

Georgia
COUNCIL
for the
Arts

The logo for the Georgia Council for the Arts. It features a stylized green leaf above the word "Georgia" in a bold, orange, sans-serif font. Below "Georgia" is the word "COUNCIL" in a smaller, grey, all-caps font, followed by "for the" in a very small, grey, lowercase font, and "Arts" in a large, pink, sans-serif font.

2023 - 2027 STRATEGIC PLAN





Artz for the Harp is on GCA's
Vibrant Communities Artist List.

Lyrrika Holmes (pictured) is on GCA'S
teaching artist roster, and she was
a 2021 recipient of the Governor's Award
for the Arts and Humanities.



MISSION

The mission of Georgia Council for the Arts (GCA) is to cultivate the growth of vibrant, thriving Georgia communities through the arts.

INTRODUCTION

Arts and creativity strengthen Georgia.

Because GCA is a division of the Georgia Department of Economic Development, we see the significant growth in business across the state. We also see the vital role that arts and creativity play in that growth. From revitalizing dormant downtowns, to educating students, to creating events that attract tourists to unifying communities, arts programs build vibrant cities that attract and retain businesses.

The arts are also a significant part of Georgia's economy. They account for for \$29 billion annually in economic impact, or 4.2% of the state's economy, and support 149,000 total jobs. (US Bureau of Economic Analysis). In addition, artists and arts organizations play a tremendous role in both the film and tourism industries in Georgia.

We want to thank all of the artists, arts organizations, government officials, business owners, board members, teachers, students, and arts lovers across the state who provided input for this plan. The publication of this plan does not signal the end of GCA's effort to gather feedback. We are always open to ideas, suggestions, or thoughts about how GCA can use the arts to make Georgia an even better place to live and work.



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GCA's accomplishments during the 2018-2022 Strategic Plan

- **16.5 million people reached** through projects supported by grants.
- **155 counties reached** through GCA grants and/or programs.
- **\$9.5 million in grants distributed.**
- **Added the Vibrant Communities Grant program**, which targets rural areas of the state with support for murals, festivals, concerts, exhibits, artist residencies in schools and other programs, which brought communities together, increased tourism, and supported curriculum goals in schools. Over the last five years, GCA distributed a total of **\$1.2 million** in Vibrant Communities Grants to **99 counties**.
- **Added the Cultural Facilities Grant**, which provided close to **\$1 million** in support. These grants for capital projects allowed arts organizations and local governments to open new venues as well as take on significant repair or restoration of existing facilities.
- **Applied and received \$11.4 million in American Rescue Plan (ARP) funds** from the state that will be used over the next three years to strengthen the arts sector weakened during the COVID-related closings.
- **Distributed \$1.4 million in national COVID relief funds.**
- Began **Georgia's first statewide arts economic impact study**, which will be completed in the fall of 2023.
- Increased available grant funds while decreasing grant requirements during COVID to make it easier for arts organizations to apply and receive funding to help them stay open and retain staff.
- **Revived the Teaching Artist Registry** so that schools can engage artists to creatively teach arts as well as core subjects.



VALUES

The following values guide GCA as we grow and develop programs that serve our state:

- Fairness.
- Reaching all Georgians.
- Accessibility.
- Stewardship.
- Partnerships & Collaboration.
- Excellence.
- Integrity.
- Transparency.
- Meaningful change.
- Deep and lasting community connections.

MEASUREMENT

GCA will identify benchmarks to gauge the success of the strategic plan goals. The benchmarks will be related to our goals to:

- Invigorate local economies.
- Strengthen and improve local communities.
- Increase community attachment.
- Improve the quality of life in Georgia.

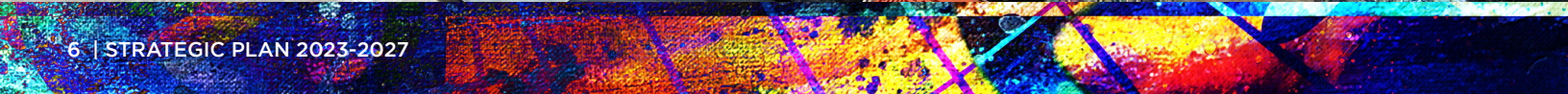
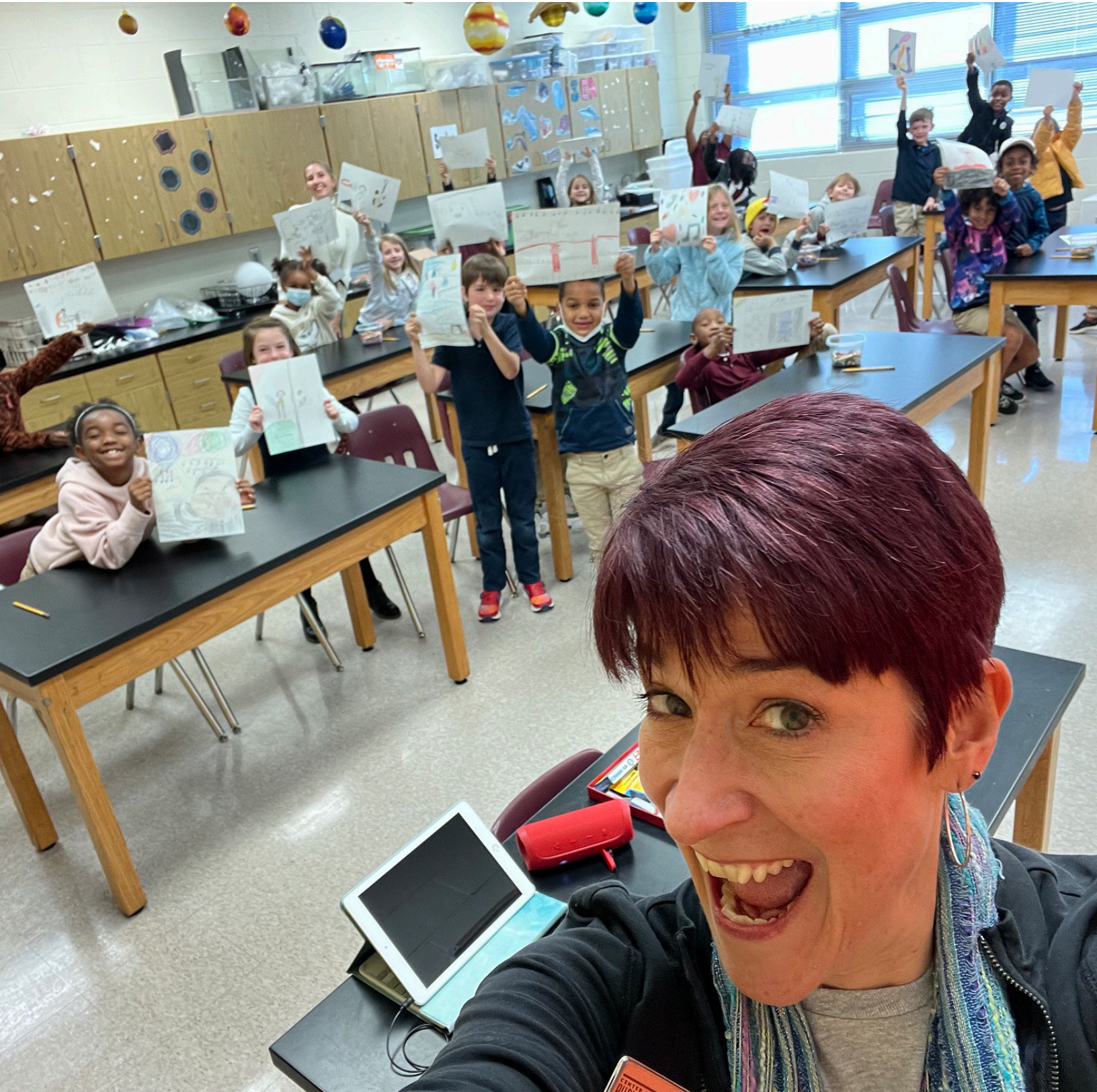
GCA will utilize quantitative and qualitative data collection methods to measure program impact, including:

- Story gathering.
- Interviews.
- Focus groups or group conversations.
- Polls and surveys.
- Social media analytics.
- Mapping including asset mapping and network mapping.



THE CENTER FOR PUPPETRY ARTS

Received an Arts Education grant to support school field trips and educational activities.



GOALS

Goal #1:

EXPANDING ECONOMIC DEVELOPMENT OPPORTUNITIES THROUGH THE ARTS

Arts and creativity are an economic engine for Georgia. They provide people with the foundation for creativity, equipping an innovative workforce, generating new ideas in every field, and keeping our state competitive. Arts and creativity strengthen economic health by creating jobs in multiple industries, driving tourism, and providing opportunities for young people.

1. Carry out Georgia's first statewide arts economic impact study in partnership with Americans for the Arts to confirm and quantify the significant impact that the arts have on Georgia's economy.
2. Continue to partner with other state departments and non-arts organizations to increase opportunities for artists and arts organizations, and promote ways that the arts and artists can help achieve shared goals.
3. Work directly with local governments, artists, and arts organizations in rural communities to help develop strategies for economic development by utilizing arts resources.
4. Use general operating support grants to increase organizational capacity, secure jobs, and solidify the fiscal stability of arts organizations weakened by extended closures during the pandemic.
5. Utilize the Cultural Facilities Grant program to support and encourage local arts capital project development, which improves the cultural infrastructure of the state, stabilizes arts facilities in Georgia communities, supports construction professionals, and creates additional arts programming opportunities.
6. Use Project and Vibrant Communities Grants to support arts projects that stimulate tourism and the local economy as well as enhance community development.



City of Powder Springs, an FY22 Project Grant Recipient.



SAVANNAH MUSIC FESTIVAL

Jazz Academy, supported by GCA, is a free, year-long after-school program that instills life-long skills of academic, social, and musical achievement.



Goal #2:

GROW GCA'S SERVICES TO NEW AUDIENCES AND COMMUNITIES

From rural towns to big cities, arts and creativity strengthen Georgia's communities. The arts celebrate local culture—both cherished and new traditions—telling stories of people and places. Arts and creativity promote connection and cohesion, foster the entrepreneurial spirit communities need to thrive, and create the kinds of communities where people want to live and work.

1. Focus on reaching individual artists, rural communities, and other underserved communities to involve them in GCA's current programs, or develop new programs, which serve and support these groups.
2. Hire a Rural Community Program Manager to increase GCA's reach across the state, enabling more communities to utilize arts resources to build their economy and communities.
3. Develop a folklife/traditional arts plan, which allows GCA to build relationships with diverse communities, document unique cultural traditions, and continue to build programs that support all Georgians.
4. Continue to work with partners to utilize American Rescue Plan (ARP) funds to support creative placemaking training for rural communities as a tool for economic and community development.
5. Restructure the "Art of Georgia" program to allow the work of more artists to be displayed for a longer period of time.
6. Use grant support for arts projects as a strategy to support the work of smaller, newer, and under-resourced arts organizations in communities throughout the state.
7. Use the Vibrant Communities Grant program to support arts projects that have a positive impact on rural and underserved communities throughout the state.
8. Create a three-year project to increase training and exposure for Latinx artists and arts organizations.
9. Continue an annual evaluation of the grants programs to simplify processes and to make the process more accessible to more groups of people in the state.
10. Continue to remove barriers to GCA programs whenever possible.



THE CITY OF PERRY

Received a Project Grant to support the International Festival, which attracts tourists while introducing local people to the diverse cultures of other regional residents.

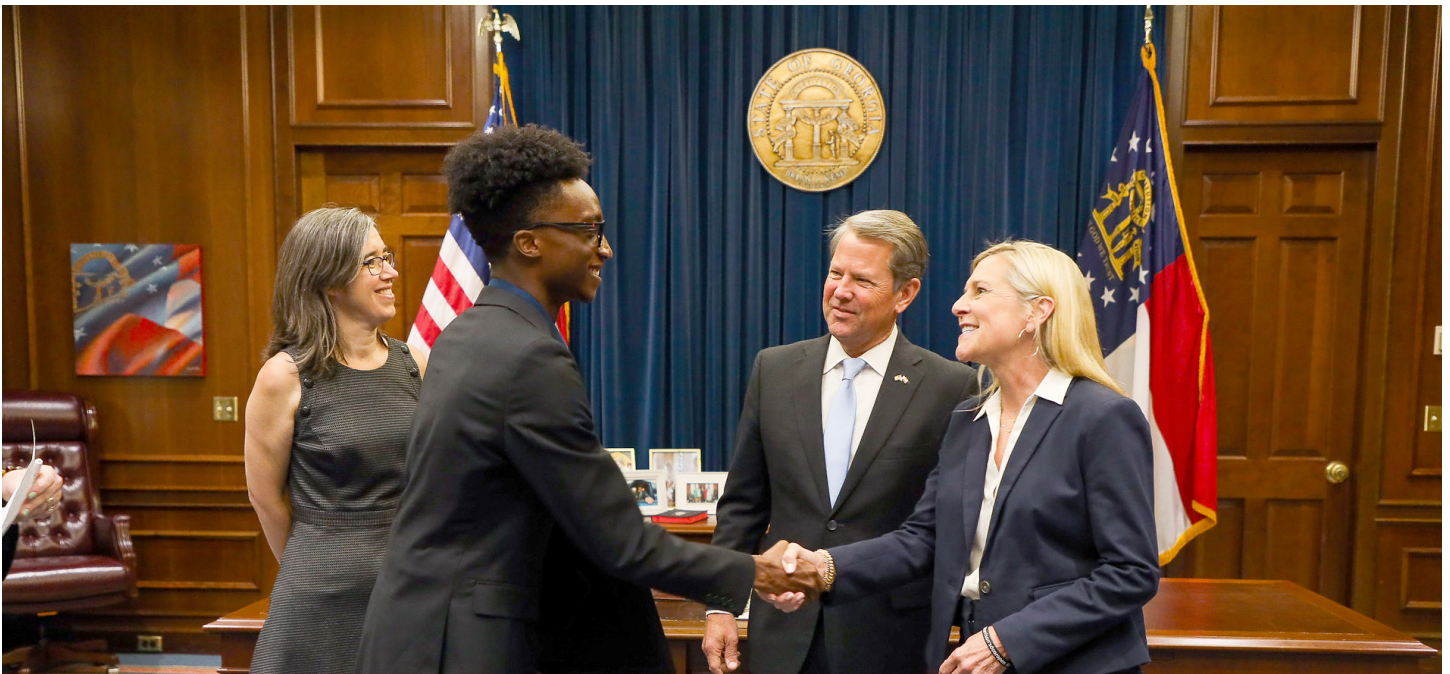


Goal #3:

UTILIZE THE ARTS TO FORTIFY EDUCATION IN THE STATE

Arts and creativity strengthen education. Access to arts education sets young people up for success, helps close the achievement gap, improves test scores, and creates a more vibrant, cohesive, and engaging school culture. Arts and creativity spark human potential, promoting cognitive development and readiness to learn at every age. Learning in the arts develops an innovative, globally competitive workforce, and adds the key ingredient of creativity to STEAM education.

1. Develop an arts education plan for GCA, which expands arts learning opportunities and contributes to building a strong creative workforce for the state.
2. Revitalize the Georgia Teaching Artists Registry so that it is a more accessible and vital tool for schools to utilize. This will include adding new teaching artists, providing capacity building and networking opportunities for the artists on the registry, and promoting the registry to schools, teachers, and arts organizations throughout the state.
3. Work with state partners to support their efforts to use the arts to help students who are experiencing academic achievement gaps due to learning loss during the COVID pandemic.
4. Support and expand arts programs for Georgia's high school students, such as Poetry Out Loud and the Poet Laureate's Prize, which encourage creativity and self-confidence.
5. Use the Arts Education Program Grant to continue expanding and improving opportunities for pre-K-12 students to engage in quality arts learning in schools and community-based settings throughout the state.
6. Work with community arts organizations to assist them in developing arts education programming that supports and aligns with the curriculum of local schools.



Poet Laureate Prize winner Eniola Bedejo, a senior from Hillgrove High School in Powder Springs, is congratulated by Georgia Poet Laureate Chelsea Rathburn, and Governor and First Lady Kemp.

GOAL #4: STRENGTHEN THE ARTS SECTOR IN THE STATE

In order for the arts to be a factor in helping Georgia grow and communities thrive, the arts sector must be strong.

1. Provide best practices, standards, and examples of arts programs with meaningful impact that can serve as examples to new and emerging organizations.
2. Provide economic impact data, tools, studies, and actionable information to the arts field to allow them to document and make the case for the value of their work.
3. Work with Georgia Center for Nonprofits to offer training, which will allow arts organizations to develop organizational, strategic, and facilities plans to stabilize organizations and address the long-term negative economic impact of COVID.
4. Create ways to bring together artists and arts organizations through networking to support peer learning.
5. Revisit the Leveraging Public Impact for the Arts case studies to make the information more accessible through summary statements, follow-ups, and/or videos.
6. Reevaluate the Governor's Awards for the Arts and Humanities to provide maximum exposure for the contributions made by those individuals and organizations that are honored.



Savannah River Productions received a Vibrant Communities Grant to produce “Christmas in Lavonia”. The Wanderers served as the house band for the event.

GOAL #5: BUILD THE CAPACITY OF THE GEORGIA COUNCIL FOR THE ARTS

GCA supports and nurtures all facets of arts and creativity that strengthen Georgia.

1. Document staff duties, processes, and procedures to create easier staff transitions.
2. Build and expand ways to utilize social media to support GCA goals.
3. Add additional staff to support the growing grants program as well as ARP-funded programs, which will extend through FY2026.
4. Create a plan for the State Art Collection that will provide increased access to citizens of the state while maintaining the work for future generations.
5. Document and share the impact of GCA's programs.
6. Document and share the results of programs funded by the state's \$11.4 million ARP grant. This report will show the impact of each funded program, and provide conclusions on the benefits to the state of continuing successful programs.



The Columbus Ballet received a Project Grant to support their production of The Nutcracker.

The logo for the Georgia Council for the Arts features a stylized green leaf above the word "Georgia" in orange. Below "Georgia" is the text "COUNCIL for the Arts" in a smaller, grey font, with "Arts" in a larger, pink font.

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The logo for the National Endowment for the Arts consists of the words "NATIONAL ENDOWMENT" in a bold, black, sans-serif font, followed by "for the ARTS" in a larger, bold, black, sans-serif font. Below "ARTS" is a horizontal line with red, white, and blue segments, followed by the website address "arts.gov".

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arts.gov