

GEORGIA COUNCIL FOR THE ARTS

GROWING GEORGIA'S ARTS ECONOMY

2022 TOTAL ARTS & CULTURE INDUSTRY

\$31.6B

Total Economic Impact (BEA)

159,249

Jobs Supported

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.

2022 GCA GRANTS

\$2.7M

Awarded to Arts & Culture
Nonprofit Organizations

1,506

Jobs Supported

2022 NONPROFIT ARTS & CULTURE INDUSTRY

\$1.3B

Total Arts & Culture Industry
Spending (AEP6)

19,734

Jobs Supported

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.



GEORGIA: ECONOMIC IMPACT OF NONPROFIT ARTS AND CULTURE

STATE LEVEL SURVEY FUNDED BY GEORGIA COUNCIL FOR THE ARTS (2022)

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.¹ 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"

¹All 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.

