

# Clayton 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.

## Clayton County Summary

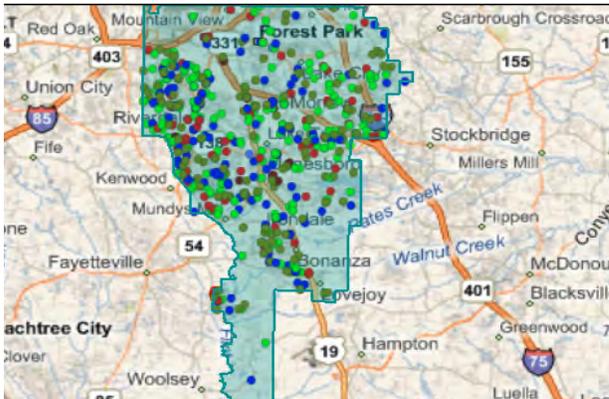
Few precedents exist of comprehensive regional cooperation to foster arts and culture. To that end, the Atlanta Regional Commission contracted with the Metro Atlanta Arts & Culture Coalition from July to December of 2011 to conduct the research contained in this document. The following information is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

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

## Cultural Inventory

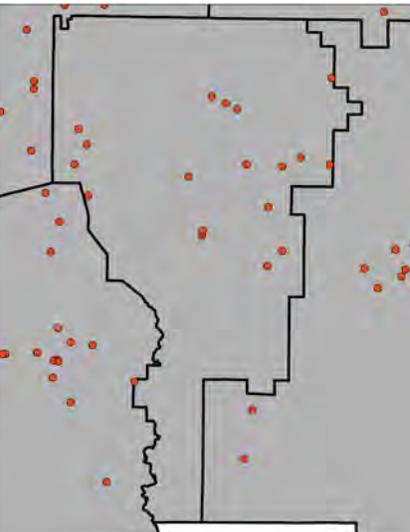
Clayton County has 523 Arts Related Businesses that employ 1,234 people

Based on the Americans for the Arts Creative Industries report as of January 2011, **Clayton County is home to 523 arts-related businesses that employ 1,234 people.**



The largest categories of creative industries in Clayton County include Performing Arts with 182 businesses and 468 employees, and Design & Publishing with 143 businesses and 216 employees.

25 Cultural Nonprofits in Clayton County  
Cultural Nonprofits represent over \$1.5 Million in Cultural Assets



map of cultural nonprofits in Clayton County

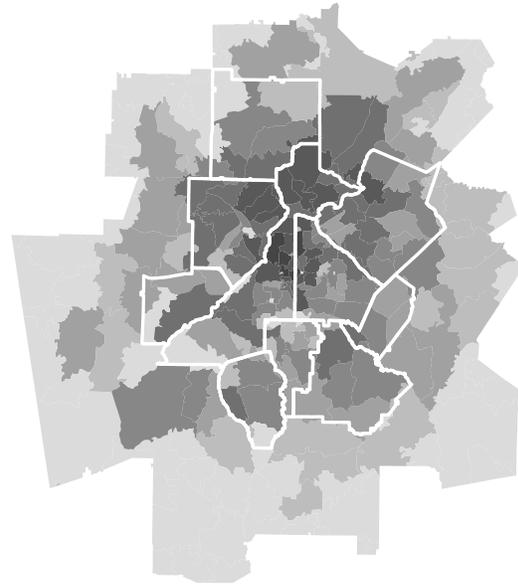
Based on NTEE codes and using data from the most recently completed 990s tax returns, cultural non-profits in Clayton County total generated revenues of \$603,650, with those organizations representing assets of \$1,596,186.

- Number of Non-Profit Organizations Registered: 25
  - Recent Revenue of Non-Profit Organizations: \$603,650
  - Total Assets of Non-Profit Organizations: \$1,596,186
- Of the 5 cultural facilities inventoried in Clayton County these organizations perform in, 4 are facilities whose primary use is for cultural programming, with 1 facility 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 Clayton 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

## Clayton 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 Clayton County cultural forum included:

**sustaining resources:** There is an immediate need for greater access to financial resources to grow sustain the arts and cultural community.

**facilities:** Organizations expressed a need for access to a reasonably priced performing arts venues. A 250 seat black box theatre sized space is an immediate community need. Affordable facilities for arts education programming is also needed.

**cultural districts:** The creation of concentrated “cultural districts,” including both visual and performing arts venues, would spur economic development and community redevelopment.

**regional community:** Greater cooperation is needed at all levels (organizations, cities, counties, regional) to make existing cultural opportunities both more visible and more accessible. Organizations expressed interest in sharing a planning calendar to avoid creating unnecessary competition.

**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. Economic benefits driven by cultural programming is sometimes lost in Clayton County because of a lack of restaurants for audiences to frequent.

**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.

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## Nonprofit Cultural Organizations

The following is a list of non-profit cultural organizations in Clayton 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.

Academy Video Clearinghouse Inc - Riverdale	Historical Jonesboro-Clayton Co Inc - Jonesboro
Amateur Artist Development Council - Jonesboro	National Archives, Southeast Region - Morrow
Arts Clayton Gallery - Jonesboro	National Museum Of Commercial Aviation Incorporated - Morrow
Atlanta's Chorale-New Creation Inc - Jonesboro	National Society Of The Children Of The American Revolution - Jonesboro
Bridgeover, Inc. - Jonesboro	Ruby Inc Nfp - Jonesboro
Clayton County Public Library System - Jonesboro	Save Our Sisters Womens Resource Center Inc - Riverdale
Clayton State Theatre - Morrow	Sikh American Society Of Georgia Inc - Jonesboro
Communication Information Motivation Norm - Jonesboro	Spivey Hall (Clayton State) - Morrow
Elijah Company - Riverdale	Tara Choral Guild Inc - Rex
F Youth Chorale Inc. - Jonesboro	The Kids' Playhouse, Inc. - Riverdale
Friends Of The National Archives- Southeast Region - Morrow	William H Reynolds Memorial Nature Preserve Inc - Morrow
Georgia Archives Institute Inc - Morrow	
Georgia Association of Historians - Morrow	
Georgia Educational Foundation Inc - Jonesboro	

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## Cultural Facilities

Of the 5 cultural facilities inventoried in Clayton County, 4 are facilities whose primary use (indicated below with “p”) is for cultural programming, with 1 facility 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

Arts Clayton Gallery - Jonesboro (p)
Clayton College, Arts & Science Theatre - Morrow (p)
Clayton State Theatre - Morrow (p)
National Archives at Atlanta - Morrow (s)
Spivey Hall (Clayton State) - Morrow (p)

Front Cover Images (top row from left): Odd Life of Timothy Green - Filming in Clayton County; Clayton County Public Art; Spivey Hall at Clayton State University; (bottom row from left) Clayton State Theatre; Clayton County Public Library; Arts Clayton Gallery

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>