GEORGIA’S CREATIVITY ECONOMY
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Creative Industries

- Establishments: 11,426
- Jobs: 116,577
- Wages: $8.4 billion
- Self-Employed: 58,959
- Earnings: $1.6 billion
- Revenue: $29 billion

Economic Impact: $48 billion

Sources:
1 EMSI 2013
2 Nonemployer Statistics 2012,
3 Creative Industries in the South 2012
4 ACPSA Issue Brief #5: The Impact of New Demand for Arts and Culture

Film and Television

- Combined Productions: 158
- Direct Spend of Productions: $1.4 billion
- Direct Jobs: 23,500
- Direct and Indirect Jobs: 77,900
- Direct and Indirect Wages: $3.8 billion

Economic Impact: $5.1 billion

Source: Georgia Entertainment Industry Profile FY14
Music

Direct and Indirect Jobs: 26,221
Direct and Indirect Wages: $1.1 billion
Total Revenues to State and Local Governments: $314 million

Economic Impact: $3.6 billion

Source:
1 Estimated Economic Impact of the Music Industry on Georgia’s Metropolitan Areas and the State, 2014
2 Source: Economic and Fiscal Impact Analysis of the Music Industry in Georgia, 2011

Digital Entertainment

Direct Jobs: 1,824
Direct and Indirect Jobs: 8,719
Wages: $528 million
Revenue: $758 million
State Tax Revenue: $49 million
Exports: $47 million

Economic Impact: $1.9 billion

Source: Georgia’s Digital Entertainment Industry, 2012
Arts & Culture

Organizations: 2,391
Jobs: 24,228
Wages: $478 million
Revenue: $1.1 billion
Assets: $2.5 billion

Economic Impact: $1.8 billion

Source:
1 National Center for Charitable Statistics, 2013
4 National Center for Charitable Statistics, 2013
5 ACPSA Issue Brief #5: The Impact of New Demand for Arts and Culture
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.
The mapped locations are a small sample of communities, institutions, businesses and events that represent Georgia’s rich creative economy.

For more information:
- Georgia Film, Music & Digital Entertainment - [Georgia.org/FMDE](http://Georgia.org/FMDE)
- Georgia Film & Music Tourism - [ComeTourGeorgia.com](http://ComeTourGeorgia.com)
- Georgia Music - [GeorgiaMusic.org](http://GeorgiaMusic.org)
- Georgia Council for the Arts - [GaArts.org](http://GaArts.org)
GEORGIA’S CREATIVE ECONOMY

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. **TomorrowWorld – Chattahoochee Hills**
   A global electronic music festival, TomorrowWorld has an economic impact of $85.1 million, the same amount the NCAA Final Four Championship brought to Atlanta in 2013.

2. **Savannah**
   A music instruments hub, Savannah is home to The Gretsch Company, Benedetto Guitars, Randy Wood Guitars, and Jody Jazz. The Savannah Music Festival, Savannah Jazz Festival, Savannah Folk Festival, Savannah Stopover, and Revival Fest bring audiences from throughout North America and Europe to the coastal city.

3. **Athens**
   One of the top music scenes in the U.S., Athens spawned world-famous bands such as R.E.M., The B-52s, Widespread Panic, Drive-By Truckers, and Of Montreal. Athens is home to legendary music venues including the 40 Watt Club and the Georgia Theater.

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 **CCP North America – Decatur**
An international gaming company that develops multiplayer games, including “The World of Darkness.”

5 **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.

6 **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.

7 **Floyd County Productions – Atlanta**
Founded by Matt Thompson and Adam Reed, Floyd County Productions created the award-winning animated comedy “Archer” for FX.
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. Paradise Garden – Summerville
One of the most prolific folk artists in U.S. history, The Reverend Howard Finster created more than 46,000 pieces over 30 years. Paradise Garden includes his inspiring home and grounds, which are a major part of his artistic legacy.

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. Arts and Downtown Development – Columbus
The Columbus Challenge raised more than $100 million for the arts, including construction of the RiverCenter for the Performing Arts and Columbus State University’s Schwob School of Music, expansion of the Liberty Theatre Cultural Center, and renovation of the historic Springer Opera House. CSU also recently opened the Center for Visual and Performing Arts in downtown Columbus.
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 $29 billion in revenue, including 200,000 employees earning $8 billion in wages. The creative industries represent 5 percent of all employment and 6 percent of all business revenue in the state.\(^1\)

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.

\(^1\)Source: Creative Industries in the South, 2012

ABOUT GDECD

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://www.georgia.org)