WHY THE ARTS MATTER IN GEORGIA

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR’S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Revenue</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7B</td>
<td>5.2M</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7B</td>
<td>-</td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9B</td>
<td>-</td>
</tr>
</tbody>
</table>

BONUS: In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

GEORGIA ARTS FACTS

GEORGIA ARTS & CULTURE SECTOR REPRESENTS 4.6% OF STATE’S GDP & 154,259 JOBS

<table>
<thead>
<tr>
<th>Sector</th>
<th>Revenue</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$28.7B</td>
<td>154K</td>
</tr>
<tr>
<td>Construction</td>
<td>$27B</td>
<td>-</td>
</tr>
<tr>
<td>Education Services</td>
<td>$7B</td>
<td>-</td>
</tr>
</tbody>
</table>

BONUS: In 2019, GA arts and culture was also larger than the Agriculture industry.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.

In Georgia, COVID-19 has devastated creative economy businesses with a loss of $4.5 billion in revenue. In addition, 57% of all creative workers in Georgia became unemployed (86,244 people) as of July 2020.

<table>
<thead>
<tr>
<th>State</th>
<th>Loss of Revenue</th>
<th>Unemployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>$4.5B</td>
<td>57%</td>
</tr>
<tr>
<td>USA</td>
<td>$150B</td>
<td>52%</td>
</tr>
</tbody>
</table>

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 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.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonprofit</td>
<td>$166.3B</td>
</tr>
<tr>
<td>National</td>
<td>$19.6B</td>
</tr>
</tbody>
</table>

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 allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just 51¢ per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. 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?

A In FY 20-21, the state allocated $1,502,217 to the Georgia Council in the Arts. The Council received $831,000 in federal NEA funds, which they regranted to cultural organizations through the state. Another 74 nonprofit arts organizations received direct grants from the NEA totaling $3,724,117.

Source: NEA and NASA, 2021 Read: 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.

GEORGIA COUNCIL FOR THE ARTS

Georgia Council for the Arts (GCA) is a division of the Georgia Department of Economic Development whose mission is to cultivate the growth of vibrant, thriving Georgia communities through the arts. GCA provides grant funding, programs and services statewide that support the vital arts industry, preserve the state’s cultural heritage, increase tourism and nurture strong communities.

Executive Director: Tina Lilly
Chair: J. Barry Schrenk
> Learn more here.

GEORGIA ART ORGANIZATIONS

Georgians for the Arts
georgiansforthearts.org
Arts Georgia
www.artsgeorgia.net
Georgia Association of Museums and Galleries
www.gamg.org
Georgia Lawyers for the Arts
www.gaarts.org
C4 Atlanta
www.c4atlanta.org

ART 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, artsatl.org, and Atlanta Planit.

GEORGIA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830
FOLLOW US: Arts Action Fund | @ArtsActionFund | @ArtsActionFund

GEORGIA FOR THE ARTS

Georgians for the Arts, a 501c4 established in 2019, has a mission to provide vision, leadership, and resources that ensure the growth, prosperity, and sustainability of arts and culture in Georgia. It will assume the advocacy activities started and supported by ArtsGeorgia since 2013.

President & CEO: Patrick A. Kelsey
> Learn more here.
> Join here.

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.