



THE RECORDING ACADEMY®
ATLANTA CHAPTER

THE FACTS ABOUT MUSIC IN GEORGIA

Music Is Economic Development
Music Means Business
Music = Jobs

GEORGIA MUSIC PARTNERS

Georgia Music Partners, Inc. (GMP) is the authority that grows and improves the music economy in Georgia, operating in partnership with The Recording Academy® Atlanta Chapter.

GMP is an advocacy group, highly focused on efforts to attract more *music* business to the state. This is done through collaboration with musicians, music professionals, educators, legislators and the entertainment industry both inside and outside of the state.

WHY THIS MATTERS

GMP believes the cross-industry presence in music, film, TV, videogame and music technology makes Georgia uniquely positioned to become a global creative media hub (similar to Los Angeles, New York, Nashville).

House Bill 155 is a standalone music incentive designed to retain our immense talent while also creating new job and business opportunities. By the year 2022 Georgia can become a fully sustainable entertainment powerhouse.

LEGISLATION IS IMPORTANT

- Our proposed legislation is the first step in bringing music back to Georgia.
- Music is one of Georgia's greatest global assets. Georgia artists reach a worldwide audience live on world tours and online via digital global distribution platforms.
- While the current economic impact is very strong, we need to look to the future and take advantage of, and create opportunities, to grow and expand upon what is here.
- The recording music tax incentive being proposed will work in tandem with the foundation that has been built to strengthen and grow Georgia's entertainment industry as a whole.
- Growing the music industry will strengthen the infrastructure already in place and allow the state to holistically become a creative entertainment (media) hub.
- Growing Georgia's music industry will create thousands of new jobs, which allows the state to retain the talent of the graduates from the 50 post-secondary music programs around the state.

GEORGIA MUSIC INDUSTRY BY THE NUMBERS

- Economic impact of \$3.7 billion, generated more than \$300 million in tax revenue for state and local governments and created nearly 20,000 jobs resulting in more than \$888 million in wages, salaries and benefits
- 16 active symphonies and more than 1000 professional orchestral players around the state
- Nearly 100 music festivals statewide
- 48 post-secondary programs in music business, technology, performance and education
- More than 100 recording studios statewide
- More than 1000 music venues statewide seating anywhere from 100 to 20,000 concertgoers per performance.

GEORGIA MUSIC DAY — FEBRUARY 1, 2017

Georgia Music Day is an opportunity to be a part of the collective voice of Georgia's music industry. Music representative will address lawmakers at the Capital about key issues needed to grow music in the state. #GeorgiaMusic

- Nearly 20,000 individuals are employed by Georgia's music industry and collectively produce a yearly economic impact of \$3.7 billion, generating \$126 million in tax revenue for the State, and \$188 million for local governments.
- The influential music industry in Georgia is a key sector of the state's \$48 billion creative economy. Future growth is dependent upon acknowledging and building on the economic, cultural and educational benefits generated by the industry.
- With coordinated actions between the Georgians who create music, the booming film/TV and gaming industries, and the cooperative efforts by all levels of government, an incredible opportunity is ahead.
- There is a strong focus on jobs and economy — music not only improves quality of life, culturally, but also has a tremendous economic impact.
- Growing the music industry will result in thousands of newly created jobs, infrastructure investment and expansion, music tourism and connecting the pipeline of post-secondary music industry grads to jobs in Georgia.