

Seven compelling reasons  
to build support for  
the arts in Georgia.

Georgia  
COUNCIL FOR THE Arts  
OFFICE OF THE GOVERNOR

**Citizens Report 2003**

**“The arts enhance our quality of life, deepen our culture, and help strengthen our unity as fellow citizens. Georgians are fortunate to live in a state that is abundant with natural beauty, bountiful in talent, and rich with imagination and creativity.”**

***– Governor Sonny Perdue***

## An impressive return on Georgia's investment

Fifty years ago, the Georgia General Assembly appointed a special study commission to examine how Georgia supports the arts. Now, a half-century later, the Georgia Council for the Arts is asking the exact opposite: *How do the arts support Georgia?*

It's an important question. Few would disagree that the arts have value – in fact, more than six out of ten Georgians say the arts are “extremely important” to their communities.<sup>1</sup> The arts are important because of the joy and beauty they bring to our lives, for their ability to entertain, inspire and refresh, and for the invaluable and unique contribution they make to our quality of life. But many Georgians are not aware that public investment in arts partnerships, through the Georgia Council for the Arts, brings an incredibly impressive return, not only in culture and community, but in education and the economy.

Imagine. Stronger schools. Increased state revenues. Revitalized communities. A greater understanding of people and cultures. All are possible through public support of the arts. And all are being realized with the help of the Georgia Council for the Arts.

See for yourself...



# One. The arts make money for Georgia.

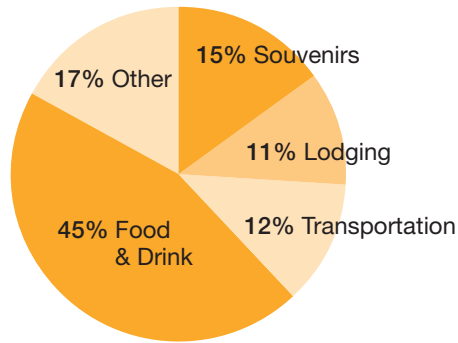
Arts organizations create jobs, spur local economies, and generate tax revenues.

**“Cultural activities attract tourists and spur the creation of ancillary facilities such as restaurants, hotels, and the services needed to support them. Cultural facilities enhance property values, tax resources, and overall profitability for communities. In doing so, the arts become a direct contributor to urban and rural revitalization.”**

**– National Governors Association  
“The Role of the Arts in  
Economic Development,” 2001**

## Nonprofit arts attendees spend an average of \$22.87 above the cost of admission

Americans for the Arts U.S. – Arts & Economic Prosperity: The Economic Impact of Nonprofit Arts Organizations and their Audiences



The arts are one of Georgia's biggest businesses, providing thousands of jobs and adding millions of dollars to state and local government coffers.

- In Metro Atlanta, the arts generate \$700 million in direct and indirect economic impact and provide more than 24,000 jobs.
- Patrons of the arts spend money on more than just tickets. In fact, each person attending an arts event spends approximately \$23 beyond the price of admission.
- Every dollar contributed to non-profit arts organizations generates 13 additional dollars of economic impact.<sup>2</sup>
- In a comprehensive economic impact study, the Atlanta Symphony Orchestra reports that its new Symphony Center for the citizens of Georgia will yield a monumental economic impact for this State including 800 jobs, \$350 million in personal income, \$900 million in economic output and \$35 million in additional tax revenue over a ten-year period. The entire project – from construction through operation – will yield a cumulative economic benefit of \$1.7 billion to the state's economy.



## Two. The arts give students an edge in

Students who are regularly exposed to the arts are higher achievers than those who rarely experience the arts.



school.

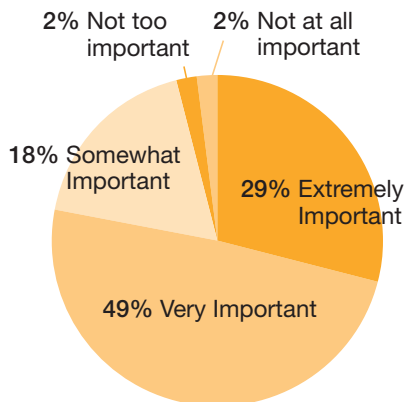
**“The arts are as important to education as the oxygen is to the air we breathe. It does something to the neurons in our brains. If you learn music, you learn math. It promotes creative thinking and positive results. It enhances learning.”**

**– Anne Fuller**  
**Retired educator, Glynn County**



Whether participating in arts classes or attending arts performances outside of school, students who have regular interaction with the arts perform better in school and continue their education longer than their counterparts with less arts exposure.

- In Dodge, Dougherty and Bibb counties, the addition of arts programming, funded by Georgia Council for the Arts, led to significant increases in standardized test scores. Elementary school students raised their reading and math scores anywhere from six to 23 national percentile points.
- According to a 1998 study, arts education was directly linked to a 100-point increase in average SAT scores.<sup>3</sup>
- At-risk students who participate in the arts are more likely to stay in school. One alternative school doubled its graduation rate by adding arts to its curriculum.<sup>4</sup>
- John S. Davidson Fine Arts Magnet School in Augusta had the highest average SAT scores in Georgia and was recognized as the top school in the state in the 2001-02 school year.



## Georgians know what the arts mean to education

**Q:** How important do you think it is to include the arts as a part of basic education?

*Georgia State of the Arts Assessment, 2002, Artistic Logistics*

# Three. The arts attract tourists.

Georgia's museums, orchestras and theaters – small and large – have proved to be magnets for visitors from outside as well as inside Georgia.

## Colquitt/Miller Arts Council's Swamp Gravy turns Colquitt, Ga. into an arts destination

In the late 1980s, the southwest Georgia town of Colquitt (pop. 2,000) was a community in economic despair. Downtown, the theater lay abandoned. The hotel was boarded up. One of the most notable places to eat was a newly opened Hardee's.

Then the people of Colquitt cooked up Swamp Gravy.

Created and performed by an entirely local cast and crew, Swamp Gravy is a theatrical production celebrating the oral history of Colquitt. The performance, initially funded in part by a Georgia Council for the Arts grant of approximately \$700, has drawn thousands of visitors to

Colquitt since opening in 1991. It also has spurred the renovation of the old Grow Hotel on the town square, the restoration of a local theater, and the opening of restaurants and other businesses.

The payoff has been tremendous: \$2 million in ticket sales alone, plus millions more in the food, fuel, lodging and entertainment purchased by tourists. Using revenue generated by Swamp Gravy, the Colquitt/Miller Arts Council has invested \$4 million to revitalize many downtown properties. Today, Colquitt stands as a national model for how a state and a community can leverage the arts to drive cultural tourism and revitalization.



**“Worldspan is honored to partner with Georgia Council for the Arts and to support cultural initiatives. Travel, tourism and the arts are the greatest equalizers among all generations, peoples and ages and promote learning and understanding.”**

**– Paul Blackney  
CEO and President, Worldspan**

Visitors from the Southeast and beyond come to Georgia to experience its cultural offerings. They're drawn not only by the big exhibitions but also to the small, community playhouses and museums that offer a unique experience found nowhere else.

- Since putting a new emphasis on the arts, Albany has seen its annual tourism revenue increase from \$20 million to over \$150 million per year. Georgia Council for the Arts funded seven Albany arts organizations last year: the Albany Civil Rights Museum, Albany Museum of Art, Albany Symphony Orchestra, Theatre Albany, the Albany Area Arts Council, the Albany Community Chorus and the Albany Concert Association.
- The arts keep people in town longer. In a national travel survey, 65 percent of American adults said they added at least one day to their trips to take advantage of local cultural facilities or activities.
- Those who travel specifically to take in the arts spend more money during their visits – 50 percent more per day.<sup>5</sup>



Sidewalk Art at the Savannah College of Art and Design

# Four. The arts bring communities together.

The arts serve as a tool for people to join forces in building better, stronger communities.

The arts revitalize communities, give people shared cultural experiences, and unite people in addressing local social issues. They promote tolerance, empathy and understanding of people from all walks of life.

- Since 1988, the National Black Arts Festival has presented more than 25,000 artists in disciplines ranging from visual art to music to original theatre. More than five million people have experienced the world's largest celebration of African-American culture during the 10-day summer festival.
- Columbus' new RiverCenter for the Performing Arts contains two theatres, a concert hall, Columbus Public Broadcasting, educational facilities and public meeting spaces. The

246,000-square-foot complex has established itself as the cultural center of the Columbus region, drawing more than 82,000 visitors from surrounding areas in its first eight months.

- La Fiesta Del Puebla, an all-day Hispanic festival in Tifton, draws more than 6,000 people each year. Organized by Abraham Baldwin Arts Connection, the festival highlights the area's Hispanic culture through authentic Mexican food, music and arts.
- In a statewide poll, 89 percent of Georgians said it was important to have arts activities in their community; more than one-fourth said it was extremely important.<sup>6</sup>

# Five. Georgia celebrates its culture through the arts.

The arts help us appreciate our individual heritage and rejoice in our diversity.

We display, preserve and pass on age-old art forms to keep the history of Georgia alive. At the same time, we honor the Georgia we have become today by incorporating the arts of many cultures into our experience.

- The Georgia State Art Collection, managed by Georgia Council for the Arts preserves more than 600 original works by Georgia artists.
- Through its Folklife Project Grants, Georgia Council for the Arts helps to continue the legacy of traditional art forms, from Appalachian storytelling to gospel music to Chinese dance.
- Artists with unique talents keep their crafts alive through Traditional Arts Apprenticeship Grants. New artists learn such skills as African-American quilting, dulcimer making, and Hmong needlework from Georgia's master craftsmen.

Busy Bee Quilting Club, Dalton



# Six. Industry wants the arts.

The arts enhance Georgia's quality of life, helping Georgia attract and retain businesses.

When deciding to relocate to Georgia or stay in a Georgia community, businesses want to know that Georgia has an educated workforce and cultural activities to satisfy them.

- The arts draw talented people to Georgia. Talented people, in turn, attract industry.
- In a study conducted by the U.S. Economic Development Administration, new economy businesses cited access to the arts, music and entertainment as an important quality-of-life factor when considering a new location.
- The arts provide continuing education for employees, especially in the areas of expanded creativity and “outside-the-box” analytical thinking.<sup>7</sup>

**“ ...The captains of industry know there is life outside work and they want cultural activities for themselves and their employees.”**

***– Tim Martin  
CEO and President,  
Albany Chamber of Commerce***



# Seven. The arts provide a return on

With all the benefits the arts offer, investments in the arts deliver a high return on every dollar.

The arts strengthen Georgia in many ways. One investment can reap many rewards. And investments in the arts tend to multiply, yielding a far greater return than the initial input.

- In the last 15 years, by wisely investing its budget in promising arts programs, Georgia Council for the Arts has turned \$55 million in state funds into more than \$1 billion in arts activity.
- For many small arts organizations, funding from a recognized source such as Georgia Council for the Arts lends credibility that can be leveraged to raise additional funds from private sources.



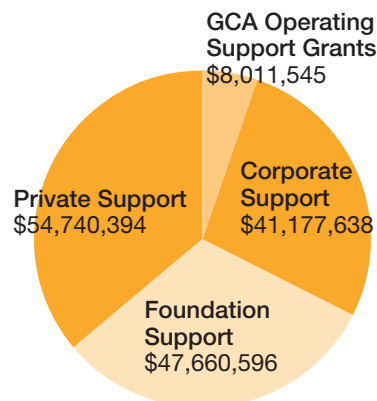
Dahlonega “Bear on the Square Mountain Festival”

# public investment.



**“The arts do more than enrich and enliven Georgia’s cultural life – the arts fuel an economic engine that drives jobs and local businesses in communities large and small. The arts deliver a powerful return on investment, for a healthy economy and a progressive society. We need to make that investment.”**

**– Arthur M. Blank  
Chairman, Metro Atlanta Chamber of Commerce  
Chairman, President and CEO, Atlanta Falcons**



**Total Support in FY 2000,  
2001, 2002 for Georgia  
Council for the Arts  
Organizational Grantees**

# Seven reasons = One vision: Support



## Extending the Arts to All of Georgia

Georgia Council for the Arts aims to put the arts within reach of every Georgian. Yet many citizens in Georgia live several counties away from an active arts community.

To extend the arts to all Georgians, the Council hopes to build a statewide network of “Beacon Counties” – counties that are home to many active grantee arts organizations. By supporting the arts in these strategically located counties, Georgia Council for the Arts can assist in putting the arts within a short drive of every Georgian.

A member of the group The Brethren,  
Underground Atlanta



# the arts throughout Georgia.

The arts are invaluable to our state's economy, education and culture. Georgia Council for the Arts envisions a Georgia where every region, every county and every citizen has access to the arts and the many benefits the arts provide

- Georgia Council for the Arts funds a Touring Arts Roster of artists and groups that travel to underserved areas of the state. In 2002, touring programs included a Russian Balalaika trio, a classical Indian dance company, a jazz band, an opera company, puppeteers, storytellers, theater groups and symphony orchestras.

- Last year, Georgia Council for the Arts supported 328 programs and organizations statewide, extending the arts to over six million Georgians.
- Georgia Council for the Arts' Grassroots Arts Program (GAP) provides funding to Georgia's 159 counties through regional agencies, which in turn award grants to local arts organizations in their areas. Through the GAP program, GCA helps to ensure that every community has its fair share of available funding.



Atlanta Ballet,  
Centre for Dance Education

# Seven reasons = One vision: Support

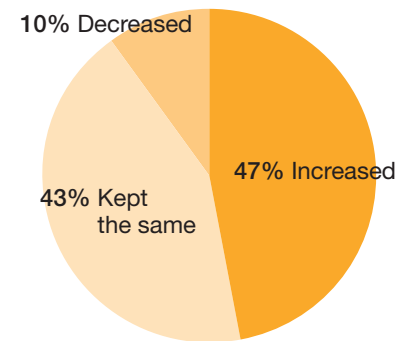
Georgia has made great strides in its arts environment, thanks to contributions from the state and many private sources. However, if Georgia is to fully reap the dividends that the arts offer, our public and private investment must increase.

- In FY 2002, 45 school districts requested over \$1.4 million in Georgia Challenge Program grants for curriculum-based arts education. Georgia Council for the Arts' budget provided \$678,500 to these school programs.
- Total funding requests to Georgia Council for the Arts in FY 2002 were over \$9 million; the Council awarded \$4 million in grants and services.
- When the arts lack state support, students in rural districts are less likely to receive the fine arts education which is required as part of the Georgia Quality Core Curriculum.

## Georgians want public support for the arts

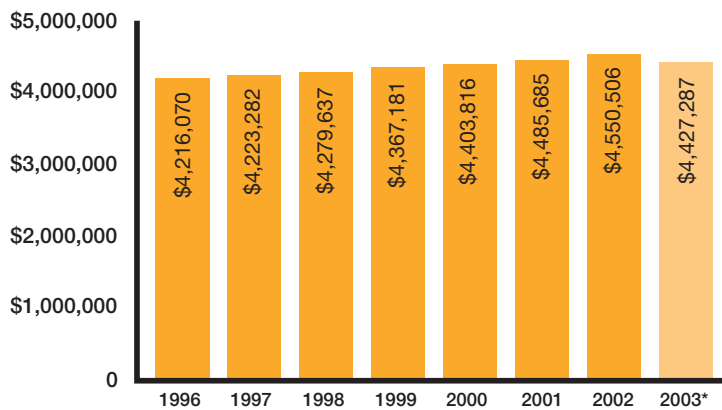
**Q:** Do you believe that government's role in funding arts activities in Georgia should be increased, decreased or kept the same?

*Georgia State of the Arts Assessment, 2002, Artistic Logistics*



the arts throughout Georgia.

### GCA Appropriations History, 1996 – 2003



\* Preliminary FY03 information as reported to NASAA in November.

Source: National Assembly of State Arts Agencies , Annual Legislative Appropriations Surveys

# Georgia Council for the Arts Grants

The Georgia Council for the Arts awards grants to organizations that share its mission and vision: to support excellence and diversity in the arts and to make the arts an essential part of the lives of all Georgians. The Council awards funding to support programming, management, and professional staff in arts-related organizations. Grant applicants are evaluated based on specific criteria and on the recommendations of a volunteer panel of experts in various artistic fields.

**General Operating Support Grants** provide funding for the general operating budgets of arts organizations. The awards may be used to improve programming, administration, governance or accessibility.

**Project Support Grants** provide funding for one-time arts projects sponsored by arts and non-arts organizations.

**Technical Assistance Grants** assist arts groups with funding to attend workshops, seminars, conferences and other leadership development programs so that their professional staff can advance their skills and knowledge in programming, management, technology and community service.

**Community Partners Grants** encourage community partnerships that extend the public's access to the arts. Using funds from the National Endowment for the Arts Challenge America Program, the Community Partners program sup-

ports collaborative efforts between arts organizations and non-arts organizations, including non-profits, government agencies, schools and businesses.

The **Touring Program** delivers arts programming to underserved areas of Georgia. With funding from the Council, organizations such as school systems, public libraries and community arts councils can arrange appearances by artists and groups on an approved Touring Roster.

**Arts Education Grants** provide seed money for arts education in grades K-5. School systems combine the Council funding with local funding to develop or expand their arts curriculum. Schools and orga-

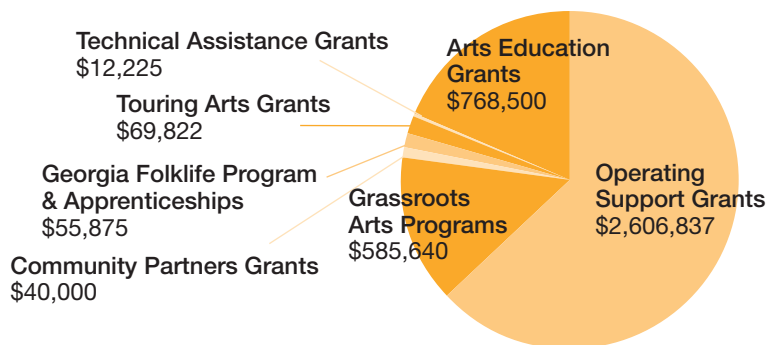
# Programs

nizations are also eligible to use the services of artists on an approved roster at reduced fees.

The **Georgia Folklife Program**, in partnership with the Georgia Humanities Council, assists organizations and artists that wish to document, preserve or present traditional arts that express Georgia's rich culture and heritage.

The **Grassroots Arts Program** (GAP) ensures that all 159 Georgia counties receive their fair share of support for the arts. The Council distributes GAP funds throughout the state on both a per-county and per-capita basis. Regional GAP agencies then evaluate and fund arts programs and organizations in their areas.

## FY '02 Georgia Council for the Arts Grants by Program Area



## 2002 Grantee List

Abraham Baldwin Arts Connection	Atlanta Chinese Dance Company	Augusta State University
Actor's Express, Inc.	Atlanta Coalition of Theatres	Augusta Symphony, Inc.
Albany Area Arts Council	Atlanta College of Art	Ballethnic Dance Company, Inc.
Albany Civil Rights Movement Museum	Atlanta Concert Band	Beacon Dance Company
Albany Community Chorus, Inc.	Atlanta Contemporary Art Center	Bibb County Schools
Albany Museum of Art	Atlanta Dogwood Festival	Blue Ridge Mountains Arts Association
Albany Symphony Association, Inc.	Atlanta Feminist Women's Chorus	Bremen City School System
Alliance Theatre Company	Atlanta Gay Men's Chorus	Brenau University Galleries
Alternate Roots	Atlanta International Museum of Art and Design	Bulloch County Schools
American Museum of Papermaking	Atlanta Lyric Theatre	Calhoun Gordon Arts Council
Americus Theater and Cultural Center Authority	Atlanta Music Club	Callanwolde Foundation, Inc.
Art Papers, Inc.	The Atlanta Opera	Camden County Schools
Arts Clayton, Inc.	Atlanta Shakespeare Company	Carrollton Parks, Recreation & Cultural Arts Department
Arts Connect Consortium	Atlanta Street Theatre	Catoosa County Schools
Arts Council of Appling County, Inc.	Atlanta Symphony Orchestra	Center for Public History
The Arts Council, Inc.	Atlanta Young Singers of Callanwolde	Center for Puppetry Arts
The Arts Exchange	Augusta Ballet, Inc.	Chattahoochee Valley Art Museum
Atlanta Ballet, Inc.	Augusta Children's Chorale	Cherokee Community Chorale
Atlanta Baroque Orchestra, Inc.	Augusta Choral Society, Inc.	Cherokee County Arts Council
Atlanta Boy Choir, Inc.	Augusta Jazz Project, Inc.	Choral Guild of Atlanta, Inc.
Atlanta Celebrates Photography, Inc.	Augusta Mini Theatre, Inc.	City of Atlanta
Atlanta Celtic Festival, Inc.	Augusta Opera Association, Inc.	City of Bainbridge
Atlanta Chamber Players	Augusta Players, Inc.	City of Savannah

Clayton Festival Ballet, Inc.	Dad's Garage Theatre	Fulton County School System
Clinch County School System	Dance Force, Inc.	Futral Road Elementary School (Griffin)
Coalition of Concerned Africans, Inc.	Dance to a Different Drum	Gainesville Ballet Company, Inc.
Coastal Islands Theater	Dancers Collective of Atlanta	Gainesville Pro Musica Concert Series, Inc.
Cobb County Parks, Recreation & Cultural Affairs	Decatur Arts Alliance, Inc.	Gainesville Theatre Alliance
Cobb County School District	Decatur City Schools	Gateway Performance Production
Cobb Symphony Orchestra, Inc.	Decatur Civic Chorus	Georgia College & State University, Arts & Letters
Coffee Alliance for the Arts	Decatur County Schools	Georgia Ballet
Collegium Vocale, Inc.	DeKalb Choral Guild	Georgia Ensemble Theatre
Colquitt County Arts Center	DeKalb Council for the Arts	Georgia Heritage Association for the Arts
Colquitt/Miller Arts Council	Dodge County Board of Education	Georgia Museum of Art
Columbia County Choral Society	Dooly County School System	Georgia Poetry Society
Columbus Museum	Dougherty County School System	Georgia Psychoeducational Network
Columbus Philharmonic Guild	Dunwoody Stage Door Players	Georgia Shakespeare Festival
Community Concert Association of Newton County, Inc.	Eatonton Literary Festival and Book Fair	Georgia Sinfonia
Community Support Foundation, Inc.	Effingham County School System	Georgia Southern University
Conyers/Rockdale Council for the Arts	Emanuel Arts Council, Inc.	Georgia Volunteer Lawyers for the Arts
Cook County Arts Council	Emanuel County School System	Gertrude Herbert Institute of Art
Corporation of Mercer University	FirstStage, Inc.	Gilmer Arts & Heritage Association
Creative Arts Guild	Floyd County Board of Education	Glynn County Schools
Crisp Area Arts Alliance, Inc.	Friends of Douglass Theatre	
Cultural Arts Council of Douglasville	Friends of the Rylander	
	Fulton County Arts Council	

## 2002 Grantee List (continued)

Golden Isles Arts & Humanities Association	Macon Little Theatre	Ochoopee Regional Council for the Arts
Grady County Schools	Macon Symphony Orchestra, Inc.	Okefenokee Heritage Center
Greater Augusta Arts Council	Madison-Morgan Cultural Center	Pandean Players, Inc.
Gwinnett Council for the Arts	Main Street Players, Inc.	Penumbra Productions
The Hambidge Center for Creative Arts	Marcus Jewish Community Center of Atlanta	Perry Players, Inc.
Hammonds House Galleries	Marietta/Cobb Museum of Art	Phoenix Theatre Academy, Inc.
Hawkinsville-Pulaski County Arts Council	Metro Association for the Performing Arts	Piccadilly Puppets Company
High Museum of Art	Michael Carlos Museum/ Emory University	Play Ground Theatre
Horizon Theatre Company	MidSummer Macon	Poetry Atlanta, Inc.
Houston Arts Alliance	Milledgeville-Baldwin County Allied Arts	Polk School District
Houston County Board of Education	Monroe County School System	Project MAGIC Foundation, Inc.
IMAGE Film and Video Center	Moving in the Spirit	Prospect Theater Company, Inc.
Imperial Community Theater, Inc.	Muscogee County School System	Push Push Theater
Individual Visual Artist Coalition	Museum of Arts and Sciences	Quinlan Arts
International Arts Association	National Black Arts Festival	Randolph Arts Council
Jewish Theatre of the South	National Sacred Harp Foundation, Inc.	Reynoldstown Revitalization Corporation
Johnson County Board of Education	Northeast Georgia Regional Development Center	Richmond County School System
LaGrange Symphony Orchestra	Northeast Atlanta Ballet Ensemble	Rome Area Council for the Arts
Lowndes/Valdosta Arts Commission	Oconee Cultural Arts Foundation, Inc.	Ruth Mitchell Dance Theatre
Macon Arts Alliance		Sautee-Nacoochee Community Association
Macon Civic Chorale, Inc.		Savannah Coastal Puppetry Guild
		The Savannah Folk Music Society



Savannah Onstage  
Savannah Symphony Society, Inc.  
Savannah Theatre Company, Inc.  
Savannah-Chatham County  
Public Schools  
Sawnee Cultural Arts Center  
Several Dancers Core  
Snake Nation Press, Inc.  
Song of Atlanta Show Chorus  
Springer Opera House  
Spruill Center for the Arts  
Statesboro-Georgia Southern  
Symphony Association  
Steffen Thomas Museum  
and Archives  
Stephens County Public Schools  
Sumter County School System  
Talbot County Board of Education  
Taliaferro County Board of  
Education  
Telfair Museum of Art  
TellTale Theatre  
Theater of the Stars  
Theatre Albany

Theatre du Reve  
Theatre Gael, Ltd.  
Theatre in the Square  
Theatre Macon  
Theatrical Outfit, Inc.  
Thomas A. Dorsey Birthplace  
Thomaston-Upson Arts Council  
Thomasville City School System  
Thomasville Cultural Center  
Troup County School System  
Tubman African American Museum  
Twiggs County Public School System  
Unified Government  
of Athens-Clarke County  
University of Georgia, Office  
of Performing Arts  
Valdosta City School System  
Vidalia City School System  
VSA Arts of Georgia  
WABE-FM  
Walton County Music Guild  
Warner Robins Little Theatre  
Warsaw Ocee Community  
Arts Center

Washington County School System  
White County School System  
William Breman Jewish  
Heritage Museum  
Wonderquest, Inc.  
Worth County  
Young Audiences of Atlanta  
Young Harris College  
Youth Art Connection

## Folklife Traditional Arts Apprenticeship Program

Arthur Peter Dilbert  
Clifford “Chunk” Dingler  
Sammy Blue Favers  
Yvonne J. Grovner  
Dante L. Harmon  
Myrtie Highsmith  
Ernie Mills  
Erik Murray  
Ngoma Ndaw  
Mario Peralta  
Earl Walker Sr.

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Hellena H. Tidwell  
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David Yu  
*Atlanta*



## Quick reference guide: Supporting the Arts in Georgia

Seven Compelling Reasons to Build  
Support for the Arts in Georgia

1. The arts make money for Georgia.
2. The arts give students an edge in school.
3. The arts attract tourists.
4. The arts bring communities together.
5. Georgia celebrates its culture through the arts.
6. Industry wants the arts.
7. The arts provide a return on public investment.

In FY 2002, the Georgia Council for the Arts received requests for over \$9 million in assistance. Based on its budget, it awarded \$4 million in grants and services.

Ninety percent of Georgians surveyed support government funding of the arts and more than one-third believe public funding should be increased.

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NATIONAL  
ENDOWMENT  
FOR THE ARTS

*worldspan.*

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