



Georgia  
COUNCIL  
for the Arts™

GEORGIA'S  
CREA  
TIVE  
ECONOMY

# GEORGIA'S CREATIVE ECONOMY

## CREATIVE INDUSTRIES

Establishments: **13,500**<sup>1</sup>

Jobs: **140,000**<sup>1</sup>

Wages: **\$10.5 billion**<sup>1</sup>

Self-Employed: **60,000**<sup>2</sup>

Earnings: **\$1.6 billion**<sup>2</sup>

Revenue: **\$37 billion**<sup>3</sup>

Economic Impact: **\$62.5 billion**<sup>4</sup>

Sources:

<sup>1</sup>EMSI 2016

<sup>2</sup>Nonemployer Statistics 2012

<sup>3</sup>Economic Census and Nonemployer Statistics 2012

<sup>4</sup>ACPSA Issue Brief #6:

The Impact of New Demand for Arts and Culture

## FILM AND TELEVISION

Combined Productions: **245**

Direct Spend of Productions: **\$2.0 billion**

Direct Jobs: **25,700**

Direct and Indirect Jobs: **85,300**

Direct and Indirect Wages: **\$4.2 billion**

Economic Impact: **\$7 billion**

Source: Georgia Entertainment Industry Profile FY16

## MUSIC

Direct and Indirect Jobs: **26,000<sup>1</sup>**

Direct and Indirect Wages: **\$1.1 billion<sup>1</sup>**

Total Revenues to State and Local

Governments: **\$314 million<sup>2</sup>**

**Economic Impact: \$3.6 billion<sup>1</sup>**

Source:

<sup>1</sup>Estimated Economic Impact of the Music Industry on Georgia's Metropolitan Areas and the State, 2014

<sup>2</sup>Source: Economic and Fiscal Impact Analysis of the Music Industry in Georgia, 2011



## DIGITAL ENTERTAINMENT

Direct Jobs: **3,100**

Direct Wages: **\$200 million**

Direct and Indirect Jobs: **12,000**

Total Labor Impact: **\$425 million**

Gross Revenue: **\$278 million**

**Total Output/  
Economic Impact: \$550 million**

Source: Economic Contributions of the Georgia Video Game Industry in 2015



## ARTS & CULTURE

Organizations: **2,874**<sup>1</sup>

Jobs: **31,000**<sup>2</sup>

Wages: **\$690 million**<sup>2</sup>

Revenue: **\$1.3 billion**<sup>3</sup>

Assets: **\$2.8 billion**<sup>4</sup>

**Economic Impact: \$2.2 billion**<sup>5</sup>

Source:

<sup>1</sup>National Center for Charitable Statistics, 2015

<sup>2</sup>Economic Census and Nonemployer Statistics, 2012

<sup>3</sup>National Center for Charitable Statistics, 2015 and Nonemployer Statistics, 2012

<sup>4</sup>National Center for Charitable Statistics, 2015

<sup>5</sup>ACPSA Issue Brief #6: The Impact of New Demand for Arts and Culture

# Arts

A pink circle containing the word "Arts" in white.

## Arts

### GEORGIA COUNCIL FOR THE ARTS

A division of the Georgia Department of Economic Development, Georgia Council for the Arts (GCA) empowers the arts industry in Georgia and artists around the state to cultivate healthy, vibrant communities that are rich in civic participation, cultural experiences, and economic prosperity. Through statewide funding, programs, and services, GCA supports the vital arts industry, preserves the state's cultural heritage, increases tourism, and nurtures strong communities. Funding for GCA is provided by appropriations from the Georgia General Assembly and National Endowment for the Arts.



### FILM AND TELEVISION

The Georgia Film, Music & Digital Entertainment Office develops the state's film, television and commercial production industries by marketing the state to production companies; location scouting; and coordinating the filming needs of companies with other state agencies, local governments, and citizens. The office actively works to develop the industry's infrastructure and workforce, certifies projects under the Georgia Entertainment Industry Investment Act and oversees the Camera Ready community program to engage municipalities throughout Georgia.



### MUSIC

Renowned for its diversity, impact and influence, Georgia's music scene encompasses award-winning talent, a long-established production infrastructure and signature music festivals and concert venues. A rich network of content creators, innovative companies and forward-thinking entrepreneurs provide Georgia music, services and experiences to brands and fans across the globe.



### DIGITAL ENTERTAINMENT

Georgia helps computer game developers, online gaming firms, interactive companies, animation studios and other digital media and entertainment companies succeed while keeping costs down.



# GEORGIA'S CREATIVE ECONOMY



## FILM AND TELEVISION

- 1 Senoia aka “Woodbury”**  
Ground zero for the zombie apocalypse made popular by the blockbuster AMC television series “The Walking Dead.” Hit the Woodbury Shop and buy your zombie memorabilia!
- 2 Covington**  
From “The Dukes of Hazzard” and “In the Heat of the Night” to “Vampire Diaries,” Covington has made a name for itself in film and television. Take a ‘vampire tour’ and grab lunch at the Mystic Grill!
- 3 Savannah**  
From “Midnight in the Garden of Good and Evil” and “The Legend of Baggar Vance,” to “Spongebob Squarepants 2,” Savannah has seen it all. Tour film sites in Savannah and nearby Tybee Island.
- 4 Juliette**  
Home of the Whistle Stop Café, this town continues its homage to the film that made it famous, “Fried Green Tomatoes.”
- 5 Crawfordville**  
A visit to this remote town is like going back in time — to an era when “Sweet Home Alabama,” “Get Low,” and “The Neon Bible” used it as a backlot. Tour the beautiful historic courthouse!
- 6 Macon**  
Recently featured prominently in the racing movie “Need for Speed” and “Trouble with the Curve,” Macon’s historic district makes it the perfect location for period films, such as “42.”
- 7 Clayton**  
A backdrop for the 1956 film “The Great Locomotive Chase,” and home of the Chattooga River where the 1972 feature “Deliverance” was filmed, kicking off a multimillion dollar whitewater rafting industry.





- 1 Columbus**  
Housed within the RiverCenter for the Performing Arts, Columbus State University's Schwob School of Music contributes significantly to the vibrant growth in the heart of downtown Columbus where live music venues, musical theatre, studios, festivals, and events thrive. The Columbus Challenge raised more than \$100 million for construction of the RiverCenter for the Performing Arts and CSU's Schwob School of Music, among other arts venues.
- 2 Savannah**  
A music manufacturing hub, Savannah is home to The Gretsch Company, Benedetto Guitars, Randy Wood Guitars, and JodyJazz. The Savannah Music Festival, Savannah Jazz Festival, Savannah Folk Festival, and Savannah Stopover bring audiences from throughout North America and Europe to the coastal city.
- 3 Athens**  
Well known for having spawned bands such as R.E.M., the B-52s and Widespread Panic, Athens continues to discover and develop talent at record labels including New West, studios including Chase Park Transduction, and world-famous venues like the 40 Watt Club and Georgia Theatre.
- 4 Macon**  
Macon's music heritage contributes to 600,000 annual visitors, including 90,000 international visitors. Tourists frequent attractions such as the Allman Brothers Band Museum at the Big House, Rock Candy Music Tours, the Otis Redding statue, and Bragg Jam music festival.
- 5 Atlanta**  
Whether Outkast or Lil Jon, Third Day or Mastodon, Atlanta's multicultural community of content creators has global influence. A production infrastructure of studios and award-winning engineers is matched with a tech-focused entrepreneurial environment. Live music thrives citywide with events including A3C Hip-Hop Festival, Music Midtown, and Shaky Knees.
- 6 Albany**  
A cradle of music from the Movement, Albany is home to the Albany Civil Rights Institute where the Freedom Singers, featuring civil rights pioneer Rutha Harris, perform an oral history and music program every Second Sunday.
- 7 Waycross**  
The annual Gram Parsons Guitar Pull pays tribute to the country rock pioneer who grew up in Waycross near the Okefenokee Swamp. Nationally recognized drummer and native son Jorel "JFly" Flynn hosts the annual JFly Music Festival, attracting thousands downtown annually for R&B, jazz, hip-hop, and gospel.





- 1 Cox Enterprises – Atlanta**  
Cox Enterprises owns subsidiaries Cox Communications, a cable television and telecommunications company, and Cox Media Group, with broadcast radio and television, newspaper publishing, and digital services. Cox Enterprises employs 50,000, with 7,000 in Atlanta.
- 2 The Weather Company – Atlanta**  
Owned by The Weather Company, The Weather Channel is available to almost 100 million American households, making it the most accessible cable channel in the U.S.
- 3 Turner Broadcasting – Atlanta**  
Founded by billionaire Ted Turner and owned by Time Warner, Turner Broadcasting has more than 100 channels in 30 languages across 200 countries, including CNN, TBS, TNT, Cartoon Network, HLN, and TCM. The company employs close to 13,000, with almost half in Atlanta.
- 4 Hi-Rez Studios – Alpharetta**  
A video game developer that creates exceptional online interactive entertainment, Hi-Rez Studios released their first game, “Global Agenda,” in 2010. The studio employs 65 people at their development facility.
- 5 Tripwire Interactive – Roswell**  
A game development studio and publisher, Tripwire Interactive retail products include Red Orchestra: Ostfront 41-45, Killing Floor, and Red Orchestra 2: Heroes of Stalingrad.
- 6 Floyd County Productions – Atlanta**  
Founded by Matt Thompson and Adam Reed, Floyd County Productions created the award-winning animated comedy “Archer” for FX.
- 7 Bento Box – Atlanta**  
An animation and live-action production studio that creates animated content for television, home entertainment, and digital outlets, Bento Box produces the prime-time animated series “Bob’s Burgers” and “The Awesomes.”



ARTS &  
CULTURE

**1 Woodruff Arts Center – Atlanta**

One of the largest arts centers in the U.S., the Woodruff Arts Center is home to the Tony Award-winning Alliance Theatre, the Grammy Award-winning Atlanta Symphony Orchestra, the High Museum of Art, and Arts for Learning. Host to 1.4 million visitors annually, the center serves 300,000 students each year.

**2 The Goat Farm Arts Center – Atlanta**

Based at an historic 19th-century industrial complex, The Goat Farm is home to performance spaces, galleries, and studio spaces for more than 450 creative entrepreneurs, making it one of the highest density artist spaces in the U.S.

**3 The Arts, Community, and Maker Spaces – Rome**

Home to the oldest symphony and the first “talkie” theatre in the South, Rome has a long history of commitment to the arts. Recent investments include restoration of the historic DeSoto Theatre, upgrades to the 100-year-old City Auditorium through SPLOST funding, and construction of a new \$6.7 million theater at Berry College. Annual film, Shakespeare, and arts and crafts festivals strengthen the sense of community around the arts. In recent years, Rome entrepreneurs have invested in multiple innovative spaces and programs to support the growing local maker movement.

**4 Folk Pottery Museum of Northeast Georgia – Sautee-Nacoochee**

The Folk Pottery Museum tells the story of 200 years of pottery making in northeast Georgia, including two of the most well-known folk pottery families in the U.S. – the Meaders and the Hewells.

**5 Thomasville Creative District – Thomasville**

A new creative district is under development in Thomasville, including an amphitheater, public art, artist studios, and a multi-use trail. The project is a partnership between civic leaders, entrepreneurs, corporations, and nonprofits, including Thomasville Center for the Arts.

**6 Arts and Economic Development in Downtown Statesboro – Statesboro**

Statesboro received \$1.1 million from the U.S. Economic Development Administration to create an ecosystem of business innovation and entrepreneurship. The project includes an expansion of Georgia Southern University’s City Campus, with an arts incubator, ceramics lab, fabrication laboratory, and 3-D printing facility.

**7 Pasaquan – Buena Vista**

Listed on the National Register of Historic Places and considered one of the most important visionary art environments in the U.S., Pasaquan was recently restored through a partnership between the Kohler Foundation, Pasaquan Preservation Society, and Columbus State University. Pasaquan’s creator, Eddie Owens Martin, was a self-taught artist who worked for 30 years on the now famous art environment. Since reopening in 2016, Pasaquan was listed by CNN as one of “16 Intriguing Things to See and Do in the U.S.”

# GEORGIA'S CREATIVE ECONOMY

Georgia boasts a robust creative economy – one of the most vibrant among all U.S. states.

From a booming film and television industry, to a long-standing tradition of writing and recording music, from emergent gaming and digital media firms, to some of the most revered cultural institutions in the southeastern U.S., Georgia literally has it all.

The creative industries in Georgia represent a combined \$37 billion in revenue, including 200,000 employed with \$12.1 billion in earnings, and \$62.5 billion in total economic impact. The creative industries represent 5 percent of all employment and 4 percent of all business revenue in the state.<sup>1</sup>

Georgia's creative economy not only contributes to the state's bottom line, but also draws millions of tourists each year, adds significantly to the quality of life and vitality of every community, and represents the bulk of Georgia's rich cultural heritage and identity.

Our thriving creative economy contributes to Georgia being not only an ideal place to do business, but also an incredible place to live and explore.

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<sup>1</sup>Source: Economic Census 2012, Nonemployer Statistics 2012, and EMSI 2016



## About Georgia Department of Economic Development

The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development. [Georgia.org](http://Georgia.org)

### COVER PHOTO CREDITS:

Top left - Hi-Rez Studios

Middle Left - Courtesy Shaky Beats/  
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Bottom Left - Georgia Department of  
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Bottom Right - Georgia Department of  
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Top Right - Dance Canvas