



# WHY THE ARTS MATTER IN GEORGIA



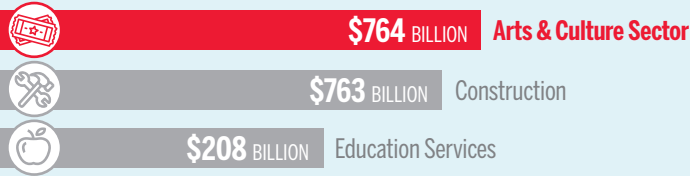
## NATIONAL ARTS FACTS

### ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

#### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.



**BONUS:** U.S. exports generate a \$24.1 billion arts trade SURPLUS.

## GEORGIA ARTS FACTS

#### THE GEORGIA ARTS & CULTURE SECTOR REPRESENTS 3.8% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$19.6 billion** to Georgia's economy, representing 3.8% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.



**BONUS:** In 2015, GA arts and culture jobs grew by 5.5% while the national average was 2.1%.

GDP

JOBS

### NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.



In Georgia, **21,673** Arts-Related Businesses employ **129,386** people.

- In Chatham County, **629** Arts-Related Businesses employ **2,681** people.
- In Fulton County, **4,675** Arts-Related Businesses employ **45,219** people.
- In Muscogee County, **309** Arts-Related Businesses employ **3,089** people.

Source: Americans for the Arts, *Creative Industries*, *Georgia* report, 2017.



ECONOMICS

### ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.



In 2015, Georgia's arts and culture sector **employed thousands of FTE jobs** and generated **millions of dollars in economic activity**. Nonprofit arts groups helped cultivate that activity.

- In Atlanta, for example, nonprofit arts groups generated **\$434.8 million** in economic activity. Audiences of 10.4 million people added another **\$285.0 million** in related spending for a total of **\$719.8 million** for the city in 2015, and this generated **\$64.5 million** in local and state government revenues and **23,514 FTE jobs**.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, *Atlanta Metro* report, 2017.



### PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢** per capita, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.  
Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

**Q** What about Georgia—how much does state government budget to the Georgia Council on the Arts each year?

**A** The state allocated **\$1,106,499** to the Georgia Council in the Arts. In FY 2017, the Council received **\$742,000** in federal NEA funds, which they re-granted to nearly 200 cultural organizations through the state. Another 41 nonprofit arts organizations received direct grants from the NEA totaling **\$3,247,340**.

Source: NEA and NASAA, 2017.  
*Georgia's Creative Economy* includes data on the economic impact of the arts and micro-case studies on the impact of the arts in a number of Georgia communities.

FUNDING

“Arts education is a powerful tool to transfer knowledge and cultivate in Georgia’s students the hard and soft skills that position them for success in all sectors of the global economy, and aspects of their adult life.”

—Karen Paty, Executive Director of Georgia Council for the Arts



## GEORGIA ARTS FACTS

### IN THE PEACH STATE, THE ARTS UNITE US AS GEORGIANS

The video [Right Here in Georgia: The Impact of the Arts](#) highlights the impact of the arts on the state.

#### GEORGIA COUNCIL FOR THE ARTS

The direct predecessor of the Council was founded by the General Assembly in 1968. The state arts agency, now a division of the Georgia Department of Economic Development, cultivates the growth of vibrant, thriving Georgia communities through the arts. The agency’s programs and services include grants, capacity building and professional development, arts learning programs, literary arts programs, acknowledging artistic excellence, and preserving the cultural heritage of the state.

>Learn more [here](#).

#### MEET SOME GEORGIA ARTS ADVOCATES

- **Patrick A. Kelsey** is Director of Arts and Culture Alliance of Chatham County and professor of business at the Savannah College of Art and Design. > [More](#)
- **Doug Shipman**, president and CEO of Woodruff Arts Center, writes a regular column about the arts in Atlanta in the Saporta Report. > [More](#)
- **Lois Reitzes**, a leading voice of Atlanta’s public radio station, received the Governor’s Award for Music and Arts Advocacy. > [More](#)
- **Kenny Leon**, co-founder and artistic director, True Colors Theatre Company, received the Governor’s Award for Theatre and Arts Leadership. > [More](#)

#### ARTS IN GEORGIA

- Explore Georgia offers a calendar of arts and culture events, including festivals, fairs, concerts, theatre and dance productions, among many other types of events [here](#).
- *Atlanta Magazine* lists 100 arts destinations throughout the state [here](#).
- Several sites catalog the wide variety of events happening in Atlanta, including [Atlanta.net](#), [Arts ATL](#), and [Atlanta PlanIt](#).

#### GEORGIA ARTS ORGANIZATIONS

Georgia Arts Network [www.gaartsnetwork.org](http://www.gaartsnetwork.org)  
ArtsGeorgia [www.artsgeorgia.net/advocacy](http://www.artsgeorgia.net/advocacy)  
Georgia Association of Museums and Galleries [www.gamg.org](http://www.gamg.org)  
Georgia Lawyers for the Arts [www.glarts.org](http://www.glarts.org)

### THE ARTS ARE EVERYWHERE!

- One of the largest arts centers in the world, Woodruff Arts Center in **Atlanta** is home to Alliance Theatre, Atlanta Symphony Orchestra and the High Museum of Art. Celebrating its 50th anniversary in 2018, The Woodruff hosts 800,000 patrons and serves 200,000 students each year. > [More](#)
- The historic family home of world-renowned author Flannery O’Connor, **Andalusia** has recently been stabilized and is undergoing a long-term restoration under the auspices of Georgia College & State University. Located outside of **Milledgeville**, the 500-acre estate is open to the public for tours and special events. > [More](#)
- The **Savannah** Music Festival brings more than 500 of the world’s finest musical artists representing a broad variety of genres for more than 100 events over 17 days each spring. Reaching an audience of more than 35,000, the annual

festival is touted as one of the most innovative cultural events in North America. > [More](#)

- Georgia’s official folk life play, Swamp Gravy is produced in **Colquitt**, Georgia, located in the far southwestern corner of the state. First presented in 1992, Swamp Gravy incorporates local stories and characters, volunteer actors, and regional music. Received with national acclaim and visitors from all around the country, the story of Swamp Gravy was recently featured on NPR’s “Planet Money.” Productions take place in March and October of each year. > [More](#)
- A three-week event to highlight the role of the arts in the community of **Columbus**, Georgia, Artbeat coordinates events with the many local cultural institutions, including The Columbus Museum, RiverCenter for the Performing Arts, The Bo Bartlett Center, Springer Opera House, Columbus Symphony Orchestra, The Columbus Ballet, and Columbus State University, among many others. > [More](#)

- Located in **Summerville**, Georgia, Paradise Garden encompasses the historic home and artist-built environment which was the vision of celebrated self-taught artist Rev. Howard Finster. While he didn’t begin his career as an artist until the age of 59, Finster produced more than 45,000 works before his death in 2001 at the age of 84. Managed by the Paradise Garden Foundation, his unique estate features numerous buildings covered in Finster’s work, as well as two guest cottages where visitors can stay overnight. Paradise Garden also hosts the annual Finster Fest and a regional Outsider Art Trail Tour. > [More](#)

**To View the Top 10 Reasons to Support the Arts, Click Here.**

## GEORGIA ARTS NEED YOU!

### JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org/join](http://ArtsActionFund.org/join)

CALL US: 202.371.2830 x2067

FOLLOW US: [f](#) Arts Action Fund | [t](#) @ArtsActionFund | #ArtsVote



To download this fact sheet, “Why the Arts Matter in Georgia,” with corresponding resource links visit [www.ArtsActionFund.org/GA](http://www.ArtsActionFund.org/GA).