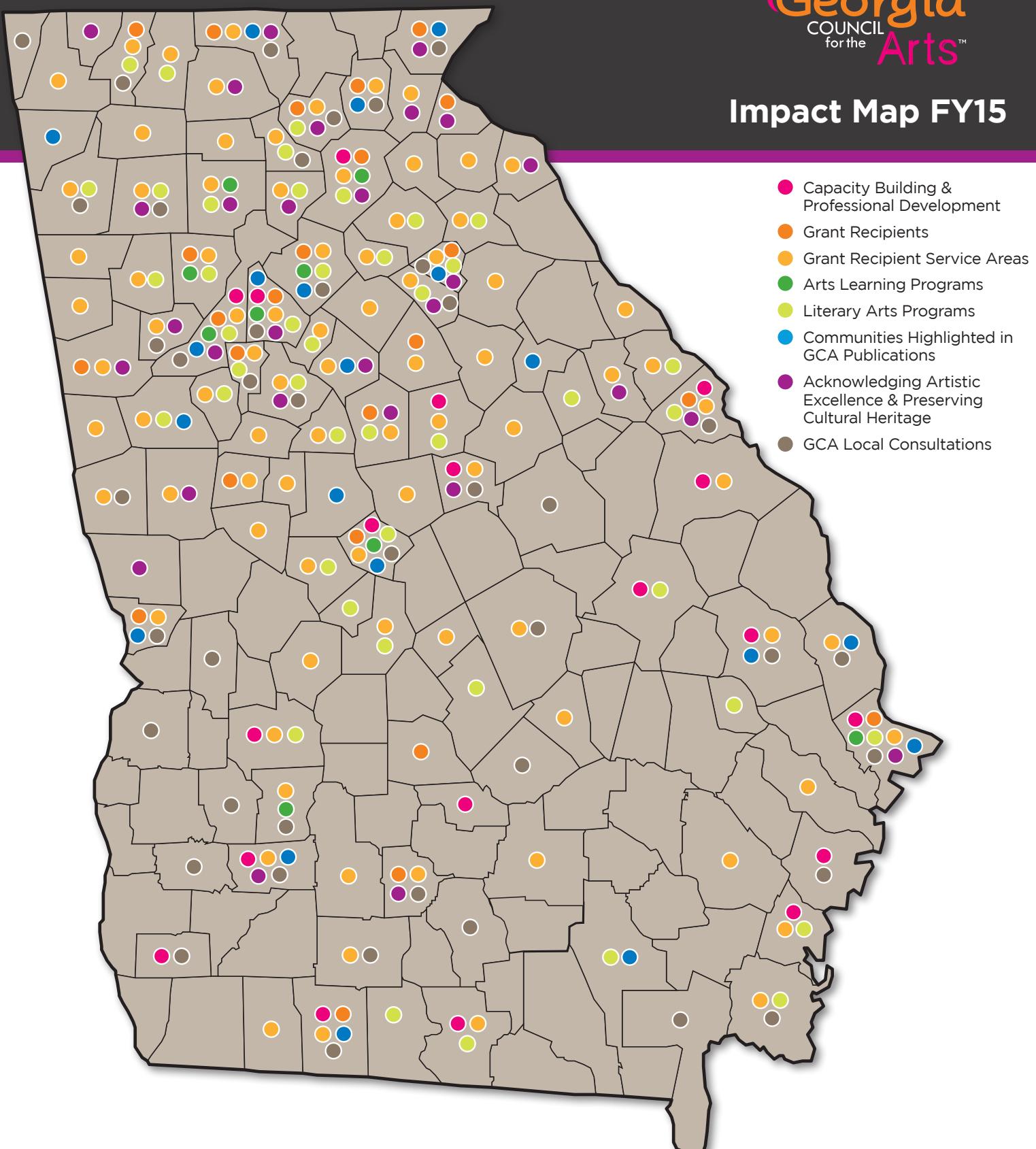


Impact Map FY15



This map illustrates the impact of GCA on counties throughout the state of Georgia. Each marker represents a type of grant, program, or service delivered to the county in which the marker is located. In FY15, GCA directly and indirectly delivered support to 114 of the state's 159 counties. GCA's direct grantees reached a total audience of 5.5 million Georgians through their programs and services.

CAPACITY BUILDING & PROFESSIONAL DEVELOPMENT

GCA supports capacity building and professional development that contributes to the strength and sustainability of the nonprofit arts industry in Georgia. Administered through a partnership with the Georgia Center for Nonprofits, [Momentum for the Arts](#) led 44 arts organizations through organizational assessment, a customized development plan, monthly workshops, and access to a nonprofit consultant over an 18-month period. GCA underwrote the participation of 20 organizations. The fair-market value of the training and consulting support that participating organizations received from GCA and the Georgia Center for Nonprofits totals \$1.2 million. GCA also provided scholarships for artists and arts administrators to attend conferences for the Performing Arts Exchange, the National Arts Marketing Project, and the Alliance of Artists Communities.

GRANT RECIPIENTS

GCA awarded three types of [grants](#) in FY15 – Partner Grants, Project Grants, and Tourism Product Development Grants. A total of \$830,000 was awarded to 77 grantees in 24 counties. The markers identify counties that are home to organizations that directly received grant funds from GCA in FY15. Responding to questions in the final report, grantee organizations identified the important impact of their GCA grants.

- **91%** of Project Grant recipients said that they would have had to cut back on the anticipated scope of the project if they had not received the grant.
- **77%** of Partner Grant recipients said they would have had to cut back on programming if they had not received the grant.
- **88%** of all grantees said they were able to leverage the GCA grant to help raise additional funds.
- **97%** of all grantees said that other funders look more favorably on their organization because they are funded by GCA.
- **75%** of all grantees said that jobs would have been affected if they had not received the grant.
- **97%** of all grantees said that the grant helped them reach new audiences.
- **76%** of all grantees said that the GCA grant allowed them to launch a new collaboration or partnership.

GRANT RECIPIENT SERVICE AREAS

These 87 counties are served by GCA grant recipient organizations based in another county. Organizations include those receiving Partner and Project Grants.

ARTS LEARNING PROGRAMS

In FY15, GCA facilitated the work of the [Governor's Arts Learning Task Force](#) and published their report featuring 16 recommendations divided into four themes. GCA also produced the research report [Arts Education in Georgia](#), which provides detailed information on access to quality arts education in K-12 public schools throughout the state. In addition, as part of the Partner and Project Grant program, a total of 11 organizations received arts education bonus grants totaling \$44,000. GCA also participated in a nationwide program on creativity and aging supported by the National Endowment for the Arts and conducted site visits throughout the state to observe K-12 schools with model arts education programs.

LITERARY ARTS PROGRAMS

GCA serves the state through a variety of [literary arts programs](#), including [Poet Laureate](#) visits; the [Poet Laureate's Prize](#); [Literary Event Grants of Georgia](#) and the [Georgia Writers Registry](#) administered by the Georgia Writers Association; and [Poetry Out Loud](#), managed by the Atlanta History Center. Markers for the Poet Laureate's Prize represent counties where the winner and finalists reside. A total of 224 students from 70 schools submitted original works of poetry for the Poet Laureate's Prize. Markers for Poetry Out Loud represent counties that are home to participating schools. A total of 9,300 students from 73 schools participated in Georgia's Poetry Out Loud program in FY15. The Georgia Poetry Out Loud state champ went on to place second in the National Finals in Washington, DC.

COMMUNITIES HIGHLIGHTED IN GCA PUBLICATIONS

In FY15, GCA produced a number of publications, including a brochure highlighting [Georgia's Creative Economy](#), which features 28 organizations and communities producing work in film and television, music, digital entertainment, and arts and culture. GCA also published a series of case studies entitled [Leveraging Public Investment in the Arts: The Role of Arts-Based Economic Development Strategies in Georgia Communities](#). The case studies highlighted seven communities throughout the state which have pioneered model economic development strategies using the arts and artists in their communities.

ACKNOWLEDGING ARTISTIC EXCELLENCE & PRESERVING CULTURAL HERITAGE

GCA recognizes significant accomplishments by Georgia artists and arts organizations through two programs – the Governor's Awards in the Arts & Humanities and The Art of Georgia. The [Governor's Awards in the Arts & Humanities](#) acknowledge career-long contributions by individuals and organizations working in the arts and humanities in Georgia. [The Art of Georgia](#) features work by individual artists from throughout the state in a rotating juried exhibition at the State Capitol. The Art of Georgia featured work by 133 Georgia artists.

GCA also preserves and shares Georgia's artistic heritage through the State Art Collection and the Georgia Traditional Arts Research Collection. [Georgia's State Art Collection](#) is an extensive, vibrant chronicle of work created by Georgia artists from the 1970s to the 1990s. The Collection serves as an educational tool that both disseminates knowledge about the arts and artists of Georgia and preserves the state's artistic heritage. It is available to view digitally on the GCA website, as well as in the New Georgia Encyclopedia and the [Digital Library of Georgia](#). [Inspired Georgia: 28 Works from Georgia's State Art Collection](#) is a touring exhibit produced by Georgia Council for the Arts in partnership with the Georgia Tourism Division and the Georgia Humanities Council. Featuring works from the State Art Collection, the exhibit toured nine communities throughout the state, including four cities in FY15. Inspired Georgia was viewed by an estimated audience of 22,500 people throughout the course of the exhibit tour.

Georgia's Traditional Arts Research Collection contains nearly 20,000 individual artifacts, including audio, documents, and images of items collected from the early 1970's through 2009. In partnership with Abraham Baldwin Agricultural College, GCA has led the process to digitize the collection to increase accessibility and exposure. A significant portion of the collection was added to the [Digital Library of Georgia](#) in FY15.

GCA LOCAL CONSULTATIONS

The staff at Georgia Council for the Arts travels throughout the state to participate in Tourism Resource Team visits, Tourism Workshops, Grant Workshops, speaking engagements, trainings, conferences, site visits, events, webinars, meetings, and numerous other convenings – all to support the growth and development of the arts in Georgia.



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