



**ARTS GEORGIA**  
STATE OF THE ARTS™

## APPENDIX B

### Economic Studies

Visit the ArtsGeorgia Website  
<http://www.artsgeorgia.net/>

Communication - News - Advocacy - Resources - Directories



**ARTS GEORGIA**  
STATE OF THE ARTS™

## **Economic Development Reports & Creative Industry Studies**

### **SouthArts**

**Creative Industries in the South - Allen Bell** ©SouthArts2012

**Full Report** (*this is a large document and will take a few minutes to download*)

<http://dl.dropbox.com/u/46117433/Creative%20Industries%20in%20the%20South/Full%20Report%20-%20Creative%20Industries%20in%20the%20South.pdf>

**Georgia Report** [Georgia excerpt included in handbook ]

<http://dl.dropbox.com/u/46117433/Creative%20Industries%20in%20the%20South/Georgia%20-%20Creative%20Industries%20Profile.pdf>

### **Sections and Summaries**

[http://www.southarts.org/site/c.guIYLaMRJxE/b.6470585/k.BBE8/Creative\\_Economies.htm](http://www.southarts.org/site/c.guIYLaMRJxE/b.6470585/k.BBE8/Creative_Economies.htm)

**Mississippi's Creative Economy** Realizing the Economic Potential of Creativity in Mississippi

<http://mscreativeeconomy.com/docs/mscreative-singles.pdf>

### **Americans for the Arts**

**Arts & Economic Prosperity IV**

[[http://artsusa.org/information\\_services/research/services/economic\\_impact/default.asp](http://artsusa.org/information_services/research/services/economic_impact/default.asp) ]

### **National Assembly of State Arts Agencies NASAA**

**Making Your Case, Mobilizing Your Support, Expanding Your Influence (The NASAA Advocate)**

[<http://www.nasaa-arts.org/Publications/The-NASAA-Advocate.php> ]

## **Georgia Department of Economic Development**

The arts industry in Georgia encompasses more than 17,000 businesses and 100,000 workers who provide artistic and cultural entertainment for Georgia residents and millions of tourists who visit each year. With the help of The Georgia Council for the Arts (GCA), arts organizations in Georgia can grow revenue, create jobs in the arts, increase audience attendance, enrich community identity, and educate Georgia residents and tourists about the arts. Grant funding for the arts, as well as access to statewide programs and services for the arts industry, is available through the GCA. The Georgia Council for the Arts has awarded more than \$18 million in grant funding to the nonprofit arts industry over the last five years, enabling arts organizations and artists to generate more than \$858 million in revenue. [ <http://www.georgia.org/industries/arts/Pages/default.aspx> ]

## **Georgia Council for the Arts**

### **Seven Compelling Reasons to Build Support for the Arts in Georgia.**

[Georgia Council for the Arts Citizens Report 2003]

#### **Georgia Council for the Arts website:**

The creative industries in Georgia represent more than 12,000 businesses that employ almost 200,000 people and generate almost \$29 billion in annual revenue. This industry provides artistic and cultural entertainment for Georgia residents, as well as for millions of tourists who visit each year. Georgia Council for the Arts has awarded more than \$18 million in grant funding to the nonprofit arts industry over the last five years, enabling those organizations to generate more than \$858 million in revenue. Providing this level of grant funding supports activities and events that assist the arts in driving tourism and local economic growth by significantly expanding the number of people enjoying artistic and cultural endeavors, creating jobs, supporting arts education, and enriching community identity.

Visitors to arts and cultural attractions in Georgia travel longer and spend more on average than other visitors. A recent study determined that 380 Georgia-based arts and cultural organizations generated more than \$18 million in sales tax revenue for the state. [ <http://gaarts.org/about> ]

## **Metro Atlanta Arts and Culture Coalition**

The arts make our children smarter. The arts keep students more engaged in school and more motivated to learn, and the arts have been shown to improve academic achievement when they are part of the ongoing curriculum. The research to show the supportive link between arts and education is growing continuously.

The arts help us transcend racial, cultural, economic, and political barriers that can separate our community. There are many different kinds of people who make their homes in metro Atlanta. The arts give us a safe, neutral ground for learning about different cultures and perspectives and help us better understand and relate to others. [ <http://www.metroatlantaarts.org/case-arts.shtml> ]

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# Georgia

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Creative Industries Profile

## Georgia – Creative Industries Profile



The largest state east of the Mississippi River, Georgia has a diverse landscape – from the Appalachian Mountains at the north end of the state, to the Piedmont of the central area, to the farmlands and plains of the south, to the coastal marshlands and island beaches bordering the Atlantic. The cultural diversity of Georgia matches and perhaps even exceeds the diversity of its ecosystem. From the Bavarian-style village of Helen in the mountains, to the sprawling metropolis of Atlanta, from the military and agricultural center of Warner Robins, to the historic streets and squares of Savannah, to uninhabited Cumberland Island, the diversity of the state is pervasive and reaches to all four corners. The cultural heritage and institutions of the state are rich, as well. Folk artists Howard Finster, Nellie Mae Rowe, and Benny Andrews, authors Margaret Mitchell, Jean Toomer, James Dickey, and Flannery O'Connor, actors Julia Roberts, Tyler Perry, Holly Hunter, Ossie Davis, and Joanne Woodward, and musicians Ray Charles, The Allman Brothers Band, James Brown, Little Richard, Otis Redding, The Black Crowes,

The B-52's, and R.E.M. have all called Georgia home. The political capital of the state, Atlanta also serves as a cultural capital for the region. From the Woodruff Arts Center and the High Museum of Art, to the historic Fox Theatre and the Georgia Aquarium – the world's largest – Atlanta is a mecca for arts and culture writ large. But the rest of the state is populated with cultural gems as well, including the Telfair Museum of Art, Jepson Center for the Arts and the Lucas Theatre in Savannah, the Springer Opera House and RiverCenter for the Arts in Columbus, the Morris Museum of Art and Sacred Heart Cultural Center in Augusta, the Grand Opera House and the Douglass Theatre in Macon, and The Arts Council Depot and the Smithgall Arts Center in Gainesville. Georgia and Atlanta are central to the region's creative economy as well – with Turner Broadcasting, CNN, and a plethora of film, broadcasting, music production, and publishing businesses calling the state home.

The creative industries in Georgia represent 12,768 businesses, employing a total of 199,921 people, who earn annual wages totaling more than \$8 billion, and generate almost \$29 billion in annual revenue. These figures represent 5.8% of the state's businesses, 4.7% of the state's employment, 4.8% of all wages earned, and 3.7% of all business revenue.

The nonprofit arts, culture, and humanities organizations in Georgia are at the core of the state's creative industries. Of the 2,474 registered arts and culture nonprofits in the state, 898 of those filed IRS form 990, reporting approximately \$461 million in annual revenue and almost \$1.7 billion in assets.

The creative industries that fall within the film and media sector group and the literary and publishing sector group make up the largest percentage of the state's creative economy. The film and media sectors are led by broadcasting; software publishers; cable and other program distribution; advertising agencies; and radio, television, and other electronics stores. Meanwhile, the leading industries among the literary and publishing sectors include commercial lithographic printing; newspaper publishers; periodical publishers; independent writers; and book, periodical, and newspaper merchant wholesalers. Other leading sectors include independent performers, jewelry stores, architectural services, graphic design services, and specialized design services.

The information in the following pages presents the creative economy data for Georgia in more detail with appropriate documentation.

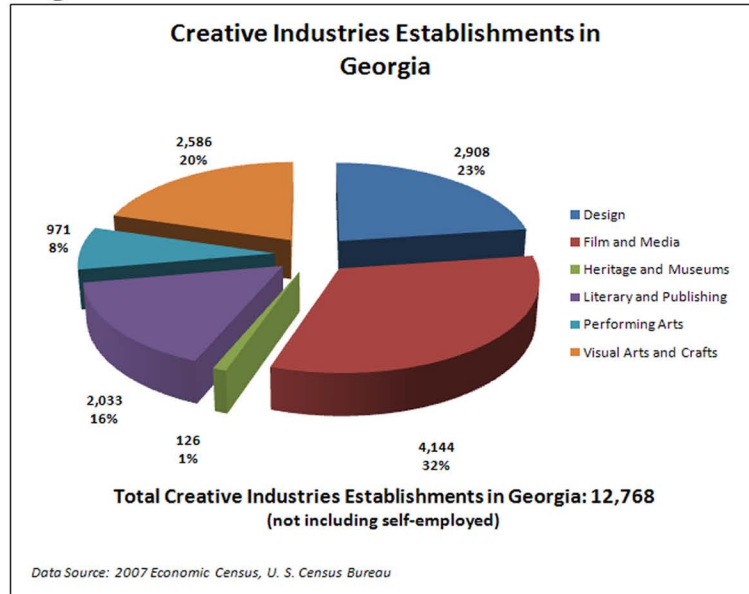
“Georgia and Atlanta are central to the region’s creative economy—with Turner Broadcasting, CNN, and a plethora of film, broadcasting, music production, and publishing businesses calling the state home.”

## Creative Industries in Georgia – By the Numbers

Based on total establishments, the creative industries in Georgia are second only to Florida in the South Arts region. There are 12,768 creative industries establishments in Georgia, with almost one-third of those in the film and media sector group with

4,144, followed by 2,908 establishments in design, 2,586 in visual arts and crafts, and 2,033 in literary and publishing. Behind those four major sector groups are the performing arts with 971 establishments and heritage and museums with 126.

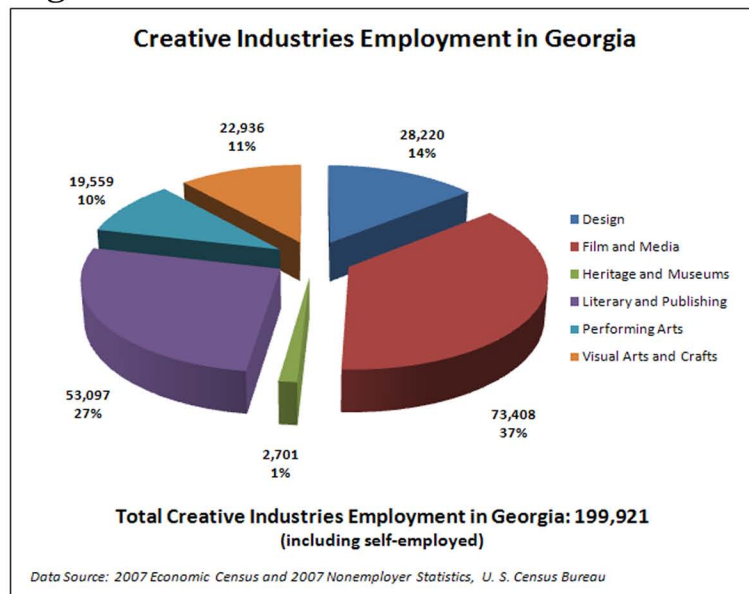
Figure GA-1



The creative industries in Georgia employ 199,921 people, including the self-employed. The total is comprised of 73,408 people employed in film and media, 53,097 in literary and

publishing, 28,220 in design, 22,936 in visual arts and crafts, 19,559 in performing arts, and 2,701 in heritage and museums.

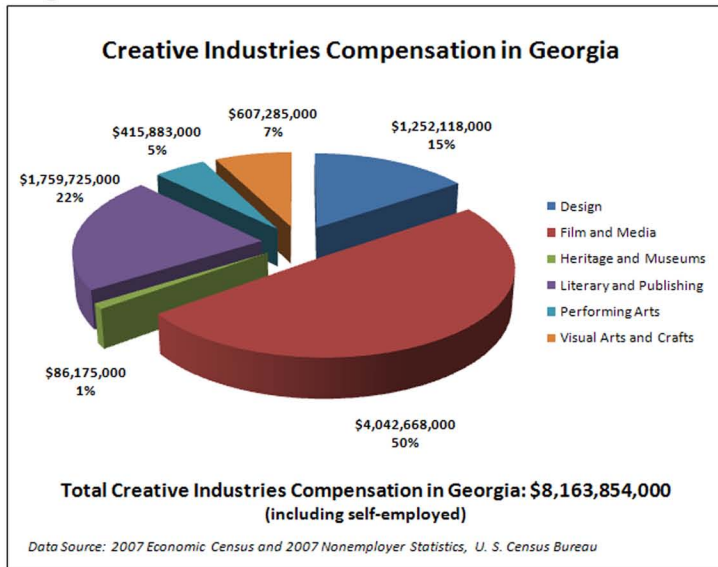
Figure GA-2



The total creative industries compensation in Georgia is more than \$8 billion. Almost exactly half of that compensation is in the film and media sector group with just over \$4 billion in payroll and earnings by the self-employed. The second half of the total is led by the literary and publishing

sector with \$1.8 billion in payroll, followed by design with \$1.3 billion, visual arts and crafts with \$607 million, performing arts with \$416 million, and heritage and museums with \$86 million in payroll and earnings by the self-employed.

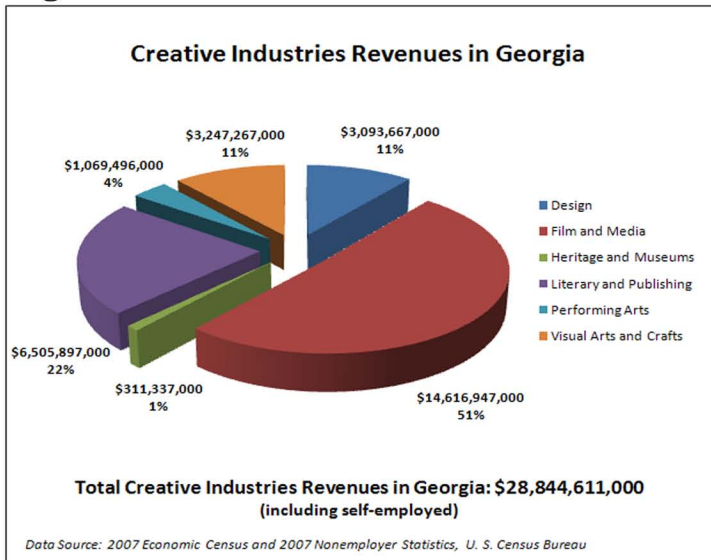
Figure GA-3



The percentage breakdown of revenues earned by the creative industries sectors in Georgia match closely the percentage breakdown of compensation. The creative industries in Georgia generate annual revenues that approach \$29 billion, including \$14.6 billion from the film and

media sector and \$6.5 billion from literary and publishing. Those sectors are followed by visual arts and crafts with \$3.2 billion in revenue, design with \$3.1 billion, performing arts with \$1.1 billion, and heritage and museums with \$311 million in annual revenues.

Figure GA-4





## Per Capita Data for Georgia Creative Industries

To provide another perspective on the size and reach of the creative industries, the data totals are broken down on a per capita basis using the base number of 10,000 people. There are 13.4 creative industries establishments for every 10,000 people in Georgia, which

includes 4.3 film and media establishments, 3.05 design establishments, 2.7 visual arts and crafts establishments, 2.1 in literary and publishing, 1.0 in performing arts, and 0.13 in heritage and museums.

**Table GA-1**

<b>Creative Industries Establishments in Georgia – Per 10,000 Residents</b>	<b>No. of Establishments</b>	<b>Establishments Per 10,000</b>
Design	2,908	3.05
Film and Media	4,144	4.30
Heritage and Museums	126	0.13
Literary and Publishing	2,033	2.10
Performing Arts	971	1.00
Visual Arts and Crafts	2,586	2.70
<b>TOTAL CREATIVE INDUSTRIES ESTABLISHMENTS IN GEORGIA</b>	<b>12,768</b>	<b>13.40</b>

Source: 2007 Economic Census, U.S. Census Bureau

Not including self-employed. Using 2007 population estimate of 9,544,750 from the Economic Census.

Looking at employment, there are 209.5 people employed in the creative industries in Georgia for every 10,000 residents. That total includes 76.9 people employed in film and

media for every 10,000 Georgians, 55.6 in literary and publishing, 29.6 in design, 24.0 in visual arts and crafts, 20.5 in the performing arts, and 2.8 in heritage and museums.

**Table GA-2**

<b>Creative Industries Employment in Georgia – Per 10,000 Residents</b>	<b>Employment</b>	<b>Employment Per 10,000</b>
Design	28,220	29.6
Film and Media	73,408	76.9
Heritage and Museums	2,701	2.8
Literary and Publishing	53,097	55.6
Performing Arts	19,559	20.5
Visual Arts and Crafts	22,936	24.0
<b>TOTAL CREATIVE INDUSTRIES EMPLOYMENT IN GEORGIA</b>	<b>199,921</b>	<b>209.5</b>

Source: 2007 Economic Census and Nonemployer Statistics, U.S. Census Bureau

Including self-employed. Using 2007 population estimate of 4,627,851 from the Economic Census.

The total per capita compensation for the creative industries in Georgia is \$8.5 million for every 10,000 residents. This includes \$4.2 million in payroll and earnings by self-employed people working in film and media for every 10,000 residents, as well as

\$1.8 million in literary and publishing, \$1.3 million in design, \$636,000 in visual arts and crafts, \$436,000 in the performing arts, and \$90,000 for heritage and museum compensation for every 10,000 residents.

**Table GA-3**

<b>Creative Industries Compensation in Georgia – Per 10,000 Residents</b>	<b>Annual Compensation</b>	<b>Compensation Per 10,000</b>
Design	\$1,252,118,000	\$1,311,839
Film and Media	\$4,042,668,000	\$4,235,489
Heritage and Museums	\$86,175,000	\$90,285
Literary and Publishing	\$1,759,725,000	\$1,843,658
Performing Arts	\$415,883,000	\$435,719
Visual Arts and Crafts	\$607,285,000	\$636,250
<b>TOTAL CREATIVE INDUSTRIES COMPENSATION IN GEORGIA</b>	<b>\$8,163,854,000</b>	<b>\$8,553,240</b>

Source: 2007 Economic Census and Nonemployer Statistics, U.S. Census Bureau  
Including self-employed. Using 2007 population estimate of 9,544,750 from the Economic Census.

The per capita creative industries revenue for Georgia is \$30,220,394 per 10,000 residents. More than half of that total is accounted for by the sectors in film and media with more than \$15 million generated in revenue per 10,000 residents. The other half of the state's per capita creative industries

revenue includes literary and publishing with \$6.8 million per 10,000 residents, visual arts and crafts with \$3.4 million, design with \$3.2 million, performing arts with \$1.1 million, and heritage and museums with \$326,000 in compensation per 10,000 residents.

**Table GA-4**

<b>Creative Industries Revenue in Georgia – Per 10,000 Residents</b>	<b>Annual Revenue</b>	<b>Revenue Per 10,000</b>
Design	\$3,093,667,000	\$3,241,224
Film and Media	\$14,616,947,000	\$15,314,122
Heritage and Museums	\$311,337,000	\$326,187
Literary and Publishing	\$6,505,897,000	\$6,816,205
Performing Arts	\$1,069,496,000	\$1,120,507
Visual Arts and Crafts	\$3,247,267,000	\$3,402,150
<b>TOTAL CREATIVE INDUSTRIES REVENUE IN GEORGIA</b>	<b>\$28,844,611,000</b>	<b>\$30,220,394</b>

Source: 2007 Economic Census and Nonemployer Statistics, U.S. Census Bureau  
Including self-employed. Using 2007 population estimate of 9,544,750 from the Economic Census.

## Top Ten Creative Industry Sectors for Georgia

The top creative industry sectors in the state of Georgia based on number of establishments include a variety from several sectors. From film and media, the top ten sectors include radio, television, and other electronics stores with 937, video tape and disc rental with 503, and advertising agencies with 436. From design, the list includes architectural services with 658, graphic

design services with 616, florists with 603, and interior design services with 550. Visual arts and crafts include jewelry stores with 849, and photography studios with 524. The sole sector from literary and publishing in the top ten creative industry establishments in Georgia is commercial lithographic printing with 394.

**Table GA-5**

<b>Georgia - Top Ten Creative Industry Sectors by Number of Establishments</b>	
Radio, Television, and Other Electronics Stores	937
Jewelry Stores	849
Architectural Services	658
Graphic Design Services	616
Florists	603
Interior Design Services	550
Photography Studios, Portrait	524
Video Tape and Disc Rental	503
Advertising Agencies	436
Commercial Lithographic Printing	394

*Data Source: 2007 Economic Census, U. S. Census Bureau*

The top creative industry employment sector in Georgia is newspaper publishers with 11,880. Other major creative industries employment sectors from literary and publishing include commercial lithographic printing with 8,534, and independent writers with 8,272. Film and media is represented by software publishers with 10,875 people employed, radio, television, and other

electronics stores with 9,873, advertising agencies with 8,746, and cable and other program distribution with 7,569. The design sectors among the top ten in employment include architectural services at 7,194, and specialized design services at 6,453. From the performing arts sector the largest is independent performers at 7,193 workers.

**Table GA-6**

<b>Georgia - Top Ten Creative Industry Sectors by Total Employment</b>	
Newspaper Publishers	11,880
Software Publishers	10,875
Radio, Television, and Other Electronics Stores	9,873
Advertising Agencies	8,746
Commercial Lithographic Printing	8,534
Independent Writers	8,272
Cable and Other Program Distribution	7,569
Architectural Services	7,194
Independent Performers	7,193
Specialized Design Services	6,453

*Data Source: 2007 Economic Census and Nonemployer Statistics, U. S. Census Bureau*

Based on employee compensation the largest creative industries sector in Georgia is software publishers with more than \$1 billion in payroll and earnings by the self-employed. Additional film and media sectors in the top ten are broadcasting with \$646 million in compensation, cable and other program distribution with \$498 million, advertising agencies with \$460 million, internet publishing and broadcasting with

\$300 million, and radio, television, and other electronics stores with \$222 million. Design sectors in the top ten for compensation are architectural services at \$514 million, and specialized design services at \$228 million. Literary and publishing sectors in the top ten for compensation are newspaper publishers at \$380 million and commercial lithographic printing at \$378 million.

**Table GA-7**

<b>Georgia - Top Ten Creative Industry Sectors by Employee Compensation</b>	
Software Publishers	\$1,092,687,000
Broadcasting	\$646,239,000
Architectural Services	\$514,946,000
Cable and Other Program Distribution	\$497,897,000
Advertising Agencies	\$460,083,000
Newspaper Publishers	\$380,124,000
Commercial Lithographic Printing	\$378,197,000
Internet Publishing and Broadcasting	\$300,468,000
Specialized Design Services	\$228,139,000
Radio, Television, and Other Electronics Stores	\$222,430,000

*Data Source: 2007 Economic Census and Nonemployer Statistics, U. S. Census Bureau*

The largest creative industries sector in Georgia based on annual revenue is broadcasting with \$5.8 billion. The next largest film and media sectors are software publishers at \$2.6 billion, radio, television, and other electronics stores at \$2.0 billion, and advertising agencies at \$968 million. Literary and publishing sectors in the top ten for annual revenue are commercial lithographic printing at \$1.4 billion,

newspaper publishers at \$970 million, book, periodical, and newspaper merchant wholesalers at \$901 million, and periodical publishers at \$898 million. The design sector in the top ten for annual revenue is architectural services at \$1.2 billion, and the visual arts and crafts sector in the top ten for annual revenue is jewelry stores with \$841 million.

**Table GA-8**

<b>Georgia - Top Ten Creative Industry Sectors by Annual Revenue</b>	
Broadcasting	\$5,819,605,000
Software Publishers	\$2,563,985,000
Radio, Television, and Other Electronics Stores	\$2,031,965,000
Commercial Lithographic Printing	\$1,350,669,000
Architectural Services	\$1,236,274,000
Newspaper Publishers	\$970,064,000
Advertising Agencies	\$967,711,000
Book, Periodical, and Newspaper Merchant Wholesalers	\$901,219,000
Periodical Publishers	\$897,998,000
Jewelry Stores	\$841,215,000

*Data Source: 2007 Economic Census and Nonemployer Statistics, U. S. Census Bureau*

## Comparison of Georgia Creative Industries to All Georgia Industries

The 12,768 creative industries in industry establishments in the state of Georgia represent 5.8% of all Georgia.

Table GA-9

Comparison of Georgia Creative Industries to Total Industries	
Category	Establishments
Georgia Creative Industries Totals	12,768
% of Georgia Total Industries	5.8%
Georgia Total Industries	220,134

Source: 2007 Economic Census, U.S. Census Bureau

The 199,921 people employed in the creative industries in Georgia represent 4.7% of all employed in the state, including 52,016 or 7.1% of all self-employed.

Table GA-10

Comparison of Georgia Creative Industries to Total Industries			
Category	Employment in Establishments	Self-Employment	Total Employment
Georgia Creative Industries Totals	147,905	52,016	199,921
% of Georgia Total Industries	4.2%	7.1%	4.7%
Georgia Total Industries	3,513,218	732,636	4,245,854

Source: 2007 Economic Census and 2007 Non-Employer Statistics, U.S. Census Bureau

Creative industries workers in Georgia earn more than \$8 billion annually or 4.8% of all wages in the state, including \$1.5 billion earned by the self-employed, which represents 4.6% of all self-employed earnings.

Table GA-11

Comparison of Georgia Creative Industries to Total Industries			
Category	Annual Payroll	Self-Employment Revenues	Total Compensation
Georgia Creative Industries Totals	\$6,693,093,000	\$1,470,761,000	\$8,163,854,000
% of Georgia Total Industries	4.9%	4.6%	4.8%
Georgia Total Industries	\$136,763,601,000	\$31,734,859,000	\$168,498,460,000

Source: 2007 Economic Census and 2007 Non-Employer Statistics, U.S. Census Bureau

The creative industries in Georgia generate at least \$28.8 billion in annual revenues or 3.7% of all industry revenues in the state.

Table GA-12

Comparison of Georgia Creative Industries to Total Industries			
Category	Establishment Revenues	Self-Employment Revenues	Total Revenues
Georgia Creative Industries Totals	\$27,373,850,000	\$1,470,761,000	\$28,844,611,000
% of Georgia Total Industries	3.6%	4.6%	3.7%
Georgia Total Industries	\$750,089,549,000	\$31,734,859,000	\$781,824,408,000

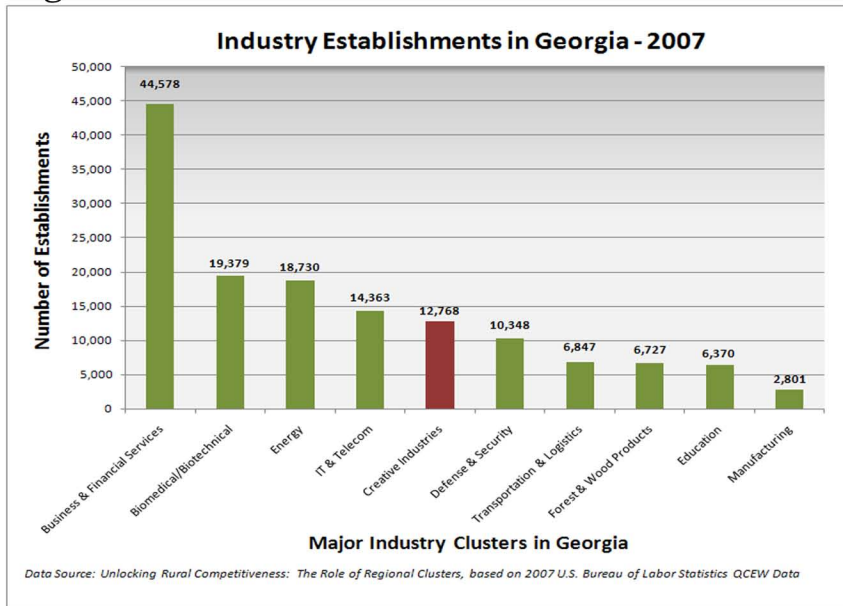
Source: 2007 Economic Census and 2007 Non-Employer Statistics, U.S. Census Bureau

## Comparison of Georgia Creative Industries to Other Georgia Industry Clusters

The creative industries includes 12,768 establishments in Georgia, which makes the industry cluster the fifth largest among all industry clusters in the state – larger than defense and security, transportation and logistics,

forest and wood products, education, and manufacturing. This total number of establishments for the creative industries does not include the self-employed.

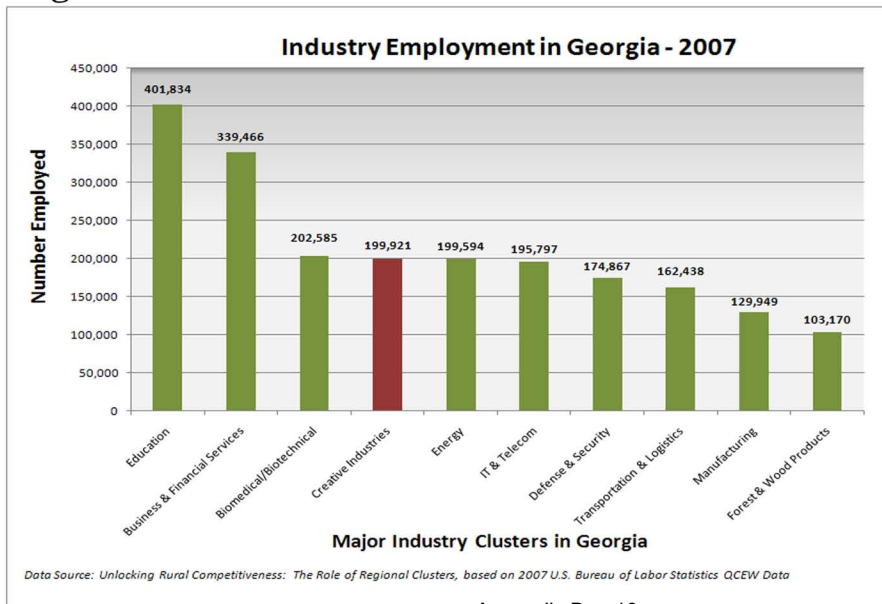
Figure GA-5



Based on industry employment, Georgia's creative industries represent the fourth-largest industry cluster in the state. The creative industries employ more people in Georgia than

the industry clusters of energy, information technology and telecommunications, defense and security, transportation and logistics, manufacturing, and forest and wood products.

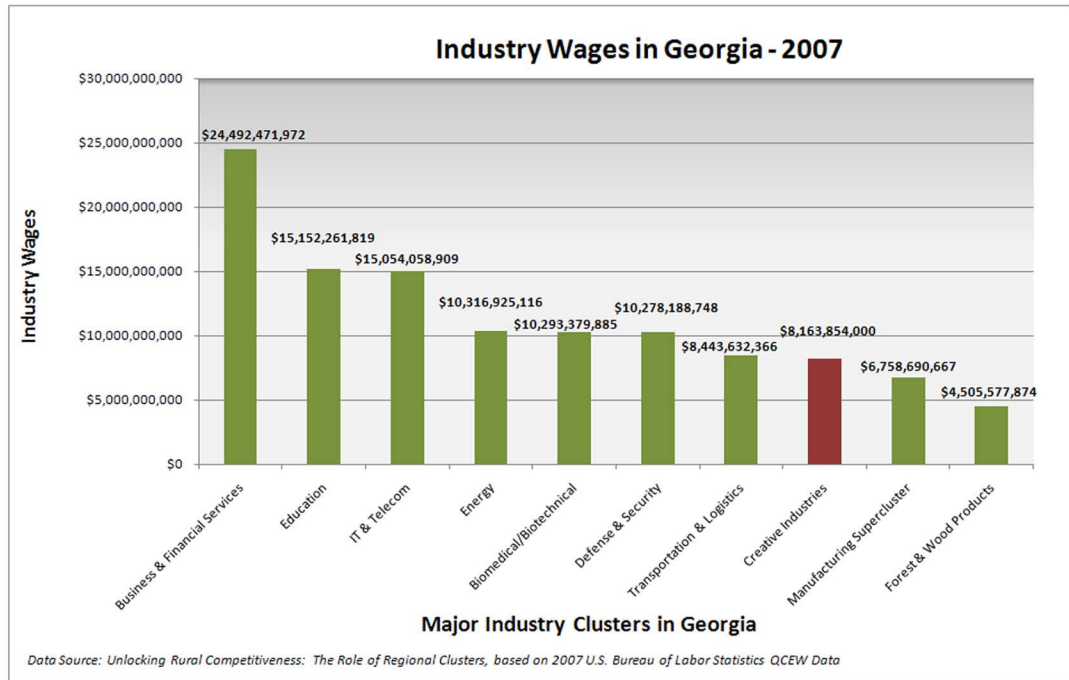
Figure GA-6



Georgia's creative industries pay more than \$8 billion in wages each year, ranking the industry sector eighth in total payroll among all industry sectors in the state. However, it is likely that the actual total wages and the ranking of wages for the creative industries cluster in Georgia

are higher. Data suppression by the U.S. Census Bureau in the 2007 Economic Census data for the payroll category in 11 separate creative industries sectors means that the total represented below is an undercount for the creative industries cluster in the state.

Figure GA-7



Unfortunately, the data source for comparative industry clusters does not maintain information on annual

revenues, so we are unable to compare the creative industries to other industry clusters on that basis.

## Nonprofit Arts, Culture and Humanities in Georgia

There are 2,474 arts, culture and humanities nonprofit organizations in Georgia, representing 2.1% of all arts, culture, and humanities nonprofits in the U.S. and 14.4% of those

organizations in the South Arts region. Of the total, 898 organizations had annual revenues above \$25,000 and therefore filed form 990 in 2007.

**Table GA-13**

Registered and 990 Filing Nonprofit Organizations - Arts, Culture and Humanities - 2007				
Geographic Area	Number of Registered Organizations	% of Total National Registered Organizations	Number of Organizations Filing Form 990	% of Total National Organizations Filing 990
Georgia	2,474	2.10%	898	1.90%
South Arts Region Total	17,155	14.80%	6,649	13.90%
U.S. Total	116,010	100.00%	48,175	100.00%

Source: National Center for Charitable Statistics

The arts, culture and humanities nonprofit organizations in the state that filed form 990 generated total revenues of \$461 million in 2007, representing 1.0% of revenue generated by all arts, culture and humanities nonprofits in the U.S. and 12.8% of the total revenue

generated by those organizations in the South Arts region. The Georgia organizations also reported almost \$1.7 billion in assets, representing 1.4% of the national total and 17.8% of the South Arts region total.

**Table GA-14**

Revenue and Assets for 990 Filing Nonprofit Organizations - Arts, Culture and Humanities - 2007				
Geographic Area	Total Revenue Reported on Form 990	% of Total National Revenue Reported on 990	Assets Reported on Form 990	% of Total National Assets Reported on 990
Georgia	\$460,999,833	1.00%	\$1,668,252,023	1.40%
South Arts Region Total	\$3,593,480,854	8.20%	\$9,387,002,828	7.80%
U.S. Total	\$44,259,701,653	100.00%	\$120,447,409,982	100.00%

Source: National Center for Charitable Statistics