

For Immediate Release
16 February 2009

Contact: [Jhai James](#)
Public Information Officer
(404) 685-2784

GCA Accesses Impact of Economic Crisis on the Arts
Survey Addresses Revenue, Staffing and More

ATLANTA – Georgia Council for the Arts (GCA) recently conducted an informal survey of more than 200 clients throughout the state to determine the impact of the current economic crisis on arts organizations. As expected, the results provide a dismal snapshot of the adverse effect of the economy on Georgia’s arts industry, which typically generates millions of dollars in revenue. According to GCA records, non-profit arts organizations responding contribute more than 200-million dollars annually to the state’s economy. The effect of decreased arts funding and contributions has the potential to add another devastating layer to a recession that grows deeper each day. “As a state agency, GCA needs to understand the impact of this recession on our clients, stated GCA Executive Director, Susan Weiner. “We have the responsibility to inform the state’s leadership and the general public on conditions that effect the arts industry.”

Of the organizations surveyed more than thirty-percent responded. The responses, while varying in degree, paint similar pictures of a blighted arts landscape. Many cost saving measures mirror those of corporate America: salary freezes, administrative reductions and staff eliminations. Many organizations made difficult staffing decisions last year. “We budgeted for 2009 based on annual staff not being replaced and making cuts where ever possible,” says Sarah Robinson, Development Manager for Georgia Shakespeare. Other options, such as eliminating productions and postponing repairs are unique, and potentially catastrophic, to the non-profit arts industry.

The results also include positive actions being taken by a resilient arts community: new products or services and creative ticketing. Zoetic Dance Ensemble has increased classes and workshops to generate interest and has also implemented a *pay-what-you-can* ticket structure for certain performances. Actor’s Express has increased space rental to third parties. What is not

-MORE-

known, however, is if these creative adjustments will generate enough revenue to replace diminished or lost funding. Complete results of the survey are available for review via the GCA [website](#).

Georgia Council for the Arts is a state agency that provides support for nonprofit arts and cultural organizations throughout the state. Established in 1965 as the Georgia Commission on the Arts, the agency's mission is to encourage excellence in the arts, support the arts many forms of expression and increase access to the arts for all Georgians by providing funding, leadership, programming and other services. Funding for Georgia Council for the Arts is provided by the Georgia General Assembly, the National Endowment for the Arts and other private and public sources.

#

#

#