## 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)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$804 billion</td>
</tr>
<tr>
<td>Construction</td>
<td>$746 billion</td>
</tr>
<tr>
<td>Education Services</td>
<td>$244 billion</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.
- **In Georgia:** 21,673 Arts-Related Businesses employ 129,386 people.

#### 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.
- 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 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.

#### 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)?

*Source: Americans for the Arts Action Fund, 2020.*

**A** 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!

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

*Source: NEA and NASAA, 2020.*

**A** The state allocated $1,517,217 to the Georgia Council in 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.

*Source: 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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**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.

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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 Saaporta 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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**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 Savanna 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 Bob Bartlett Center, Springer Opera House, Columbus Symphony Orchestra, The Columbus Ballet, and Columbus State University, among many others. [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]
ArtsGeorgia [www.artsgeorgia.net/advocacy]
Georgia Association of Museums and Galleries [www.gamg.org]
Georgia Lawyers for the Arts [www.glarts.org]

**GEORGIA ARTS NEED YOU!**

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

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CALL US: 202.371.2830 x2067
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**To View the Top 10 Reasons to Support the Arts, Click Here.**

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

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