WHY THE ARTS MATTER IN GEORGIA

NATIONAL ARTS FACTS

ARTS SECTOR’S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

| GDP & JOBS
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
</tr>
<tr>
<td>Construction</td>
</tr>
<tr>
<td>Education Services</td>
</tr>
</tbody>
</table>

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

**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.

**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.

**ECONOMICS**

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

**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)?

- Congress has proposed allocating $162.5 million to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just $49 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!

**GA ARTS FACTS

GEORGIA ARTS & CULTURE SECTOR REPRESENTS 4.1% OF STATE’S GDP & 140,182 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $22 billion to Georgia’s economy, representing 4.1% of the state’s GDP—a larger share than some other industries in the state.

**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.

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

- 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.

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

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

- The state allocated $1,517,217 to the Georgia Council on the Arts. In FY 2019-20, the Council received $783,800 in federal NEA funds, which they re-granted to nearly 200 cultural organizations through the state. Another 62 nonprofit arts organizations received direct grants from the NEA totaling $2,807,395.

**FUNDING**

**Source:** Americans for the Arts Action Fund, 2020.
***Read: Funding The Arts Is Good For The Nation, The Hill, 2015.***

2/23/2020