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STATEWIDE ECONOMIC IMPACT ANALYSIS REVEALS ARTS & CULTURE ORGANIZATIONS PUMP MORE THAN \$386 MILLION INTO GEORGIA ECONOMY Study Includes 16 organizations from Richmond county

In the wake of record-setting state budget cuts, nonprofit arts and culture organizations reference study to emphasize value of the industry

January 26, 2010 (ATLANTA)—Georgia nonprofit arts and culture organizations generated more than \$722 million in revenue in 2009 and contributed more than \$386 million to the Georgia economy, according to a recent economic impact analysis initiated by the Metro Atlanta Arts and Culture Coalition (MAACC). MAACC worked with Georgia State University (GSU) economist Bruce Seaman to develop the survey and analyze the results, with the assistance of PricewaterhouseCoopers LLP. The data was obtained from more than 380 arts and culture organizations in more than 70 Georgia counties—including visual and performing arts organizations and cultural attractions such as zoos, botanical gardens and aquariums.

This news is weighed against a second year of anticipated cuts in state funding for the arts. Legislative support of state arts agencies in Georgia is expected to drop by more than 28 percent in 2010, according to the National Assembly of State Arts Agencies. The Fiscal Year 2011 recommended budget reflects a 61 percent decrease in allocations to the Georgia Council for the Arts and a total reduction of 79 percent in state funding to the arts since 2008.

“These impact results are derived from a very conservative calculation that reveals the additional revenue the state of Georgia currently receives, but would not otherwise receive if these arts and culture organizations did not exist,” said Bruce Seaman, GSU economist who designed the analysis. “In addition, because the survey respondents do not represent every arts and culture organization in the state, we could reasonably estimate the total economic impact is higher than what is reported in this analysis.”

MAACC initiated the study as part of a report to the Friends of the Arts & Culture Coalition (FOACC)—a Georgia coalition of small, medium and large arts and culture organizations that has been collaborating with business, government and civic leaders to propose a public funding solution for increasing access to and support for arts and culture.

The analysis calculated an organization’s economic impact by assessing total income, expenses and state, county and city tax contributions. The data collected showed arts and culture organizations generated more than \$18.5 million in total tax revenues last year. FOACC believes the analysis supports its case for a significant and ongoing public funding model that focuses on stabilizing a very important but undercapitalized industry in Georgia.

“This report underscores what many of us in the creative sector have known for years—arts and culture organizations pay big dividends to the state Georgia, above and beyond countless quality of life contributions to the businesses and residents of the state,” said Mara Holley, senior vice president and regional director, Government and Institutional Banking, Wachovia Bank and chairman, MAACC. “Georgia ranks 11th per capita in the nation based on the total number of creative industry businesses and 4th per capita based on total number of creative industry employeesⁱ, but Georgia only ranks 47th according to the total state funding allocated to arts groups.ⁱⁱ”

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“We understand the role a robust and well-supported arts and cultural community plays in positioning Atlanta for conventions and increased tourism, and we are pleased to see an analysis that reinforces that position,” said William Pate, president & CEO, Atlanta Convention & Visitors Bureau.

Richmond County Breakout numbers: Total Income: \$9,454,524, Total Expenses: \$8,377,874, Total Taxes Paid: \$617,976 Total Economic Impact: \$10,010,960, The groups represented an annual attendance of: 389,695 Total Number of Organizations whose data is represented in the study: 16. These are the groups we have from Richmond County that participated or whose 990's we pulled for the study. Symphony Orchestra Augusta , Morris Museum of Art , Storyland Theatre, Inc., Greater Augusta Arts Council, The Art Factory , Gertrude Herbert Institute of Art , Augusta Museum of History, Sacred Heart Cultural Center , Augusta Players, Imperial Community Theatre, Augusta Ballet, Le Chat Noir, Augusta Symphony Guild, Harry Jacobs Chamber Music Society, Augusta Choral Society, Broad Street Artists' Row

For more information about the MAACC Economic Impact Analysis, contact Flora Maria Garcia, CEO, Metro Atlanta Arts & Culture Coalition at 678-733-0071.

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ⁱ Americans for the Arts. *Creative Industries 2008: The State Report* (May 2008)

ⁱⁱ National Assembly of State Arts Agencies. *Legislative Appropriations Annual Survey: Fiscal Year 2009*. (February 2009)