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%).


$764 BILLION Arts & Culture Sector

$763 BILLION Construction

$208 BILLION Education Services

**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.

673,656 BUSINESSES & 3.48M JOBS ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

**ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY**

**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.


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!


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.


$19.6 BILLION Arts & Culture Sector

$19.7 BILLION Construction

$5.2 BILLION Education Services

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

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

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

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.


21,673 BUSINESSES & 129,386 JOBS ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

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.


**ART IS A $19.6 BILLION GDP DRIVER OF OUR STATE ECONOMY.**

**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.
**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.

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**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

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**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.

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**GEORGIA ARTS ORGANIZATIONS**

- Georgia Arts Network [www.gaartsnetwork.org](http://www.gaartsnetwork.org)
- ArtsGeorgia [www.artsgorgia.org](http://www.artsgorgia.org)
- 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)

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**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
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- 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 Gravvy 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

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