

# GEORGIA:

## ECONOMIC IMPACT OF NONPROFIT ARTS AND CULTURE

### STATE LEVEL SURVEY FUNDED BY GEORGIA COUNCIL FOR THE 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.<sup>1</sup> Calendar year 2022 highlights from the AEP6 study in Georgia include:

**\$1.3B**

delivered by nonprofit arts and culture

**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 audiences said the primary purpose of their trip to Georgia was to attend a nonprofit arts and culture event

**\$37.68**

spent by each nonprofit arts and culture attendee per event on top of admission

**\$846M**

in resident household income generated

**\$49.4M**

in state and local taxes generated by the nonprofit arts and culture sector

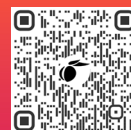
**88%**

of attendees said "I would feel a great sense of loss if this activity or venue were no longer available."



The "Arts & Economic Prosperity 6: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the State of Georgia" (AEP6) study was conducted by Americans for the Arts, in tandem with the local and statewide research partners who represented the 373 participating U.S. communities. Visit [www.AEP6.AmericansForTheArts.org](http://www.AEP6.AmericansForTheArts.org) to learn more.

<sup>1</sup>The Nonprofit Impact numbers are cited from AEP6 produced by AFTA. 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.



# GEORGIA COUNCIL FOR THE ARTS

## GRANTS BY THE NUMBERS FY23

**\$4.7M**

total amount awarded

**344**

grants awarded

54% of grants in metro Atlanta  
46% outside metro Atlanta



**3,709**

jobs supported by grants

**149**

counties impacted by  
GCA-funded programs

**8.2M**

youth and adults participated  
in GCA-funded programs

Grants drive additional investments and collaborations that boost the economic impact of the arts. Without these grants, 87% of organizations would have had to cut back their programming. These grants support valuable projects such as:

- Teaching artists in the classroom to improve student learning
- Festivals and programs that generate tourism
- Art therapy rehabilitation programs
- Murals that enhance downtown beautification projects
- Art programs for children in shelters
- Preservation of historic theaters and neighborhood revitalization
- And much more

