both the arts inventory and maps were provided to the Town of Mount Pleasant in electronic and paper form.

The inventory is categorized by type, discipline, and sector (see Figure 1). This system of categorization allows for specialized analysis using metadata. For example, “dance” may be found with a performing dance organization, a dance school, or at the individual level. The dance organization may be a nonprofit; the school may be a private business. This example reveals the nuances inherent to the inventory.

Figure 1. Town of Mount Pleasant arts inventory progression of classifications



Note: Facilities and events/festivals are not included in the arts inventory master list. These data are available in separate tabs within the digital file.

In addition to the arts inventory, our research resulted in additional data on facilities and festivals. We preserved these data points as separate lists which are available in the report.

Arts Community Questionnaire

While compiling the arts inventory, the researchers developed an artist questionnaire. The objective of the questionnaire was to learn about Mount Pleasant artists and arts organizations and the support structures that they require.

First, the researchers completed six semi-structured phone interviews with individuals identified as leaders in the Mount Pleasant arts community. The purpose of the phone interviews was to gather preliminary data that would inform the artist questionnaire. All interviewees were asked the same set of questions (Appendix B). Interview duration ranged between 40 and 60 minutes.

Next, the researchers designed and implemented a questionnaire to artists in Mount Pleasant. The questionnaire included 18 questions (14 multiple choice and four open response). A thank you message and researcher contact information appeared at the end of the instrument. The researchers drafted the questions based on the initial project objectives, and edited based on feedback provided by the Assistant Town Administrator of Mount Pleasant. The questionnaire was electronically distributed with the College of Charleston's licensed Qualtrics software (Appendix C).

The questionnaire was deployed by email on Wednesday, January 16, 2019 to a total of 161 Mount Pleasant arts community stakeholders. Both the Mount Pleasant Artists Guild (MPAG) and Charleston Artist Collective (CAC) assisted in the distribution of the questionnaire by forwarding the instrument to their Mount Pleasant artist mailing lists. An additional seven artists received the questionnaire on Friday, January 18 following an email referral from the Creative Arts of Mount Pleasant art school. A follow-up questionnaire reminder was sent to all 168 stakeholders on Wednesday, January 23. The questionnaire closed on Friday, January 25 at midnight. Complete and partial responses were collected from 87 individuals, resulting in a 52% response rate (a higher response rate than average).

Limitations

There are three main limitations to this research. First, although the researchers used several data collection methods, the assembled arts inventory remains subject to the limitations of online searches and the nature of snowball sampling. The inventory should be considered a living document that requires regular updating in response to the evolving arts community in Mount Pleasant. For example, names and locations of multiple arts inventory entries had to be updated by the researcher between the initial assembly and conclusion of the study. Second, because the questionnaire was distributed by email, our response rate was heavily reliant on the accuracy of email addresses. The quality of the contact information available through the assembled arts

inventory may have impacted the overall questionnaire response rate. One notable example is that several organizations included in the arts inventory provide a general contact email (i.e. info@thegallery.com), so the questionnaire instrument was not always directed to a specific contact. Third, the population of artists in Mount Pleasant (and in all communities) is not well defined. Many individuals may consider themselves to be artists, but are not established as a formal organization. We recognize and value these types of artists as part of the arts community, yet they present challenges to the formal research process.

FINDINGS

Summary of Arts Inventory

The Town of Mount Pleasant Arts Inventory (see separate document) consists of 125 artists and arts organizations that together represent the Mount Pleasant arts community. This inventory is meant to serve as a database for arts contacts as the Town moves forward in building a stronger network of arts-related support within the community. Figure 2 shows artists and arts organizations by type, revealing that 40% are individuals.

Figure 2. Mount Pleasant Arts Inventory by Type

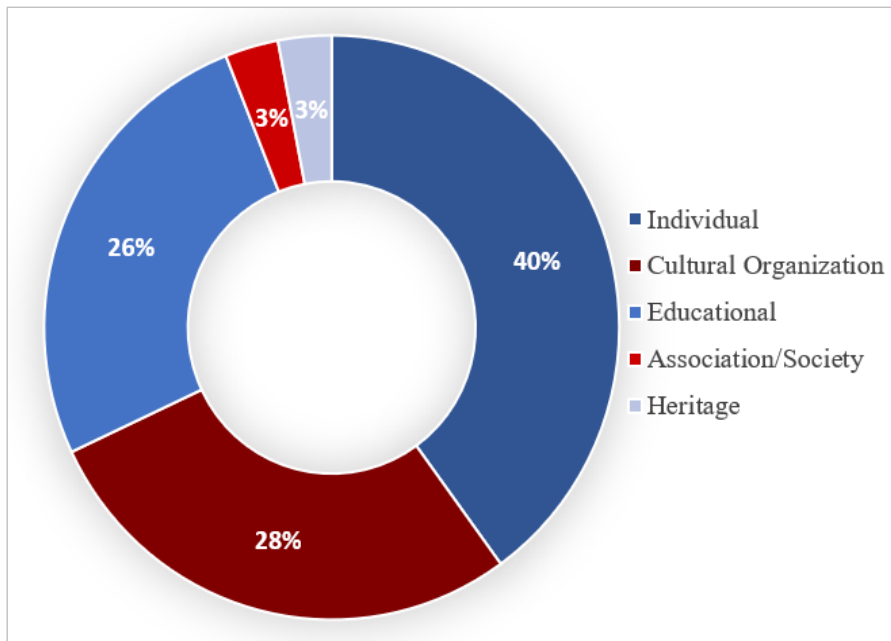


Figure 3 shows the location of all artists and arts organizations within the Town of Mount Pleasant with a physical address. Figure 4 identifies the areas within the Town of Mount Pleasant that currently hold the highest density of arts-related activity within the community.

Figure 3. Physical Addresses of Mount Pleasant Artists and Arts Organizations

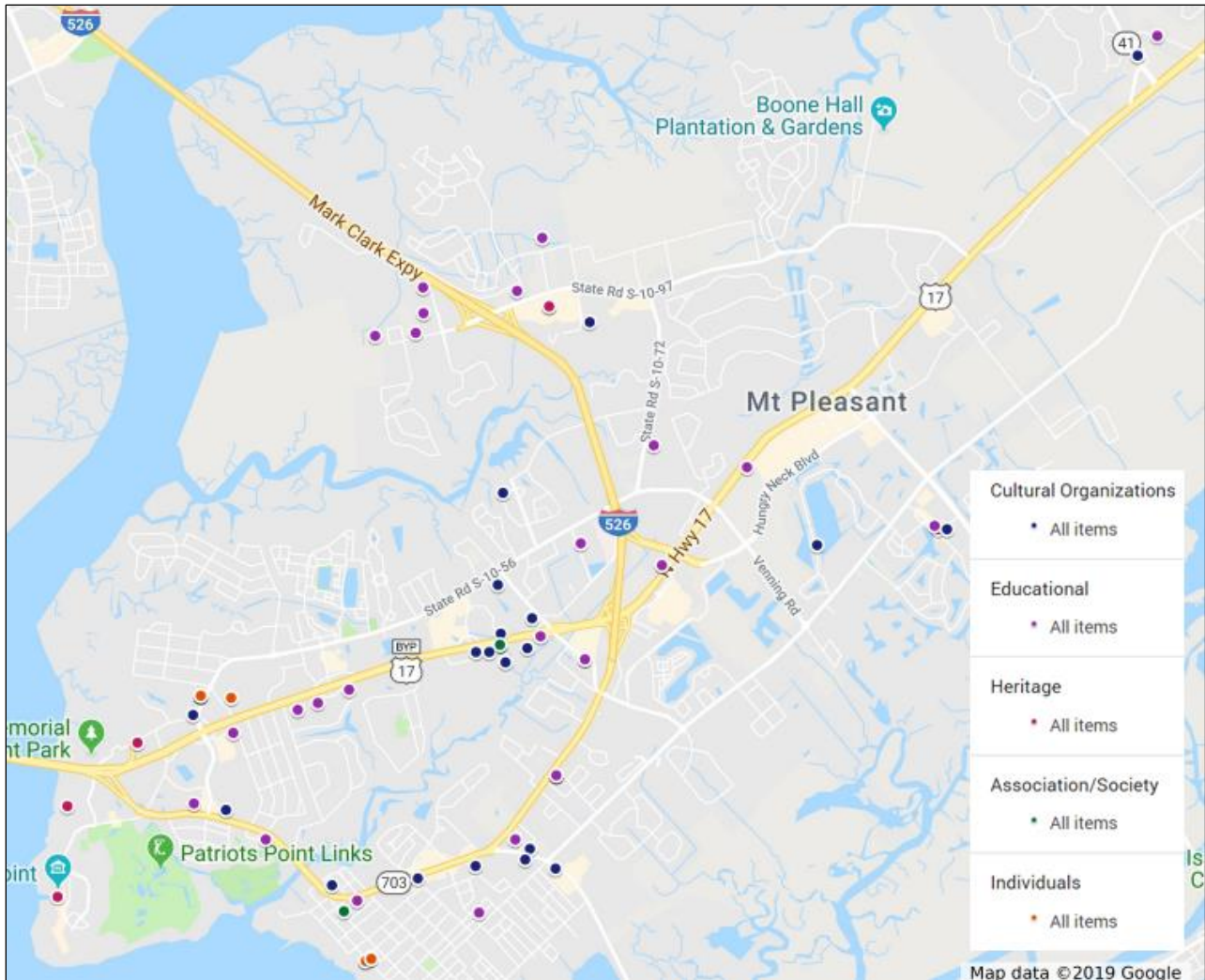
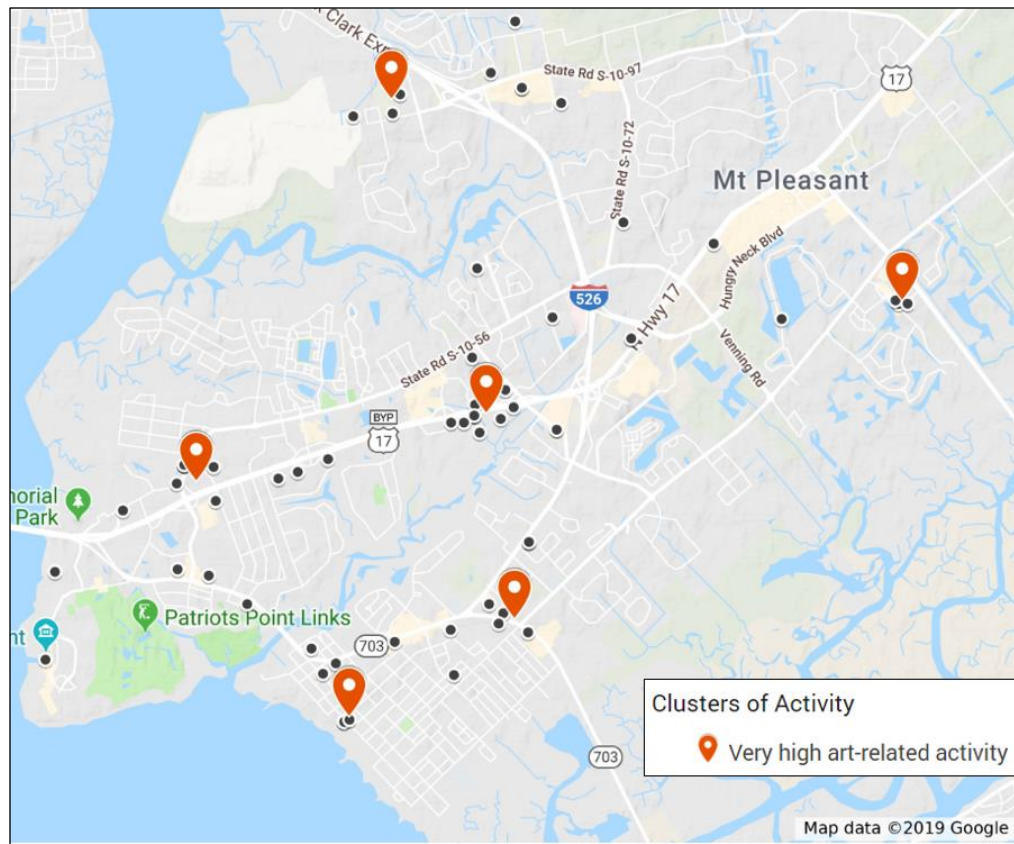


Figure 4. Concentration of Arts Activity in the Town of Mt Pleasant



Note: While individuals are the largest group in the arts inventory, many are not associated with a physical address. Therefore, individuals are underrepresented in Figures 3 and 4.

Individual artists

The largest type of arts inventory entries (40%) are individual artists, with the majority working and/or teaching in the visual arts field. Most of these artists are connected to the community through the Mount Pleasant Artists Guild or Charleston Artist Collective. Six visual artists teach classes at Creative Arts of Mount Pleasant (CAMP), and three teach through the Mount Pleasant Recreation Department. In addition to visual art, other fields represented by individuals include music, photography, and graphic design. While the majority of individuals live in Mount Pleasant, some live on Sullivan's Island, Isle of Palms, or Charleston but practice and/or sell their art within the Town of Mount Pleasant.

Cultural organizations

Cultural organizations are the second largest classification type, encompassing 28% of inventory members. These organizations largely consist of art galleries, music groups, photography businesses, and design firms. The majority of these organizations are privately owned. A few notable nonprofit exceptions include Perspective Gallery, Southcoast Symphony Orchestra, and Crabpot Players Theatre Company. Perspective Gallery was founded in 2017 with a grant from the Mount Pleasant Artist Guild and exhibits the visual art of approximately 40 artists. Many of the artists included in the arts inventory are resident artists of Perspective Gallery. Southcoast

Symphony Orchestra is open to local professional and amateur string players and performs “exclusively East of the Cooper.” They currently perform at Christ Church in Mount Pleasant (which holds 500), but claim that they are often turning attendees away and are in need of a larger, neutral performance space. Crabpot Players Theatre was originally founded with the mission of bringing community theater to the East Cooper area, and they had rehearsal and performance space on Johnnie Dodds Blvd. Crabpot Players lost this space and now perform at the Windjammer on Isle of Palms, but they still have a strong Mount Pleasant following. Private art galleries in Mount Pleasant such as the Treasure Nest, Ebb Tide, Accent Framing, and newcomer White Gallery also serve as notable places for local artists to network and sell their art.

Education-based organizations

Educational groups and businesses fall just behind cultural organizations, comprising 26% of the inventory. The vast majority of these contacts are private art, music, and/or dance studios that offer classes for a fee. Creative Arts of Mount Pleasant (CAMP) offers a large array of youth and adult art classes, as well as private home classes and summer camps. The only public educational opportunities are provided by the Mount Pleasant Recreation Department and Mount Pleasant Senior Center arts programming. The only nonprofit arts education opportunities identified in the inventory are the Charleston Stage Mount Pleasant Studio and the Musical Theater Center. Both nonprofit studios charge monthly tuition for children’s acting classes.

The juxtaposition of a large presence of private arts education opportunities, but a lack of nonprofit based arts groups in Mount Pleasant was brought to the researchers’ attention during preliminary phone interviews. One arts professional cited this disparity as evidence that Mount Pleasant residents value the arts, as they are paying for youth arts education. But, because there are few accessible programs, arts education remains limited to those who can afford private lessons/tuition.

Associations/societies or heritage

The remaining 6% of the arts inventory members are classified as Associations/Societies or Heritage, with four groups falling within each. Of the four associations, two are devoted to the visual arts (Charleston Artist Collective and Mount Pleasant Artists Guild), and two remain multi-disciplinary (Mount Pleasant Community Arts Center Committee and the Town of Mount Pleasant Culture, Arts & Pride Commission). As active voices in Mount Pleasant’s current arts community, researchers spoke with representatives from all four associations during this research.

The Town of Mount Pleasant Culture, Arts, and Pride Commission (CAP) is comprised of seven community members and one Town staff liaison. For the past few years, the Special Events Manager has served as staff liaison, as Cultural Affairs is housed under

the Office of Special Events and there is no Town of Mount Pleasant staff member devoted solely to supporting the arts. The Commission meets once a month and currently focuses on ways to display local art throughout the Mount Pleasant community (Mayor’s Office Art Program, Paint the Town, Art on the Half Shell).

The Mount Pleasant Artists Guild (MPAG) is a nonprofit group that owns Perspective Gallery on Johnnie Dodds Boulevard, which rotates displays of local artworks—most often that of MPAG members. This is the largest nonprofit membership group open to Mount Pleasant artists, which hosts monthly member meetings, sends out newsletters, and offers painting workshops. The Town of Mount Pleasant supports MPAG by giving them vendor space and tents at local annual events, such as Blessing of the Fleet and ArtsFest.

The Charleston Artists Collective (CAC) is the local chapter of a southern artist collective, with additional locations in Nashville and Atlanta. The studio is located off Coleman Boulevard, but as its name suggests, is open to artists throughout the Charleston area. A limited number of members produce new artwork on a monthly basis, and their art is sold online and within the local studio space. There is significant membership overlap between CAC and MPAG, as many of the local artists selling their art at CAC are also MPAG members.

The Mount Pleasant Community Arts Center (MPCAC) is a small group of concerned Mount Pleasant residents who formed their own 501c3 nonprofit in an effort to serve as a voice for the artist community, particularly speaking to their belief that Mount Pleasant needs its own performing arts center. This group focuses on advocating for the arts community to have a voice in the Town’s new Comprehensive Plan and access to the Beckham High School Performing Arts Center (which proved unsuccessful).

Facilities

Table 1 shows local facilities that may be utilized for arts-related events and activities. Many of the community recreation facilities are already owned by the Town of Mount Pleasant (denoted by an asterisk). The Mount Pleasant Recreation Department provided input on the facility details, specifically how they support arts activities. The Recreation Department is open to providing additional spaces for the display of visual art at any facility. Figure 5 highlights these assets in the larger geographic context.

Table 1. Recreation Facilities in the town of Mount Pleasant

Name	Location	Zip	Facility Details
Alhambra Hall Community Center*	131 Middle St.	29464	Reception hall, meeting room, open green space, playground, and horseshoe pit
Boone Hall Plantation	1235 Long Point Road	29464	The cotton dock and landscapes for painting classes
Cooper River Room	99 Harry Hallman, Jr. Blvd.	29464	Venue, catering kitchen, and views of Charleston Harbor
Covered Shelters at Palmetto Islands County Park	444 Needlerush Parkway	29464	Three shelters with electricity, picnic tables, and grills
Dunes West Golf and River Club	3535 Wando Plantation Way	29466	Indoor/outdoor event spaces
Farmers Market Pavilion*	645 Coleman Blvd.	29464	Two pavilion structures with lighting, electricity and fans (no bathrooms)
G.M. Darby Building*	302 Pitt St.	29464	Activity rooms and stage/performance area used for art/music/dance classes and to display artwork
Green Hill Park Community Center*	707 York St.	29464	Activity building, playground, and outdoor lighted basketball court
Harborside East	28 Bridgeside Blvd.	29464	Indoor/outdoor Facility on Charleston Harbor
James B. Edwards Park*	320 Royall Ave.	29464	Passive park
Kearns Park*	100 Wando Park Blvd.	29464	Passive park
Memorial Waterfront Park*	99 Harry Hallman Blvd.	29464	Lawn, pier, and nautical themed playground. Used as a venue for displaying art at events, sculptures, and Oysters on the Half-shell.

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Miriam Brown Community Center*	118 Royall Ave.	29464	Activity building, playground, studio/work space, and lighted outdoor basketball court
Mount Pleasant Senior Center*	840 Von Kolnitz Rd.	29464	Fitness room, cafe, aerobics room, and class space used for art/dance classes and displaying art work
Mount Pleasant Town Hall*	100 Ann Edwards Lane	29464	Walls and open space used for art displays
Omar Shrine Convention Center	176 Patriots Point Rd.	29464	Space for trade shows, conferences, training, charity, events, ceremonies
Otis M. Pickett Bridge*	990 Pitt St.	29464	Passive park
Park West Programming Building and Recreation Fields*	1251 Park West Blvd.	29466	Activity building used for art/music/dance classes and to display artwork, exterior sculpture, two lighted tennis courts Pool, five sports fields, outdoor track, lake pavilion, outdoor volleyball court, and walking trails
Pocket Park*	Coleman Boulevard at Moultrie MS	29464	Pedestal used to display sculptures, two swings
R.L. Jones Center*	391 Egypt Rd.	29464	25-yard indoor heated pool / locker rooms, gym, activity rooms used for art/musicdance classes, skatepark, playground, athletic fields, and artwork displays. Future site for displaying exterior sculpture.
Remley's Point Community Center*	363 6th St.	29464	Activity building, playground, and outdoor lighted basketball court.
Rivertowne Country Club*	1700 River Towne Country Club Dr.	29464	Plantation-style clubhouse with panorama views of marsh, oaks, golf course
Sweetgrass Cultural Arts Pavilion*	Harry Hallman Blvd.	29464	Exhibit space (leased to Sweetgrass Cultural Arts Association during the day, rented out by CVB in evenings)

The Cottages on Charleston Harbor	16 Patriots Point Rd.	29464	Clubhouse and two event lawns overlooking harbor
The Pavilion At Patriots Point	1 Patriots Point Rd.	29464	4000 Sq. ft. tent w/brick foundation. Overlooks 18th green & harbor
Tidewater Reception Hall	225 West Coleman Blvd.	29464	Reception Room
Town Hall Complex*	100 Ann Edwards Lane	29464	Gym

*Owned by the Town of Mount Pleasant.

Figure 5. Mount Pleasant Recreation Facilities-Highlighted Arts Assets

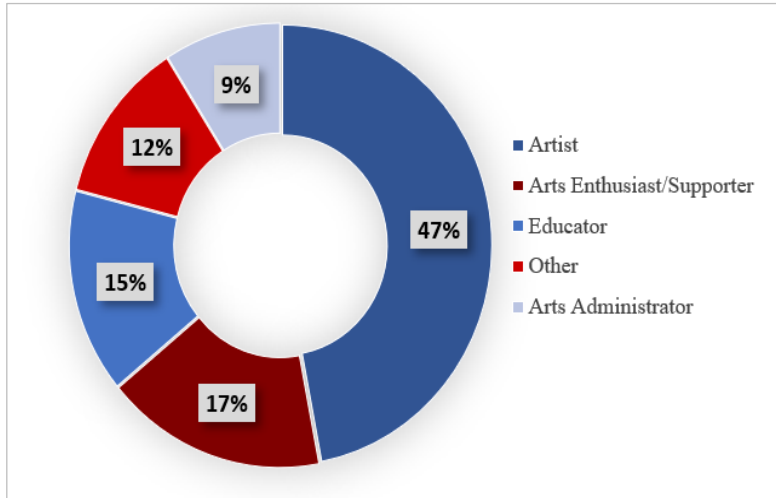


Summary of Arts Community Questionnaire Responses

Respondent Background

Respondents were asked to identify their role within the Mount Pleasant arts community, and were permitted to select all roles that applied. Respondents identified most as artists (47%; Figure 6), followed by arts enthusiasts/supporters (17%), and then educators (15%).

Figure 6. Roles within in the Arts Community



“Other” responses include:

- Book illustrator
- Graphic designer
- Art supply retailer
- Music lesson studio owner
- Design strategy firm
- Art ministry

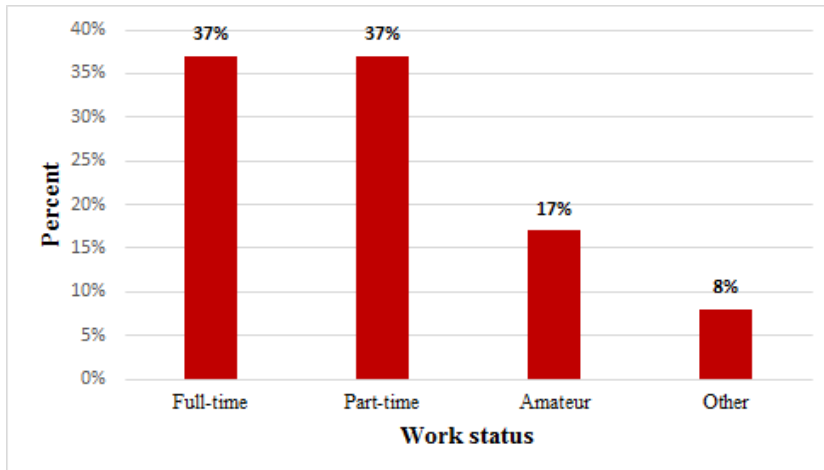
After describing their role in the arts community, all respondents were asked to identify their arts field/discipline and permitted to select all that apply. As highlighted below, the majority of selections (88 or 52%) are in the visual arts (see Table 2). Music was the second most commonly cited field (21 or 12%), followed by photography/design (18 or 11%) and dance (14 or 8%). Jewelry making, landscape architecture, and nonfiction writing were cited as “other” supported and practiced fields.

Table 2. Artistic Field/Discipline by Type

Role	Field/Discipline							
	Dance	Heritage	Literary Arts	Music	Photo/Design	Theater	Visual Arts	Other
Artist	2 25.0%	0 0.0%	4 50.0%	5 23.8%	9 50.0%	3 23.1%	52 59.1%	4 50.0%
Educator	6 75.0%	0 0.0%	2 25.0%	4 19.0%	2 11.1%	3 23.1%	9 10.2%	1 12.5%
Arts Administrator	4 50.0%	0 0.0%	1 12.5%	4 19.0%	1 5.6%	3 23.1%	3 3.4%	0 0.0%
Arts Enthusiast	0 0.0%	0 0.0%	0 0.0%	6 28.6%	4 22.2%	3 23.1%	15 17.0%	2 25.0%
Other	2 25.0%	0 0.0%	1 12.5%	2 9.5%	2 11.1%	1 7.7%	9 10.2%	1 12.5%
TOTAL	14 100.0%	0 100.0%	8 100.0%	21 100.0%	18 100.0%	13 100.0%	88 100.0%	8 100.0%

An equal proportion of full-time and part-time artists completed the survey (37%, Figure 7), followed by amateurs (17%). The survey respondents (10%) who identified as “other” were arts enthusiasts who identified as retirees, volunteers, and board members.

Figure 7. Arts-Related Work Status



Notably, the majority of respondents (49 or 63%, Figure 8) claim that less than 25% of their income is derived from arts-related activity. On the other end of the spectrum, the second largest group of respondents (20 or 26%) claim 100% of their income is derived from arts-related activity. In comparing the distribution of total income for both of these groups (Figure 9), 75% of those who make all their income from arts-related activity make under \$50,000 a year, compared to 50% of those claiming less than 25% of their income come from arts-related activity. The other 50% make considerably higher annual incomes, including 5 respondents making more than \$150,000 annually.

Figure 8. Income Derived from Arts-Related Activity

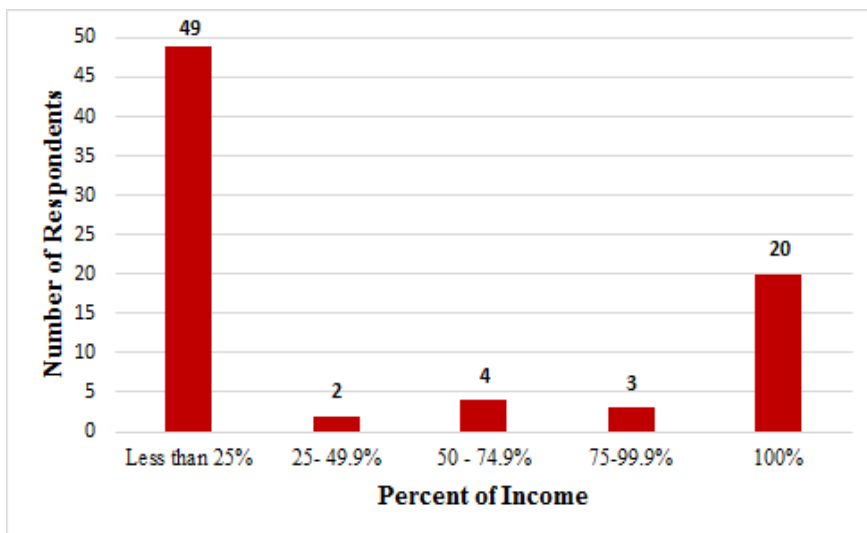
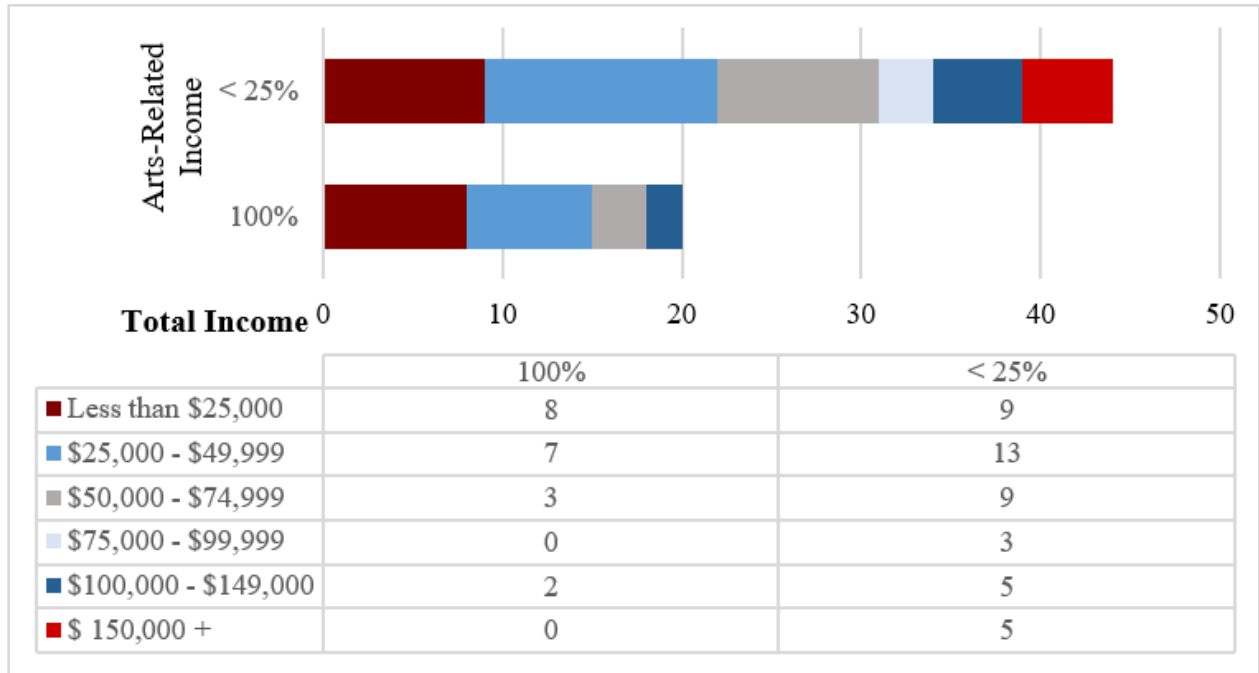
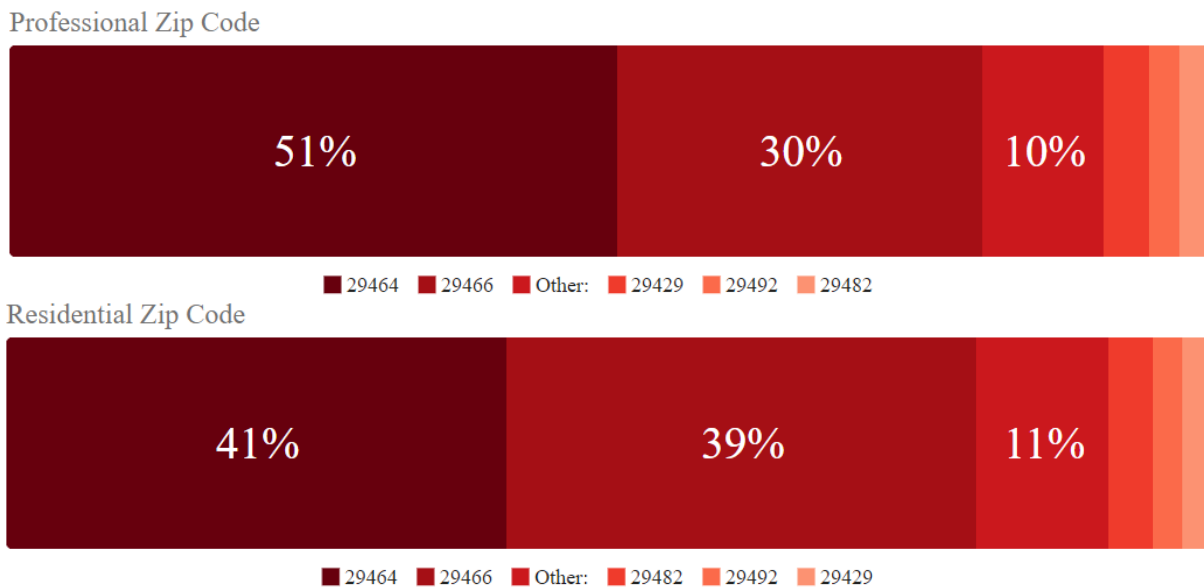


Figure 9. Arts-Related Income Compared to Total Income



The large majority of questionnaire participants live (89%) and work (90%) within the Town of Mount Pleasant. The largest percentage of respondents’ professional zip code and residential zip code both occur in 29464, or southern Mount Pleasant, followed by 29466, north of the Isle of Palms Connector (Figure 10). However, when comparing professional and residential zip codes, 10% more respondents work in 29464 (51%), and 9% more reside in 29466.

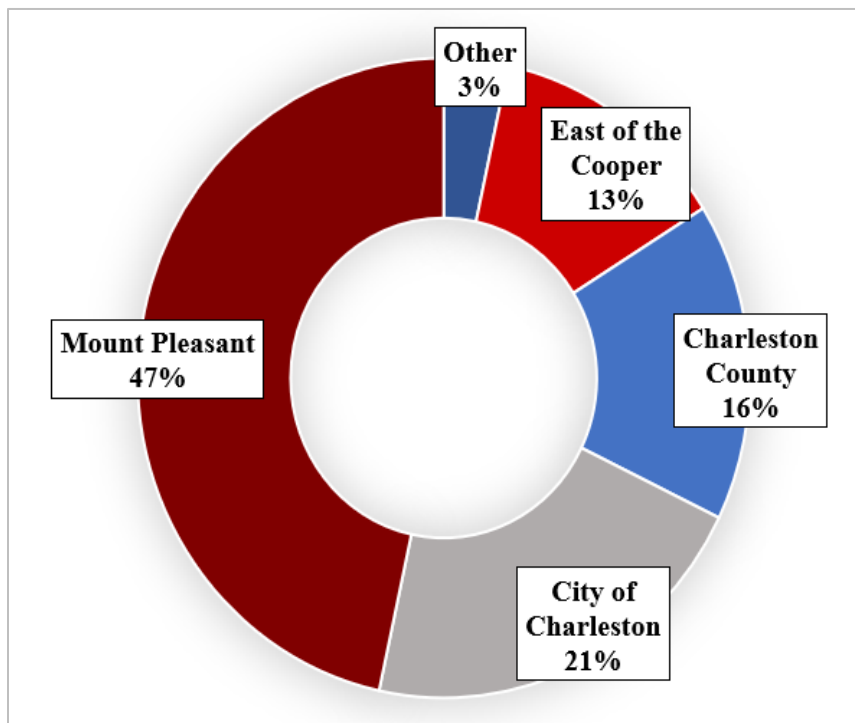
Figure 10. Professional and Residential Zip Codes of Arts Community



The third largest group of respondents live and work in other communities “east of the Cooper”; ten percent of respondents work in Awendaw (29429) and 11% live on Isle of Palms (29282). The most frequently cited “other” professional zip code is 29412 (James Island), and most common “other” residential zip code is 29451 (Dewees Island).

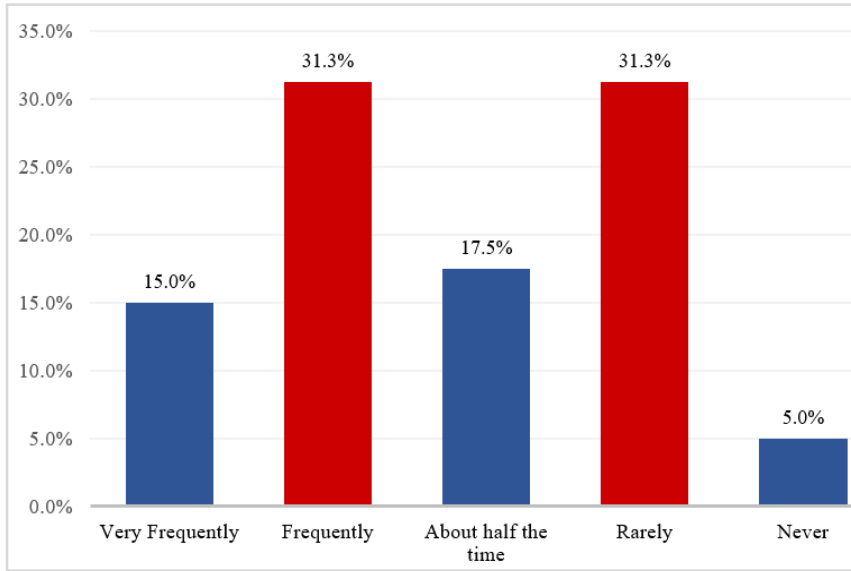
Despite high living and employment rates, less than half of respondents identify with the Town of Mount Pleasant as their primary arts community (47%, Figure 11). Others describe their arts community as the City of Charleston (21%), Charleston County, and East of the Cooper (13%). Those who selected “other” wrote in North Charleston or “the surrounding lowcountry.”

Figure 11. Primary Arts Community



Relatedly, there is an equal proportion of respondents that engage in arts-related work outside of Mount Pleasant “rarely” and “frequently” (31.3%, Figure 12). In fact, only 5% reported to never engage in arts-related work outside of Mount Pleasant, while 17.5% did so “about half the time” and 15% worked outside of Mount Pleasant “very frequently.”

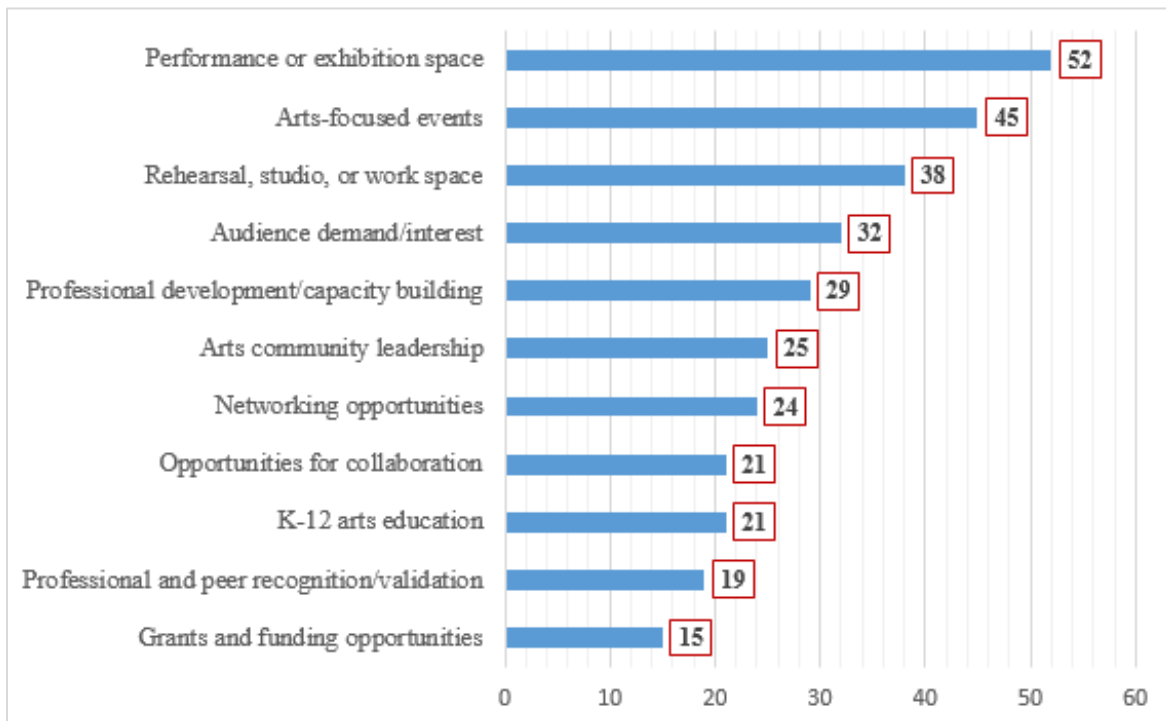
Figure 12. How often do you engage in your art-related work outside of Mount Pleasant?



Resources and Support Mechanisms

Participants were presented with a list of 11 support mechanisms and asked to select and rank the five they believed to be the most important as a member of the arts community. “Performance or exhibition space” received the highest ranking (52), followed by “art-focused events” (45) and “rehearsal, studio, or work space” (38). Figure 13 shows the totals for all ten artist support mechanisms, ranked in descending order.

Figure 13. Artist Support Mechanism Rankings



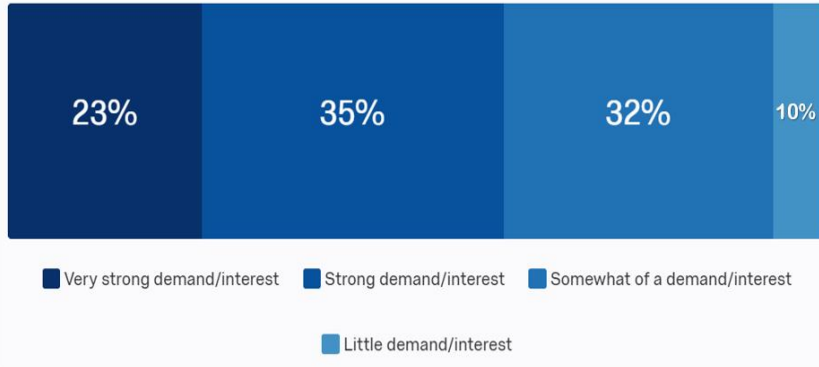
After ranking artist support mechanisms, respondents were asked to share their level of satisfaction of each individual mechanism. Table 3 denotes all satisfaction levels, with the top four ranked artist supports highlighted in blue. Participants not only ranked performance or exhibition space as the top support mechanism, but also they expressed the highest level of dissatisfaction with existing facilities. 79.7% are “very dissatisfied” or “somewhat dissatisfied” with performance and exhibition space, and 61.7% give the same ratings to rehearsal, studio, or work space. Highlighted below in red, two noteworthy considerations that fall outside the top four artist supports show that almost 40% of participants are at least “somewhat dissatisfied” in both leadership and opportunities for collaboration. These two discoveries offer additional opportunities for improving local artist support outside of facilities and space-related concerns.

Table 3. Level of Satisfaction with Artist Support Mechanisms

Artist Supports	Very Satisfied		Somewhat Satisfied		Neither Satisfied nor Dissatisfied		Somewhat Dissatisfied		Very Dissatisfied		I don't know		Total
Arts-focused events	6.2%	5	28.4%	23	22.2%	18	24.7%	20	14.8%	12	3.7%	3	81
Audience demand/interest	6.5%	5	24.7%	19	22.1%	17	27.3%	21	9.1%	7	10.4%	8	77
Grants and funding opportunities	0.0%	0	1.3%	1	20.8%	16	22.1%	17	16.9%	13	39.0%	30	77
K-12 arts education	5.3%	4	13.3%	10	16.0%	12	18.7%	14	10.7%	8	36.0%	27	75
Leadership	5.3%	4	11.8%	9	22.4%	17	27.6%	21	13.2%	10	19.7%	15	76
Networking opportunities	6.4%	5	24.4%	19	24.4%	19	24.4%	19	14.1%	11	6.4%	5	78
Opportunities for collaboration	3.9%	3	22.1%	17	26.0%	20	26.0%	20	13.0%	10	9.1%	7	77
Performance or exhibition space	2.5%	2	6.3%	5	6.3%	5	25.3%	20	54.4%	43	5.1%	4	79
Professional and peer recognition/validation	6.3%	5	22.5%	18	27.5%	22	23.8%	19	12.5%	10	7.5%	6	80
Rehearsal, studio, or work space	6.2%	5	11.1%	9	7.4%	6	24.7%	20	37.0%	30	13.6%	11	81

When asked what the level of demand is for or interest in arts programming in the Town of Mount Pleasant, 58% of respondents believe there to be a strong or very strong level of interest (Figure 14). Ninety percent believe there is at least somewhat of a demand or interest.

Figure 14. Level of Demand for/Interest in Arts Programming



Facilities

In addition to ranking the two examples of space-related supports in their top three artist support mechanisms, respondents also expressed high levels of dissatisfaction regarding multiple aspects of existing arts facilities in Mount Pleasant. When asked about the availability, affordability, suitability, and quality of existing arts facilities, respondents noted that they were “very dissatisfied.” The largest proportion of participants claimed to be either “very dissatisfied” or “somewhat dissatisfied” with facility availability (75.7%), followed closely by facility affordability (72.3%, Table 4).

Table 4. Satisfaction with Arts Facilities

Aspect of Existing Arts Facilities	Very Satisfied		Somewhat Satisfied		Neither Satisfied nor Dissatisfied		Somewhat Dissatisfied		Very Dissatisfied		Total
	%	n	%	n	%	n	%	n	%	n	
Availability	4.1%	3	12.2%	9	8.1%	6	21.6%	16	54.1%	40	74
Affordability	4.6%	3	6.2%	4	16.9%	11	27.7%	18	44.6%	29	65
Suitability	6.4%	4	12.7%	8	20.6%	13	19.1%	12	41.3%	26	63
Quality	6.2%	4	12.3%	8	18.5%	12	24.6%	16	38.5%	25	65

When asked, 86.6% of participants believe it is certain or likely that residents of Mount Pleasant would support a new arts facility (Table 5). Although 12.6% remained uncertain or did not know, no one thought support of a new arts facility was unlikely.

Table 5. In your opinion, would residents of Mount Pleasant support a facility dedicated to the visual and/or performing arts?

Answer Selection	Response Rate	Count
Yes, residents of Mt. Pleasant would certainly support an arts facility.	45.0%	36
It is likely that residents of Mt. Pleasant would support an arts facility.	41.6%	33
It is uncertain if residents of Mt. Pleasant would support an arts facility.	11.3%	9
It is unlikely that residents of Mt. Pleasant would support an arts facility.	0.0%	0
No, residents of Mt. Pleasant would not support an arts facility.	0.0%	0
I don't know	1.3%	1
Other	1.3%	1
Total	100.0%	80

Figure 15: Interest in Using a New Arts Facility

The questionnaire asked members of the arts community if they would personally utilize a new facility dedicated to the arts. Of the 81 questionnaire participants who answered this question, 78 said yes (96%, Figure 15). Those who answered yes were also asked what kind of space they would want made available. Studio, exhibition, and performance spaces were the most common responses, and multiple types of spaces were often included in one answer. Common examples include “rehearsal and performance space,” “event auditorium and theater seating,” and “studio space, space for workshops and gallery space.” Affordability and accessibility were also mentioned in responses, particularly for senior citizens:



“A place to have monthly Guild meeting and not way out Hwy 17 where it's dark and hard to find. Lots of senior citizens don't go for that reason.”

We provide a word cloud (Figure 16) and table (Table 6) of the most commonly cited terms (the complete list of all 76 short responses is also included in the Appendix D). Additionally, the three respondents who said they would not personally use a new arts facility said that they have the ability to work from home or already work in a studio.

Open-Ended Responses

The final section of the questionnaire asked participants three final, open-ended questions. While all responses are available in Appendix D, we offer a summary of themes in this section of the report.

Why do you choose to practice your art or engage in the arts in Mount Pleasant?

Of the 77 responses, the most common answer to this question runs along the lines of “because I live here” or “it is convenient.” Some local residents also mention not wanting to have to drive very far due to their age or traffic issues. Responders who do not live in Mount Pleasant reference being members of Mount Pleasant Artists Guild and Perspective Gallery, or setting up for-profit arts classes in a wealthy community with plenty or potential:

“We are a performing arts school; the community is affluent and parents are involved. These two factors make Mt Pleasant families really supportive of the work we are doing.”

One community member uses this open-ended question as an opportunity to explain the intentional decision to engage in the arts within the community:

“I feel the arts are imperative to the health of a community. The opportunity to explore creativity, attend an affordable play, hear GOOD music, visit locations to learn about music, dance, art, etc. provide residents who participate with a freedom from daily concerns. The arts enhance education, visual and mental acuity, interest in local events and focus on how others' interests relate to oneself.”

Who are the people most likely to lead creative activities in Mount Pleasant?

It is clear that respondents perceive artists to be most likely to lead creative activities within the Town of Mount Pleasant. Of the 68 responses to this question, 34 mentioned artists, and 13 mentioned “the guild” or “MPAG.” Teachers and educators are the second most-mentioned group, referencing art and dance teachers, as well as instructors at Mount Pleasant Senior Center and Recreation Department. “Town” or “city” is used the third most frequently, though split between referencing groups and artists within “the Town of Mount Pleasant” and the actual town leaders. However, one respondent writes:

“It OUGHT to be Town's Council with the cities providing financial support, locations and advertising for groups of artists, actors, musicians who give back to the community. Presidents of associations, board members of guilds, seem to be supported only by members of their groups, with little help from the towns/cities who can't even find space for them to perform, meet and work.”

A word cloud and table show the most commonly cited terms related to creative leadership for the Town of Mount Pleasant.

Figure 17. Word Cloud of Commonly Cited Creative Leaders



Table 7. Commonly Cited Creative Leaders

Term	Count
Artist	34
Guild/MPAG	13
Teacher/Educator	10
Town/City	7
Musician/Music	5
Gallery	4
Retirees	3

What other opportunities are there to advance or support Mount Pleasant's arts community?

56% of participants responded to this final survey question. “Support” is the most commonly cited term (eight times), followed by “collaboration” (four times). More community support is desired, particularly geared towards local students, musicians, and the visual arts. One participant recommends that the Town “put(s) the same value and money into promoting the arts like you would all the sports events.”

Recommendations for collaboration include working with adjacent neighbors, including the McClellanville Artists Guild, Isle of Palms recreation center, Crabpot Players Theater group, and county libraries. One respondent writes on the need for collaboration with “local institutions and schools, and with underserved communities.” In addition, some feel that local business owners and community leaders would become more involved if prompted:

“While there are many people that support the arts here and have tried to rally the community, I think the actual business owners and organization leaders should really be more involved (we should be asked). I've never been asked to be on a board or give my opinion and we are the ones that are actually grooming those that would participate and use the facility.”

Three respondents referenced Redux Contemporary Art Center in downtown Charleston as a model “where studio spaces are available for rent, large gathering space is available for creative offerings/speakers/classes/exhibitions.” Respondents mentioned this model is especially important for artists challenged by Mount Pleasant’s high rent rates.

Recommendations for new art-related activities included widening concert performances at Waterfront Park and Alhambra Hall to feature rock, county, and orchestra performances. Two individuals also recommended highlighting fine arts in the community with a “Fine Arts Fair” and an annual “Fine Arts exhibition” with local, private sponsorship, as well as the circulation of a monthly fine arts newsletter “that would keep the community apprised of events taking place both community sponsored and privately sponsored.” Another respondent requested access to a local artist directory.

MOVING FORWARD

Lessons Learned

Based on our findings from the arts inventory, phone interviews, and arts community questionnaire, we offer three notable findings to consider for the future.

Profile of the arts community

Mount Pleasant is home to many visual artists and individuals or arts organizations that are private enterprises. There are some explanations to this, including the existence of the Mount Pleasant Artists Guild and Charleston Artists Collective which both support visual artists. Additionally, the City of Charleston is home to a robust visual arts scene. For example, the Charleston Gallery Association supports 30 member-galleries and advances Charleston as a global art destination. Although many visual artists responded to the arts community questionnaire, the inventory supports this description as well.

The Mount Pleasant arts community could be described as semi-professional. 36% percent of respondents note that they work as full-time artists; 53% describe themselves as part-time or amateur; and 62% of respondents note that they derive less than 25% of their annual income from an arts-related activity. Additionally, there were many references to being retired or retirees in the open-ended responses. There are very few nonprofit arts organizations engaged with these artists.

Despite primarily residing and working in Mount Pleasant, artists and arts supporters are highly mobile, traveling throughout the Lowcountry to engage or work in the arts. Respondents said that Mount Pleasant is their primary arts community (46%), followed by the City of Charleston (21%).

These data suggest that Mount Pleasant artists identify with the traditional visual and performing arts and that they are a close-knit community. When asked, “Who are the people most likely to lead creative activities in Mount Pleasant,” respondents referenced artists, arts organizations, and retirees. The projects and events hosted by the Town’s Culture, Arts, and Pride Commission provide opportunities for artists to engage in the community. Several of these projects focus on the visual arts and beautification.

Lack of available support mechanisms - particularly, but not limited to, arts facilities

This research finds that a sampling of artists believe Mount Pleasant lacks some of the support mechanisms needed be successful in their work. Notably, the facilities inventory, qualitative interviews, and arts community questionnaire reveal a need for more arts-specific spaces and great dissatisfaction with existing performance/exhibition and rehearsal space. Over 30% of respondents said that they are very dissatisfied with these support mechanisms, revealing significantly more dissatisfaction in these areas than any other category of support. The facilities

inventory reveals many outdoor park spaces and recreation facilities. There are numerous instances of arts activities happening at a number of these facilities (see Table 1). However, only a few of these facilities would be suitable for some types of amateur performance. None would be suitable for professional performance. Note that the facilities inventory does not include churches, public education or library spaces/auditoriums. Given that survey respondents noted that access to existing facilities is also problematic, the Town could increase efforts to improve access points to existing recreation facilities and schools.

Extant research offers an idea of the number of cultural facilities per 10,000 people. Researchers from the Cultural Policy Center at the University of Chicago examined MSA data from 1994-2008. Particularly relevant to Mount Pleasant, the same study found “strong evidence for population change, education, and income being predictors of cultural building investment between 1994 and 2008.” (Woronkowitz et al., 2012, p. 17).

The national average of cultural facilities was about 0.7 facilities per 10,000 people. Regional averages differed substantially; the Northeastern and Western regions had about one facility for every 10,000 people and the Southern region had the least—0.4 facilities for every 10,000 people. Across cities, the number of cultural facilities ranged from zero to 15 per 10,000 people. The number of existing cultural facilities in an MSA increased exponentially relative to its population (Woronkowitz et al., 2012, p. 14).

Other support mechanisms of interest include “arts-related events” and “audience demand/interest.” Respondents rank these in the top four most important mechanisms for arts support. However, respondents were almost equally divided in the categories of “somewhat satisfied,” “neither satisfied or dissatisfied,” and “somewhat dissatisfied” on their level of satisfaction with existing arts events and audience demand. These findings suggest that these are important to artists, that the Town is successful in some aspects, but that there is also work that needs to be done to improve these arts-related functions. For example, the Town currently hosts ArtFest annually at the Mount Pleasant Towne Center. This event could be expanded to better serve the needs of local artists who are hoping to present their work and cultivate interest/demand.

“Performance/exhibition space,” “arts events,” “rehearsal/studio space,” and “audience demand/interest” were the four highest ranked support mechanisms. Interestingly, of the 11 support structures (respondents were asked to choose their top five), “grants and funding opportunities” ranks lowest on the list of support mechanisms. This finding may speak to the multiple forms of financial support—including private sources—already available in the community.

Desire for more arts opportunities to enhance the quality of life in Mount Pleasant

There is a resounding interest in advancing the cultural life of Mount Pleasant, and the data suggest an opportunity to do so. Demographic information, the investment in arts education, and questionnaire responses suggest that residents have an appetite for the arts and culture—the demand exists. Having general citizen support for the arts is more than half of the battle. The Town can leverage this demand by better promoting the arts as a core value of the community. As this opportunity is cultivated, however, it is equally important to note who is engaged in the arts and who is not.

As was previously referenced in this research, Mount Pleasant shows above-average levels of income and educational levels. These two variables have long been associated with arts attendance and support. Additionally, the arts inventory reveals many private educational organizations, mostly in the visual arts and dance discipline. These data combined with high quality public educational opportunities in Mount Pleasant show residents’ investment in arts training for youth.

Other evidence for arts support comes from the questionnaire. 58% percent of respondents indicated very strong or strong demand for, or interest in arts programming. 86% said that residents would support or likely support an arts facility. When asked, “Why do you choose to practice your art or engage in the arts in Mt. Pleasant,” three respondents said:

“Mt. Pleasant is one of the largest and fastest growing towns in SC. Smaller areas have wonderful performance venues within their own towns. The residents of Mt. Pleasant shouldn't have to travel to Charleston, North Charleston, for everything arts related. A practice and performance space would be well utilized and would enhance the overall appeal of the area.”

“I live here. It is a growing community with a high percentage of upper income residents who can afford to support the arts and do when they have the opportunity. A community of this size and wealth should be doing much more to support and promote the incredibly talented artists who live here. Visual artists, musicians, craftsmen, vocalists, actors all live here and there is virtually nothing done by the community leadership to recognize, introduce promote and support all of these artists in so many fields. Artfest and the Blessing of the Fleet do not count, one is a family festival, the other is a food festival.”

“As a retiree it is important to continue learning and keeping active both mentally by always learning new things and keeping active socially. The arts help all both young and old.”

When asked, “What other opportunities are there to advance or support Mt. Pleasant's arts community,” another respondent said:

“Mt. Pleasant does not have an art center, music hall or even a theatre. It also lacks an arts support infrastructure that capitalizes on the resident population’s desire to DO arts on a regular basis—creating, performing, managing, displaying, collaborating, etc. The local school PAC's and auditoriums are unavailable for use by local art organizations. There is no place to perform, exhibit, rehearse or create art.”

Although there is great evidence of arts support, it is also noteworthy to consider the importance of the arts in the lives of *all* citizens of Mount Pleasant, no matter their economic or educational attainment. The arts inventory, phone interviews, and questionnaire reveal a lack of affordable and accessible arts opportunities for residents of all ages (not just youth).

Additionally, because the arts community is a traditionally defined and close-knit community, there are few linkages with creative commercial enterprises (design, technology, architecture/development) that are essential to supporting and advancing a robust arts community.

Recommendations

There are many incremental ways in which the Town of Mount Pleasant can advance the arts and culture within the community. Specifically, the Town should consider collaborating with private entities to address performance space needs, effectively using and adapting existing facilities and events, and promoting the arts as a core value of the community.

To be sure, Mount Pleasant does lack quality arts spaces, and this is a great need for the community (both artists and supporters). It is unusual for a community of this nature, (popularity, demographic make-up, and award-winning) to lack cultural infrastructure. However, arts centers are complex institutions and require long-term subsidizing either from private donations or public funds. Today, public-owned arts facilities are uncommon. Instead, communities develop cultural infrastructure through deliberate and collaborative visioning and planning.

Community-level arts leadership and infrastructure

There is ample opportunity to develop the infrastructure that supports community-level arts in Mount Pleasant. Americans for the Arts (2018) reports that local arts agencies share seven core programs, including facilities development, partnerships and planning, artist services, and visibility. These functions go beyond the more traditional programs of presenting arts events and providing funding opportunities to artists.

In addition to expanding functionally, community-level arts leadership should be diverse across sectors and professions. Artists require a network of supporters and access to capital.

Additionally, the arts should be connected to community-level social and economic priorities. Americans for the Arts (2018) notes, “94 percent of local arts agencies partner with other local organizations and/or agencies to address community needs and make their communities more healthy, vibrant and equitable. This may include working with public schools, the Convention and Visitor Bureau, the Chamber of Commerce, health and human service providers, colleges and universities, and a wide range of city and state government agencies” (p. 3). The Town of Mount Pleasant should play a pivotal role in developing and building upon these relationships. Collaboration is particularly key in the development of any future arts facilities.

Importantly, local arts agencies are extremely diverse in form and function (unlike state arts agencies). And, over one-quarter serve communities with populations of 50,000 or fewer (Americans for the Arts, 2018). As such, the Town of Mount Pleasant has the freedom to imagine an administrative structure and programming that would best fit the needs of the community. This may include reorganizing the Culture, Arts and Pride Commission in order to better fill the gaps in the arts community that we have identified in part through this research. A revised leadership structure could assist with a longer-term cultural plan that might integrate with the Town’s comprehensive plan. Another focus could be on opportunities for facility development.

Support mechanisms

The Town should consider aiding private or nonprofit organizations/entities with the development of a mixed-use arts space (visual and performing arts). This might include looking for appropriate spaces to redevelop in partnership with private individuals/organizations that could be available at low-cost to community arts groups and individuals. Related to this topic, the arts inventory reveals two important points. First, there is a lack of arts spaces, specifically suitable *performing* arts spaces. Second, the inventory indicates a lack of professional arts organizations. Previous research (Woronkowitz et al., 2012) suggests that investing in arts facilities does not lead to an increase in the number of arts organizations or audiences. This finding goes against the “if you build it, they will come” philosophy.

Attendees questioned whether sufficient due diligence was being taken in advance of most decisions to build, and pointed to the difficulty of stopping a project already underway. And they suggested that the cultural sector increasingly seems to believe that if a superb new facility is built, this will be sufficient to create a new and enthusiastic audience—and thereby create sufficient demand to justify the large capital expenditure. Careful financial risk assessment and a healthy level of caution and skepticism were, in their experience, too often trumped by high levels of optimistic enthusiasm (Woronkowitz et al., 2012, p. 5).

The questionnaire indicates community members' interest in both a visual arts and performing arts facility. However, the arts inventory reveals a more significant deficit in appropriate performing arts spaces. Respondents commented on the operational model of the Redux Contemporary Arts Center. Part of the Redux mission is to provide, "affordable studio space for visual artists, meaningful education and outreach programs, and a multidisciplinary approach to the dialogue between artists and their audiences" (Redux, 2019). The Cannon Street Arts Center is another model of a mixed-used, arts space that is arranged as partnership between a private individual, nonprofits, and the city. The Town should consider taking on the role of facilitator or convenor in order to articulate related findings from this research and mobilize collaborations toward addressing appropriate cultural facility needs.

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APPENDIX

A. Regional Models of Arts Facilities

Cannon Street Arts Center, Charleston, SC

The Cannon Street Arts Center is an example of a small scale, adaptation of a church to a community arts center. The church was purchased in 2015 by a private citizen who was interested in developing the property into a community resource. The center will have a main tenant (Pure Theater), but other arts organizations will have access to the space on a rental basis. “The Cannon Street Arts Center theater will be a place to present new works and assist local groups in developing quality theater” (Parker, 2018a). The Charleston Office of Cultural Affairs is interested in the extended use of historic churches, and the City is also involved in this project.

Chapman Cultural Center, Spartanburg, SC

The Chapman Cultural Center in Spartanburg represents a successful model of local cultural planning. This example also illuminates the amount of time and fundraising efforts are required to support such an endeavor. The community hired an independent consultant to assist with a long-term plan for the arts in 1992 (Goldring, et al, 1992). The plan recommended that the Spartanburg Arts Council (founded 1968) become a nonprofit, the Arts Partnership of Greater Spartanburg. This reorganization took place in 1993. The Arts Partnership began by identifying 25 initiatives, one of which was the need to develop new facilities to house local organizations (Mulliger, 2017). “A feasibility study in 1997 recommended a new facility to house the Spartanburg Art Museum, Spartanburg Regional Museum of History, Spartanburg Little Theatre and Ballet Spartanburg” (Mulligan, 2017). Facility construction began (2005) 13 years after the long-term arts plan was completed (1992).

- “The center, which opened Oct. 3, 2007, at 200 E. St. John St., was the culmination of a \$42 million public-private partnership launched in 2000 with the goal of building a facility to collectively house local cultural organizations” (Mulliger, 2017). Construction began in 2005.
- “In 2000, a fundraising campaign was launched [by the Partnership] with the initial challenge gift of \$16.5 million by four Spartanburg families. Those families agreed to donate the sum if the Arts Partnership raised an additional \$15.5 million by the end of 2002” (Mulliger, 2017). Between 2000 and 2007, a total of \$42 million was raised for the development of the Cultural Center.
- “Today, the facility’s three buildings comprise several partner organizations: the Spartanburg Art Museum, Spartanburg Regional Museum of History, Spartanburg Science Center, Artists’ Guild of Spartanburg, Spartanburg Little Theatre, Spartanburg Youth Theatre, Ballet Spartanburg and Spartanburg Philharmonic Orchestra” (Mulliger, 2017).

Daniel Island Performing Arts Center Project

The Daniel Island project was conceived by a theater artist based in North Charleston. Despite enthusiastic community support, it provides an example of a recent project that did not come to fruition. The DIPAC concept was born in 2014, and the facility was to be part of a large mixed-use development in the commercial center of Daniel Island (Parker, 2018b). The plan for an operational budget was to rely on venue revenue and donated funds once the building opened (Live5News, 2016). The effort was led by citizens who organized as a nonprofit board. Construction costs and fundraising capacity were the main reasons for ending the project. The cost estimate for the 400-seat theater was \$17 million, however, that was expected to increase.

Gaillard Center, Charleston, SC

The Gaillard Center represents a major facility renovation and an example of an existing public-private partnership. The Gaillard Municipal Auditorium and Exhibition Hall opened in July of 1968. Construction of the new Charleston Gaillard Center began in August of 2012 and was finished in October of 2015. Financing the \$142 million renovation project was shared equally between the City of Charleston and private donors (Charleston Gaillard Center, 2019). “Public funding coming from hospitality and tourism taxes, a Tax Increment Financing (TIF) district and other funds” (City of Charleston, 2015). The facility is a city-owned building. The Gaillard Center performance and exhibition halls are managed by the nonprofit, the Gaillard Management Corporation (City of Charleston, 2015). The Gaillard Performance Hall Foundation was created to raise \$71 million in private funding for capital construction (City of Charleston, 2015). The Foundation remains today, but the intention is that the Foundation will terminate once all of the capital money is raised.

B. Phone Interview Questions

1. Warm up
 - a. Tell us about your role in the arts in Mount Pleasant?

2. Question time
 - a. How do you define the arts community in Mount Pleasant?
 - i. Who are the leaders?

 - b. How do arts organizations and artists identify as members of the Mount Pleasant community, and/or with the broader Charleston County (including the peninsula)?

 - c. What is the best part about the Mount Pleasant arts community?
 - i. Which associations/organizations/networks are regarded as most important for defining the value of the community?

 - d. What does a robust arts community mean (or do) for the Town of Mount Pleasant?

 - e. What is lacking in the arts community?
 - i. Are there any specific barriers or challenges for arts organizations and artists in Mount Pleasant?

3. Closing
 - a. Is there anyone else we should speak with? Interested specifically in creative business that may have an interest in the presence and practice of the arts, as well as active/influential donors to the arts.

 - b. Would you be willing to review a preliminary list of arts and cultural organizations and a draft of the informal survey?

C. Arts Community Questionnaire Instrument

Greetings!

The Town of Mount Pleasant is working with the Joseph P. Riley Center for Livable Communities at the College of Charleston to conduct an analysis of the Mount Pleasant arts community.

We aim to learn more about the support structures that local artists and arts organizations require. We would appreciate the opportunity to learn from your perspective through the completion of a brief, anonymous questionnaire. This research is being conducted by Dr. Kate Keeney and Emma Cregg. All responses will remain confidential, and will only to be used in aggregate form.

It is vital that we obtain feedback from as many arts community members as possible. For this reason, please contact Emma Cregg (creggek@cofc.edu) with the names and contact information of any additional individuals that may be able to inform our work.

Please complete this questionnaire by Friday, January 25. We thank you in advance for your participation.

DEMOGRAPHICS

1. Which best describes your role in the arts community? (Select all that apply)

Artist

Educator

Arts administrator

Arts enthusiast/supporter

Other:

2. What is your arts field/discipline? (Select all that apply)

Dance

Heritage

Literary Arts

Music

Photography/Design

Theater

Visual Arts

Other:

3. What is your arts-related work status?

Full-time

Part-time

Amateur

Student

Other:

4. What is your residential zip code?

29429

29464

29466

29482

29492

Other:

5. What is your primary professional zip code?

29429

29464

29466

29482

29492

Other:

6. What is your annual personal income?

Less than \$25,000

\$25,000 - \$49,999

\$50,000 - \$74,999

\$75,000 - \$99,999

\$100,000 - \$149,999

\$150,000 or more

7. Approximately how much of your income is derived from an arts-related profession?

100%

75% - 99.9%

50% - 74.9%

25% - 49.9%

Less than 25%

RESOURCES/SUPPORTS

8. What support mechanisms are most important to you as a member of the arts community?

Please select and rank your top 5:

Arts community leadership

Arts-focused events

Audience demand/interest

Grants and funding opportunities

K-12 arts education

Networking opportunities

Opportunities for collaboration

Performance or exhibition space

Professional and peer recognition/validation

Professional development and capacity building

Rehearsal, studio, or work space

9. How satisfied or dissatisfied are you with each of the following artist supports in Mount Pleasant?

(Very satisfied, Somewhat satisfied, Neither satisfied nor dissatisfied, Somewhat dissatisfied, Very dissatisfied, I don't know)

Arts community leadership

Arts-focused events

Audience demand/interest

Grants and funding opportunities

K-12 arts education

Networking opportunities

Opportunities for collaboration

Performance or exhibition space

Professional and peer recognition/validation

Professional development and capacity building

Rehearsal, studio, or work space

10. How satisfied or dissatisfied are you with each of the following aspects of existing arts facilities in Mount Pleasant?

(Very satisfied, Somewhat satisfied, Neither satisfied nor dissatisfied, Somewhat dissatisfied, Very dissatisfied, I don't know)

Availability

Affordability

Suitability

Quality

11. In your opinion, what is the level of demand for or interest in arts programming by residents of Mount Pleasant?

Very strong demand/interest

Strong demand/interest

Somewhat of a demand/interest

Little demand/interest

No demand/interest

I don't know.

Other:

12. In your opinion, would residents of Mount Pleasant support a facility dedicated to the visual and/or performing arts?

Yes, residents of Mount Pleasant would certainly support an arts facility.

It is likely that residents of Mount Pleasant would support an arts facility.

It is uncertain if residents of Mount Pleasant would support an arts facility.

It is unlikely that residents of Mount Pleasant would support an arts facility.

No, residents of Mount Pleasant would not support an arts facility.

I don't know

Other:

13. As a member of the arts community, would you personally utilize a new facility dedicated to the arts?

Yes

No

13a. If you answered yes, what kind of space would you want to made available to you?

13b. If you answered no, why not?

COMMUNITY/GEOGRAPHIC

14. Which best describes your primary arts community? (Select all that apply)

Mount Pleasant

East of the Cooper

City of Charleston

Charleston County

Other:

15. How often do you engage in your art-related work outside of Mount Pleasant? (e.g. other towns, on the peninsula, etc.)

Very Frequently

Frequently

About half the time

Rarely

Never

16. Why do you choose to practice your art or engage in the arts in Mount Pleasant?

OTHER/ OPEN ENDED

17. Who are the people most likely to lead creative activities in Mount Pleasant?

18. What other opportunities are there to advance or support Mount Pleasant's arts community?

D. Open-ended Questionnaire Responses

As a member of the arts community, would you personally utilize a new facility dedicated to the arts?
<i>> If you answered yes, what kind of space would you want to made available to you?</i>
Pottery workshops, beginner level workshops (as well as advanced workshops for those seeking collaboration)
Exhibition, work space for artists,theater specific to music and plays,a place where residents might share art, music, drama, cultural events
A large building with multiple artists working in all different mediums.
exhibition space, teaching studio
Group lessons & group painty
Town art center
exhibition
Studio space
Studio space for workshops and lectures
Studio and exhibit space
Rehearsal and performance space for choir of 50 members
work/exhibition space
Studio,dance snd painting

performance
Studios, Exhibition Space
Exhibition
art studios, live performance space
Rehearsal and performance space for choral music programs
rotating visual arts exhibition space, space for art sales
A place that would accommodate painters.e. tables, water good lighting, restrooms.
Exhibit space
Studio to paint and an area to diplay my work
Display and workshops and meeting
A place to have monthly guild meeting and not way out Hwy 17 where its dark and hard to find. Lots of senior citizens don't go for that reason.
studio space
Space for shows
For visual arts a gallery that is run by the town in a fantastic location.
Cultural Center
studio space
our studio would love use of a 100-200 seat auditorium.

Exhibiting
Studios and exhibitions
Space to takes classes and display artwork for sale a place for performing arts to have shows and plays
A regular space to meet
Rehearsal and performance space
Redox would be a small example of what should be done in Mount Pleasant
Education and exhibition
Primarily display and meeting space
Arts Center/studios for exhibitions and learning
Small, affordable, easily accessible, safe, somewhere with other artists who also have a space in same facility, aesthetically beautiful
Studio space, space for workshops and gallery space.
Theater/Professional performances space
Show artwork and be able to paint with other artists
Art studio fot painting
ARTS COMMUNITY CENTER
Theater
Theater

performing, exhibit & studio space
Performance
Visual art studio/shared maker space
Studio space. teaching space. COmmunity space
Office
Studio
Space to run classes
Exhibition area
Exhibit , workshop,performance
Rehearsal/performing choral space
A space to hang artwork.
Exhibition space
Theater with gallery
art gallery
Fine Arts Fair or Festival
Teaching, Work & Exhibit space
Event auditorium / theatre seating
Gallery and work area

Area to paint with other artists
Rehearsal and performance space
Rehearsal and performance spaces
Theater at reasonable cost
Exhibition/ monthly sales (also for ? Weekend yard sales)
Performance
Studio / Exhibition
Studio
Studio space, exhibition space, classroom settings
Little or no cost Practice and performance venue
Any
> <i>If you answered no, why not?</i>
Able to work at home
We have our own dedicated studio
I'm a supporter not performer

<p>Why do you choose to practice your art or engage in the arts in Mount Pleasant?</p>
<p>I feel the arts are imperative to the health of a community. The opportunity to explore creativity, attend an affordable play, hear GOOD music, visit locations to learn about music, dance, art, etc. provide residents who participate with a freedom from daily concerns. The arts enhance education, visual and mental acuity, interest in local events and focus on how others' interests relate to oneself.</p>
<p>It's where I live.</p>
<p>I am a member of the Mt. Pleasant Artists Guild. It is convenient to Daniel Island.</p>
<p>We have a great artists Guild!</p>
<p>I live and work in Mount Pleasant.</p>
<p>I am a member of MPAG and Perspective Gallery.</p>
<p>Because this is where I live.</p>
<p>My home</p>
<p>I live in this areaartists</p>
<p>Gallery space</p>
<p>The joy of making music with others.</p>
<p>Opportunities to make friendships with people I would otherwise not meet.</p>
<p>Opportunities as a Board member to guide the development of amateur choral arts in Mt. Pleasant.</p>
<p>Mount Pleasant is my home and I enjoy seeing local artist's work around town.</p>
<p>Gallery business is there</p>

I am an artist and want to grow and prosper through my study and exhibitions. A
It is convenient.
Attractive housing and living options. Easy commute to peninsula. Local artists/performers.
I live here. It is a growing community with a high percentage of upper income residents who can afford to support the arts and do when they have the opportunity. A community of this size and wealth should be doing much more to support and promote the incredibly talented artists who live here. Visual artists, musicians, craftsmen, vocalists, actors all live here and there is virtually nothing done by the community leadership to recognize, introduce promote and support all of these artists in so many fields. Artfest and the Blessing of the Fleet do not count, one is a family festival, the other is a food festival.
Because Mt. Pleasant is where I live and I'm 77 Years old so I don't travel much.
Mount Pleasant is where I live, but I practice my art from Beaufort to the Chesapeake Bay when cruising our trawler, and as far away as Florida and Maine when traveling by car or plane.
It's my home and my community.
Artist who are friends. Uptown impossible to find parking!!!
Proximity to my house and traffix issues
Because I am a resident of Mt. Pleasant
Because I live here and my studio is at my house
I live here in Mt. P.
I live in Mt. Pleasant.
Charleston and its environs is a very strong market for art on all levels right now. Plus, I'm a plein air landscape painter and love what the low country offers in subject matter.

<p>We are a performing arts school; the community is affluent and parents are involved. These two factors make Mt Pleasant families really supportive of the work we are doing.</p>
<p>Sense of community</p>
<p>I live here</p>
<p>Love the Mt Pleasant community and the appreciation they have for the arts</p>
<p>It is where I live.</p>
<p>I am the director of a community chorus based East of the Cooper. Most of the members are from Mount Pleasant.</p>
<p>Drawing classes, art collaboration, pottery, sculpture, studio classes available</p>
<p>Because of my passion for painting and the arts overall</p>
<p>It is a very supportive environment.</p>
<p>As a retiree it is important to continue learning and keeping active both mentally by always learning new things and keeping active socially. The arts help all both young and old.</p>
<p>Because it's where I live. Convenience</p>
<p>That is where I live</p>
<p>I am the owner of Mount Pleasant School of Performing Arts, and director of the non profit Mount Pleasant Performing Arts Co.</p>
<p>I like art and Mt Pleasant is where I live</p>
<p>I live here. Convenience.</p>
<p>RESIDENT</p>

I live here, families that live here can afford our services.

It is where I live and has a lot of young children in families that can afford dance classes.

I live in Mt. Pleasant and believe in community engagement.

Great community. Supportive of the Arts.

I live in Mt pleasant

There is a gap in Mount Pleasant for QUALITY arts education for all ages. It's why our art center has grown so fast. Parents have no good art choices. Many 50 plus seniors don't value the senior center programs or want to take classes in that type of place. Homeschoolers have no art options during the day provided by the town.

I live there.

I live here

It's where I choose to live and work.

Have a home here

It is where I live.

Exhibit at MPAG gallery and in art shows. Have participated in Georgetown events as they seem to have more than Mt Pleasant

I live in Mount Pleasant

I am an artist and the landscape is very inspiring. I am a member of the Mt. Pleasant Artists Guild. There is a good art gallery called Perspective Art Gallery, There are two events where an artist can show her work (Arts Festival and Blessing of the Fleet).

Close to where I live and a growing area.

Economy of residents supports the arts; number of children creates large market; value of arts in school system
Because I live here and traffic gets worse and worse, so I prefer not to drive for hours to get to any event
Fine Arts, painting, exhibiting, teaching
Because I live in Mt. Pleasant
Own home here
Stay part of the community I live in
That's where I live
As a non profit arts organization that is supported by Mt. Pleasant, we strive to deliver our goal of providing classical music the communities that support us.
close to home.
purely infrastructure
It was an unsupported area that had potential for growth
Live here most of my life. Starting to look too junky and commercial around here. We need some arts to elevate the ambiance to the community" village" it once was.
Home
Opportunity
I live there
Conveniently close for. Night meetings

Mt. Pleasant is one of the largest and fastest growing towns in SC. Smaller areas have wonderful performance venues within their own towns. The residents of Mt. Pleasant shouldn't have to travel to Charleston, North Charleston, for everything arts related. A practice and performance space would be well utilized and would enhance the overall appeal of the area

Born and raised here

The arts are an important part of a child's overall education - STEM becomes STEAM

Who are the people most likely to lead creative activities in Mt. Pleasant?

It OUGHT to be a Town's Council with the cities providing financial support, locations and advertising for groups of artists, actors, musicians who give back to the community. Presidents of associations, board members of guilds, seem to be supported only by members of their groups, with little help from the towns/cities who can't even find space for them to perform, meet and work.

Members of the Mt. Pleasant Artists Guild.

Members of Guild

Artists, art and dance teachers, and dancers

MPAG Board and artists

A wide variety of people, many people.

Artists themselves living in the area

The creatives

Leaders of existing arts organizations or groups.

Artist Guild Town of Mount Pleasant
Retired people
Artists and anyone who is interested in advancing the appreciation of the arts in all their forms. Through
Artists come from all walks of life.
Local artists/performers. Nonprofits. Collaboration with College of Charleston.
So far, the artists themselves, with limited resources and limited budgets.
The members of Perspective Art's Gallery in Mt. Pleasant and members of other art galleries around the area.
Not sure
Artists
Fellow Artist or Artist brought in from out of town but u have to pay to join their classes.
People running The Perspective Gallery and singing groups already in existence
Singers, artists, actors, musicians
Artists or those who want to become artists.
Look no further than the Mount Pleasant Artist Guild for leadership material.
Many artist
Gallery directors and artists

The artists !
Don't know
Artists and community philanthropists.
Experienced but still inspired artists and the youth being, the artist for the future
MPAG Art graduates and educators
I'm only aware of the visual arts aspect.
Artists, teachers
Charleston Creative Communiy, Seacoast sometimes....not much!
Those who are already active as community artists
Mt. Pleasant Artists Guild Christ Church and Presbyterian Church musical programs
ARTISTS/ THEATRE
I would love to be one of them. We try to collaborate with other organizations but have found they have a scarcity mindset. They are not willing to join us or even respond to communication. We have the ability to host a lot of events and smaller performances with our own 1000 sq ft black box but struggle with getting the word out.
Mount Pleasant Community Arts Center Southcoast Symphony Mount Pleasant Artists Guild Lorna Barker (music director, Christ Church) Kathleen Fox (Creative Arts of Mt. Pleasant) Brad Dunnells (Bach to Rock) Keely Enright (Mt. Pleasant resident & Ex. Dir of the Woolfe Street Playhouse

Teachers, Donators, Schools

Schools rec department town.

Creatives. It will take one amazing person to lead this effort. You'd also have to make the studio space "cool" to the community. Not something like the current rec. centers or Darby Building which are loud and sterile, but a true arts center with working artists and classes like the Torpedo Factory (VA), Workhouse Art Center (VA). These centers offer all sorts of classes, events, speakers, galleries.

Art guild members, educators

The people trying to create an arts facility here in town. They are most involved in trying to bring the arts to our town.

All ages of people.

Students, teachers, artists and musicians

I think people from the greater Charleston area

Art teachers, mayor, fine and performing artists, anyone in politics.

Guilds, Theatre groups, Teachers

Town administration

not sure

Artists leaders

There are a number of artists in Mt. Pleasant who would be happy to lead creative activities. The only places I know of right now are Creative Arts of Mount Pleasant (private for-profit) and Bliss House (non-profit). There should be more through the community. Perhaps a community arts center where affordable classes can be taken through the parks & recreation department.

Mt Pleasant Artist Guild can advise
Those who enjoy sharing their talents in the arts and have organizing skills
Retirees
Those in positions of civic influence in Mt. Pleasant
Teachers and artists
Retired individuals, Mt Pleasant Artist Guild. Senior Center art students and teachers, Mt pleasant Rec Dept., Beads & Brushstrokes, Creative Arts of My Pleasant, Music Stores.
There are no movers and shakers
Other Artists
Chorale groups; Visual arts community; performing arts
Mostly private businesses in the related arts
AIGA, etc.
People who understand the value of Creative Arts

What other opportunities are there to advance or support Mt. Pleasant's arts community?
Little from the city. Those who create opportunities are individuals who dedicate themselves—time, money, enthusiasm, creativity, etc. They are often too exhausted to continue trying, and sort of just give up.
Idk

It would be good to have an art and design trail map that shows all the locations of the art galleries and interior design centers since they are so spread out. It would also be a good idea to have a city wide art festival with entertainment, shows, and prizes.

More articles in newspapers, tv

I don't know

The potential for all forms of the arts far exceeds current possibilities, due in large part to a lack of appropriately designed, conveniently located, and affordable space for the arts.

A huge unmet opportunity is the potential for TOMP officials to champion the arts and take a leadership role in supporting fundraising and public support for an arts center— one that is flexible enough in design to support multiple art forms, including dance, theater, choral and instrumental music, etc.

A place where artists could work and collaborate would be wonderful...unfortunately, with rent so high in the area, it is difficult to find. Think what Redux is doing downtown...

Mt pleasant art guild

Through education and opportunities for performances.

Art Galleries, two outdoor exhibiting arenas provided by the Town of Mt Pleasant. We have no indoor facility for performing arts and visual artists.

Events in collaboration with local institutions and schools, and with underserved communities.

How about a Mount Pleasant Museum of Fine Art? A performance venue, indoor and outdoor. An annual all-encompassing Arts Festival...with a juried Fine Art exhibit/outdoor show, similar to Piccolo Spoleto, musical performances, theater, juried craft show. A fine arts newsletter that would keep the community apprised of events taking place both community sponsored and privately sponsored. A space where arts organizations could hold meetings. Currently organizations have to hunt down a facility in which to gather.

To display their works in Perspective Art's Gallery, to belong to Mount Pleasant Arties' Guild, and have Opportunities to display their works in different public/civic buildings.

<p>Concerts at Alhambra Hall and Waterfront Park — everything from rock to country to symphony. NOT just beach music.</p>
<p>Welcome vision through hotels, chamber of commerce, social media,</p>
<p>I have been part of an effort to get an arts center several times in the 26 years i have lived in Mt. Pleasant, and this effort has never been successful</p>
<p>I'm not aware of all the opportunities. I'd like to see the Mt. Pleasant government invest in a cultural center that can be used by the different art communities.</p>
<p>Artist guild</p>
<p>The could be help for fundraising activities for the benefit of Mt Pleasant and a place for people to visit to buty and see the arts . The arts would be a real benefit for the children of the community to Grow in creativity.</p>
<p>A yearly arts festival would be a great idea.</p>
<p>Honestly, I have not looked into it I been so busy with my gallery. Creating an art centre using what creative spark was and what redux is as an example would be a good start</p>
<p>MPAG Private classes with local art instructors Others advancement would be in Charleston</p>
<p>More retail space support.</p>
<p>Put the same value and money into promoting the arts like you would all the sports events.</p>
<p>None.</p>
<p>Very few at the moment.</p>

Have an arts-based facility, similar to Redux, where studio spaces are available for rent, large gathering space is available for creative offerings/speakers/classes/exhibitions.

Education lectures on variety of topics. More daytime programs for seniors who cannot drive at night and transportation for people who cannot drive to arts events in Charleston. How about a van pick up for a reasonable fee? Safety is an issue.

COMMUNICATION

While there are many people that support the arts here and have tried to rally the community, I think the actual business owners and organization leaders should really be more involved (we should be asked). I've never been asked to be on a board or give my opinion and we are the ones that are actually grooming those that would participate and use the facility. We provide private music education and are leaders in the field.

Mt. Pleasant does not have an art center, music hall or even a theatre. It also lacks an arts support infrastructure that capitalize on the resident population's desire to DO arts on a regular basis—creating, performing, managing, displaying, collaborating, etc.

The local school PAC's and auditoriums are unavailable for use by local art organizations. There is no place to perform, exhibit, rehearse or create art.