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.

Table of Contents
I. ABOUT THIS REPORT
II. ARC COMMUNITY ENGAGEMENT AND ARTS TEAM
III. CREATIVE INDUSTRIES
IV. NONPROFIT ARTS AND CULTURE
V. THE REGION’S ARTS AND CULTURE PLANS
VI. LOOKING AHEAD – ARTS AND EQUITY
VII. APPENDIX A: METHODOLOGY

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.
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.
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.
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 Atlanta. 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.

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

1 Metro Atlanta Cultural Assessment Report (2011), Atlanta Regional Commission
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

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2016 Employment</th>
<th>2021 Employment</th>
<th>Annual Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Producers and Directors</td>
<td>3,644</td>
<td>5,970</td>
<td>10.4</td>
</tr>
<tr>
<td>Graphic Designers</td>
<td>5,227</td>
<td>5,380</td>
<td>0.6</td>
</tr>
<tr>
<td>Public Relations Specialists</td>
<td>4,645</td>
<td>4,851</td>
<td>0.9</td>
</tr>
<tr>
<td>Merchandise Displayers and Window Trimmers</td>
<td>3,531</td>
<td>4,445</td>
<td>4.7</td>
</tr>
<tr>
<td>Web Developers and Digital Interface Designers</td>
<td>2,943</td>
<td>4,109</td>
<td>6.9</td>
</tr>
<tr>
<td>Printing Press Operators</td>
<td>3,707</td>
<td>3,280</td>
<td>-2.4</td>
</tr>
<tr>
<td>Musicians and Singers</td>
<td>3,657</td>
<td>3,279</td>
<td>-2.2</td>
</tr>
<tr>
<td>Writers and Authors</td>
<td>2,800</td>
<td>3,097</td>
<td>2</td>
</tr>
<tr>
<td>Advertising Sales Agents</td>
<td>3,157</td>
<td>2,885</td>
<td>-1.8</td>
</tr>
<tr>
<td>Photographers</td>
<td>2,866</td>
<td>2,746</td>
<td>-0.9</td>
</tr>
<tr>
<td>Architects, except Landscape and Naval</td>
<td>2,566</td>
<td>2,732</td>
<td>-1.3</td>
</tr>
<tr>
<td>Actors</td>
<td>1,328</td>
<td>2,732</td>
<td>14.7</td>
</tr>
<tr>
<td>Art Directors</td>
<td>1,923</td>
<td>2,395</td>
<td>4.5</td>
</tr>
<tr>
<td>Ushers, Lobby Attendants, and Ticket Takers</td>
<td>2,584</td>
<td>2,222</td>
<td>-3</td>
</tr>
<tr>
<td>Interior Designers</td>
<td>1,876</td>
<td>2,206</td>
<td>3.3</td>
</tr>
<tr>
<td>Special Effects Artists and Animators</td>
<td>1,722</td>
<td>2,173</td>
<td>4.8</td>
</tr>
<tr>
<td>Audio and Video Technicians</td>
<td>1,533</td>
<td>2,039</td>
<td>5.9</td>
</tr>
<tr>
<td>Editors</td>
<td>1,779</td>
<td>1,905</td>
<td>1.5</td>
</tr>
<tr>
<td>Architectural and Civil Drafters</td>
<td>1,757</td>
<td>1,801</td>
<td>0.5</td>
</tr>
<tr>
<td>Demonstrators and Product Promoters</td>
<td>1,947</td>
<td>1,718</td>
<td>-2.5</td>
</tr>
</tbody>
</table>
Creative Industries Job Growth in Comparable Regions, 2010-2020

For the purposes of comparing growth in the creative industries in various regions, during the period of 2010-2020, Atlanta experienced an overall 36% increase of occupations in the creative industries, rising from 46,621 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.

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

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


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

All Occupations

- White: 55.6%
- Black: 35.5%
- Asian: 6.5%
- Two or more races: 6%
- Other: 6.8%

Creative Occupations

- White: 66.6%
- Black: 24%
- Asian: 6.8%
- Two or more races: 6%
- Other: 6%

Occupations by Ethnicity

All Occupations

- Non-Hispanic/Latino: 90%
- Hispanic or Latino (of any race): 10%

Creative Occupations

- Non-Hispanic/Latino: 94%
- Hispanic or Latino (of any race): 6%
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.

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

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.

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

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](#)

### 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 Morrow
Arts & Culture Plans: None
Ordinance addressing the arts:
[Sec. 11-1-10.A. - Commercial neighborhood standards](Ordinance)
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 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)
Ordinance addressing the arts:
[2.03.05 Review and approval process of public art exhibits](Ordinance)
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)

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 Chamblee  
Arts & Culture Plans:  
2019 Chamblee Art Master Plan  
Ordinance addressing the arts: None  
Arts Committees, Departments, or Organizations:  
Public Art Commission

City of 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 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 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
Arts & Culture Plans: None
Ordinance addressing the arts: None
Arts Committees, Departments, or Organizations: 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

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
**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 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 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 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

**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 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:
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 Hampton
Arts & Culture Plans: None
Ordinance addressing the arts: None
Arts Committees, Departments, or Organizations:
Zoning – Sign ordinance addressing murals

City of Locust Grove
Arts & Culture Plans: None
Ordinance addressing the arts: None
Arts Committees, Departments, or Organizations: None

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)
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.

**Looking Ahead: Arts and Equity**

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.
<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>2022 NAICS Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>423940</td>
<td>Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers</td>
</tr>
<tr>
<td>424920</td>
<td>Book, Periodical, and Newspaper Merchant Wholesalers</td>
</tr>
<tr>
<td>458310</td>
<td>Jewelry Retailers</td>
</tr>
<tr>
<td>459130</td>
<td>Sewing, Needlework, and Piece Goods Retailers</td>
</tr>
<tr>
<td>459140</td>
<td>Musical Instrument and Supplies Retailers</td>
</tr>
<tr>
<td>459210</td>
<td>Book Retailers and News Dealers</td>
</tr>
<tr>
<td>459310</td>
<td>Florists</td>
</tr>
<tr>
<td>459920</td>
<td>Art Dealers</td>
</tr>
<tr>
<td>512110</td>
<td>Motion Picture and Video Production</td>
</tr>
<tr>
<td>512120</td>
<td>Motion Picture and Video Distribution</td>
</tr>
<tr>
<td>512131</td>
<td>Motion Picture Theaters (except Drive-Ins)</td>
</tr>
<tr>
<td>512132</td>
<td>Drive-In Motion Picture Theaters</td>
</tr>
<tr>
<td>512191</td>
<td>Teleproduction and Other Postproduction Services</td>
</tr>
<tr>
<td>512199</td>
<td>Other Motion Picture and Video Industries</td>
</tr>
<tr>
<td>512230</td>
<td>Music Publishers</td>
</tr>
<tr>
<td>512240</td>
<td>Sound Recording Studios</td>
</tr>
<tr>
<td>532282</td>
<td>Video Tape and Disc Rental</td>
</tr>
<tr>
<td>541310</td>
<td>Architectural Services</td>
</tr>
<tr>
<td>541320</td>
<td>Landscape Architectural Services</td>
</tr>
<tr>
<td>541340</td>
<td>Drafting Services</td>
</tr>
<tr>
<td>541410</td>
<td>Interior Design Services</td>
</tr>
<tr>
<td>541420</td>
<td>Industrial Design Services</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541490</td>
<td>Other Specialized Design Services</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Agencies</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations Agencies</td>
</tr>
<tr>
<td>541830</td>
<td>Media Buying Agencies</td>
</tr>
<tr>
<td>541840</td>
<td>Media Representatives</td>
</tr>
<tr>
<td>541850</td>
<td>Indoor and Outdoor Display Advertising</td>
</tr>
<tr>
<td>541860</td>
<td>Direct Mail Advertising</td>
</tr>
<tr>
<td>541890</td>
<td>Other Services Related to Advertising</td>
</tr>
<tr>
<td>541921</td>
<td>Photography Studios, Portrait</td>
</tr>
<tr>
<td>541922</td>
<td>Commercial Photography</td>
</tr>
<tr>
<td>611610</td>
<td>Fine Arts Schools</td>
</tr>
<tr>
<td>711110</td>
<td>Theater Companies and Dinner Theaters</td>
</tr>
<tr>
<td>711120</td>
<td>Dance Companies</td>
</tr>
<tr>
<td>711130</td>
<td>Musical Groups and Artists</td>
</tr>
<tr>
<td>NTEE Code</td>
<td>Description</td>
</tr>
<tr>
<td>----------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>A</td>
<td>Arts, Culture &amp; Humanities</td>
</tr>
<tr>
<td>A01</td>
<td>Alliances &amp; Advocacy</td>
</tr>
<tr>
<td>A02</td>
<td>Management &amp; Technical Assistance</td>
</tr>
<tr>
<td>A03</td>
<td>Professional Societies &amp; Associations</td>
</tr>
<tr>
<td>A05</td>
<td>Research Institutes &amp; Public Policy Analysis</td>
</tr>
<tr>
<td>A11</td>
<td>Single Organization Support</td>
</tr>
<tr>
<td>A12</td>
<td>Fund Raising &amp; Fund Distribution</td>
</tr>
<tr>
<td>A19</td>
<td>Support N.E.C.</td>
</tr>
<tr>
<td>A20</td>
<td>Arts &amp; Culture</td>
</tr>
<tr>
<td>A23</td>
<td>Cultural &amp; Ethnic Awareness</td>
</tr>
<tr>
<td>A24</td>
<td>Folk Arts</td>
</tr>
<tr>
<td>A25</td>
<td>Arts Education</td>
</tr>
<tr>
<td>A26</td>
<td>Arts &amp; Humanities Councils &amp; Agencies</td>
</tr>
<tr>
<td>A27</td>
<td>Community Celebrations</td>
</tr>
<tr>
<td>A30</td>
<td>Media &amp; Communications</td>
</tr>
<tr>
<td>A31</td>
<td>Film &amp; Video</td>
</tr>
<tr>
<td>A32</td>
<td>Television</td>
</tr>
<tr>
<td>A33</td>
<td>Printing &amp; Publishing</td>
</tr>
<tr>
<td>A34</td>
<td>Radio</td>
</tr>
<tr>
<td>A40</td>
<td>Visual Arts</td>
</tr>
<tr>
<td>A50</td>
<td>Museums</td>
</tr>
<tr>
<td>A51</td>
<td>Art Museums</td>
</tr>
<tr>
<td>A52</td>
<td>Children’s Museums</td>
</tr>
<tr>
<td>A53</td>
<td>Folk Arts Museums</td>
</tr>
<tr>
<td>A54</td>
<td>History Museums</td>
</tr>
<tr>
<td>A56</td>
<td>Natural History &amp; Natural Science Museums</td>
</tr>
<tr>
<td>A57</td>
<td>Science &amp; Technology Museums</td>
</tr>
<tr>
<td>A60</td>
<td>Performing Arts</td>
</tr>
<tr>
<td>A61</td>
<td>Performing Arts Centers</td>
</tr>
<tr>
<td>A62</td>
<td>Dance</td>
</tr>
<tr>
<td>A63</td>
<td>Ballet</td>
</tr>
<tr>
<td>A65</td>
<td>Theater</td>
</tr>
<tr>
<td>A68</td>
<td>Music</td>
</tr>
<tr>
<td>A69</td>
<td>Symphony Orchestras</td>
</tr>
<tr>
<td>A6A</td>
<td>Opera</td>
</tr>
<tr>
<td>A6B</td>
<td>Singing &amp; Choral Groups</td>
</tr>
<tr>
<td>A6C</td>
<td>Bands &amp; Ensembles</td>
</tr>
<tr>
<td>A6E</td>
<td>Performing Arts Schools</td>
</tr>
<tr>
<td>A70</td>
<td>Humanities</td>
</tr>
<tr>
<td>NTEE Code</td>
<td>Description</td>
</tr>
<tr>
<td>----------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>A80</td>
<td>Historical Organizations</td>
</tr>
<tr>
<td>A82</td>
<td>Historical Societies &amp; Historic Preservation</td>
</tr>
<tr>
<td>A84</td>
<td>Commemorative Events</td>
</tr>
<tr>
<td>A90</td>
<td>Arts Services</td>
</tr>
<tr>
<td>A99</td>
<td>Arts, Culture &amp; Humanities N.E.C.</td>
</tr>
<tr>
<td>B70</td>
<td>Libraries</td>
</tr>
<tr>
<td>C41</td>
<td>Botanical Gardens &amp; Arboreta</td>
</tr>
<tr>
<td>D32</td>
<td>Bird Sanctuaries</td>
</tr>
<tr>
<td>D34</td>
<td>Wildlife Sanctuaries</td>
</tr>
<tr>
<td>D50</td>
<td>Zoos &amp; Aquariums</td>
</tr>
<tr>
<td>N52</td>
<td>Fairs</td>
</tr>
<tr>
<td>Q21</td>
<td>International Cultural Exchange</td>
</tr>
<tr>
<td>V31</td>
<td>Black Studies</td>
</tr>
<tr>
<td>V32</td>
<td>Women’s Studies</td>
</tr>
<tr>
<td>V33</td>
<td>Ethnic Studies</td>
</tr>
<tr>
<td>V34</td>
<td>Urban Studies</td>
</tr>
<tr>
<td>V35</td>
<td>International Studies</td>
</tr>
<tr>
<td>X80</td>
<td>Religious Media &amp; Communications</td>
</tr>
<tr>
<td>X81</td>
<td>Religious Film &amp; Video</td>
</tr>
<tr>
<td>X82</td>
<td>Religious Television</td>
</tr>
<tr>
<td>X83</td>
<td>Religious Printing &amp; Publishing</td>
</tr>
<tr>
<td>X84</td>
<td>Religious Radio</td>
</tr>
</tbody>
</table>

Credits:

Primary Author: Josh Phillipson
Research Support: Jim Skinner
Intern Support: Hallansa Sewer
Project Supervisor: Marian Liou
Graphic Design: Molly Smith
Marketing and Communications: Olivia Haas