GEORGIA’S ARTS ECONOMY
7TH LARGEST IN U.S.

Outpacing the national average, Georgia's total arts and cultural production increased 9% from 2021 to 2022 according to the U.S. Bureau of Economic Analysis (BEA). This sector accounts for 4.1% of the state's gross domestic product (GDP) and includes performance arts, visual arts, books and media, and design and creative services.

Grants administered by Georgia Council for the Arts (GCA) spur activity of nonprofit arts and culture organizations at the community level. Programs supported by these grants bolster the statewide nonprofit arts and culture industry, which is a subsector of the total arts and culture number as measured by the BEA.

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Learn more about the economic impact of arts.
The Arts and Economic Prosperity 6 (AEP6) from Americans for the Arts is an economic and social impact study of the nonprofit arts and culture industry conducted at the state and national level. Arts organizations are vital and support the growth of local commerce, boost tourism by providing authentic experiences, promote diversity and inclusion, and drive investment from visitors and residents, resulting in vibrant communities. Calendar year 2022 highlights from the AEP6 study of nonprofit arts and culture organizations in Georgia include:

- **$1.3B**: total nonprofit arts and culture spending
- **16.6M**: attendees at nonprofit arts and culture events
- **19,734**: jobs supported by the nonprofit arts and culture sector
- **77%**: of out-of-state audience members said the primary purpose of their trip to Georgia was to attend an arts and culture event
- **$37.68**: spent by each arts and culture attendee per event on top of admission
- **$846M**: total personal income paid to residents
- **$49.4M**: in state and local taxes generated by the nonprofit arts and culture sector
- **88%**: of attendees said “I would feel a great sense of loss if this activity or venue were no longer available”

1 All figures are conservative estimates of the true total impact, based on data reported by the 414 Georgia nonprofit arts and culture organizations that participated in the study and the associated expenditures of attendees at these events.