From the sprawling metropolis of Atlanta, to the historic streets and squares of Savannah, the diversity of Georgia is pervasive and reaches to all four corners. The capital of the state, Atlanta also serves as a cultural capital for the region – from the Woodruff Arts Center and the High Museum of Art, to the historic Fox Theatre and the Georgia Aquarium, the world’s largest. The rest of the state is populated with cultural gems as well, including the Telfair Museum of Art and the Lucas Theatre in Savannah, the Springer Opera House and RiverCenter for the Arts in Columbus, the Morris Museum of Art and Sacred Heart Cultural Center in Augusta, and The Arts Council Depot and the Smithgall Arts Center in Gainesville. Georgia and Atlanta are central to the region’s larger creative economy as well – with Turner Broadcasting, CNN, and a plethora of film, broadcasting, music production, and publishing businesses that call the state home.

The creative industries in Georgia represent 12,768 businesses, employing a total of 199,921 people, who earn annual wages totaling more than $8 billion, and generate almost $29 billion in annual revenue. These figures represent 5.8% of the state’s businesses, 4.7% of the state’s employment, 4.8% of all wages earned, and 3.7% of all business revenue.

The nonprofit arts, culture, and humanities organizations in Georgia are at the core of the state’s creative industries. Of the 2,474 registered arts and culture nonprofits in the state, 898 of those filed form 990, reporting $461 million in annual revenue and $1.7 billion in assets.

The creative industries that fall within the film and media sector and the literary and publishing sector make up (cont. on back)
the largest percentage of the state’s creative economy. The film and media sector is led by broadcasting, software publishers, cable and other program distribution, advertising agencies, and radio, television, and other electronics stores.

The leading industries for the literary and publishing sector include commercial lithographic printing, newspaper publishers, periodical publishers, independent writers, and book, periodical, and newspaper merchant wholesalers.

Other leading sectors include independent performers, jewelry stores, architectural services, graphic design services, and specialized design services.

The creative industries includes 12,768 establishments in Georgia, which makes the industry cluster the fifth largest among all industry clusters in the state – larger than defense and security, transportation and logistics, forest and wood products, education, and manufacturing. This total number of establishments for the creative industries does not include the self-employed.

Based on industry employment, Georgia’s creative industries represent the fourth-largest industry cluster in the state. The creative industries employ more people in Georgia than the industry clusters of energy, information technology and telecommunications, defense and security, transportation and logistics, manufacturing, and forest and wood products.