

Cultural Assessment of the Atlanta Region

May 2023



Atlanta Regional Commission

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

Values

Excellence – A commitment to doing our best and going above and beyond in every facet of our work allowing for innovative practices and actions to be created while ensuring our agency’s and our colleague’s success.

Integrity – In our conduct, communication, and collaboration with each other and the region’s residents, we will act with consistency, honesty, transparency, fairness and accountability within and across each of our responsibilities and functions.

Equity – We represent a belief that there are some things which people should have, that there are basic needs that should be fulfilled, that burdens and rewards should not be spread too divergently across the community, and that policy should be directed with impartiality, fairness and justice towards these ends.

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Mural by Teresa Abboud El Rassi at Alif Institute offices. Alif Institute was a 2022 organizational partner of the ARC’s Community Engagement and the Arts team.



Atlanta Regional Commission

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About This Report

A cultural assessment of metro Atlanta provides a snapshot of the regional commitment to cultural organizations and creative businesses. It reveals opportunities for regional leaders, decision makers, and entrepreneurs to grow and strengthen creative infrastructure and investments for a vibrant and equitable creative community.

Our assessment is intended to provide metro Atlanta's leaders and policymakers with the information needed to, for example: establish a baseline to evaluate the region's cultural assets and creative employment to those of other regions; benchmark city and county support for arts and culture against peers in the region; and set goals as a region for serving the cultural needs and desires of residents and visitors.

This report has three main elements: a look at the economic and employment impact of metro Atlanta's creative industries; a survey of the economic and geographic distribution of the region's arts and culture nonprofit organizations; and a list of the municipal and county arts and culture plans, related ordinances, and arts and culture departments, commissions, advisory councils, or other entities closely connected to local governments. Our team intends to use this report as a foundation for exploring how cultural assets and investment in our region have accrued to some communities over others, and how race, ethnicity, and other characteristics inform the beneficiaries of Atlanta's cultural activities and institutions.

ARC Community Engagement and the Arts Team

The Atlanta Regional Commission's Community Engagement and the Arts team works within the ARC's Community Development Department to advance inclusive, equitable, and creative community planning and engagement through arts and culture and creative placemaking and placekeeping. We partner with artists, culture bearers, and community-based organizations that are located in, serve, and are led by communities of color and other frequently marginalized and underrepresented communities. We endeavor to practice the values of equity, curiosity, and co-design and follow the principles of centering lived experience, learning by (un)doing, and prioritizing creative involvement. Our programming and activities include Culture and Community Design, Cultural Forums, research and analysis (including this Cultural Assessment), and supporting the efforts of our colleagues throughout the agency with a view toward arts and culture.



Natalia Garzón, Community Engagement & Special Initiatives Director and Lily Pabian, Executive Director, We Love Buford Highway at Plaza Fiesta. We Love Buford Highway was a 2022 organizational partner of the ARC's Community Engagement and the Arts team.

Creative Industries

The Creative Industries is a term that comprises businesses, both for-profit and nonprofit, in areas including visual arts and crafts, performing arts, film and television, broadcasting, architecture, design, advertising, public relations, writing, publishing, museums, historic sites and software publishers. This report uses an updated version of the definition of “creative industries” used in the ARC’s 2012 Cultural Assessment of Metro Atlanta¹. The updated definition reflects changes in industry category codes that have been adopted in the intervening years.

Number of Businesses in the Creative Industries

Across the region there are 8,327 individual businesses in the Creative Industries, employing 120,880 workers. Creative Industries are defined by a selected set of North American Industry Classification System (NAICS) codes. A full list of included codes is in the appendix.

Counties	#of Creative Industries Businesses	# Employed
Cherokee	263	2,141
Clayton	73	1,076
Cobb	1,205	20,046
DeKalb	1,268	12,999
Douglas	87	884
Fayette	173	1,649
Forsyth	306	3,325
Fulton	3,577	61,968
Gwinnett	1,224	13,723
Henry	98	2,517
Rockdale	53	552
Total	8,327	120,880

¹ [Metro Atlanta Cultural Assessment Report \[2011\]](#), Atlanta Regional Commission

Growth in Metro Atlanta's Creative Industries

From 2016 to 2021, jobs in metro Atlanta's creative industries have increased at an annual rate of 1.9%, growing from 77,888 to 85,442. At the same time, occupations in all industries only experienced a 1.1% annual growth rate. This growth, however, was not spread equally across occupations within metro

Atlanta's creative industries. For example, actors as an occupation have experienced a 14.7% annual job growth over the last five years. During the same time printing press operators have lost positions, showing a negative annual growth of 2.4%.

Growth in Metro Atlanta's 20 Largest Creative Industries Occupations, 2016-2021

	2016 Employment	2021 Employment	Annual Growth %
Producers and Directors	3,644	5,970	10.4
Graphic Designers	5,227	5,380	0.6
Public Relations Specialists	4,645	4,851	0.9
Merchandise Displayers and Window Trimmers	3,531	4,445	4.7
Web Developers and Digital Interface Designers	2,943	4,109	6.9
Printing Press Operators	3,707	3,280	-2.4
Musicians and Singers	3,657	3,279	-2.2
Writers and Authors	2,800	3,097	2
Advertising Sales Agents	3,157	2,885	-1.8
Photographers	2,866	2,746	-0.9
Architects, except Landscape and Naval	2,566	2,732	-1.3
Actors	1,328	2,732	14.7
Art Directors	1,923	2,395	4.5
Ushers, Lobby Attendants, and Ticket Takers	2,584	2,222	-3
Interior Designers	1,876	2,206	3.3
Special Effects Artists and Animators	1,722	2,173	4.8
Audio and Video Technicians	1,533	2,039	5.9
Editors	1,779	1,905	1.5
Architectural and Civil Drafters	1,757	1,801	0.5
Demonstrators and Product Promoters	1,947	1,718	-2.5

Creative Industries Job Growth in Comparable Regions, 2010-2020

For the purposes of comparing growth in the creatives industries in various regions, during the period of 2010-2020, Atlanta experienced an overall 36% increase of occupations in the creative industries, rising from 45,621 in 2010 to 61,817 to 2020. At the same time comparable metros throughout the Southeast experienced significantly slower growth, with Dallas-Fort Worth-Arlington the nearest at 26% growth.

	2010 Jobs	2020 Jobs	% Change
Atlanta-Sandy Springs-Alpharetta, GA	46,621	61,817	36
Dallas-Fortworth-Arlington, TX	53,194	67,129	26
Houston-The Woodlands-Sugar land, TX	39,485	42,174	7
Charlotte-Concord-Gastonia, NC-SC	17,476	21,193	21
Orlando-Kissimmee-Sanford, FL	23,465	22,254	-5
Tampa-St. Petersburg-Clearwater, FL	21,120	20,954	-1
Nashville-Davidson-Murfreesboro-Franklin, TN	17,119	19,378	13
New Orleans-Metarie, LA	11,621	9,835	-15
Raleigh-Cary, NC	9,210	11,505	25

Average Wages in Creative Industries Occupations

Across all industries in the Atlanta-Sandy Springs-Alpharetta MSA, **2,894,437** people were employed as of the end of 2021. In total they earned **\$158,904,569,618** in wages.

As a subset of employment within the MSA, the Creative Industries employed **89,064** people (3.1%), earning **\$5,744,629,899** (3.6%).

Across all industries in the MSA, the average wage was **\$54,900**. Wages in the creative industries were on average higher at **\$64,500**, a premium of 17.5%.

Share of Creative Industries Occupations by Race and Ethnicity

Across all industries workers who identify as white fill 55.6% of all positions; workers who identify as Black fill 35.5%; and workers who identify as American Indian, Asian, Pacific Islander, or two or more races make up the remaining 8.9%.

Hispanic or Latino workers make up 10% of positions of all industries; non-Hispanic/Latino workers fill 90% of positions.

By gender, employment across all industries are **51.4%** male and **48.6%** female. Non-binary numbers are not reported in the data source.

In creative industries jobs, white workers occupy 66.6% of positions. Black workers represent 24% of all workers in the creative industries. The remaining distribution of workers by race are comparable to their percentage of all positions for all industries.

Hispanic or Latino workers also see a drop in share of creative industries positions, declining from 10.0% to 6.4%.

As a comparison, the overall population of the region is 49.8% white, 39.2% Black, 0.5% American Indian, 7.8% Asian, 0.1% Pacific Islander, and 2.6% two or more races.

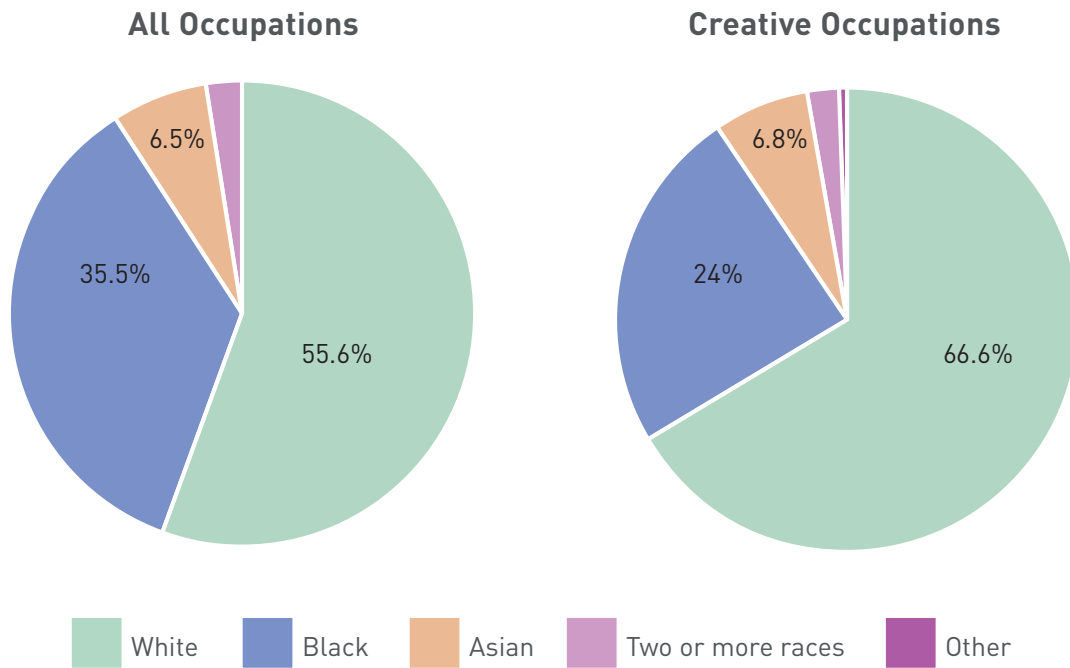
The Hispanic or Latino population (of any race) is 12.3%.³

³ U.S. Census Bureau. (2022). Facts updated for U.S., States, and Counties (Source: Population Estimates) on 6/30/22. Retrieved from <https://www.census.gov/quickfacts/fact/table/US/PST045221>

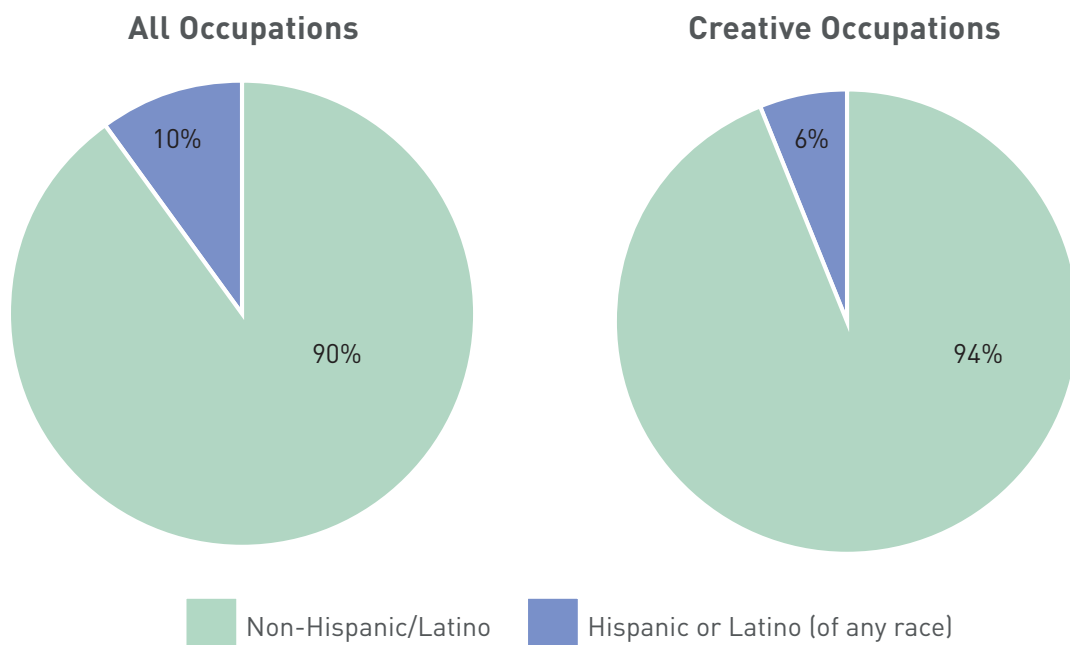


Freedom University, a modern-day Freedom School, provides college preparation classes, college and scholarship application assistance, and social movement leadership training for undocumented students in Georgia. Freedom University is a 2022 partner for the ARC's Community Planning through Arts and Culture initiative.

Occupations by Race



Occupations by Ethnicity



Nonprofit Arts & Culture

Across the Atlanta region are over 1,700 arts and cultural nonprofit organizations. They vary in size from the Robert W. Woodruff Arts Center, one of the nation's largest arts organizations, to small local theaters, historical societies, and cultural organizations in communities throughout the region. This assessment includes the most recent information available from the IRS from nonprofits who have filed an IRS Form 990. If the organization's reported revenue or assets, it is counted below.

Mirroring metro areas throughout the nation, the majority of cultural institutions are located in the region's urban core, primarily in Fulton County and the City of Atlanta. This is true of the number of organizations, and is even more noticeable in organizational revenue and assets, as the largest, most established organizations are located there.



Nena Gilreath and Waverly T. Lucas II, Co-Founders and Co-Artistic Directors, Ballethnic Dance Company. Ballethnic was a 2022 organizational partner of the ARC's Community Engagement and the Arts team.

Metro Atlanta Nonprofits by the Numbers

Using data from the most recently completed IRS Form 990 tax returns on file, arts and cultural nonprofit organizations in the State of Georgia generated revenues of \$894,262,927, with assets of \$3,415,218,883.

There are more than 3,000 nonprofit cultural organizations in Georgia.

The 1,700+ cultural nonprofits in Metro Atlanta generated 70.8% of the nonprofit cultural revenues in the state, with revenues of \$632,676,988, and hold 73.6% of all assets of cultural organizations in the state, with assets of \$2,512,904,952.

Counties	#of Cultural Nonprofits	Total Assets	Total Revenue
Cherokee	44	\$6,295,323	\$15,842,755
Clayton	50	\$3,276,621	\$1,822,551
Cobb	237	\$58,514,448	\$20,240,924
DeKalb	311	\$106,857,057	\$42,071,850
Douglas	32	\$1,441,221	\$817,835
Fayette	54	\$720,334	\$864,311
Forsyth	32	\$2,014,961	\$1,464,159
Fulton	619	\$2,159,779,927	\$430,914,331
Gwinnett	241	\$161,869,029	\$117,171,193
Henry	54	\$1,054,805	\$1,083,490
Rockdale	30	\$1,081,226	\$383,589
Region Total	1704	\$2,512,904,952	\$632,676,988
Georgia Total	3067	\$3,425,218,883	\$894,262,927

For a list of arts and cultural nonprofit organizations for a particular county, please contact the ARC at info@atlantaregional.org.

Defining Cultural Nonprofit Organizations

The National Taxonomy of Exempt Entities (NTEE) system is used by the IRS and National Center for Charitable Statistics (NCCS) to classify nonprofit organizations. The NTEE core codes (NTEE-CC) that have been used to define the nonprofit cultural industry for the purpose of creating a cultural inventory are listed in Appendix A. The NTEE-CC classification system divides the universe of nonprofit organizations into 26 major groups under ten broad categories. The ten broad categories include Arts, Education, Human Services, and other categories. The Arts category is divided by major groups including arts education, cultural/ethnic awareness, museums, dance, theater, music, and others.

As organizations self-identify and choose their own NTEE code (and in some cases, neglect to provide one at all), further review of the list of nonprofit organizations was necessary. By using the former system of activity codes used to classify nonprofit organizations, this report was able to add over 100 organizations that would have otherwise been omitted.

Only recently have organizations with budgets below a certain threshold been required to submit IRS 990 tax returns. Due to their lack of inclusion in national data, they have been added to the following lists of organizations manually whenever possible to create an accurate number of registered organizations, but their financial data has not been included in aggregate financial data, as they have not been required to file 990s.

The Region's Arts and Culture Plans

The cities and counties that make up the 11-county Atlanta metropolitan area may support, plan for, or regulate the creation of art and the practice of culture in their jurisdictions. How this takes place or whether it is an intentional act varies widely for each local government. From established cultural affairs offices to partnerships with grassroots nonprofit cultural organizations, local government decisions impact their local arts and culture organizations, creative industries and artists.

We have compiled a list of arts and culture plans, programs, policies and ordinances completed by or currently being managed by local governments in the region. We note that few cities or counties in metro Atlanta have completed cultural plans. Even fewer entities have fully staffed departments of cultural affairs. No regional cultural master plan has been completed in the Atlanta region. For the purposes of this assessment, the ARC has compiled the most common ways a local government can be involved in arts and culture in their jurisdiction.

These include the following:

Cultural Plans – As defined by Americans for the Arts, “Cultural planning is a public process in which representatives of a community undertake a comprehensive community assessment and create a plan of implementation for future cultural programming.” This often includes planning for public art, although communities may also choose to just have a specific public art plan.

Public Arts Plans – A cultural planning process specific to policy, support or programming for public art. Public art plans can be independent or part of a larger cultural plan.

Art/Public Art Ordinances – An adopted ordinance that mentions art or public art specifically has been included. If a city is relying on a separate ordinance, such as a sign ordinance, to regulate art, that has not been included.

Offices or Departments – Local governments with a full-service, staffed office or department of cultural affairs Commissions/Committees – Communities with resident commissions or committees with a purpose of advising or regulating art policy or public art are included.

Downtown Development Authorities/Main Street programs – These programs have been included if the program specifically stated that the arts are a priority or that they operate an art program.

Affiliated Nonprofits – If a local government chooses to partner with or act through a separate nonprofit arts organization, those have been included.

Local Government Cultural Activity Number	# of Cultural Nonprofits
Cultural or Public Art Plans	17
Any Ordinance Relating to Art/Public Art	34
Offices or Departments	2
Commissions/Committees	23
DDAs/Main Street Programs with Arts Role	20
Affiliated Nonprofits	34
Local Governments with any of the above	65
Local Governments with none of the above	10

For specific info on each city and county and their cultural activities, please see the following individual county reports.



Lily Pabian, Executive Director, We Love Buford Highway at Chinatown Mall. We Love Buford Highway was a 2022 organizational partner of the ARC's Community Engagement and the Arts team.

Cultural Plans and Activities Research

The assessment of cultural plans and activities throughout the 11-county Atlanta region was made by reviewing online resources for each city and county. Attempts were made to locate cultural planning activity by performing searches and

manually looking through city and county websites. These findings were then reviewed by ARC staff with knowledge of the communities and arts programs throughout the region.

CHEROKEE COUNTY

Cherokee County

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Cherokee Arts Council](#) (Nonprofit)

City of Ball Ground

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Canton

Arts & Culture Plans:
[RFP for Arts Master Plan](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Canton Cultural Arts Commission](#)

City of Holly Springs

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Waleska

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Woodstock

Arts & Culture Plans: None

Ordinance addressing the arts:
[Ridgewalk Overlay District](#)

Arts Committees, Departments, or Organizations:
[Woodstock Arts](#) (Nonprofit)

CLAYTON COUNTY

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Arts Clayton](#) (Nonprofit)

[See Clayton County - Film Clayton](#) (Tourism)

City of Forest Park

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Filming in Forest Park](#)

City of Jonesboro

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Jonesboro Arts & Entertainment District](#)
(Downtown Development Authority)
[Arts Clayton](#) (Nonprofit)

City of Lake City

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Lovejoy

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Morrow

Arts & Culture Plans: None

Ordinance addressing the arts:
[Sec. 11-1-10.A. - Commercial neighborhood standards](#)

Arts Committees, Departments, or Organizations:
None

City of Riverdale

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Department of Cultural Affairs & Leisure Services](#)

COBB COUNTY

Cobb County

Arts & Culture Plans: None

Ordinance addressing the arts:
[Cultural affairs policy for the county](#)

Arts Committees, Departments, or Organizations:
[South Cobb Arts Alliance](#) (Nonprofit)
[Cobb Travel & Tourism – Cobb Arts Vibe](#) (Tourism)
[Parks & Recreation – Arts](#) (Department)

City of Acworth

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Acworth Arts Alliance](#) (Nonprofit)
[Acworth Cultural Arts](#) (Nonprofit)
[Save Acworth History Foundation](#) (Nonprofit)

City of Austell

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Kennesaw

Arts & Culture Plans:
[Public Art Master Plan \[2018\]](#)

Ordinance addressing the arts:
[2.03.05 Review and approval process of public art exhibits](#)

Arts Committees, Departments, or Organizations:
[Kennesaw Arts & Culture Commission](#) (Arts commission)

City of Marietta

Arts & Culture Plans: None

Ordinance addressing the arts:

[Public Art Guidelines](#)

Arts Committees, Departments, or Organizations:

[Marietta Arts Council](#) (Nonprofit)

[Marietta Main Street – Public Art Committee](#)

(Main Street)

City of Powder Springs

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

[Arts & Cultural Affairs Advisory Commission](#)

City of Smyrna

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

[Smyrna Arts Council](#) (Nonprofit)

DEKALB COUNTY

DeKalb County

Arts & Culture Plans: None

Ordinance addressing the arts:

None

Arts Committees, Departments, or Organizations:

[DeKalb Entertainment Commission](#)

City of Clarkston

Arts & Culture Plans: None

Ordinance addressing the arts:

[Chapter 15.5 – Signs, Sec. 15.5-2 Definitions](#)

Arts Committees, Departments, or Organizations:

[Public Art Advisory Committee](#)

City of Avondale Estates

Arts & Culture Plans:

[2014 Downtown Master Plan Update](#) (includes arts)

Ordinance addressing the arts:

[Sec. 21-6.8.3. - Resiliency measures – A. Arts measures](#)

Arts Committees, Departments, or Organizations:

Avondale Arts Alliance (Nonprofit) (no website)

[Downtown Development Authority/Main Street Board](#)

City of Decatur

Arts & Culture Plans:

[2010 Cultural Arts Master Plan](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

[Decatur Arts Alliance](#) (Nonprofit)

City of Doraville

Arts & Culture Plans:

[2022 Doraville Art Master Plan](#)

Ordinance addressing the arts:

[Chapter 14 – Signs, Sec 14-20 assembly sign overlay district](#)

Arts Committees, Departments, or Organizations:

[Art Commission](#)

[Doraville Art Center](#) (Nonprofit)

City of Chamblee

Arts & Culture Plans:

[2019 Chamblee Art Master Plan](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

[Public Art Commission](#)

City of Dunwoody

Arts & Culture Plans:

[2020 Public Art Implementation Plan](#)

Ordinance addressing the arts:

[Public Art Ordinance](#)

Arts Committees, Departments, or Organizations:

[Dunwoody Art Commission](#)

[Spruill Center for the Arts](#) (Nonprofit)

City of Lithonia

Arts & Culture Plans:

[2018 City of Lithonia Envision Plan](#) (includes arts)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

None

City of Pine Lake

Arts & Culture Plans: None

Ordinance addressing the arts:

[Public Art Policy Resolution](#)

[Appendix A, Zoning, Sec.7-17.g](#)

[Municipal Powers – Power to establish arts and cultural programs](#)

Arts Committees, Departments, or Organizations:

[Municipal Arts Panel](#)

City of Stone Mountain

Arts & Culture Plans: None

Ordinance addressing the arts:

[Busking and street performance](#)

Arts Committees, Departments, or Organizations:

[ART Station](#) (Nonprofit)

City of Stonecrest

Arts & Culture Plans: None

Ordinance addressing the arts:

[Zoning – Optional Percent for Arts](#)

Arts Committees, Departments, or Organizations:

None

City of Tucker

Arts & Culture Plans:

[Downtown Tucker Alley Activation Plan](#) (includes arts)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organization:

None

DOUGLAS COUNTY

Douglas County

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

[Cultural Arts Council of Douglasville/Douglas County](#)

City of Douglasville

Arts & Culture Plans:

[Downtown Douglasville Public Art Master Plan](#)

Ordinance addressing the arts:

[Public Art Program](#)

Arts Committees, Departments, or Organizations:

Public Art Commission (no website)

[Cultural Arts Council of Douglasville/Douglas County](#)

City of Villa Rica

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

None

FAYETTE COUNTY

Fayette County

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Arts Council of Fayette County](#) (Nonprofit)
[Fayette County Development Authority – Film Fayette](#)

City of Fayetteville

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Peachtree City

Arts & Culture Plans: None

Ordinance addressing the arts:
[Sign Ordinance \(specifically excludes art\)](#)

Arts Committees, Departments, or Organizations:
[Filmmaking in Peachtree City](#)
[The Fred Amphitheater](#)

Town of Tyrone

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

FORSYTH COUNTY

Forsyth County

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Forsyth County Arts Alliance](#) (Nonprofit)

City of Cumming

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Cumming Arts Center](#) (Nonprofit)

FULTON COUNTY

Fulton County

Arts & Culture Plans:
[Cultural Action Plan 2020-2025](#)

Ordinance addressing the arts:
[Cultural Affairs](#)

Arts Committees, Departments, or Organizations:
[Fulton County Arts and Culture](#)

City of Alpharetta

Arts & Culture Plans: None

Ordinance addressing the arts:
[Cultural Arts Commission](#)

Arts Committees, Departments, or Organizations:
[Cultural Arts Commission](#)
[Arts Alpharetta](#) (Nonprofit)

City of Atlanta

Arts & Culture Plans: None

Ordinance addressing the arts:
[Civic and Cultural Affairs](#)
[Zoning and Public Art](#)

Arts Committees, Departments, or Organizations:
[City of Atlanta's Mayor's Office of Cultural Affairs](#)

City of Chattahoochee Hills

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of College Park

Arts & Culture Plans: None

Ordinance addressing the arts:
[Public art addressed in downtown commercial zoning](#)

Arts Committees, Departments, or Organizations:
[Department of Recreation and Cultural Arts](#)

City of East Point

Arts & Culture Plans:
[Creation of Public Art Program](#)

Ordinance addressing the arts:
[Creation of Public Art Program](#)
[Creation of Cultural Enrichment Commission](#)

Arts Committees, Departments, or Organizations:
[Public Art Commission](#)

City of Fairburn

Arts & Culture Plans:
[Creative Placemaking Strategy](#)

Ordinance addressing the arts:
[Creation of Arts Advisory Council](#)

Arts Committees, Departments, or Organizations:
[Arts Advisory Council](#)

City of Hapeville

Arts & Culture Plans: None

Ordinance addressing the arts:
[Arts District Overlay](#)

Arts Committees, Departments, or Organizations:
[Hapeville Art Alliance](#) (Nonprofit)
[Hapeville Public Art Projects](#)

City of Johns Creek

Arts & Culture Plans:
[Public Art Master Plan](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Cultural Arts Alliance of Johns Creek](#) (Nonprofit)

City of Milton

Arts & Culture Plans:
[Comprehensive Plan includes some arts](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Milton Arts Council](#) (Nonprofit)

City of Palmetto

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Roswell

Arts & Culture Plans:
[Public Art Master Plan](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Roswell Arts Fund](#) (Nonprofit)

City of Sandy Springs

Arts & Culture Plans:
[Art in Public Places Plan](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Arts Sandy Springs](#) (Nonprofit)

City of South Fulton

Arts & Culture Plans:
[Public Art Plan \(in development\)](#)

Ordinance addressing the arts:
[South Fulton Public Art Ordinance](#)

Arts Committees, Departments, or Organizations:
[Public Art Commission](#)

City of Union City

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

GWINNETT COUNTY

Gwinnett County

Arts & Culture Plans:

[Create Gwinnett](#) (plan underway)

Ordinance addressing the arts:

Arts Committees, Departments, or Organizations:

[ArtWorks Gwinnett](#) (Nonprofit)

City of Berkeley Lake

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

None

City of Buford

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

None

City of Dacula

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

None

City of Duluth

Arts & Culture Plans:

[Public Art Master Plan](#)

Ordinance addressing the arts:

[Public Art Commission](#)

Arts Committees, Departments, or Organizations:

[Duluth Public Art Commission](#)

City of Grayson

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

None

City of Lawrenceville

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

[Lawrenceville Arts Commission](#)

[Lawrenceville Arts Center](#)

City of Lilburn

Arts & Culture Plans: None

Ordinance addressing the arts:

[.75% for Public Art for Commercial developments in Town Center](#)

Arts Committees, Departments, or Organizations:

None

City of Norcross

Arts & Culture Plans: None

Ordinance addressing the arts:

[Norcross Public Arts Commission](#)

Arts Committees, Departments, or Organizations:

[Public Art Commission](#)

City of Peachtree Corners

Arts & Culture Plans:

[2017 Arts and Culture Master Plan](#)

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

[Public Art Council & Initiative](#)

City of Snellville

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:

None

City of Sugar Hill

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Sugar Hill Arts Commission](#) (Nonprofit)

City of Suwanee

Arts & Culture Plans:
[2015 Public Art Master Plan](#)

Ordinance addressing the arts:
[Optional 1% for the arts](#)

Arts Committees, Departments, or Organizations:
[Public Art Commission](#)
[Suwanee Arts Center](#) (Nonprofit)

HENRY COUNTY

Henry County

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Henry Arts Alliance](#) (Nonprofit)

City of McDonough

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[McDonough Arts Council](#) (Nonprofit)

City of Hampton

Arts & Culture Plans: None

Ordinance addressing the arts: None
[Zoning – Sign ordinance addressing murals](#)

Arts Committees, Departments, or Organizations:

City of Stockbridge

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

City of Locust Grove

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
None

ROCKDALE COUNTY

Rockdale County

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Conyers/Rockdale Council for the Arts](#)(Nonprofit)

City of Conyers

Arts & Culture Plans: None

Ordinance addressing the arts: None

Arts Committees, Departments, or Organizations:
[Conyers/Rockdale Council for the Arts](#)(Nonprofit)

Looking Ahead: Arts and Equity

The Community Engagement and the Arts team intends to use the research in this report to analyze how arts nonprofits, artists, and creative industries have been supported and who they have served. Using this analysis, we intend to pursue further data, research,

and mapping efforts to advance social, cultural, economic, and environmental equity and justice for, by, and with people, especially artists and culture bearers, and organizations from these communities.



Jennifer Long, executive director of The Creatives Project, a partner for ARC's 2022 Community Planning through Arts and Culture initiative, and Xavier Lewis, choreographer, director, composer, and TCP ARTFORCE Fellow, at Raising Expectations

APPENDIX A: METHODOLOGY

Creative Industries

The base definition for the creative industries, by 6-digit North American Industry Classification System (NAICS) code, was developed for the National Endowment for the Art's America's Creative Economy report (2012). This report uses the same set of codes, updated to reflect changes made to the NAICS codes since 2012.

Using the NAICS code definition, job and establishment data was accessed from Chmura JobsEQ, 2022Q1, using the Economic Overview for each county in the region.

All creative industries data was accessed and analyzed by ARC (Research & Analytics).

NAICS Codes used in this report are available on the following pages.

Nonprofit Arts and Cultural Organizations

In 2011, the ARC produced a report based on the following National Taxonomy of Exempt Entities (NTEE) codes. To create a current comprehensive list of nonprofit cultural organizations in Georgia, the same core group of creative economy related codes have been used in this assessment.

Organizations that self-reported with a matching NTEE code were downloaded in May 2022 from the [IRS Exempt Organizations Business Master File Extract](#) which provides information about organizations from the Internal Revenue Service's Business Master File. Reported revenue and asset totals for arts and cultural organizations within the ARC's 11-County region were compiled to provide the reported totals.

Core NTEE codes are available on the following pages.

NAICS Code	2022 NAICS Title
423940	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers
424920	Book, Periodical, and Newspaper Merchant Wholesalers
458310	Jewelry Retailers
459130	Sewing, Needlework, and Piece Goods Retailers
459140	Musical Instrument and Supplies Retailers
459210	Book Retailers and News Dealers
459310	Florists
459920	Art Dealers
512110	Motion Picture and Video Production
512120	Motion Picture and Video Distribution
512131	Motion Picture Theaters (except Drive-Ins)
512132	Drive-In Motion Picture Theaters
512191	Teleproduction and Other Postproduction Services
512199	Other Motion Picture and Video Industries
512230	Music Publishers
512240	Sound Recording Studios
532282	Video Tape and Disc Rental
541310	Architectural Services
541320	Landscape Architectural Services
541340	Drafting Services
541410	Interior Design Services
541420	Industrial Design Services
541430	Graphic Design Services
541490	Other Specialized Design Services
541810	Advertising Agencies
541820	Public Relations Agencies
541830	Media Buying Agencies
541840	Media Representatives
541850	Indoor and Outdoor Display Advertising
541860	Direct Mail Advertising
541890	Other Services Related to Advertising
541921	Photography Studios, Portrait
541922	Commercial Photography
611610	Fine Arts Schools
711110	Theater Companies and Dinner Theaters
711120	Dance Companies
711130	Musical Groups and Artists

Core National Taxonomy of Exempt Entities (NTEE) Codes

NTEE Code	Description
A	Arts, Culture & Humanities
A01	Alliances & Advocacy
A02	Management & Technical Assistance
A03	Professional Societies & Associations
A05	Research Institutes & Public Policy Analysis
A11	Single Organization Support
A12	Fund Raising & Fund Distribution
A19	Support N.E.C.
A20	Arts & Culture
A23	Cultural & Ethnic Awareness
A24	Folk Arts
A25	Arts Education
A26	Arts & Humanities Councils & Agencies
A27	Community Celebrations
A30	Media & Communications
A31	Film & Video
A32	Television
A33	Printing & Publishing
A34	Radio
A40	Visual Arts
A50	Museums
A51	Art Museums
A52	Children's Museums
A53	Folk Arts Museums
A54	History Museums
A56	Natural History & Natural Science Museums
A57	Science & Technology Museums
A60	Performing Arts
A61	Performing Arts Centers
A62	Dance
A63	Ballet
A65	Theater
A68	Music
A69	Symphony Orchestras
A6A	Opera
A6B	Singing & Choral Groups
A6C	Bands & Ensembles
A6E	Performing Arts Schools
A70	Humanities

NTEE Code	Description
A80	Historical Organizations
A82	Historical Societies & Historic Preservation
A84	Commemorative Events
A90	Arts Services
A99	Arts, Culture & Humanities N.E.C.
B70	Libraries
C41	Botanical Gardens & Arboreta
D32	Bird Sanctuaries
D34	Wildlife Sanctuaries
D50	Zoos & Aquariums
N52	Fairs
Q21	International Cultural Exchange
V31	Black Studies
V32	Women's Studies
V33	Ethnic Studies
V34	Urban Studies
V35	International Studies
X80	Religious Media & Communications
X81	Religious Film & Video
X82	Religious Television
X83	Religious Printing & Publishing
X84	Religious Radio

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