


ARTS AND CULTURE



The Atlanta Regional Commission (ARC) has long recognized the need for a robust arts and culture community to keep the region flourishing. As far back as Vision 2020 in the 1990s and continuing through Fifty Forward a decade later, ARC documented that thriving communities require more than infrastructure and a strong economy. The region's soul must be fed, and arts and cultural opportunities lead to a vibrant region.

With this in mind, the ARC board decided to continue the work begun by the Metro Atlanta Arts & Culture Coalition by incorporating arts and culture into our planning portfolio. Guided by an advisory committee of regional stakeholders and initiated by an interdisciplinary team of ARC staff, ARC identified six areas where the agency brings value to the regional arts and culture community:

- **Visualizing data:** understanding the dynamics, demographics and numbers that underpin the cultural economy of the region
- **Building participation:** encouraging collaboration to cultivate audiences and patronage
- **Creating a sustainable workforce:** supporting the education pipeline that will maintain the region's creative industries
- **Supporting and developing leadership:** ensuring the visibility of arts and culture to regional leadership
- **Placemaking:** creating livable, attractive and unique environments
- **Fostering innovation:** exploring new topics in arts, culture and creative industries

To explore our early thinking on the direction that we will take with this important work, the interdisciplinary team developed a series of papers, three of which are published here. The papers address topics at the intersection of arts, culture, creative industries, economic development and traditional areas of planning, such as community development, workforce solutions and transportation services. The papers don't provide answers. They ask questions. They propose new ways of thinking about traditional ideas. And, the answers and ideas that come from these papers will be the drivers of ARC's evolving work in the space of arts, culture and creative industries.

To see all of the papers, visit the ARC website at atlantaregional.com/local-government/arts-culture



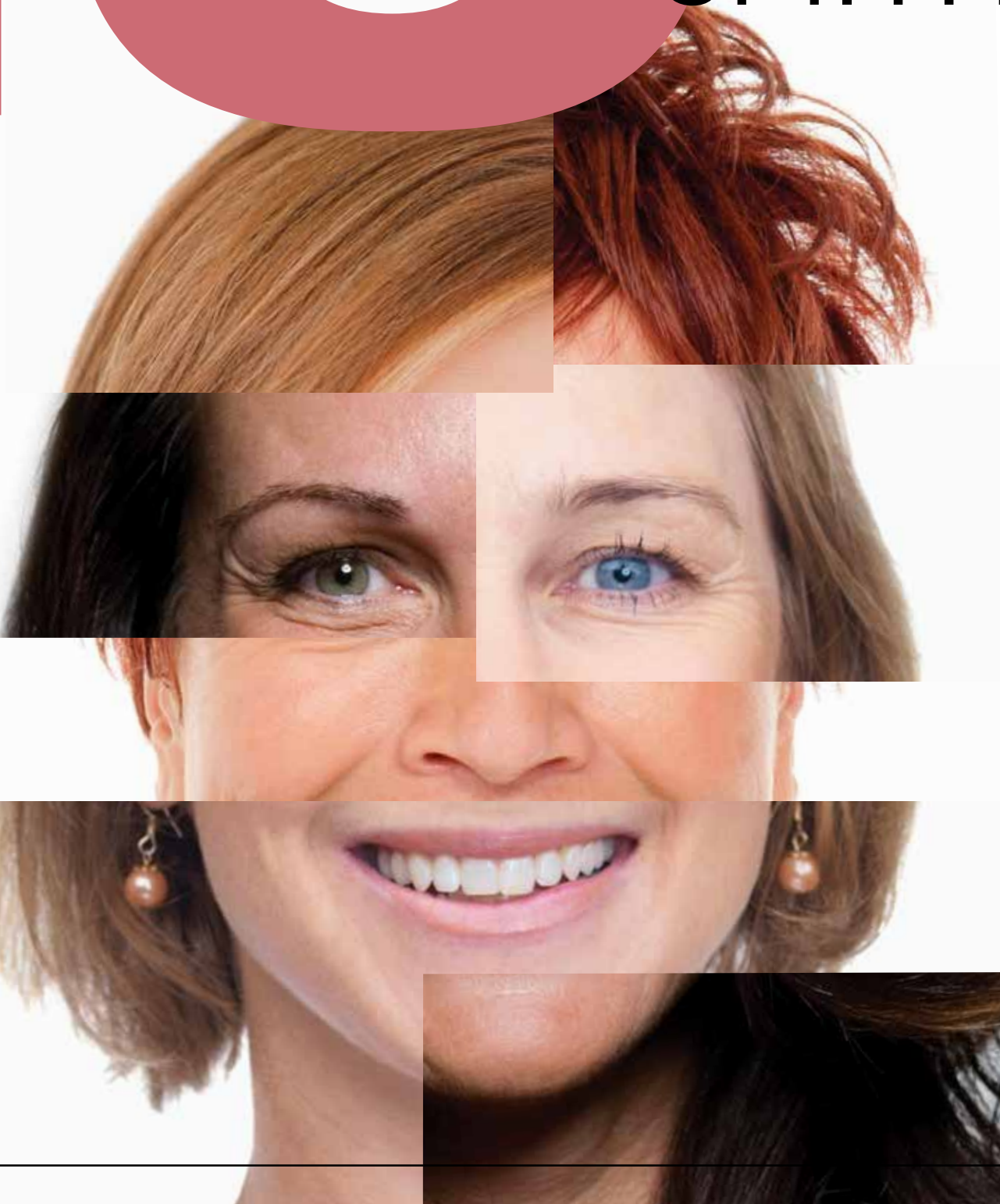
She is the AVERAGE Arts Patron

She's white, somewhere between 45 and 54 years old. She has at least a college degree and earns more than \$75,000 annually. We imagine she enjoys the symphony, visits the High Museum's rotating exhibits a few times a year, and loves to read.

Marcia is a collection of statistics. She's computed from ticket sales reported by arts-based nonprofit organizations. Marcia is an agglomeration of best efforts to measure participation in the arts. But Marcia is really just part of the picture. She's the part that attends the symphony, donates to the High's annual campaigns, and attends lectures by poets at local libraries. The National Arts Participation report benchmarks attendance at jazz, classical music, opera, musical plays, non-musical plays, and ballet performances, and visits to art museums or art galleries.

There are other people who belong in that picture too — people who experience the arts in a variety of formats or attend arts events where ticket counts are not recorded. Who are these other people, and what does their participation in the arts look like?

IS
MARCIA
SMITH?





GAMER

Name: **Santiago Garcia**

Gender: Male

Age: 30

Ethnicity/Race: Hispanic

The average gamer is a 30 year old Hispanic male according to research conducted by both PEW and the Entertainment Software Association, and they are helping to contribute to the 14.8 billion dollars in sales that video games brought in during 2012. 70% of games being played are a combination of puzzle games and casual / social games. 47% of Individuals playing video games are reporting that they are spending less time going to the movies.

Research is also showing, however, that while African-American and Hispanic video gamers are the largest two demographic blocks, they are woefully underrepresented in video game content. A study by University of Southern California professor Dmitri Williams found less than 3% of video game characters were recognizable Hispanic, while African Americans were represented at a rate of 10.74% (though the majority of those were athletes and gangsters). Under-representation is largely blamed on institutional lack of opportunity in the industry actually making the games. Gamers consume the work of graphic designers, digital animators, writers, etc, but those professions are lacking in representation from their largest consumer blocks.



TELEVISION

Name: **Lisa Williams**

Gender: Female

Age: 55+

Ethnicity/Race: African-American

The average TV watcher is an African-American female over 50. Not including this brand of arts patron omits those who consume all the creative activity involved in the production of television shows and marketing media. These cultural consumers are multi-taskers, less willing to commit to being unplugged from the world while they consume cultural content.

61% of TV viewers check email while watching TV, 47% visit social media sites, 37% look up information related to the program they are watching and 27% look up product information they just saw advertisements about. With 1/3 of this audience immediately being engaged enough with a product to take action, it is not surprising that advertising dollars spent in the tv industry dwarf those marketing budgets being committed to the non-profit arts.



MOVIE GOER

Name: **Elana Perez**

Gender: Female

Age: 18-24

Ethnicity/Race: Hispanic

The average ticket-buyer at the movies is a Hispanic female between the ages of 18 and 24. Movie goers consume the creative work of writers, directors, actors, set and costume designers, sound designers, and a myriad of other creative employees involved in movie production.

RADIO LISTENER

Name: **Caleb Walker**

Gender: Male

Age: 25-54

Ethnicity/Race: African-American

Covering everything from Sports Talk to Contemporary Pop, the broad spectrum of radio continues to hold mass appeal. While families may no longer gather together after supper to listen to the Goucho Marx or Gunsmoke, 91% of the US population listens to radio in an average week. African-American Listeners spend 21% more time than the average listening to radio, with Hispanic listeners spending 13% more time on the radio each week than the average of all persons. Radio continues to make a strong economic impact, with a minimum of 14% of digital sales being credited to radio airplay, sales from those tracks alone account for \$1.5 billion annually.



MEASURING

When mining for hard data on the arts, choices made about how to track the arts and what to include in statistical measurements can seem like common sense. When one wants to know who attends arts events, it makes sense to look at ticket sales, of course. It's also the easiest and quickest place to start. So when we learn through ticket sales records that the average arts patron is Marcia Smith, we have to keep in mind what's missing from our data.

Mining for data on other forms of arts participation can be difficult and time-intensive. Even within the non-profit sector festivals, visual arts and public art creating measurement tools has been challenging. The 501c3 non-profit is a very specific subgenre within the cultural ecosystem. When participation in the creative sector is viewed more broadly, tracking participation becomes more challenging.

A more complete picture will also need to include non 501c3/ticket based participation methods. Measuring how individuals are impacted by the arts, and who arts audiences truly are, will require measuring.

FULL



Other ways to measure:

Surveys — The Neilson's provide specific score for TV, Radio and more on a daily basis. The largest non-profit survey is done every 5 years. To create a clearer picture, shared methodologies may be needed across disciplines, with surveys a likely tool.

Audience estimation — As recognition technology becomes more ubiquitous, the same technology used to track number of cars on the road each day could be used to track people at a festival.

Active Participation — On top of passive arts participation, in 2007-8 almost half (%45) of US adults reported in participating in the arts through some sort of artistic creation.



UTURE AUDIENCES

The diversity and depth of the creative industries mean that the audiences that comprise it are much richer and more diverse than Marcia Smith, Santiago Garcia or Lisa Williams. Each of the different sectors discussed in this article has future challenges and opportunities based on how the demographics of the broader community are changing. As demographic changes shrink the number of patrons who make up the traditional arts audiences, organizations that have served those audiences will have to develop strategies to appeal to populations that are more diverse. The absence of African-American and Hispanic protagonists in the digital media industry presents a challenge to companies seeking to hold on or grow their market share. How each of these parts of the broader creative industries sector respond to these challenges by reaching out to new audiences while at the same time making sure the audiences participating have a seat at the creation table may in part determine the success of these sectors moving forward.

What types of arts consumer are you?

WHERE

IS DIGITAL
ENTERTAINMENT
TAKING US?



I completely agree that schools have to facilitate a smoother transition to the workforce, than is currently in place, especially in the digital entertainment world (which includes video games).

- Jesse Lindsley | CEO and Founder of Thrust Interactive



MOLLY

spends her time living an artist's dream, creating and perfecting some of the most popular products in today's economy using the latest technology. And, she didn't have to leave the Southeast to do it.

A recent graduate of the Savannah College of Art and Design (SCAD) and a native of Nashville, Molly wanted a career in digital gaming. At first, she didn't think it would be possible to thrive in this high-tech, constantly evolving industry without moving to the West Coast. However, after starting school out west, she discovered a degree path at SCAD that worked for her. And, while she was finishing her degree, she began working for Thrust Interactive, a national leader in gaming.

Molly's job at Thrust is one of more than 1,800 video game jobs in Georgia. These jobs, at more than 80 companies, represented \$758 million in sales in 2012 and more than \$527 million in labor income. Georgia has become a hot spot in the digital entertainment industry. And, the only way to keep more students like Molly in the Southeast is to create more jobs in the career paths that excite them.

There are more aspects of digital entertainment than just video games. The animation industry is one of today's fastest growing. The demand for animated entertainment has grown exponentially in every dimension, including film and television, interactive design and game development, motion graphics, production design, visual and special effects and more. We are living in a digital media based world. Digital content is driving our connections and our communication.

Georgia is now also among the top five states in the nation for film and TV production, with more than 333 productions shot in Georgia in fiscal year 2012, investing more than \$879 million in the state. According to the Georgia Film, Music & Digital Entertainment Office, entertainment industry projects generated \$3.1 billion in 2012, a 29 percent increase over fiscal 2011. This number is expected to grow even larger as the popularity of filming in Georgia increases.

Is Digital Gaming an Art Form?

Molly admits that it has taken a few years, but she is glad to see that the arts community is accepting game design as an art form and designers as true artists. She said that in the past, technology could not handle the things that artists wanted to do with it. Now, with 2-dimensional and 3-dimensional animation, the gaming world has moved beyond Pong, incorporating multiple art forms in one finished piece. For example, most games today involve drawing and other visual arts, as well as script writing and music production.



The Georgia Department of Economic Development and Georgia Department of Labor report that more than 25,000 Georgia residents are employed in the entertainment industries, including 11,000 full-time positions. Georgia understands that as our economy and the marketplace change, and technological innovations are realized, our education system must ensure that future graduates and workers have the latest skills and training.

How can we do a better job of attracting digital media companies?

Not Just About the Art

Having graduated from SCAD, Molly was excited to join Thrust Interactive and work with big clients like Turner Broadcasting on projects ranging in scope from \$25,000 to \$250,000. But she needed a little business training if she wanted to “move up” in today’s flatter organizations.

Because Thrust is essentially a start-up, everyone plays multiple roles in order to complete projects and keep the business successful. Thanks to ARC’s on-the-job training program, Molly has learned new skills that make her more valuable than ever to Thrust. She learned how to use Microsoft Excel to schedule, budget and manage projects, giving the young game designer the ability to also make sure her projects are running on time and on budget.

There are 30,000 digital media jobs globally that exist that cannot be filled due to lack of talent and the current circumstance of the education system. Why not be a part of the transformation and fill these jobs in Georgia?

~ Joan Vogelesang
President & C.E.O.
Toon Boom Animation

Changing the Way We Think and Learn

Does the integration of arts and media help prepare georgia students for today’s digital jobs?

From elementary school through college, Georgia emphasizes STEM education (Science, Technology, Engineering and Math) to boost critical thinking and problem-solving skills. To that end, the Georgia Department of Education created Georgia Peach State Pathways and more than 14 in-state colleges and universities offer studies in film and television production and are arguably home to some of the nation’s best university video game development programs. This aligns employers statewide to a pipeline of talented workers ready to take on today’s jobs, and the innovations of tomorrow.

It is extremely important that our learning institutions begin to embrace these concepts in a larger way. Today’s high school graduates will face an increasingly competitive technological marketplace. And more and more college graduates are finding in their job search that they do not have the skill-specific qualifications they need. Installing digital education in schools as early as the elementary years opens up additional possibilities to

an entire generation of digital natives. This world currently exists everywhere around our future leaders, except in the classroom.

Though there is still an enormous amount of work to do, entertainment and media programs at Georgia's colleges and universities are graduating students ready for job success in game development, graphic design and animation, to name a few.

Georgia's technical colleges have worked with leaders in the entertainment industry to create programs for the state's emerging, existing and transitioning workforce. Most jobs will require some form of higher education/ CTE certification or industry recognized certification.

The ability to be work ready hinges on not only having the right educational foundation, but also on the creation of projects and products from concept to launch. Internships, apprenticeships and job shadowing opportunities that apply classroom learning in a real-world environment are very valuable and are available through many companies within the state of Georgia.

Technology will always keep changing. For example, Molly says that when designing games for Facebook, Thrust is always trying to keep current games updated and fresh while also trying to produce the next big thing.

Trying to hit this moving target is challenging. But that volatility can be mitigated by nurturing relationships between schools and industry. Candidates with the business skill sets and the digital know-how will lead the way in tomorrow's business environment. The magnitude and cutting-edge innovations in the digital entertainment industry cannot be bound by yesterday's business rules and practices because creativity can't be confined by a figurative "box."

As institutions of higher learning and digital industries form these bonds, both will win. The "win" for industry is that they too can keep their finger on the pulse of innovation and can be around people who are not burdened by the real-world and see things through the eyes of those immersed in learning.

What are
the future
opportunities
for greater
collaboration
between arts
and venture
capital?

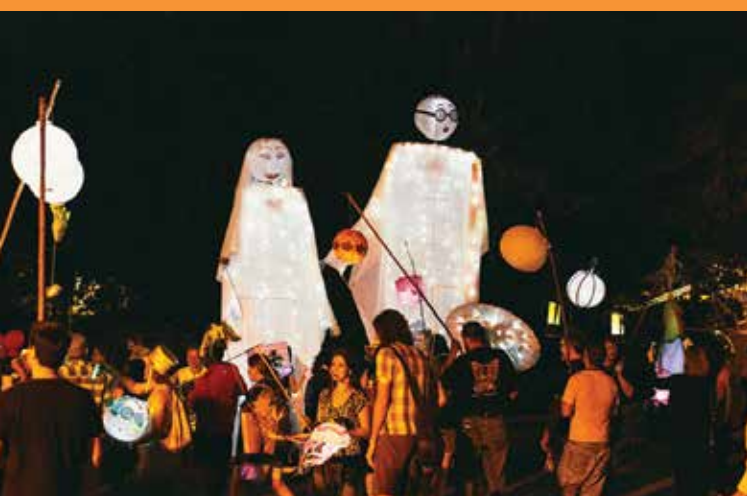




Metro
Atlanta
Loves Its

FESTIVAL

www.atlantafestival.com



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Metro Atlanta has reason to celebrate - hundreds of reasons to celebrate. We celebrate dogwoods, the Fourth of July, the fall harvest and just about anything else you can think of. And when it comes to these celebratory festivals, metro Atlanta comes out en masse to enjoy the arts, culture and history that give this region its colorful heritage.

But Festivals are more than just a good time. They are opportunities to form social and community identity. They provide a market for direct distribution by artists, craftsmen and musicians. They open up new cultures while preserving old world traditions. And no matter where you go in Metro Atlanta, you can find something for everyone.

ARC has collected information about all the festivals we could, but we're sure that we missed some. Please look for your favorites in this list. If you don't see them, let us know about them so we can tell everyone else in the Atlanta region.

Thanks for your help and see you at the festival!

PLEASE TELL US
ABOUT FESTIVALS
we may have missed!
www.atlantaregional.com/festivals

ALS
atlantaregional.com

B A R R O W**B A R T O W****C A R R O L L****C H E R O K E E****B A L L G R O U N D**

Ball Ground Heritage Days	May
Faith & Freedom Festival	June

C A N T O N

Riverfest	Sept
Fall Fun at Cagle's Family Farm	Sept-Nov
Best of the West	Sept
Cherokee County Fair	Sept

H O L L Y S P R I N G S

AutumnFest	Oct
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W O O D S T O C K

Woodstock Art & Wine Festival	Nov
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C L A Y T O N**F O R E S T P A R K**

Swing Into Spring Festival	May
Autumn in the Park	Oct

J O N E S B O R O

Jonesboro Days	May
Taste of Clayton	June
Autumn Oaks Festival/ Battle of Jonesboro	Oct
Holiday Parade and Tree Lighting	Nov

M O R R O W

Wild Azalea Festival	April
Summerfest	July

R I V E R D A L E

Seafood and Music Festival	Aug/ Sept
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C O B B**A C W O R T H**

Acworth Art Fest	April
Acworth 4th of July Celebration	July
Love the Lake Festival	Aug
Taste of Acworth	Oct

K E N N E S A W

Kennesaw Salute to America	July
Pigs and Peaches BBQ Festival	Aug
Taste of Kennesaw	Sept

M A R I E T T A

Taste of Marietta	April
Mayetta Daze Arts and Crafts Festival	May
Dixie Highway 90-Mile Yard Sale	June
Fourth in the Park	July
Marietta Streetfest/ Art in the Park	Sept

C O B B**P O W D E R S P R I N G S**

Powder Springs 4th of July Celebration	Jul
Powder Springs Day Festival	Oct
Whole Hawg BBQ and Music Festival	Sept
North Georgia State Fair	Sept
Harvest Square Arts and Crafts Festival	Oct
Marietta Zombie Walk	Oct

S M Y R N A

Spring Jonquil Festival	April
Smyrna's Birthday Celebration & Fireworks	Aug
Taste of Smyrna Festival of Delectable	Sept
Fall Jonquil Festival	Oct
Riverview Landing Fall Festival	Oct

C O W E T A**N E W N A N**

Powers Crossroads Festival	April, Aug, Sept
Coweta County Fair	Sept

D E K A L B**A V O N D A L E E S T A T E S**

Avondale Autumnfest	Oct
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B R O O K H A V E N

Brookhaven Beer Festival	June
Brookhaven Arts Festival	Oct

C H A M B L E E

Taste of Chamblee	Sept
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C L A R K S T O N

Peachblossom Bluegrass Festival	April
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D E C A T U R

Decatur Arts Festival	May
Beach Party	June
Pied Piper Parade Concert & Fireworks	July
BBQ, Blues, & Bluegrass Festival	Aug
Decatur Book Festival	Aug/Sept
Great Decatur Grilled Cheese Off	Sept
Atlanta Jerk Festival	Sept
Atlanta Greek Festival	Oct
Oakhurst Arts & Music Festival	Oct
Decatur Craft Beer Tasting Festival	Oct
Wine Tasting Festival	Nov

D U N W O O D Y

Lemonade Days	April
Dunwoody Arts Festival	May
4th of July Parade	July
Butterfly Festival	Aug
Book Festival	Nov
Light Up Dunwoody	Dec

P I N E L A K E

Pine Lake Lakefest	Oct
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D E K A L B**S T O N E M O U N T A I N**

Raising of the Green St. Patrick's Day Celebration	March
Blue GrassRoots Music & Arts Festival	March
Spring FUN Break	April
Easter Sunrise Service	April
Memorial Weekend Celebration	May
AtlantaFest	June
Summer at the Rock	June/ July
Fantastic Fourth Celebration	July
Yellow Daisy Festival	Sept
Pumpkin Festival	Sept-Oct
A Tour of Southern Ghosts	Oct
Country Living Fair	Oct
Stone Mountain Highland Games	Oct
Stone Mountain Village Oktoberfest & Artist Market	Oct
Indian Festival and Pow-Wow	Nov
Stone Mountain Christmas	Nov/Dec

D O U G L A S**D O U G L A S V I L L E**

Taste of Douglasville	May
Hydrangea Festival	June
September Saturdays Festival	Sept

F A Y E T T E**T Y R O N E**

Tyrone Founders Day	Sept
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P E A C H T R E E C I T Y

World War II Heritage Days	April
Peachtree City's 4th of July Festivities	July
International Festival & Dragon Boat Races	Sept
Shakerag Arts, Crafts & Bluegrass Festival	Sept
Dragon Boat Races & International Festival	Sept

F O R S Y T H**C U M M I N G**

Cumming Country Fair and Festival	Oct
Christmas in Cumming Arts & Craft Show	Dec

F U L T O N**A T L A N T A**

Atlanta Winter Beerfest	Jan
Callanwolde Arts Festival	Jan
Atlanta Community Choral Festival	Jan
Atlanta Jewish Film Festival	Jan/Feb
Oysterfest	Feb
The Black History Month Parade	Feb
The Chicken Raid Festival	March
Atlanta Science Festival	March
Atlanta Film Festival	March/April
Dogwood Festival	April
Spring Festival on Ponce	April

F U L T O N**A T L A N T A**

Inman Park Festival	April
Atlanta Streets Alive	April/Sept
Sweetwater 420 Fest	April
Atlanta Ice Cream Festival	May
Fiesta Atlanta	May
Buckhead Spring Arts and Crafts Fest	May
Kirkwood Spring Fling	May
Sweet Auburn Spring Fest	May
Atlanta Jazz Festival	May
Atlanta Carribean Carnival	May
East Atlanta Beer Fest	May
Atlanta Food & Wine Festival	May/June
Tunes from the Tombs	June
Peachtree Hills Festival of the Arts	June
Old Fourth Ward Park Festival	June
Virginia Highlands Summerfest	June
Atlanta Cycling Festival	June
National Black Arts Festival	July
Piedmont Park Arts Festival	Aug
Sweet Auburn Music Fest	Aug
Festival Peachtree Latino	Aug
Grant Park Summer Shade Festival	Aug
Atlanta Black Pride Weekend	Aug/Sept
Midtown Restaurant Week	Sept
Wheelbarrow Festival	Sept
Candler Park Fall Fest	Sept
Great Atlanta Beer Fest	Sept
Atlanta Arts Festival	Sept
One Music Fest	Sept
Best of Atlanta Party	Sept
Atlanta Underground Film Fest	Sept
Music Midtown	Sept
East Atlanta Strut	Sept
Fall Folklife Festival	Sept
Atlanta Hip Hop Day	Sept
Flux Night	Sept
DragonCon	Sept
Atlanta BBQ Festival	Sept
Taste of Atlanta	Oct
Fall Festival on Ponce	Oct
Halloween Parade and Festival	Oct
Halloween Tours	Oct
Elevate	Oct
Atlanta Celebrates Photography	Oct
Sunday in the Park	Oct
Atlanta Hotoberfest	Oct
Atlanta Pride Festival	Oct
Whittier Mills Parktoberfest	Oct
Georgia Latino Film Festival	Oct
English Avenue Festival of Lights	Oct
Little Five Points Halloween Festival	Oct
Chomp and Stomp	Nov
Chastain Park Arts Festival	Nov
Children's Christmas Parade	Dec
Holidays in the Garden	Nov/Dec

F U L T O N

A L P H A R E T T A

Alpharetta Arts Streetfest	April
Taste of Alpharetta	May
Youth Fishing Derby	June
July 4th Fireworks and Festivities	July
A Midsummer Nights Mayor's Run and Fun	July
Old Soldiers Day Parade and Race	Aug
European Market	Sept
Scarecrow Harvest	Oct
Alpharetta Brew Moon Fest	Oct
Arts and Music Fall Festival	Oct

C H A T T A H O O C H E E H I L L S

May Day at Serenbe	May
Southern Chefs Potluck	Sept
Les Dames Afternoon in the Country	Nov
Serenbe Holiday Bazaar	Nov/ Dec

C O L L E G E P A R K

Historic College Park Arts Festival	Sept
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E A S T P O I N T

Taste of East Point	April
Destination East Point Fall Festival and Carnival	Oct

F A I R B U R N

Renaissance Festival	April-June
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H A P E V I L L E

Hapeville Happy Days Festival	Sept
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J O H N S C R E E K

Johns Creek Arts Festival	Oct
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M I L T O N

Earth Day Festival	April
Crossroads at Crabapple Festival	Oct

R O S W E L L

Daffodil Show	Feb
Roswell Roots - A Festival of Black History and Culture	Feb
Great American Cover up Annual Quilt Show	March
Roswell Criterium Professional & Amateur Bicycle Race	April
Down to Earth Kid's Fest	April
Colors Festival of Arts Mother's Day Weekend	May
Roswell Memorial Day Ceremony and Picnic	May
Trilogy Trolley Crawl	May
Flying Colors Butterfly Festival	May
Annual Roswell Lavender Festival	June
Back to the Chattahoochee River Race & Festival	June
Roswell Arts Festival	Sept
Youth Day Parade and Celebration	Oct
Christmas in Roswell	Dec
Back to the Chattahoochee River Race & Festival	June
Roswell Arts Festival	Sept
Youth Day Parade and Celebration	Oct
Christmas in Roswell	Dec

F U L T O N

S A N D Y S P R I N G S

Sandy Springs Artsapalooza	April
Sandy Springs Festival	Sept

GWINNETT

B U F O R D

Historic Buford Spring Festival	April
Buford Jazz and Art Festival	May
Buford Bike Night	Sept
Mall of Georgia Fall Festival	Oct

D A C U L A

Memorial Day in Dacula	May
Elisha Winn Fair	Oct

D U L U T H

Barefoot in the Park	May
JapanFest	Sept
Plantation South Duluth Fall Festival	Sept
Duluth Fall Festival	Sept
Chattapoochie Pet Fest	Oct

G R A Y S O N

Grayson Blues and Brews	Oct
Hot Tamale Chili Cook off	Nov

L A W R E N C E V I L L E

Spring Green Festival	March
American Indian Festival	May
PawFest	May
Gwinnett County Fair	Sept
Fair on the Square Fall Festival	Sept

N O R C R O S S

Art on the Chattahoochee	April
Bluesberry Festival and Brewfest	June
Folk Fest	Aug
Gateway International Festival	Sept
Norcross Art Fest	Oct
BooFest	Oct

P E A C H T R E E C O R N E R S

Peachtree Corners Festival	June
Peachtree Corners Art Fest	Oct

S N E L L V I L L E

Snellville Days	April
Around the World Visits Snellville	Sept
Snellville Fall Festival	Oct

S U G A R H I L L

Sugar Hill Fall Festival	Oct
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S U W A N E E

Suwanee American Craft Beer Fest	March
Arts in the Park	May
Woodstock	May
Korean Festival	Oct
Suwanee Day	Oct
Taste of Suwanee	Oct

HALL

GAINESVILLE

Spring Chicken Festival	April
Mule Camp Springs Market Festival	Oct

HENRY

HAMPTON

Chocolate Festival	Feb
Yellow Pollen Festival	March-April
July Fest	July
Georgia Independence Day Festival	July
Bear Creek Festival	Sept

LOCUST GROVE

Locust Grove Day	April
Groovin' in the Grove	May

MCDONOUGH

Celtic Heritage Festival	March
Geranium Festival	May
Dog Days McDonough	May
Caribbean Cultural Festival	June
Heritage Fall Festival	Oct
Heritage Christmas Festival	Dec

STOCKBRIDGE

Bridgefest	Oct
Fall Festival of Storytelling	Oct
Stockbridge Holiday Festival	Dec

NEWTON

PAULDING

ROCKDALE

CONYERS

Conyers Cherry Blossom Festival	March
St. Patricks Day Parade	March
Fiesta Georgia	Sept
Great Miller Lite Chili and BBQ Cook Off	Oct

SPALDING

WALTON

PLEASE TELL US

ABOUT FESTIVALS

we may have missed!

www.atlantaregional.com/festivals



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So what is a festival? That is largely up to you. We welcome anything you want to share. Generally, we are looking for festivals that

- Have a track record of occurring at least annually;
- Have an easily accessible public information outlet, such as a website, Facebook page, twitter feed, or similar;
- Are open to the public (there can be a fee for admission, but anyone must be able to purchase admission);
- Are of interest to the general public;
- Are not a special event (i.e. outdoor movies or concerts, unless these events occur as a part of a festival)

Send us your festivals to add to the list!

www.atlantaregional.com/festivals



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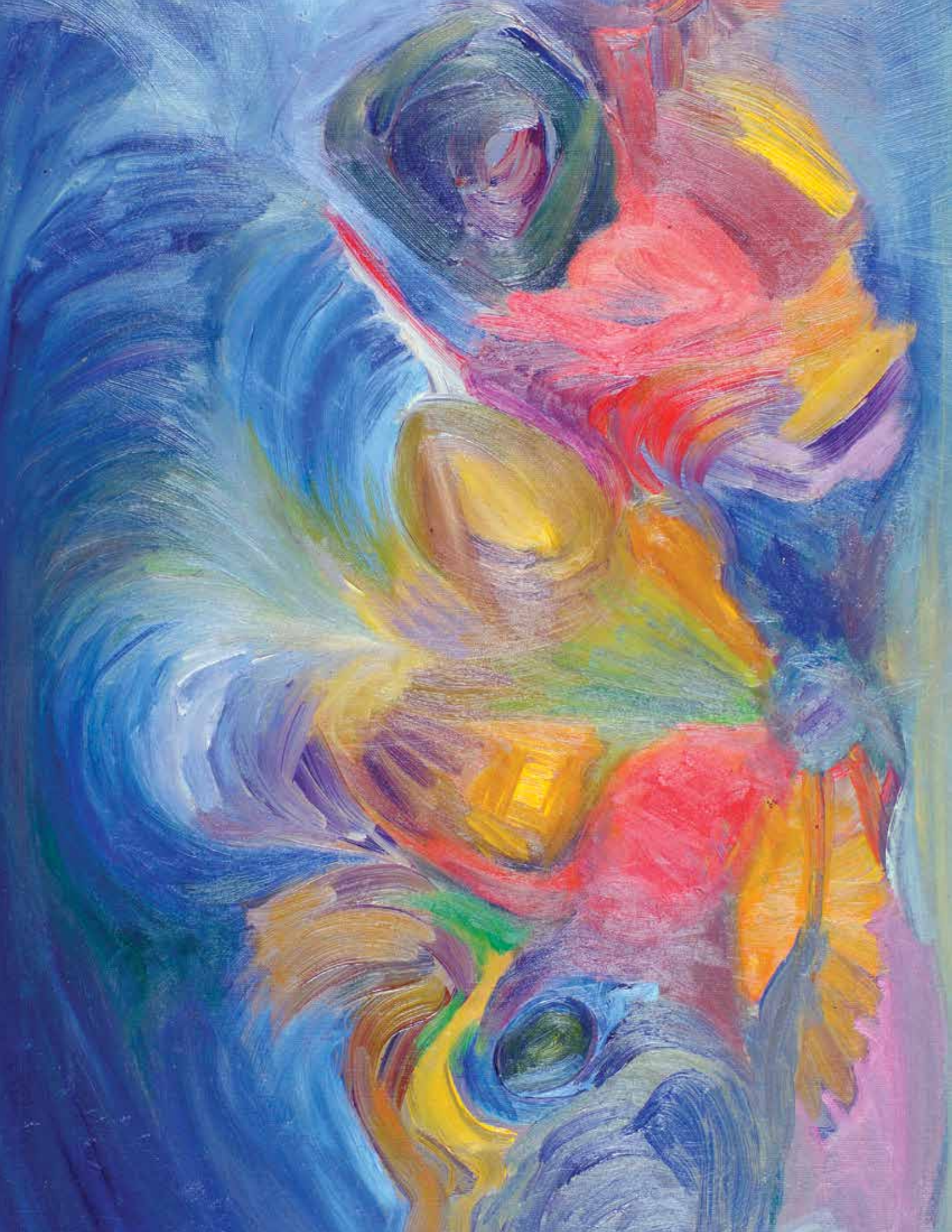
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Gregory Burbidge, Community Development Division
Allison Duncan, Community Development Division
David Haynes, Transportation Access Division
Colby Lancelin, Research & Analytics Division
Mia Pressley, Workforce Solutions Division
Jim Santo, Natural Resources Division
Molly Smith, Communications and Marketing Division
Nathan Soldat, Transportation Access Division



The world
without beauty
is no world
at all.



ATLANTA REGIONAL COMMISSION

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