

# WHY THE ARTS MATTER IN GEORGIA



## NATIONAL ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**4.31%** Nation's GDP      **5.2 M** Jobs

**\$1.102 TRILLION** Arts & Culture

**\$1.09 T** Construction

**\$270.8 B** Agriculture & Forestry

The national arts and culture sector was a **\$1.102 trillion industry** in 2022 (4.31% of the nation's GDP), representing **5.2 million jobs** (3.28% of nation's workforce), and total compensation of **\$540.9 billion**.

Source: U.S. Bureau of Economic Analysis & National Endowment for the Arts (2024). Data collected for 2022.

## GEORGIA ARTS FACTS

**FOR-PROFIT & NON-PROFIT ARTS & CULTURE SECTORS REPRESENT**

**4.11%** State's GDP      **149,036** Jobs

**\$31.6 BILLION** Arts & Culture

**\$38 B** Construction

**\$6.6 B** Agriculture & Forestry

The Georgia arts and culture sector was a **\$31.6 billion industry** in 2022 (4.11% of the state's GDP), representing **149,036 jobs** (3.1% of Georgia's workforce), and total compensation of **\$13.8 billion**.

Source: U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies (2024). Data collected for 2022.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

National

**\$151.7 B** Economic activity annually

**2.6 M** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$29.1 billion** in total tax revenue to federal, state, and local governments.

**88.5%** of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

**87%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6.

## ECONOMIC IMPACT OF NON-PROFIT ARTS & CULTURE INDUSTRY AND AUDIENCES

Statewide

**\$1.3 B** Economic activity annually

**19,734** Jobs supported by economic activity

In 2022, the impact of this economic activity generated **\$200 million** in total tax revenue to federal, state, and local governments.

**90.6%** of audiences agreed with the statement "This arts activity/venue is inspiring a sense of pride in this neighborhood or community"

**88.9%** of audiences agreed with the statement "My attendance is my way of ensuring that this activity/venue is preserved for future generations"

Source: Americans for the Arts (2023). Arts & Economic Prosperity 6. 2022 data collected for the State of Georgia.

## FEDERAL FUNDING FOR THE NATIONAL ENDOWMENT FOR THE ARTS

Federal Appropriation FY24      **\$207 Million**

Congress allocated **\$207 million** to the National Endowment for the Arts (NEA) in **FY24**. This amounts to just **62 cents per capita**. Ideally, Congress should index \$1 per capita funding to the NEA.

Source: Americans for the Arts Action Fund, 2024.

4/5/2024

## PUBLIC FUNDING RECEIVED FOR GEORGIA ARTS & CULTURE SECTOR

State Appropriation FY24      **\$1,555,890**

NEA Grant FY24      **\$902,035**

NEA Direct Grants FY23      **\$5,433,335**

Source: NEA, SBA, NASAA, 2024

# GEORGIA ARTS HIGHLIGHTS

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](#)

## BE SURE TO CHECK OUT

- 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](#).

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**

Executive Director: **Waduda Muhammm**



[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](#)

4/2024



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

E-MAIL US: [ArtsActionFund@artsusa.org](mailto:ArtsActionFund@artsusa.org)

VISIT US: [ArtsActionFund.org](http://ArtsActionFund.org)

FOLLOW US:

