

Henry 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.

Henry 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 Henry County.

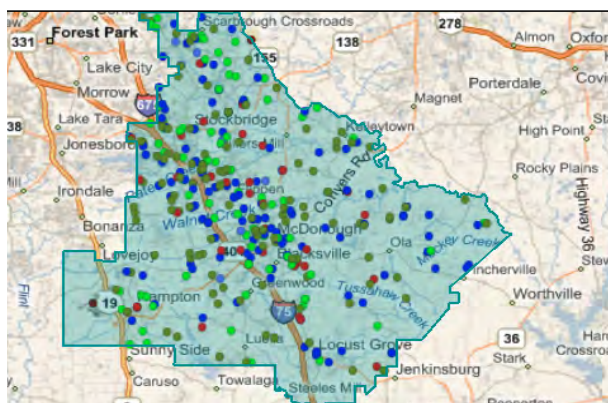
For additional information on Henry County and the rest of the 10 Metro Atlanta counties see the full report, which available upon request from the ARC.

Cultural Inventory

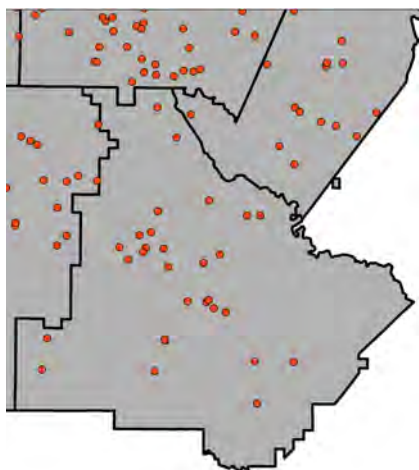
Henry County has 373 Arts Related Businesses
that employ 753 people

Based on the Americans for the Arts Creative Industries report as of January 2011, **Henry County is home to 373 arts-related businesses that employ 753 people.**

The largest categories of creative industries in Henry County include Design & Publishing with 124 businesses and 204 employees, and Visual Arts & Photography with 118 businesses and 221 employees.



43 Cultural Nonprofits in Henry County
Cultural Nonprofits represent over \$2.5 Million in Annual Revenue



map of cultural nonprofits in Henry County

Based on NTEE codes and using data from the most recently completed 990s tax returns, cultural non-profits in Henry County total generated **revenues of \$2,556,975**, with those organizations representing **assets of \$1,210,372**.

Number of Non-Profit Organizations Registered: 43

Recent Revenue of Non-Profit Organizations: \$2,556,975

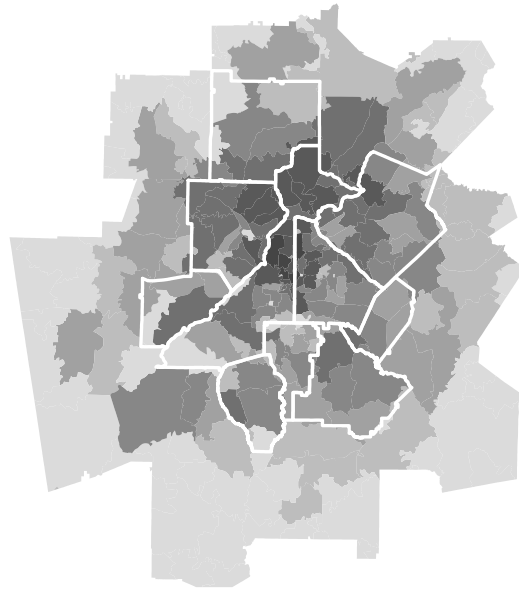
Total Assets of Non-Profit Organizations: \$1,210,372

Of the 5 cultural facilities inventoried in Henry County these organizations perform in, 1 is a facility 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 Henry 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

Henry 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 Henry 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. Additional resources needed include affordable housing and affordable health care.

facilities: Organizations expressed an immediate need for a feasibility study for a performing arts venue. Funding for a performing arts facility was approved in recent SPLOST funding.

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 regularly with political leadership at the table. Organizations also expressed interest in sharing a planning calendar to avoid creating unnecessary competition.

awareness: Media coverage for arts and culture programming in the region is disappearing. Local coverage is not reliable and regional coverage rarely reports on Henry County events. Affordable solutions for marketing, including a county level events calendar, 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 Henry 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.

Advancement In McDonough Inc - McDonough	McDonough Arts Council Inc - McDonough
Army Aviation Heritage Foundation And Museum - Hampton	Napo Inc - Hampton
Art in History Charitable Foundation - McDonough	National Society Colonial Dames XVII Century - Hampton
Atlanta Area Suzuki Piano Association - McDonough	National Society Colonial Dames XVII Century - Stockbridge
Atlanta Festival Ballet, Inc. - Stockbridge	National Society Of The Daughters Of The American Revolution - McDonough
Celebrate Our Freedom - McDonough	National Society United States Daughters Of 1812 - Hampton
Clayton Festival Ballet Inc - Stockbridge	Operation Safe Witness - Locust Grove
Eagles Landing Dance Center Community Inc - Stockbridge	Our History Project - McDonough
English Toy Spaniel Rescue Inc - Stockbridge	Potters House For Women Inc - Locust Grove
Flippen Historical Society - McDonough	Rural Arts Guild, Inc. - Stockbridge
Genealogical Society of Henry and Clayton Counties - McDonough	Society for Preservation & Encouragement of Barbershop Quartet
Georgia Music Educators Association Inc - Stockbridge	Singing in America - McDonough
Harris County Trust for Historic Preservation - Hamilton	Southern Crescent Symphony Orchestra Inc - Stockbridge
Henry Arts Alliance Inc - McDonough	Southlanders Chorus - SPEOBQSA - Stockbridge
Henry County CVB - McDonough	Sweet Serenity Ssi Inc - McDonough
Henry County Library System - McDonough	The German School Of Atlanta Inc - McDonough
Henry Players Inc - McDonough	The Henry Singers - McDonough
Heritage Foundation For Young Men Inc - McDonough	United Daughters Of The Confederacy - Locust Grove
Home Of Fine Arts Connection Inc - McDonough	United Daughters Of The Confederacy - McDonough
Into The Light Ballet Company Inc - McDonough	Visual Artists Collective Of Henry County Inc - Stockbridge
Locust Grove Heritage Foundation Inc - Locust Grove	
Matthew Arts Foundation Inc - McDonough	

Cultural Facilities

Of the 5 cultural facilities inventoried in Henry County, 1 is a facility 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

Eagle's Landing Country Club - Stockbridge (s)
Henry County Performing Arts Center - McDonough (p)
Heritage Park - McDonough (s)
St. James the Apostle Catholic Church - McDonough (s)
Stockbridge First United Methodist Church - Stockbridge (s)

Front Cover Images (top row from left): McDonough Arts Alliance; Southern Crescent Symphony; Atlanta Festival Ballet; (bottom row from left) The Henry Singers; Fall Festival of Storytelling; Henry Arts Alliance

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>