



# WHY THE ARTS MATTER IN GEORGIA



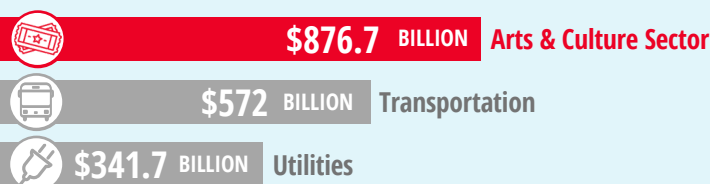
## NATIONAL ARTS FACTS

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

### ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP & 4.6 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$876.7 billion industry** in 2020, representing **4.2%** of the nation's GDP, **4.6 million jobs**, and total compensation of **\$446 billion**.

Source: [U.S. Bureau of Economic Analysis & National Endowment for the Arts, 2022](#) (2020 data collected during the pandemic)



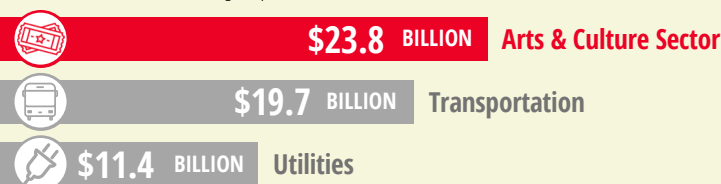
**BONUS:** In 2020, the arts & culture sector ranked 3rd among comparison sectors.

## GEORGIA ARTS FACTS

### GEORGIA ARTS & CULTURE SECTOR REPRESENTS 3.8% OF STATE'S GDP & 134,217 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$23.8 billion** to Georgia's economy, representing **3.8%** of the state's GDP, **134,217 jobs**, and total compensation of **\$11.4 billion**.

Source: [U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022](#) (2020 data collected during the pandemic)



**BONUS:** In 2020, GA arts and culture was also larger than the Agriculture industry.

## LOSS OF REVENUE AND JOBS

 (Commercial & Nonprofit Arts Organizations Combined)

Between 2019 and 2020, the U.S. **arts economy** shrank at **nearly twice the rate** of the economy as a whole. Arts and cultural production fell by **6.4%** when adjusted for inflation, compared with a **3.4%** decline overall.

Source: [U.S. Bureau of Economic Analysis, 2022](#) (Data collected during the pandemic)

See Americans for the Arts regularly updated [COVID-19 Impact on the Arts Research Update](#).

**\$53.6B** GDP LOST & **600,000** JOBS LOST

Georgia arts and culture value added decreased by **10%** between 2019 and 2020. In addition, arts & culture employment decreased by **13%**, dropping from **154,259** to **134,217**.

Source: [U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022](#) (2020 data collected during the pandemic)

**\$4.9B** GSP LOST & **20,042** JOBS LOST

## 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](#) (Prior to COVID-19 pandemic)

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

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

**NONPROFIT ART ISA** **\$19.6 BILLION** DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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

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

**A** Congress allocated **\$180 million** to the NEA in **FY22**. This amounts to just **54 cents** per capita. Ideally, Congress should index \$1 per capita funding to the NEA. For COVID economic relief, Congress also allocated **\$75 million** in CARES Act and **\$135 million** in ARPA funding for distribution by the NEA. Additionally, Congress allocated **\$16 billion** to the SBA for shuttered arts venues plus billions more for PPP and EIDL.

Source: [Americans for the Arts Action Fund, 2022](#).

**Q** How much did Georgia receive in public funding for the arts and culture?

**A** In **FY21-22**, the state allocated **\$1,502,217** to the Georgia Council in the Arts. The Council received **\$836,535** in federal NEA funds, **\$507,900** through CARES Act, and **\$904,000** through ARPA. Approximately **383** arts organizations and **5,357** artists benefitted from this funding. Another **38** nonprofit arts organizations received direct grants from the NEA totaling **\$1,705,000**.

Source: [Georgia Council for the Arts & NEA, 2022](#)

GDP &amp; JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING



"When our arts and humanities sectors thrive, we see prosperity and revitalization in communities across our state." -- Governor Brian Kemp

"The arts and humanities play a vital role in making Georgia the best state in the country to live, work, and raise a family." -- First Lady Marty Kemp

## 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](#)

#### 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](#) and [artsatl.org](#).

#### GEORGIA ARTS SERVICE ORGANIZATIONS

- Arts Georgia [artsgeorgia.net](#)
- Georgia Association of Museums and Galleries [gamg.org](#)
- Georgia Lawyers for the Arts [glarts.org](#)
- Georgia Music Partners [georgiamusicpartners.org](#)
- SouthArts [southarts.org](#)

#### GEORGIANS FOR THE ARTS, a 501(c)4

established in 2019, has the mission to provide vision, leadership, and resources that ensure the growth, prosperity, and sustainability of arts and culture in Georgia. They are the state's leading arts and culture advocacy membership-driven organization and Georgia's representative to Americans for the Arts' State Arts Advocacy Network and its National Arts Action Summit.

**President & CEO: Patrick A. Kelsey**



[Learn more here](#)

[Visit Georgia Arts Action Center](#)

### 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

**FOLLOW US:** Arts Action Fund | @ArtsActionFund | @ArtsActionFund



To download this factsheet, "Why the Arts Matter in Georgia," with corresponding resource links visit [www.ArtsActionFund/StateFactsheets](http://www.ArtsActionFund/StateFactsheets)