

Regional Snapshot: Arts & Culture



Atlanta Regional Commission, June 2017

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Overview

- Beyond increasing our quality of life and enriching our culture, the Arts have a huge economic impact in metro Atlanta.
- The nonprofit arts and culture industry generated \$719.8M in economic activity in FY2015.
- The arts drive tourism and related spending, with 31 percent of typical event attendees living outside the region and 69 percent being local residents.
- The latest tax return data indicate that there are 504 non-profit arts organizations, generating \$615.2 million in revenue and owning \$2.1 billion in assets

The Arts Mean Business

Metro Atlanta (10-county ARC region) was one of 341 communities nationwide to be studied in the Arts and Economic Prosperity 5 (“AEP5”, the fifth national economic impact study of America's nonprofit arts and culture industry by Americans for the Arts), with new data released June, 2017.

Data were collected from 269 nonprofit arts and culture organizations (for fiscal year 2015) and from 683 attendees (at events during 2016) in metro Atlanta.



ARTS &
ECONOMIC PROSPERITY 5
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



AMERICANS
for the **ARTS**

CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.



regional impact + local relevance



Metro Atlanta Nonprofit Arts and Culture Industry

In 2015, nonprofit arts and cultural organizations and their audiences:

Generated \$720 Million in Economic Activity



Metro Atlanta Nonprofit Arts and Culture Industry

In 2015, nonprofit arts and cultural organizations and their audiences:

supported...

23,514 FTE* jobs



generated...

\$565.8M in household income



delivered...

\$64.5M in local + state government revenues



Metro Atlanta Nonprofit Arts and Culture Industry

Total Economic Impact of the Nonprofit Arts and Culture Industry in Metro Atlanta (Combined Spending by Nonprofit Arts and Cultural Organizations and Their Audiences)

| | Metro Atlanta | Median of Similar Sized Study Regions Pop. = 1,000,000 or More |
|------------------------------------|---------------|---|
| Total Industry Expenditures | \$719,820,787 | \$412,259,509 |
| Full-Time Equivalent Jobs | 23,514 | 12,815 |
| Resident Household Income | \$565,754,000 | \$285,526,000 |
| Local Government Revenue | \$32,929,000 | \$20,107,000 |
| State Government Revenue | \$31,579,000 | \$24,950,000 |

Across all measures listed in the table above, metro Atlanta's arts and culture industry had a greater impact compared to the median similar study regions (such as metros like Dallas, Tampa, and Washington, D.C.)

Economic Impact of Organizations and Audiences

Total Economic Impact of Spending by Nonprofit Arts and Cultural Organizations in Metro Atlanta

| | Metro Atlanta | Median of Similar Study Regions Pop. = 1,000,000 or More |
|--|---------------|---|
| Total Organizational Expenditures | \$434,779,646 | \$173,409,818 |
| Full-Time Equivalent Jobs | 14,839 | 5,841 |
| Resident Household Income | \$391,520,000 | \$143,374,000 |
| Local Government Revenue | \$13,998,000 | \$7,330,000 |
| State Government Revenue | \$16,745,000 | \$8,709,000 |

“Organizations” can be employers, producers, and consumers. By paying employees, buying goods, contracting services, and acquiring assets, organizations support jobs and generate income and revenue.

Economic Impact of Organizations and Audiences

Total Economic Impact of Spending by Nonprofit Arts and Cultural Audiences in Metro Atlanta (excluding the cost of event admission)

| | Metro Atlanta | Median of Similar Study Regions Pop. = 1,000,000 or More |
|------------------------------------|---------------|---|
| Total Audience Expenditures | \$285,041,141 | \$237,176,500 |
| Full-Time Equivalent Jobs | 8,675 | 6,791 |
| Resident Household Income | \$174,234,000 | \$153,220,000 |
| Local Government Revenue | \$18,931,000 | \$12,504,000 |
| State Government Revenue | \$14,834,000 | \$13,837,000 |

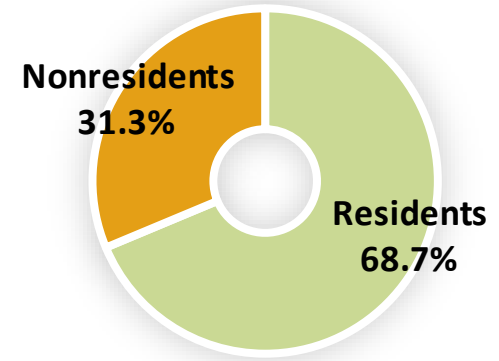
The nonprofit arts and culture industry generates a significant amount of event-related spending by attendees. Related spending in restaurants, stores, and lodging provides income for local businesses.

Spending by Arts Attendees in Metro Atlanta

**Event-Related Spending by Arts and Culture Event Attendees Totaled
\$285 million in Metro Atlanta** (excluding the cost of admission)

| | Residents | Nonresidents | All Metro Atlanta Event Attendees |
|---|--------------|---------------|--------------------------------------|
| Total Attendance | 7,172,381 | 3,267,766 | 10,440,147 |
| Percent of Attendees | 68.7% | 31.3% | 100.0% |
| Average Dollars Spent Per Attendee | \$22.66 | \$37.28 | \$27.23 |
| Total Event-Related Expenditures | \$84,636,638 | \$200,404,503 | \$285,041,141 |

Arts and Culture Event Attendees by Residency



Through audience surveys, AE5 found that around **31 percent of typical attendees lived outside the region and 69 percent were local residents.**

Arts attendees in Atlanta spent an average of \$27.23 per person per event (over and above the cost of admission). Nonresidents spent more, due to lodging costs for overnight stays.

The Arts Drive Tourism

- In audience surveys, **93 percent of nonresidents** (those living outside the 10-county metro region) reported that **the primary purpose of their visit to the region was “specifically to attend this arts/cultural event”**
- **52 percent of nonresident attendees** said that **if the event had not occurred they would have “traveled to a different community to attend a similar cultural event”**
- Similarly, **55 percent of local residents** said that **if the event had not taken place they would have “traveled to a different community to attend a similar cultural event”**
- **Nonresident attendees spent an average of 65 percent more per person than local attendees**, typically on lodging, meals, and transportation expenses



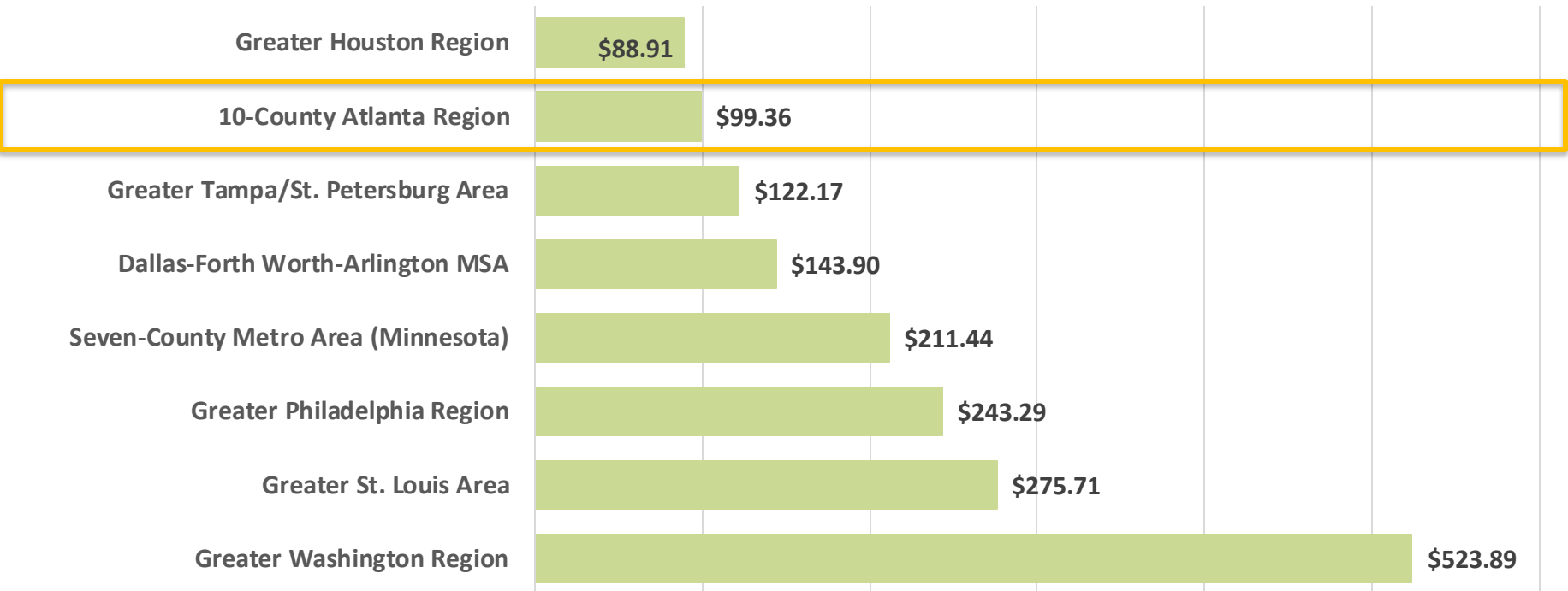
Economic Impact of Similar AEP5 Study Regions

| Metro Area | 2015 Population | 2015 Estimated Total Spending Per Capita | Local Government Revenue Generated Per Capita | State Government Revenue Generated Per Capita | Full-Time Equivalent Jobs Supported Per Capita (Per 10,000 Residents) |
|-------------------------------------|-----------------|--|---|---|---|
| Dallas-Forth Worth-Arlington MSA | 6,945,636 | \$143.90 | \$11.26 | \$12.81 | 76 |
| Greater Houston Region | 6,517,279 | \$88.91 | \$8.80 | \$9.51 | 40 |
| Greater Philadelphia Region | 4,079,583 | \$243.29 | \$24.18 | \$30.79 | 135 |
| Greater St. Louis Area | 1,319,295 | \$275.71 | \$21.67 | \$22.06 | 145 |
| Greater Tampa/St. Petersburg Area | 2,254,396 | \$122.17 | \$14.45 | \$21.78 | 98 |
| Greater Washington (DC) Region | 4,146,875 | \$523.89 | \$54.08 | \$7.89 | 143 |
| 10-County Atlanta Region | 4,375,973 | \$99.36 | \$7.52 | \$7.22 | 54 |
| Seven-County Metro Area (Minnesota) | 2,952,932 | \$211.44 | \$8.20 | \$30.49 | 101 |

Compared to similar sized metros, the 10-county Atlanta region had a relatively lower per capita impact (per resident, based on 2015 population) in terms of spending by nonprofit arts and culture organizations. This economic activity in Atlanta translates to approximately **\$99 in spending from organizations per capita; nearly \$8 in local government revenue per capita; \$7 in state government revenue per capita; and 54 jobs per 10,000 residents.**

Economic Impact of Similar AEP5 Study Regions

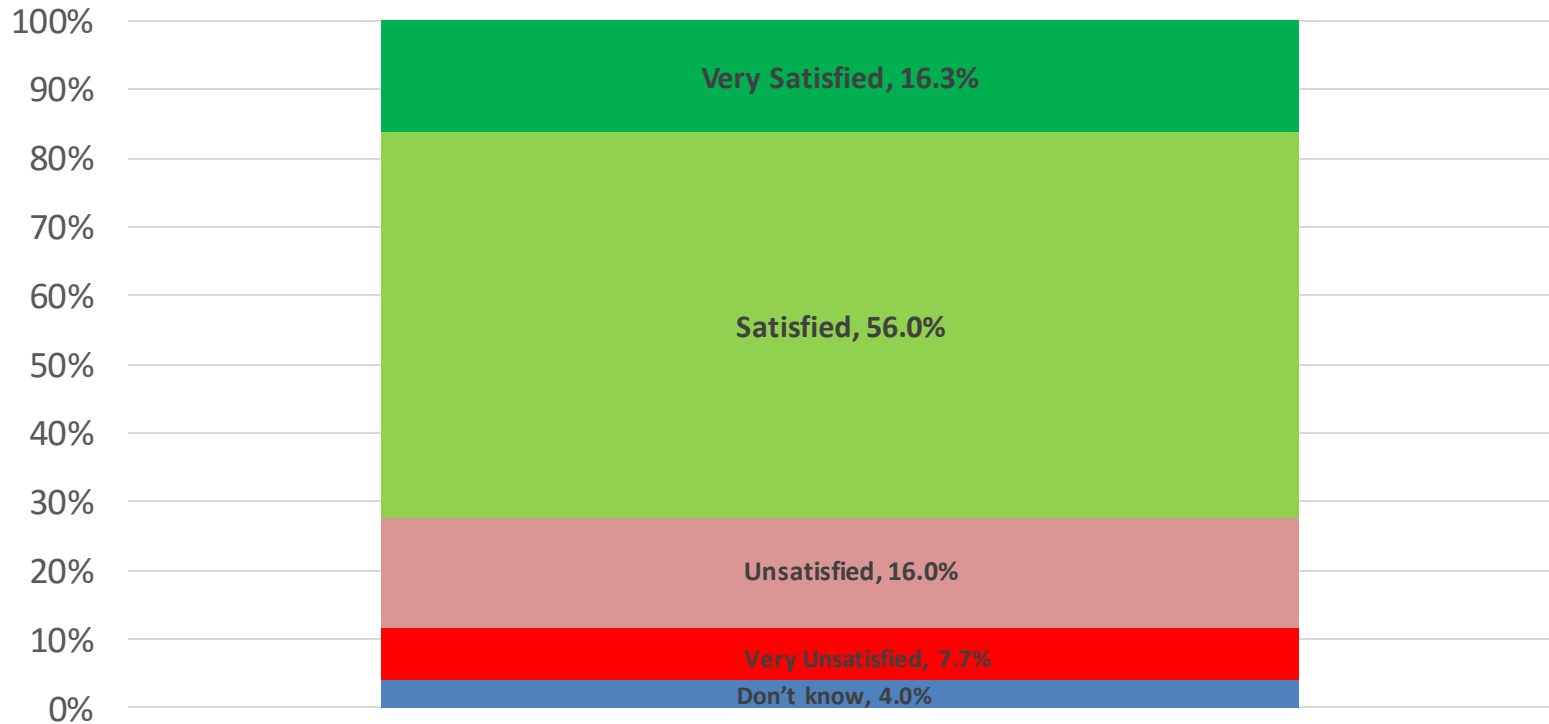
Per Capita Total Spending by the Nonprofit Arts and Culture Industry



The 10-County metro Atlanta region had a total spending of \$99 per capita. This is lower compared to other similarly-sized metro regions.

Metro Atlanta Values the Arts

Metro Atlanta Speaks 2016: "Satisfaction with Arts and Culture..."



The 2016 Metro Atlanta Speaks survey found that around **72% of residents are *satisfied* or *very satisfied* with arts and culture opportunities**

Nonprofit Arts and Culture Organizations: Number, Assets, and Revenue 2009-2013

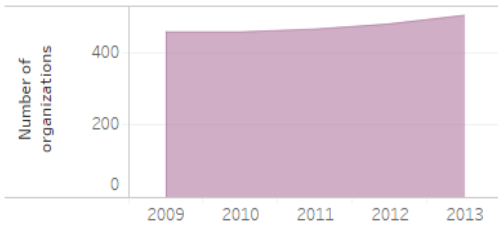
Arts and culture organizations: number, revenue, and assets 2009-2013
ARC: 10-County Metro Atlanta

Select a geography:
(ARC 10-County Region and Metros throughout U.S.)
ARC: 10-County Metro Atlanta

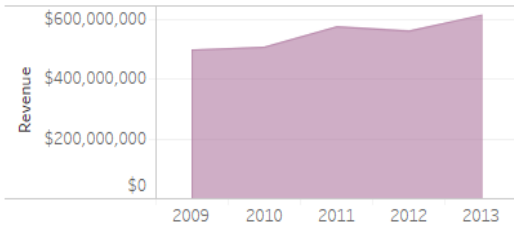
Check the boxes to change what size organizations are shown in the percentage charts**

- (All)
- < \$100,000
- \$100,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$999,999
- \$1,000,000 - \$1,999,999
- \$2,000,000+

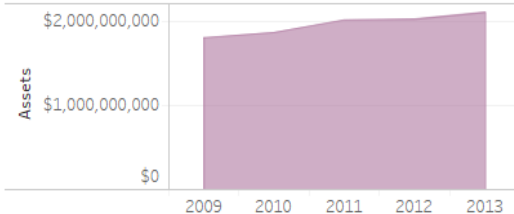
Organizations per 10,000 residents*: 1.13
Change in organizations 2009-2013: 10.0%



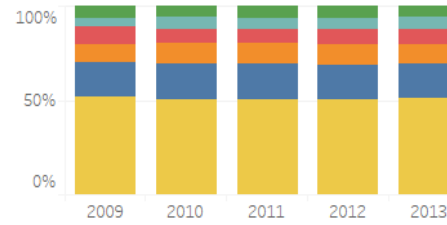
Revenue per 10,000 residents*: \$138
Change in revenue 2009-2013: 23.6%



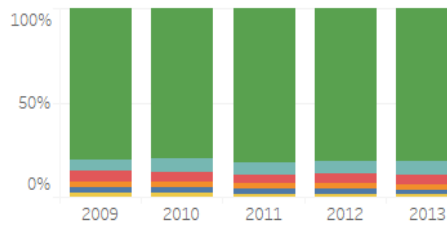
Assets per 10,000 residents*: \$473
Change in assets 2009-2013: 16.6%



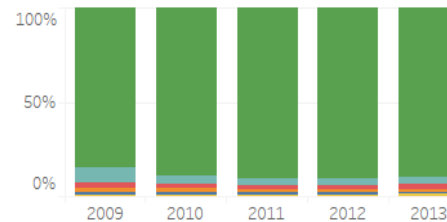
Percentage of organizations that are small, medium, or large**



Percentage of revenue from organizations that are small, medium, or large**



Percentage of assets from organizations that are small, medium, or large**



- ARC developed an interactive dashboard to provide information about the nonprofit arts and culture.
- The definition of arts and culture organizations is established by America's Creative Economy and the most recently available tax data from the National Center for Charitable Statistics.
- The data compares changes within the 10-county metro Atlanta area, as well as comparisons with other metros throughout the U.S. from 2009 to 2013.

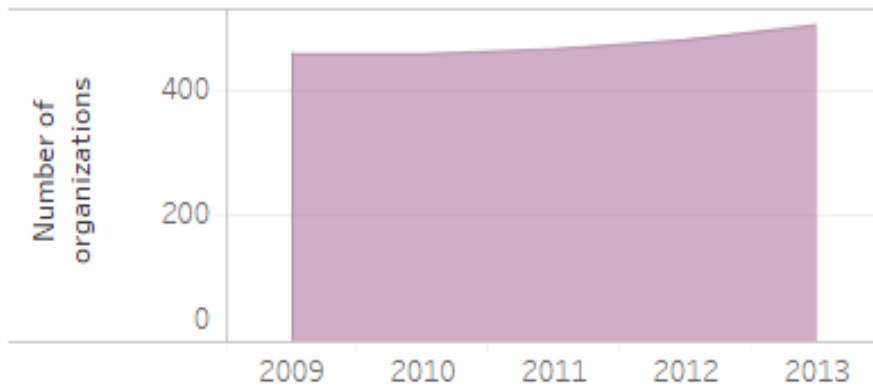
Dashboard:

<http://33n.atlantaregional.com/nonprofit-arts-culture-organizations>

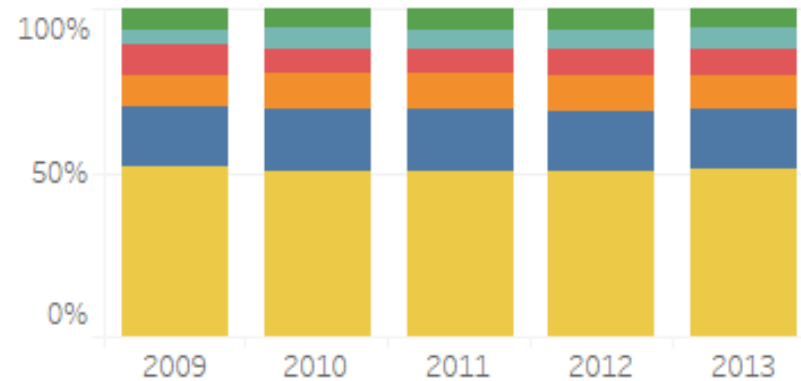
Number, Assets, and Revenue for the 10-County Region

ARC: 10-County Atlanta Region

Organizations per 10,000 residents*: 1.13
Change in organizations 2009-2013: 10.0%



Percentage of organizations that are
small, medium, or large**



Dashboard:

<http://33n.atlantaregional.com/nonprofit-arts-culture-organizations>

Highlights: The latest tax return data show that there are **504 nonprofit arts and culture organizations** in the 10-county region. Around **51 percent** of those organizations had **total revenue less than \$100,000**. These organizations **generated \$615.2 million in revenue and owned \$2.1 billion in assets**.

(Note: These data measure only what was reported in the organizations' tax filing, thus it is different than the figures developed by the AE5 report)

Arts and Culture Employees

| | | Cherokee | Clayton | Cobb | DeKalb | Douglas | Fayette | Fulton | Gwinnett | Henry | Rockdale | 10-County Region |
|---|--|-------------|-------------|--------------|--------------|-------------|-------------|---------------|--------------|-------------|-------------|------------------|
| Design sector | Architectural services | 96 | 47 | 1,084 | 537 | 25 | 75 | 4,448 | 662 | 51 | 16 | 7,041 |
| | Graphic design services | 58 | 48 | 620 | 238 | 13 | 26 | 961 | 304 | 10 | 51 | 2,329 |
| | Interior design services | 35 | 22 | 583 | 200 | 19 | 85 | 1,218 | 427 | 19 | 9 | 2,617 |
| Film and media sector | Advertising agencies | 25 | 62 | 627 | 617 | 20 | 14 | 4,011 | 530 | 21 | 9 | 5,936 |
| | Software publishers | 4 | | 1,254 | 380 | | | 3,297 | 587 | 20 | | 5,542 |
| | Motion picture and video production | 32 | 27 | 453 | 721 | 14 | 28 | 1,175 | 207 | 7 | 6 | 2,670 |
| Libraries, printing, and museums | Commercial Printing except Screen and Books | 44 | 191 | 1,077 | 1,152 | 128 | 73 | 1,639 | 1,544 | 57 | 167 | 6,072 |
| | Libraries and archives | 111 | 122 | 314 | 704 | 29 | 43 | 705 | 297 | 103 | 60 | 2,488 |
| | Museums | 8 | 5 | 129 | 355 | 28 | 10 | 2,439 | 71 | 16 | | 3,061 |
| Performing arts | Theater companies and dinner theaters | 6 | | 76 | 102 | | 9 | 693 | 40 | 1 | | 927 |
| | Promoters of Performing Arts, Sports, and Similar Events with Facilities | 30 | 85 | 338 | 210 | 25 | 25 | 4,150 | 185 | 20 | 20 | 5,088 |
| | Amusement and recreation | 81 | 47 | 537 | 210 | 47 | 156 | 4,603 | 600 | 118 | 25 | 6,424 |
| Visual arts & crafts sector | Jewelry stores | 76 | 76 | 389 | 472 | 86 | 36 | 910 | 476 | 63 | 32 | 2,616 |
| | Fine arts schools | 53 | 35 | 373 | 416 | 22 | 31 | 722 | 304 | 23 | 24 | 2,003 |
| | Photography studios | 34 | 27 | 205 | 224 | 28 | 123 | 403 | 265 | 36 | 45 | 1,390 |
| | Total | 693 | 794 | 8,059 | 6,538 | 484 | 734 | 31,374 | 6,499 | 565 | 464 | 56,204 |
| | Percent of total employees | 1.0% | 0.7% | 2.1% | 1.9% | 1.0% | 1.3% | 3.6% | 1.8% | 0.9% | 1.1% | 2.4% |

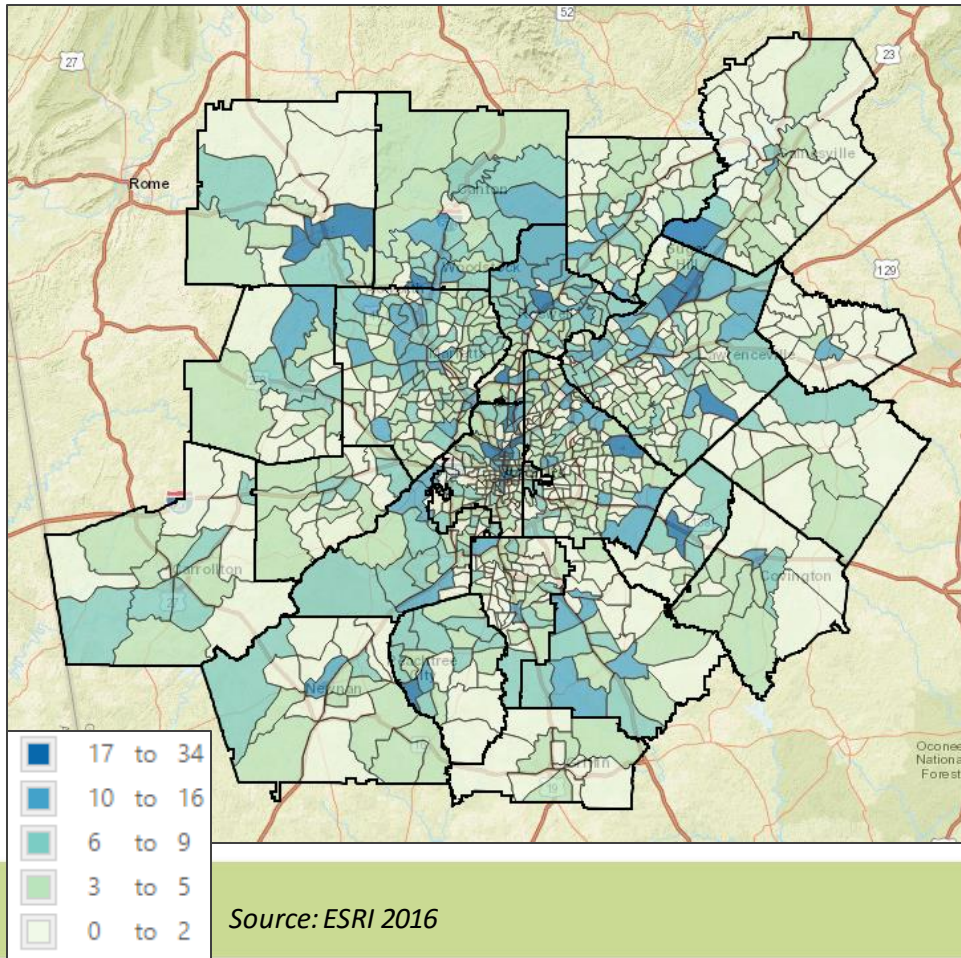
Another way to look at the health of the arts and culture industry is the number of employees in business establishments and organizations. This 2016 data classifies employers in the 10-county region into different sectors based on the North American Industry Classification System (NAICS) coding system.

Arts Market Data + Maps

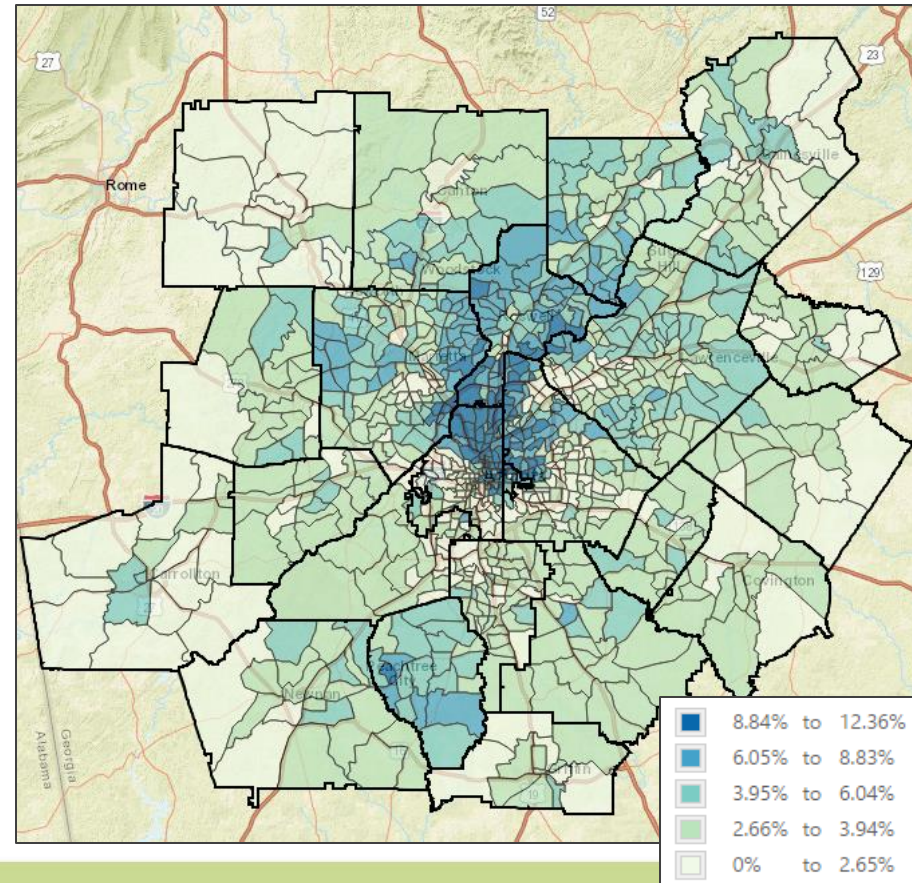
ESRI mapping tools use demographic, socioeconomic, and market data to show spatial trends.

Number of arts/entertainment/recreation businesses by census tract

Percentage of residents who contributed to arts/cultural organizations in last 12 months



Source: ESRI 2016

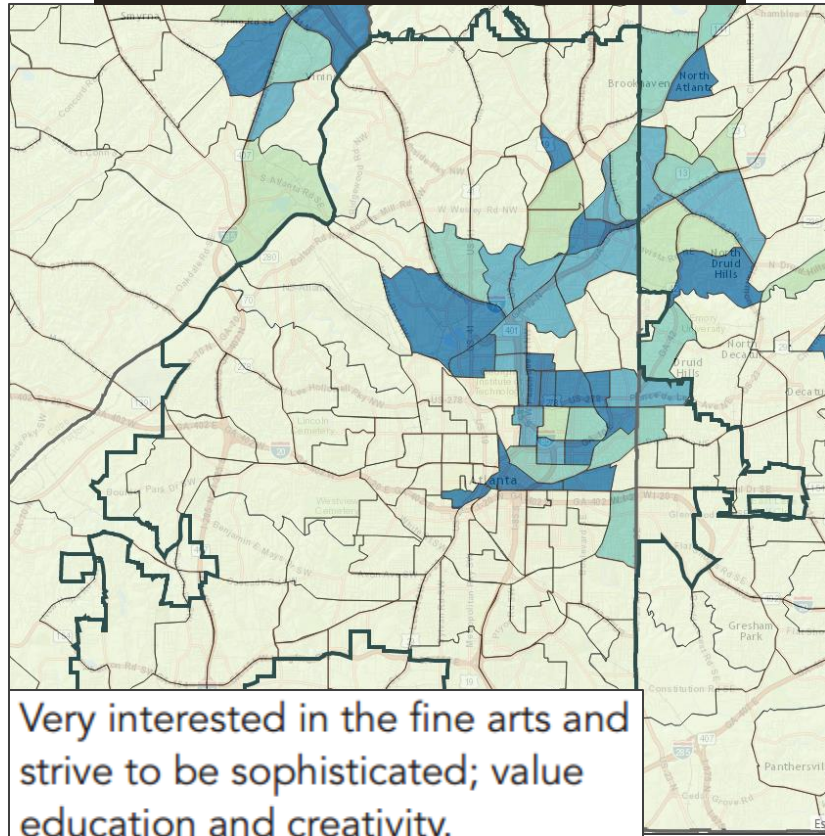


regional impact + local relevance

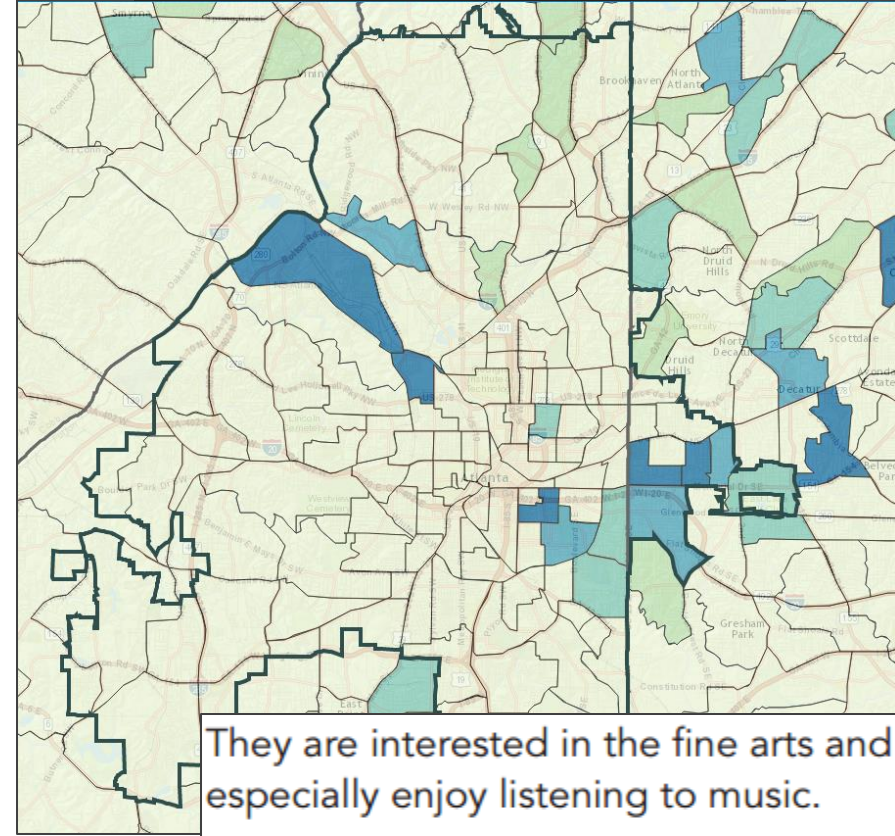


Arts Market Data + Maps

LifeMode Group: Uptown Individuals
Metro Renters



LifeMode Group: Middle Ground
Emerald City



ESRI mapping tools can also be used to identify market segments (using ESRI Tapestry groupings, which combine demographic, socioeconomic, data to identify similar market-oriented groups)



Arts & Culture Programs at ARC

In addition to its data and research contributions, ARC supports the following programs:

- Arts Leaders of Metro Atlanta (ALMA)
- Cultural Forums
- Atlanta Regional Public Art Program
- New tech development coming Fall 2017:
Public Art ATL App



Public Art ATL

Other Resources

- For national findings, data summaries of the 341 study areas, study methodology (study was led by Georgia Tech Project Economists), and other tools visit americansforthearts.org/aep5
- To estimate the economic impact of a specific organization, use the [AE5 calculator](#)

INSTRUCTIONS

Provide the information below to calculate the economic impact of your organization (or a group of organizations).

Population of your community:

Total Expenses: \$

Total Attendance:

- Explore the local non-profit arts scene using ARC's dashboard that allows the user to look at the number of organizations and their revenue at the county level, and allows comparisons to other large metro areas.

Dashboard:

<http://33n.atlantaregional.com/nonprofit-arts-culture-organizations>