



ARTS GEORGIA  
STATE OF THE ARTS™

## I. WHY SHOULD GEORGIA SUPPORT THE ARTS?

### >ECONOMIC BENEFITS

**The arts help communities to prosper.** The arts are part of a well-diversified 21st-century economy. Along with nonprofit arts organizations, creative enterprises make significant contributions to state and local economies, generating employment and tax revenues and providing goods and services in high demand by the public. (Sources: National Governors Association; Americans for the Arts)

**The arts put people to work.** By investing in the arts, the public sector is fostering a skilled work force of creative occupations that contribute to economic productivity. The arts employ artists, managers, marketers, technicians, teachers, designers, carpenters and workers in a wide variety of other trades and professions. Like other jobs, arts jobs help to pay mortgages and send children to college. There are 686,000 creative businesses in the United States that employing 2.8 million workers, and jobs in nonprofit arts organizations add up to more than 5.7 million nationwide. (Sources: National Governors Association; Americans for the Arts)

“People don't come to America for our airports, people don't come to America for our hotels... they come for our culture, real and imagined.” Garrison Keillor

**The arts attract tourism revenue.** Cultural tourism is a huge market, comprised of some 118 million cultural travelers—people who include arts and heritage in their trips each year. Furthermore, cultural tourists stay longer and spend 36% more at their destinations than other kinds of travelers. (Sources: Mandala Research, Travel Industry Association of America)

**The arts are a sound rural development strategy.** The arts help to address some of the unique challenges faced by rural communities, including geographic isolation, infrastructure limitations and population flight. The arts can help to diversify rural economies by creating sustainable small businesses, improving quality of life for residents, and attracting visitors and investment. (Source: National Governors Association)

**The arts are a business magnet.** Arts organizations purchase goods and services that help local merchants thrive. Arts audiences also spend money—more than \$100 billion—on admissions, transportation, food, lodging and souvenirs that boost local economies. The arts act as a magnet for businesses, attracting companies that want to offer their employees and clients a creative climate and an attractive community with high amenity value. (Sources: State Arts Agency Economic Impact Studies; Americans for the Arts)

**The arts give industries a competitive edge.** American companies face an international marketplace where value is increasingly determined by a product's artistic qualities, uniqueness, performance and design. Creative workers help businesses to innovate new product lines and effectively market their services. (Source: National Governors Association)



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**The arts create a distinctive state brand identity.** Along with a community's physical landmarks, its cultural landmarks, traditions and character are part of its magnetism. A cohesive brand identity is an economic asset that can help both places and products to prosper. (Source: National Governors Association)

**The arts enhance property values.** The arts make neighborhoods attractive places to live, work and play. The arts help to revitalize blighted areas and strengthen both commercial and residential housing markets. (Source: Social Impact of the Arts Project/Reinvestment Fund)

## II. WHY SHOULD GEORGIA SUPPORT THE ARTS, ARTS EDUCATION AND ARTS IN EDUCATION?

### >EDUCATIONAL AND WORK-FORCE BENEFITS

**Students engaged in the arts perform better academically.** Numerous longitudinal research studies have documented that students who receive arts education exhibit improvements in their performance in other subjects, including reading and math achievement, and on standardized test scores. (Sources: National Assembly of State Arts Agencies / Arts Education Partnership; The College Board; University of California at Los Angeles)

**The arts help kids to succeed in school and life.** Students who receive arts education have stronger social skills, improved motivation to learn and more esteem for themselves and their peers. Arts education helps to create a positive school environment in which learning and human development can occur. (Sources: National Assembly of State Arts Agencies; University of California at Los Angeles; Arts Education Partnership; National Assembly of State Arts Agencies / Arts Education Partnership)

**Arts education provides skills critical to 21st-century success.** In a global economy that is driven by knowledge and ideas, arts education is a necessity. The best paying jobs require workers with creativity and higher order thinking and communication skills, and companies are increasingly looking for these qualities in the workers they recruit. While studying the arts, students hone their perceptual, analytic and interpretive skills while developing creative thinking, communications and problem-solving abilities. (Sources: Education Commission of the States; National Governors Association; National Assembly of State Arts Agencies)

**The arts address a shortage of creative workers.** Eighty-five percent of business leaders say they can't find enough job applicants with creativity and innovation skills. Arts education, K-12 and beyond, is part of the solution to this challenge. (Source: The Conference Board)



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**The arts keep kids in school.** Dropout rates are causing serious academic and economic concerns for many communities. Numerous studies have found that arts education programs can help to reduce dropout rates, increasing the retention and engagement rates of students and raising educational attainment levels. (Sources: Center for Arts Education; NASAA / Arts Education Partnership; TX Coalition for Quality Arts Education)

**The arts help at-risk youth.** Participation in arts programs decreases young people's involvement in delinquent behavior, increases academic outcomes for disadvantaged children, and improves students' attitudes about themselves and their future. (Sources: U.S. Department of Justice; University of California at Los Angeles; Arts Education Partnership)

**Voters are committed to arts education.** The American public, by an overwhelming margin, believes the arts are vital to a well-rounded education. Studies also indicate that a majority of voters, regardless of political affiliation, are willing to cast their ballots against elected officials who oppose education programs that are designed to foster student imaginations. (Sources: Lake Research Partners; Harris Polling; NASAA/Arts Education Partnership)

### III. WHY SHOULD GEORGIA SUPPORT THE ARTS?

#### >CIVIC BENEFITS

**The arts contribute to community vitality.** A growing body of research points to the arts as an engine for civic renewal. Citizen engagement in the arts creates a strong shared identity and instills pride in a state's cultural heritage. (Sources: The Community Arts Network; Social Impact of the Arts Project/The Reinvestment Fund; The Urban Institute)

**The arts bring public spaces to life.** Artworks and arts activities make public spaces livable, attractive and distinctive, engaging residents in the creation of welcoming and sustainable places to live, work, play and raise families. (Sources: The Community Arts Network; Social Impact of the Arts Project/The Reinvestment Fund)

**The arts foster civic participation and a strong democracy.** The arts enhance our ability to illustrate viewpoints, to dramatize issues, to inspire action and to see things through the eyes of others—all necessary components of a thriving democracy. Americans who engage in the arts are more likely to engage in other aspects of community life, such as voting and volunteering. The arts also enhance civic dialogue, capturing the American experience and giving voice to our joys and aspirations and the conscience of our communities. (Sources: National Conference of State Legislatures, National Endowment for the Arts, Am. for the Arts)



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**Cultural agencies serve both cities and rural areas.** These agencies help make culture accessible and enhance the lives of those who otherwise would not have the opportunity to participate in cultural activities. In addition, culture offers intangible benefits. It helps create a community soul and develop a real 'sense of place. All these things combine to result in better, more livable communities.

**The arts contribute to wellness and healthy aging.** According to a national medical study, seniors who participate regularly in the arts report better health, fewer doctor's visits, less medication usage, less dementia, better mental health and higher rates of social engagement. (Sources: George Washington University Center on Aging; National Endowment for the Arts)

**The arts are a communications asset in a global society.** The arts build bridges among people. They facilitate intercultural understanding and provide a common lexicon for building relationships in an increasingly diverse and global society. (Sources: Social Impact of the Arts Project/The Reinvestment Fund; National Governors Association)

**The arts contribute to collective efficacy.** Research has shown that the arts build resiliency, foster social capital, strengthen interpersonal ties and empower residents, all of which nurture the collective efficacy of a community to address major problems, including poverty. (Sources: Social Impact of the Arts Project/The Reinvestment Fund; John F. Kennedy School of Government, Harvard University; Americans for the Arts)

## **WHY ARE THE ARTS A GOOD PUBLIC SECTOR INVESTMENT?**

The arts are an important policy asset and prosperity generator for states. In addition to their inherent value to society, the arts offer a distinctive blend of benefits, including:

**ECONOMIC DRIVERS:** The arts create jobs and produce tax revenue. A strong arts sector is an economic asset that stimulates business activity, attracts tourism revenue, retains a high quality work force and stabilizes property values. The arts have been shown to be a successful and sustainable strategy for revitalizing rural areas, inner cities and populations struggling with poverty.

**EDUCATIONAL ASSETS:** The arts foster young imaginations and facilitate children's success in school. They provide the critical thinking, communications and innovation skills essential to a productive 21st-century work force.

**CIVIC CATALYSTS:** The arts create a welcoming sense of place and a desirable quality of life. The arts also support a strong democracy, engaging citizens in civic discourse, dramatizing important issues and encouraging collective problem solving.



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**CULTURAL LEGACIES:** The arts preserve unique culture and heritage, passing a state's precious cultural character and traditions along to future generations.

**State lawmakers recognize other value-added advantages to making the arts a part of public policy:**

**Incorporating the arts improves the impact of other state policies and services.**

Numerous states have recognized this and incorporated the arts into economic revitalization, education, literacy, work-force development, tourism, community sustainability and social service plans.

**Small businesses and individual entrepreneurs are critical to every state's economy.**

The arts are a dynamic contributor to the small business sector. The creative industries are comprised of many talented workers who are self-employed, freelancers or employed by micro-enterprises. According to National Endowment for the Arts (NEA) analysis of U.S. Census occupational data, artists are 3.5 times more likely than other workers to be self-employed. Nonprofit organizations, too, are small businesses and play an important role in training creative workers and incubating artistic enterprises.

**The arts are a hallmark of state innovation.** The arts are part of a state's creative capacity, spurring innovation and creating distinctive products and locales that attract tourists, businesses and residents alike. Creativity is part of any state's competitive edge in a modern marketplace where distinctive design and effective communications can spell the success or failure of a business or policy venture.

## **WHY CAN'T THE PRIVATE SECTOR DO THIS JOB?**

It takes a mixture of both public and private funds to support the arts. Although many citizens and companies contribute to cultural activities, the benefits of the arts cannot be fully realized without the unique contributions of government. In the marketplace or among individual philanthropists, many motivations (including personal goals and advertising exposure) drive funding decisions. In contrast, government investment serves the public interest and ensures that all areas of a state receive the benefits of the arts. Government support also:

- provides fair access to arts resources, especially among underserved populations;
- accurately assesses the state's cultural needs and assets, then organizes efforts to help the state achieve goals that are relevant to its policy priorities;
- provides accountability, ensuring that funds are distributed according to the public interest;



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-reduces barriers to public participation in the arts, such as those linked to poverty, geographic isolation, limited education, lack of information, disability, age or ethnicity;

-secures federal Partnership Agreement dollars, which only state arts agencies are eligible to receive on behalf of a state.