

Cherokee County cultural summary



MAACC
METRO ATLANTA ARTS & CULTURE COALITION

ARC
ATLANTA REGIONAL COMMISSION

Regional Arts and Culture Forums Research Initiative

The development of ARC's Fifty Forward Plan and Plan 2040 places emphasis on the value of arts & culture to the region. It includes a call for "systematic annual data collection and analysis regarding the development of the creative economy in Georgia" and the development of a regional cultural master plan.

Cherokee County Summary

Few precedents exist of comprehensive regional cooperation to foster arts and culture. To that end, the Atlanta Regional Commission contracted with the Metro Atlanta Arts & Culture Coalition from July to December of 2011 to conduct the research contained in this document. The following information is a summary of the data collected on Cherokee County.

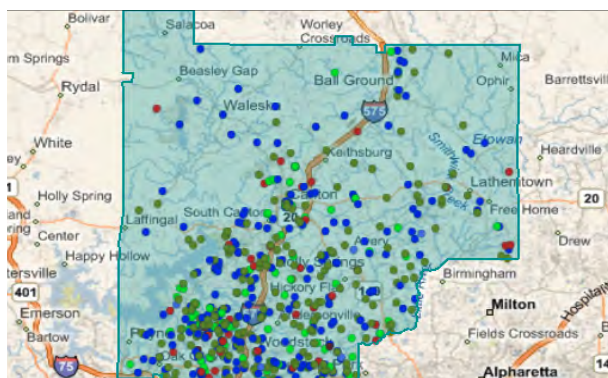
For additional information on Cherokee County and the rest of the 10 Metro Atlanta counties see the full report, which available upon request from the ARC.

Cultural Inventory

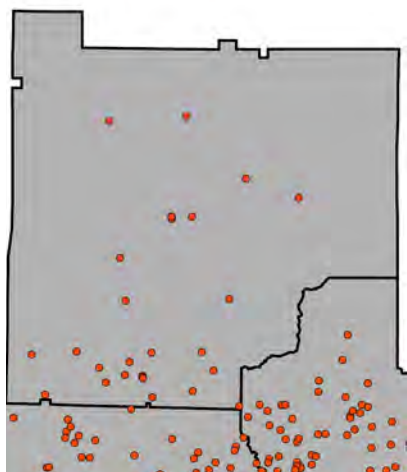
Cherokee County has 545 Arts Related Businesses
that employ 1,029 people

Based on the Americans for the Arts Creative Industries report as of January 2011, **Cherokee County is home to 545 arts-related businesses that employ 1,029 people.**

The largest categories of creative industries in Cherokee County include Design & Publishing with 219 businesses and 422 employees, and Visual Arts & Photography with 197 businesses and 293 employees.



41 Cultural Nonprofits in Cherokee County
Cultural Nonprofits represent over \$7 Million in Annual Revenue



map of cultural nonprofits in Cherokee County

Based on NTEE codes and using data from the most recently completed 990s tax returns, cultural non-profits in Cherokee County total generated **revenues of \$7,764,960** with those organizations representing **assets of \$3,481,582.**

Number of Non-Profit Organizations Registered: 41

Recent Revenue of Non-Profit Organizations: \$7,764,960

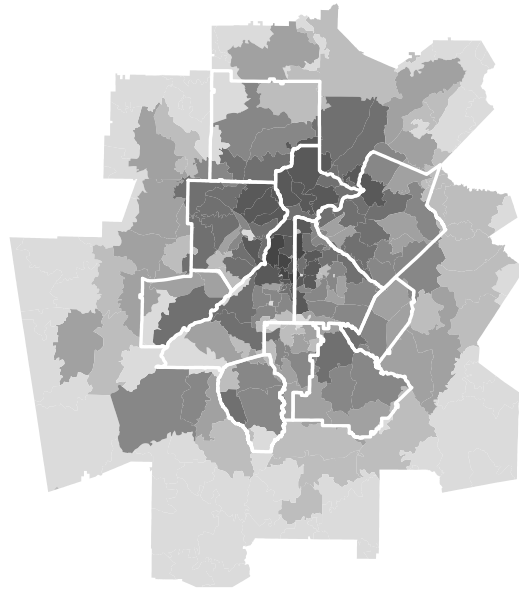
Total Assets of Non-Profit Organizations: \$3,481,582

Of the 12 cultural facilities inventoried in Cherokee County these organizations perform in, 8 are facilities whose primary use is for cultural programming, with 4 facilities allowing for cultural programming as a secondary use.

Where Audiences Originate

A sampling of the originating zip code of ticket purchases was completed for tickets from eleven of the largest cultural institutions in Metro Atlanta according to budget size. A total of 1,732,673 ticket transactions were mapped.

- Over 12% of ticket sales originated outside Georgia
- Of the Georgia ticket Sales, approximately 17% came from outside the 10 county Metro Atlanta region
- Patrons came from all 10 metro counties, including every zip code in Cherokee County and from across Georgia, to attend programming provided by Metro Atlanta's largest cultural organizations.



density map of where audiences come from to attend large institutions

Cherokee County Cultural Forums: Key Findings, Issues & Opportunities

In order to develop an understanding of the state of arts and culture at the regional and subregional levels MAACC, in collaboration with staff from the ARC, organized county-based conversations between locally elected officials and the arts and culture communities. Key findings, issues and opportunities from the Cherokee County cultural forum included:

sustaining resources: There is an immediate need for greater access to funding resources to sustain the arts and cultural community. Additional resources needed include affordable housing and affordable health care.

regional community: Greater cooperation is needed at all levels (organizations, cities, counties, regional) to make existing cultural opportunities both more visible and more accessible. Participating organizations requested being convened quarterly with political leadership.

facilities: Organizations expressed an immediate need for access to a mid-size performing arts facility with adequate theatre infrastructure.

awareness: Media coverage for arts and culture programming in the region is disappearing. Local coverage is not reliable and regional coverage rarely reports on Cherokee County events. Affordable solutions for marketing and media coverage are needed.

economic development: The arts community fosters a competitive advantage for the region. Economic Development Directors that participated in the cultural forums recognized the value of a strong cultural sector in attracting and retaining high level businesses.

workforce competitiveness: Children and young adults need access to the arts to engender creative thinking (a top criteria in hiring among 60 Fortune 500 CEO's in a recent IBM study) in order to prepare students to be competitive in the workforce.

Nonprofit Cultural Organizations

The following is a list of non-profit cultural organizations in Cherokee County, based on the most commonly used framework of codes used to define cultural nonprofit organizations according to the category they use when filing for tax exempt status. The following list includes the city the organization uses when filing with the IRS.

A complete list of organizations with additional data is available upon request.

3 H Publishers Inc - Woodstock	Ghanaian Women Association Of Georgia Inc - Canton
Air Acres Museum Inc - Woodstock	Groupmind Productions - Woodstock
Alliance Drum & Bugle Corps Inc - Canton	Its A New Day Inc - Woodstock
American Charities Television Inc - Canton	Kenyan American Welfare Association - Acworth
Appalachian Heritage Guild Inc - Canton	Kudzu Playhouse Inc - Lebanon
Arts Alliance Of Georgia Inc - Woodstock	Maya Children Usa Inc - Holly Springs
Canton St Paul And Pacific Railway Inc - Canton	Media Outreach Inc - Woodstock
Canton Theatre - Canton	New Song Ministries Inc - Ball Ground
Canton-Cherokee Triad Salt Council inc - Canton	Preservation Woodstock Inc - Woodstock
Cherokee Arts Center - Canton	Reinhardt College Performing Arts Center (Falany Performing Arts Center) - Waleska
Cherokee Community Chorale - Canton	Reinhardt College, Funk Heritage Center - Waleska
Cherokee County Arts Council Inc - Canton	Rock Barn Project - Lebanon
Cherokee County Historical Society - Canton	Roomscapes Gallery and Heartworks Studio - Woodstock
Cherokee County Sports Hall Of Fame Inc - Canton	Sequoyah Instrumental Music Foundation Inc - Canton
Cherokee Fm Radio - Canton	Sequoyah Regional Library - Canton
Cherokee Theatre Company - Canton	Society of the War of 1812 in the State of GA - Woodstock
Dancefx - Canton	Strozier Heritage Society Inc - Woodstock
Dancentre South Company Inc - Woodstock	Towne Lake Arts Center - Woodstock
East Cobb New Horizons Band - Woodstock	Vantage Point Studios & Fine Art Gallery - Canton
Elm Street Cultural Arts Village - Woodstock	West African Masquerade Society Inc - Woodstock
Fountain Gate Life And Wellness Inc - Acworth	

Cultural Facilities

Of the 12 cultural facilities inventoried in Cherokee County, 8 are facilities whose primary use (indicated below with “p”) is for cultural programming, with 4 facilities allowing for cultural programming as a secondary use (indicated below with “s”).

Facilities indexed include, but not necessarily are limited to, visual and performing arts facilities as well as cultural facilities that provide service to the public, including museums, galleries, libraries, arts performance venues, cultural centers and interpretive sites.

Additional data on the physical location of facilities is available upon request

Cagle's Family Farm - Canton (s)	Reinhardt University, The Falany Performing Arts Center - Waleska (p)
Canton Theatre - Canton (p)	Rock Barn - Canton (p)
Cherokee Arts Center - Canton (p)	Tanglewood Farm - Canton (s)
Cherokee County History Museum and Visitors Center - Canton (p)	Towne Lake Arts Center - Woodstock (p)
City Center Auditorium - Woodstock (s)	Vantage Point Studios & Fine Art Gallery - Canton (p)
Elm Street Cultural Arts Village - Woodstock (p)	
Historic Downtown Canton - Canton (s)	

Front Cover Images (top row from left): Elm Street Cultural Arts Village; Falany Performing Arts Center; Rock Barn Project; (bottom row from left) Cherokee Community Chorale; Cherokee Theatre Company; Canon Theatre

The full Metro Atlanta Cultural Assessment Report is available on the ARC website at:
<http://atlantaregional.com/about-us/public-involvement/investing-in-the-creative-economy>