



TURNER COLLEGE OF
BUSINESS & TECHNOLOGY
COLUMBUS STATE UNIVERSITY



The Butler Center for Research
and Economic Development

The Economic Impact of the Art and Culture Industry in Columbus GA



School of Art

Art Occupation

Art Organizations

Tourism

2025



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The Economic Impact of the Art and Culture Industry in Columbus GA

This study estimates the economic impact of arts and theater-related activity generated by (1) Columbus State University's College of the Arts and (2) the more than 25 prominent arts and cultural assets (e.g., Columbus Symphony Orchestra, National Infantry Museum) located in Georgia's fourth largest metropolitan statistical area around Columbus. Based on estimates from input-output analyses using IMPLAN and JobsEQ, our results suggest that the overall direct economic impact of the arts and culture economy in Columbus is about \$319 million, of which Columbus State University's College of the Arts is responsible for about \$23 million (i.e., 7.2%). Our models also indicate that the combined indirect and induced effects of Columbus' arts and culture economy reach about \$200 million annually, with Columbus State University's College of the Arts accounting for about \$15 million (i.e., 7.5%).

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Introduction

Columbus is the second largest city in Georgia and forms the hub of the state's fourth largest metropolitan statistical area (MSA). This MSA is home to the nation's second oldest orchestra, the Columbus Symphony Orchestra, the Springer Opera House, Georgia's State Theatre, and the National Infantry Museum, whose 190,00 square feet of space houses one of the greatest collections of military artifacts in the world. These are but three examples of the richness of the Columbus area's arts and culture scene. The wealth offered by these assets is supported by the presence of higher educational institutions, currently including Columbus State University (CSU) and branch campuses of Mercer University and Troy University. CSU's College of the Arts is a central component of the Columbus area's arts and culture environment, boasting nationally accredited programs in art, music, and theatre, and to go along with world-class facilities on CSU's historic RiverPark Campus located throughout Uptown Columbus.

This study estimates the economic impact of arts and theater-related activity generated by (1) CSU's College of the Arts and (2) the more than 25 prominent arts and cultural assets located in the MSA formed around Columbus. These estimates are based on data collected by the Bureau of Labor Statistics and CSU's Butler Center for Research and Economic Development and stem from the input-output models packaged with IMPLAN and JobsEQ. The models produce estimates for the overall economic impact of the arts and culture economy of about \$520 million annually, with a direct effect of about \$319 million annually and combined indirect and induced effects of about \$200 million annually. Of \$319 million direct effect, about \$23 million, or 7.2%, can be attributed to CSU's College of the Arts. Similarly, about \$15 million, or 7.5%, of the combined indirect and induced effects totaling \$200 million can be tied to CSU's College of the Arts.



Data and Methodology

Data collected by the Bureau of Labor Statistics on the number of employees working in relevant occupations were sourced from IMPLAN and JobsEQ. Annual average wages are calculated from quarterly using data from the current and preceding three quarters and updated to the second quarter of 2024. The current employment for the designated industry includes both full-time and part-time jobs and are collected by place of work. To estimate tourism spending in the Columbus area, we use data on tourism spending that were collected from a survey implemented by the Columbus State University's Butler Center for Research and Economic Development in 2014. The survey suggested that arts events and organizations drew 73,500 visitors who resided outside the Columbus area and who visited Columbus in 2014 to attend an art performance or event. The survey also indicated that the average visitor spent \$11.76 on lodging, \$26.32 on food and beverages, and \$0.53 on retail. Using the BLS inflation calculator, these totals are equivalent to \$15.85, \$35.48, and \$0.71, respectively, in 2024. This results in about \$1.2 million in direct spending on lodging, \$2.6 million on food and beverages, and \$52,185 on retail.

The analysis provided in this study stems from two input-output models, the IMPLAN and JobsEQ models, to estimate economic activity related to arts and culture in Columbus. The analysis uses 2023 dollars and different metrics in displaying the results. The economic effects are based on 2023 dollars and are calculated in terms of output (i.e., sales, plus or minus inventory), value added (i.e., gross product), labor income, and employment. Output is the total production value or sale, including intermediate goods, employee compensation, and taxes on production and imports. Value added represents the gross output (i.e., sales or receipts and other operating income, plus changes in inventory change) minus intermediate inputs (i.e., consumption of goods and services purchased from other industries or imported). Value added is equivalent to the contribution to domestic product, and encompasses labor income (LI), proprietor income (PI), employee compensation (EC), other property income (OPI), and taxes on production and imports (TOPI). Employee Compensation is the total remuneration of employees in return for their work on domestic production and is the sum of wage and salary income plus supplemental pay. Wages and salaries primarily consist of the monetary remuneration of employees and are broadly defined to include commissions, tips, and bonuses, voluntary employee contributions to deferred compensation plans (e.g., 401(k) plans), employee gains from exercising stock options, and receipts-in-kind that represent income. Supplemental pay consists of employer contributions to employee pension and insurance funds and government social insurance.

Proprietor Income includes the current-production income of sole proprietorships, partnerships, and tax-exempt cooperatives. It excludes dividends, monetary interest received by non-financial business and rental income received by people not primarily engaged in the real estate business. A negative value for proprietor income is possible as it reflects a proprietor's losses.

Taxes on production and imports net of subsidies (TOPI) include sales and excise taxes, customs duties, property taxes, motor vehicle licenses, severance taxes, other taxes and special assessments. For all Industries other than government enterprises, subsidies are counted as a negative value towards TOPI, meaning that they pay out of TOPI instead of generating TOPI. Because TOPI is net of subsidies, it can be negative for a given industry each year if that industry received more subsidies from the government than it paid out in specific taxes in that year. Other property income (OPI) is calculated as gross operating surplus minus proprietor income. OPI includes consumption of fixed capital, corporate profits, and net business current transfer payments. A negative OPI generally means that the industry spent more than it brought in as revenues. TOPI does not include all taxes paid by an industry. For example, social insurance taxes are a part of employee compensation, and profits taxes are part of other property Income. Lastly, labor Income is the sum of employee compensation (wages and salaries, benefits such as health and retirement, payroll taxes including social security, and unemployment insurance taxes) and proprietor Income (payments received by self-employed individuals and/or unincorporated business owners).

For each metric, data are used to estimate the economic impacts associated with all spending categories. Our models capture the direct effects (i.e., the impact of the initial expenditures), the indirect effects of producer-producer transactions, and the induced effects of households' expenditures. The multipliers account for Social Security, income tax leakage, savings, transfers, and commuting. The models' default estimates of the local economy's purchasing coefficients are used to derive the ratio of locally purchased to imported goods. The purchase coefficient represents the proportion of the total demand for a given commodity that is supplied within the Columbus metropolitan area. The purchase coefficients are estimated with an econometric specification that predicts local purchases based on the area's unique characteristics.

Direct effects are the initial changes that are being modeled within this study. Indirect Effects are the economic effects stemming from business-to-business purchases in the supply chain within the Columbus area. Indirect effects include intermediate input purchases made by the directly impacted industry, business-to-business purchases made by input suppliers, and the intermediate input suppliers of those suppliers. Induced effects are the economic effects stemming from household spending of labor income after the removal of taxes, savings, and commuter income. Residents employed in both direct and indirect commerce generate induced effects due to their spending.

Columbus State University's College of the Arts

The importance of Columbus State University's College of the Arts to the Columbus metropolitan area's art and culture scene cannot be overstated. CSU's College of the Arts consists of nationally accredited programs in art, music, and theatre, and is home to world-class facilities on the University's historic RiverPark Campus. The College of the Arts includes the Department of Art, the Department of Communication, the Joyce and Henry Schwob School of Music, and the Department of Theatre and Dance.

College of the Arts Facilities

CSU's College of the Arts boasts various named facilities, programs and professorships. For example, the Bo Bartlett Center is an 18,425-square-foot interactive gallery space located in the Corn Center for Visual Arts. The Bartlett Center annually rotates six to eight diverse regional, national, and international exhibitions in its galleries. Additionally, the Center houses The Scarborough Collection, which consists of 14 monumental paintings by Bartlett, as well as the complete archive of sketchbooks, correspondence, journals, recordings, photographs, artistic notes, memorabilia, and objects relevant to the production of Bartlett's work. The Corn Center for the Visual Arts is a world-class facility containing 14 different studio workspaces for CSU art students and faculty, including fully equipped studios for ceramics, printmaking, and sculpture fabrication. The facility also houses the 3,000-square foot Norman Shannon and Emmy Lou P. Illges Gallery and the Bartlett Center for Research in Visual Art.

Located in the heart of historic uptown Columbus, the RiverCenter for the Performing Arts is the centerpiece of the city's new arts and entertainment district. The venue includes the 2,000-seat Bill Heard Theatre, the 430-seat Legacy Hall, and the 150-seat Studio Center, among others. The RiverCenter brings together a variety of artists and audiences for the entertainment, education and enrichment of the cultural life of Columbus. In March of 2025, the RiverCenter hosted the duo of Keb' Mo', a Grammy-winning American roots musician and Shawn Colvin, celebrated for her captivating storytelling and poignant songs. Together, the pair provided a blend of blues, folk, and soul, showcasing their unique talents. The following month, April of 2025, the RiverCenter became the latest stop in the Grits and Glamour Tour of veteran country music performers Pam Tillis and Lorrie Morgan. Home to the Gerald Benjamin and Charlotte Alexander Saunders Center for Music Studies, the RiverCenter contains more than 83,000 square feet of rehearsal and instructional space and has been rated among the finest in the country. A recent gift from the Schiffman Family Foundation allowed for the purchase of 67 new Steinway pianos, making the Joyce and Henry Schwob School of Music an all-Steinway school.

College of the Arts Faculties

CSU's College of the Arts employs 65 faculty, 32 of whom are affiliated with its Joyce and Henry Schwob School of Music, 13 of whom are affiliated with the Department of Theatre and Dance, while the Department of Art and the Department of Communication each employ 10 faculty. Across all 65 faculty, 24 are full professors, 17 are associate professors, 12 are assistant professors, one is a senior lecturer, nine are lecturers and two are limited-term faculty. This distribution of ranks points to a veteran faculty that one would expect has garnered numerous accolades and awards, and that has compiled a substantial list of professional performances and contributions.

The faculty of the Department of Art is a group of seasoned scholars. Of the 10 faculty that make up the Department of Art, seven are full professors and three are associate professors. Among the seven full professors in the department are holders of the Alan F. Rothschild Distinguished Chair of Art and the William B. and Sue Marie Turner Faculty Chair in Art History. Trained at institutions such as the University of California - Davis, University of Illinois, Florida State University, New York Institute of Technology, Arizona State University, Virginia Commonwealth University, among others, faculty in the Department of Art have received grants from the Daedalus Art Foundation and the Elizabeth Art Foundation. Their work has been exhibited nationally and internationally, including at Marcia Wood Gallery (Atlanta), I-Space (Chicago), SoLA Gallery (Los Angeles), Museum of Contemporary Art (Honolulu), Canadian Clay and Glass Gallery (Waterloo, Ontario), Gallery 1 (Edinburgh, Scotland), Berliner Kunst Project (Berlin, Germany), Paço das Artes (São Paulo, Brazil), and the Jingdezhen Ceramic University Art Museum (Jiangxi, China).

The Joyce and Henry Schwob School of Music employs 32 faculty. Of these, 10 are full professors, nine are associate professors, six are assistant professors, six are lecturers and one is a limited-term faculty. These faculty are exceptionally well trained, having been formally educated at Yale University, University of Southern California, Brandeis University, University of Rochester, University of Michigan, University of Miami, University of Pittsburgh, Indiana University, Michigan State University, Arizona State University, University of Connecticut and the New England Conservatory, among others. Among the 10 full professors in the school are the holders of the (1) Ethel Foley Distinguished Chair in Orchestral Activities, (2) Hal J. Gibson Distinguished Chair in Conducting, (3) William B. and Sue Marie Turner Distinguished Chair in Violin, (4) Jo and George Jeter Distinguished Chair in Guitar, (5) William and Isabelle Curry Eminent Scholar Chair in Voice, and (6) L. Rexford Whiddon Distinguished Chair in Piano. Next, among the nine associate professors in the school is the holder of the Barbara C. and Clifford J. Swift III Distinguished Chair of Music, while among the six assistant professors in the school are the holders of the Paul S. and Jean R. Amos Distinguished Chair in Music and the Leah D. Hamer Distinguished Faculty Chair. Lastly, among the six lecturers in the school is the E. Stephen Purdom Distinguished Visiting Artist.



Music faculty have performed at the world's most iconic venues, including New York City's Carnegie Hall, Lincoln Center, Alice Tully Hall and Juilliard Theater, Washington, D.C.'s Kennedy Center, Boston's Symphony Hall, Los Angeles' Walt Disney Hall, Paris' Salle Cortot and Salle Pleyel, Berlin's Philharmonie and Frankfurt's Alter Oper. Members of the faculty represent past winners of the Concert Artists Guild Victor Elmaleh Competition, the Fischhoff Chamber Music Competition, the Coleman Chamber Music Competition, the North American Saxophone Alliance Quartet Competition, the Patti and Alan Herbert Frost Mirabelle Competition, the Samuel Baron Memorial Prize and the José Antonio Abreu International Award for the Arts. Lastly, members of Schwob School faculty have performed with the London Symphony Orchestra, the St. Petersburg Chamber Orchestra, the Ottawa Symphony Orchestra, the Thailand Symphony Orchestra, The Washington Chorus, the New Jersey Symphony Orchestra, the American Composers Orchestra, the New York City Opera, Philharmonia Virtuosi, the Delaware Symphony Orchestra, the Orlando Philharmonic, the Opera Theatre of Pittsburgh and the New York Virtuosi.

The Department of Theatre and Dance employs 13 faculty. Of these, four are full professors, four are associate professors, one is an assistant professor, three are lecturers and one is a limited-term faculty. The faculty in this department are in every way as impressive as other faculty in CSU's College of the Arts. That includes formal educational training, as these faculty boast terminal degrees from Boston University, University of Wisconsin, Indiana University, Temple University, Florida State University, University of Tennessee, Illinois State University and others. Additionally, the faculty in the Department of Theatre and Dance have directed performances at New York City's Theatre Row Studio, The Duplex, The Barrow Group, Manhattan Repertory Theatre and The Gene Frankel Theatre. They have also performed at such New York City venues as the Pearl Theatre, 29th St. Repertory and the Lincoln Center, and worked in several Broadway costume houses on such productions as *Beauty and the Beast*, *Sunset Blvd.*, *Showboat*, *Cats*, and *Crazy for You*, and on such films as *Hook*, *Bullets Over Broadway*, and *101 Dalmatians*. Production designs by members of the department's faculty have appeared at The Atlanta Opera, Interlochen Center for the Arts, Omaha Community Playhouse, Boston Lyric Opera, Parallel 45 Theater Company, Dominion Entertainment and Cornerstone Theater Company, while choreographic work by the faculty has been accepted into New York City's Dumbo Dance Festival. Lastly, the faculty roster of the Department of Theatre and Dance includes past winners of the Woodruff Arts Center's Georgia Arts in Education Leaders Award, the Southeastern Theatre Conference Sara Spencer Child Drama Award, and the Leighton Ballew Award for Distinguished Service to Theatre in Georgia.



The Economic Impact of University-Related Employment and Spending in Columbus

The economic impact of direct spending by the Columbus State University's College of the Arts extends beyond the institution itself, generating jobs, wages, and business activity in the broader Columbus economy. The College of the Arts employs over 150 full- and part-time staff and faculty, with an annual budget of more than \$10.8 million. Of this total, a little more than \$8 million is allocated to wages, while the remaining \$2 million covers other operational expenses. These expenditures support faculty, administrative staff and service workers, while also stimulating indirect and induced economic activity. As indicated in Table 1, direct employment by the College of the Arts generates from 51 to 90 additional jobs in the Columbus economy, depending on the estimation program utilized, resulting in 201 to 240 total jobs.

Table 1. Economic Impact of University-Related Employment and Spending in Columbus

IMPACT	EMPLOYMENT		LABOR INCOME (MILL. \$)		OUTPUT (MILL. \$)		VALUE ADDED (MILL. \$)
	JobsEQ	IMPLAN	JobsEQ	IMPLAN	JobsEQ	IMPLAN	IMPLAN
Direct	150	150	8.3103	8.3103	15.949	23.297	11.307
Indirect	13	58	0.7631	1.9496	3.7968	9.7065	4.1749
Induced	38	32	2.2058	1.3921	7.8571	4.9511	2.9128
Totals	201	240	11.279	11.652	27.603	37.955	18.395

Next, the total labor income impact of the College of Arts' annual payroll, including both direct and spillover effects, is estimated at about \$11.5 million. Additionally, the total economic output, representing the overall business activity generated by the College of the Art's spending, ranges from \$27.6 million to \$37.9 million. Lastly, \$18.4 million (IMPLAN) in value-added output reflects the institution's direct contribution to Columbus' overall income, while the remainder accounts for broader economic ripple effects. These findings underscore the College of the Arts' significant economic footprint in Columbus. Through direct employment, business spending and economic spillovers, the College supports job creation, strengthens local industries, and contributes meaningfully to the region's overall economic activity.

Arts and Culture in Columbus: A Primer

Beyond even what CSU's College of the Arts has to offer, the arts and culture industry in Columbus, Georgia, holds significant historical and cultural importance and acts as a vital engine for both economic growth and community enrichment. The presence of numerous cultural institutions, such as the National Infantry Museum, The Columbus Museum, and the Springer Opera House, reflects the deep historical roots and commitment of the community to preserving and promoting its cultural assets. Historically, the arts and culture sector in Columbus has been intertwined with the city's economic development, with many institutions serving as landmarks of the city's historical narrative.[1] According to recent data, the top 20 non-profit arts and culture organizations in the Columbus metropolitan statistical area collectively generate millions in revenue, support hundreds of jobs, and attract both residents and visitors to cultural events and institutions. Table 2 provides a description of these and other important non-profit arts and culture organizations in Columbus.

Table 2. Non-Profit Arts & Culture Organizations in Columbus

ART & CULTURAL ORGANIZATIONS	DESCRIPTION
The Columbus Museum	Founded in 1953, The Columbus Museum is one of the largest museums in the Southeast and is unique for its dual concentration on American art and regional history, displayed in its permanent collection, temporary exhibitions, and educational programs.
National Infantry Museum	Opened in 2009, the National Infantry Museum preserves and displays one of the greatest collections of military artifacts in the world, with 190,000 square feet of galleries standing on a 200-acre tract just outside the United States Army Maneuver Center of Excellence at Fort Moore.
RiverCenter for the Performing Arts	Located in the heart of historic uptown Columbus, RiverCenter for the Performing Arts is the centerpiece of the city's new arts and entertainment district. The venue includes the 2,000-seat Bill Heard Theatre, the 430-seat Legacy Hall, and the 150-seat Studio Center, among others
Springer Opera House	Opened in 1871, the Springer Opera House is designated as Georgia's State Theatre and a historic landmark. It offers theatrical productions and educational programs that enrich the local arts scene.

ART & CULTURAL ORGANIZATIONS	DESCRIPTION
Historic Columbus Foundation	Plays a critical role in preserving the architectural and historical heritage of Columbus. Through advocacy, education, and preservation projects, it enhances the city's cultural identity and promotes heritage tourism.
Columbus Symphony Orchestra	Founded in 1855 by Herman S. Saroni, a student of the master German composer Felix Mendelssohn, the Columbus Symphony Orchestra has the distinction of being the second oldest orchestra in the United States – second only to the New York Philharmonic.
National Civil War Naval Museum	The nation's only museum dedicated solely to the story of the Civil War at sea offers 40,000 square feet of cutting-edge exhibits, including original Civil War ships, many artifacts, flags, weapons, and uniforms.
Arts Association of East Alabama	Develops innovative programming to stimulate interest in the arts, eagerness to learn through the arts, and broader participation in and support of the arts.
Alabama Christian Radio	Offers faith-based programming that supports the cultural and spiritual life of the region, fostering community engagement and contributing to local economic activity through its broadcasts.
Costume Society of America	A varied group of professionals representing museums, libraries, theaters, academia and others that promotes collegial discovery about the history, design, construction, merchandising and preservation of clothing, fashion and costume.
Historic Columbus Foundation Endowment Fund	Supports the Historic Columbus Foundation's efforts to preserve and restore significant historical landmarks in Columbus by ensuring the sustainability of the foundation's work in maintaining the city's architectural and historical integrity.
The Columbus Ballet	Founded in 1994 as a privately-owned ballet school whose mission was to renew interest in classical dance. In 2002 The Columbus Ballet partnered with Columbus State University (CSU) in the creation of the CSU Dance Conservatory, the official school of The Columbus Ballet.
Russell County Historical Commission	Dedicated to the preservation of local heritage through educational programs and historical site management, supporting both cultural tourism and historical awareness.
Museum of East Alabama	Opened in 1989, the Museum of East Alabama houses more than 5,000 artifacts represented the history of the region.

ART & CULTURAL ORGANIZATIONS	DESCRIPTION
The Do Good Fund	Since its founding in 2012, the fund has focused on building a museum-quality collection of photographs taken in the American South since World War II. The collection ranges from works by more than twenty Guggenheim Fellows to images by lesser-known and emerging photographers working in the region.
George H. Buck Jr. Jazzology Foundation	A private foundation that provides traditional jazz recordings and related literature to promote the listening of traditional jazz music.
Youth Orchestra of Greater Columbus	Formed in 1993 with a mission to provide a high level of musical instruction to the youth in the area.
Lee County Historical Society	A multi-exhibit historical museum whose mission is to share and preserve the heritage and traditions of Lee County.
Georgia Military Veterans Hall of Fame	Publicly emphasizes the honor brought to the state and nation by the sacrifice of Georgia military veterans and their families.
Lee County Literacy Coalition	Organization dedicated to helping adults learn to read, write, and use mathematics and computers at a level necessary to succeed and thrive.
Historic Linwood Foundation	Works to conserve, enrich and introduce Linwood Cemetery to the community as a significant cultural asset and a beautiful oasis in the heart of Columbus.
Auburn Area Community Theatre	Founded in 2003 to provide an opportunity for education and participation in the world of theater, and present a quality, entertaining and thought-provoking theater experience.
Tri-City Latino Festival	Promotes Latino culture through community events and educational programs.
National Armor & Cavalry Heritage Foundation	Honors the legacy of U.S. Army Rangers by supporting memorials and educational programs.

ART & CULTURAL ORGANIZATIONS	DESCRIPTION
Chipley Historical Center	Collects and preserves the historical documents, photographs and heritage of the Pine Mountain, Georgia, area.
William H. Spencer Golden Owlettes	Supports educational and extracurricular activities at William H. Spencer High School.

Data related to revenue, income, expenses and number of employees for the museums, preservation, performance and theatre organizations in the Columbus area were obtained directly from the IRS public database using ProPublica's Nonprofit Explorer, whose source is the IRS. Our analysis includes the 27 non-profit arts and culture organizations listed Table 2. These organizations are located in Columbus metropolitan statistical area, which extends to western portions of Alabama that include Phenix City and Auburn/Opelika, the latter of which are located about 35 miles from the heart of Columbus. A comprehensive depiction of the locations of the 27 non-profit arts and culture organizations is provided in Figure 1.

Figure 1. The Geography of Arts and Culture in Columbus
Locations of Art Organizations

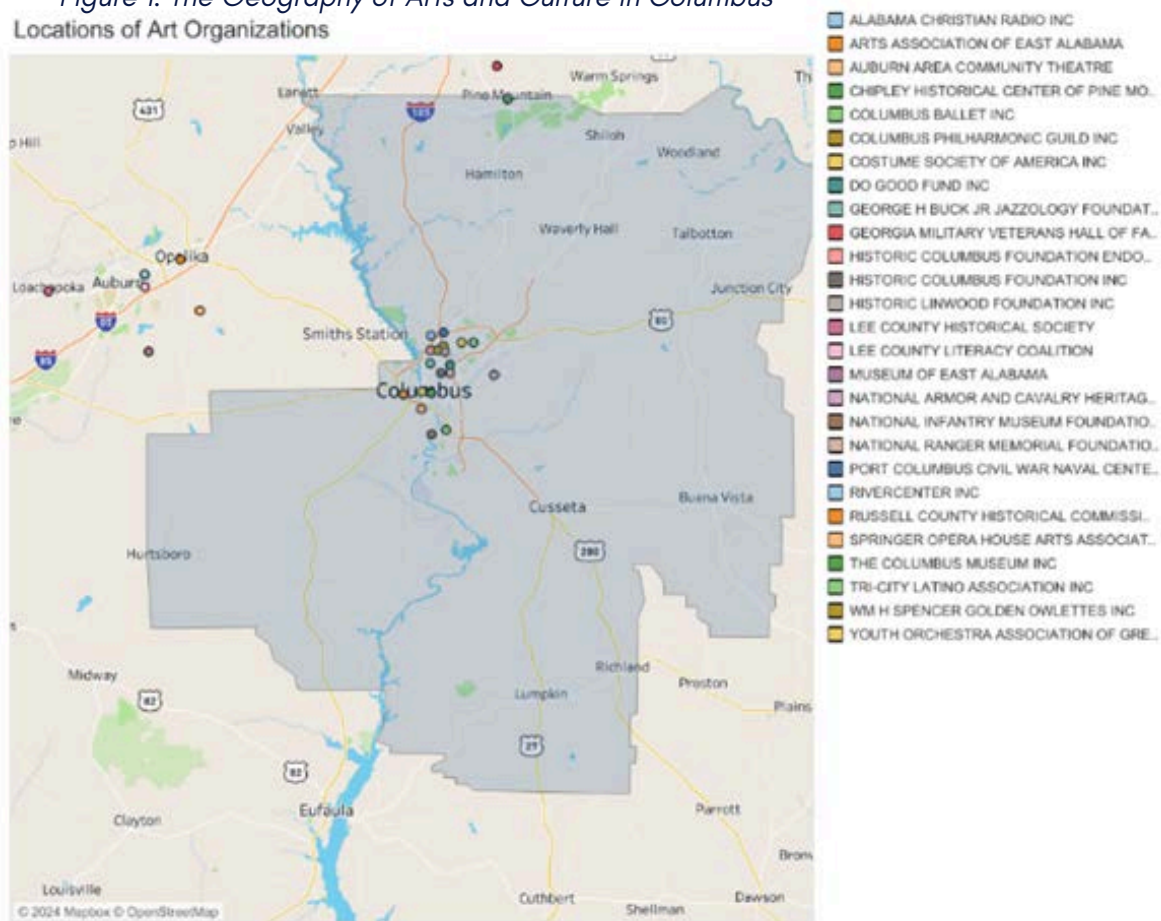


Table 3 presents financial and employment data (2022) for both the museum/preservation and performance/theatre organizations listed in Table 2. In 2022, these arts and culture organizations produced a combined revenue just above \$37 million, incurred about \$22 million in expenses and employed 365 individuals. When separated by type of organization, the museum/preservation entities generated about \$26.5 million in revenue, or about \$1.4 million in revenue per organization. On the expenses side of the ledger, organizations in this category incurred costs of \$14 million, or just more than \$0.7 million per organization. Lastly, these museum/preservation organizations employed 130 individuals, or about 6.8 individuals per entity. In comparison, the performance/theatre organizations generated about \$10.5 million in revenue, or about \$1.4 million in revenue per organization. In terms of expenses, they collectively incurred a total of about \$8.1 million, or about \$1 million per organization. Lastly, these performance/theatre organizations employed 235 individuals, or about 29.4 individuals per entity.

Table 3. Financials of Non-Profit Arts & Culture Organizations in Columbus by Type

ORGANIZATION NAME	REVENUE (MILL. \$)	EXPENSES (MILL. \$)	EMPLOYEES
<i>Museum/Preservation Organizations</i>			
The Columbus Museum	14.3	3.60	34
National Infantry Museum	8.38	7.43	82
Historic Columbus Foundation	1.68	0.83	5
National Civil War Naval Museum	0.50	0.42	0
Costume Society of America	0.28	0.28	0
Historic Columbus Foundation Endowment Fund	0.18	0.12	0
Russell County Historical Commission	0.15	0.18	1
Museum of East Alabama	0.15	0.09	0
The Do Good Fund	0.14	0.11	5

ORGANIZATION NAME	REVENUE (MILL. \$)	EXPENSES (MILL. \$)	EMPLOYEES
George H. Buck Jr. Jazzology Foundation	0.13	0.26	0
Lee County Historical Society	0.11	0.13	0
Georgia Military Veterans Hall of Fame	0.10	0.09	0
Lee County Literacy Coalition	0.09	0.09	0
Historic Linwood Foundation	0.09	0.15	2
National Ranger Memorial Foundation	0.05	0.09	1
Tri-City Latino Festival	0.05	0.06	0
National Armor & Cavalry Heritage Foundation	0.45	0.46	0
Chipleigh Historical Center	0.42	0.41	0
William H. Spencer Golden Owlettes	0.15	0.16	0
Totals	26.5	14.0	130

ORGANIZATION NAME	REVENUE (MILL. \$)	EXPENSES (MILL. \$)	EMPLOYEES
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Performance/Theatre Organizations

RiverCenter for the Performing Arts	4.50	3.35	25
Springer Opera House	4.00	3.01	114
Columbus Symphony Orchestra	0.88	0.69	89
Arts Association of East Alabama	0.48	0.42	2
Alabama Christian Radio	0.34	0.32	5
The Columbus Ballet	0.16	0.09	0
Youth Orchestra of Greater Columbus	0.11	0.15	0
Auburn Area Community Theatre	0.06	0.06	0
Totals	10.5	8.09	235

Next, Figure 2 provides two separate trends in aggregate income or revenue across Columbus' arts and culture organizations. The first of these, aggregate operations income, includes all revenue from sources other than grants and charitable contributions, and thus reflects the actual dollars spent by patrons of the various art and culture organizations. The second, aggregate gross revenue, includes all sources of funding, such as ticket sales, merchandise sales, concessions sales, public and private grants, and other charitable contributions. Panel A of Figure 2 presents the trend in aggregate operations income (i.e., total revenue minus grants) across Columbus' arts and culture organizations over the past decade. As indicated there, while aggregate operations income has exhibited a few short-run cycles, it has increased over the long run. Along with a positive long-run trend, Panel B of Table 2 also shows similar short-run cycles in aggregate gross revenue across Columbus' arts and culture organizations over the past decade. More specifically, monetary grants to these organizations increased substantially from 2020 to 2022, resulting in a substantial increase in aggregate gross revenue over that same period.

Figure 2. Aggregate Income/Revenue Across Arts and Culture Organizations in Columbus

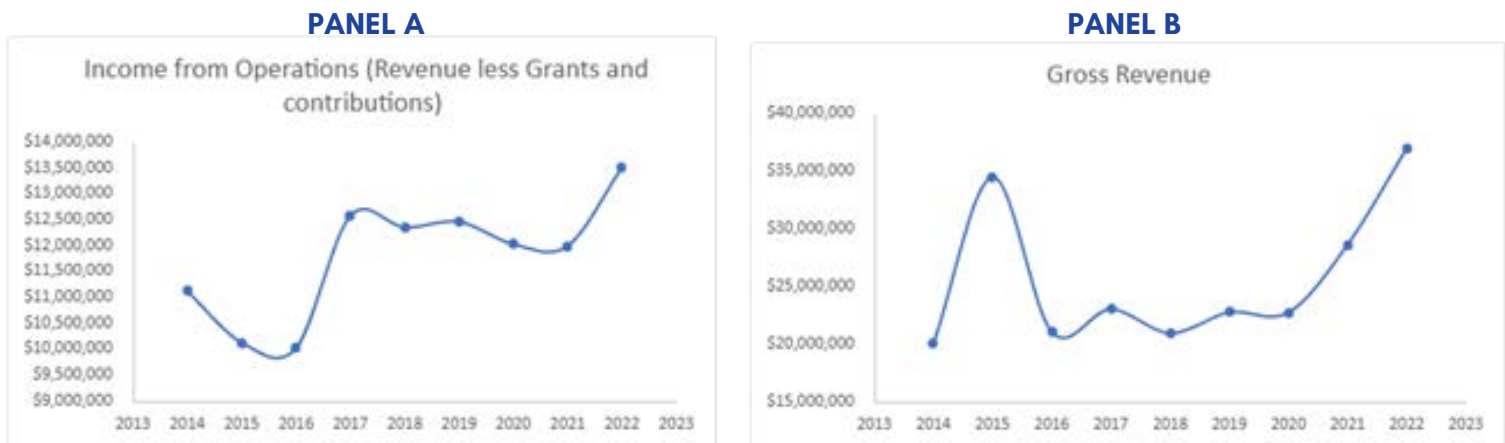
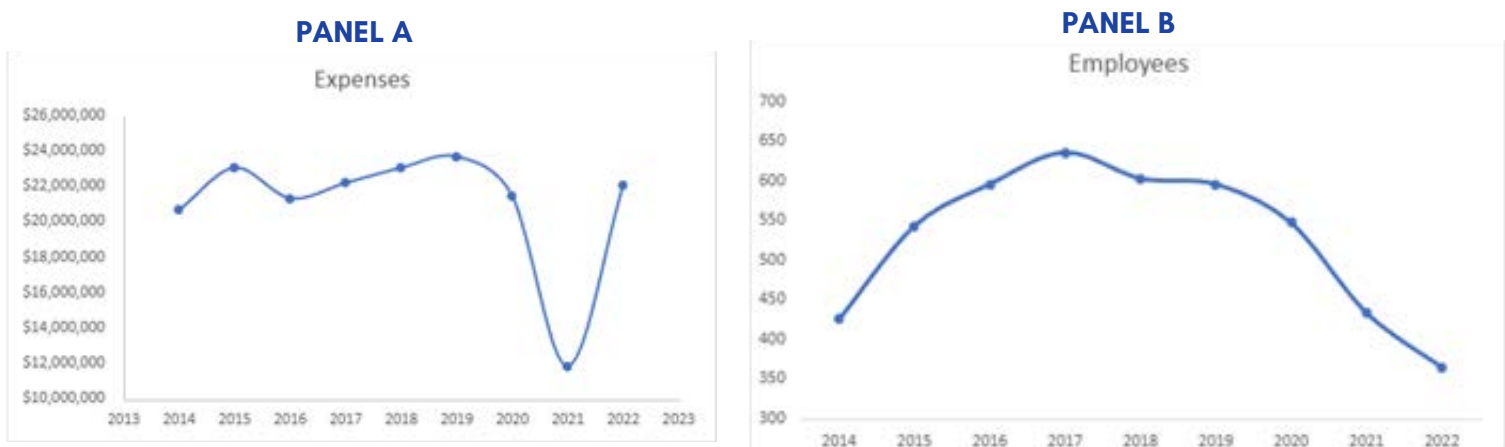


Figure 3. Aggregate Expenses and Employment Across Arts and Culture Organizations in Columbus



The trends in aggregate expenses and employment across Columbus' arts and culture organizations over the past decade are provided in Figure 3. Aggregate expenses include costs of goods sold, payroll expenses, benefits to employees, and other miscellaneous business expenses such as utilities, rent and maintenance. As indicated in Panel A of Figure 3, aggregate expenses across Columbus' arts and culture organizations were relatively stable over most of the previous decade, before declining substantially in 2021. After that decline, aggregate expenses returned to more of a long-run equilibrium in 2022. Panel B of Figure 3 provides the employment time series across Columbus' arts and culture organizations. This series includes the total number of individuals designated on the payroll as an employee as specified in the tax records for the 27 arts and culture organizations. As indicated, the employment series follows an inverted U-shape, with the lowest employment level recorded for 2022.

Estimation Results

Results from estimation of the various economic impacts of the arts and culture economy in Columbus are presented in the sub-sections below. To avoid overlap, the estimations described in the first sub-section exclude jobs related to museums, theaters and higher education from our analysis. Instead, the category described in the first sub-section focuses on industries indirectly related to the arts, such as musical instrument suppliers and retailers, book retailers, newspaper publishers, television broadcasting, florists, and similar sectors that support the broader creative economy. However, independent artists, writers and performers, as well as promoters of performing arts, are included in this category. As a result, there is a possibility of some overlap between income generated by independent artists and the economic impact attributed to museums and theaters. While we have structured the analysis to minimize double-counting, some level of cross-influence between these sectors may still be present, particularly where independent artists contribute to museum exhibitions or theater productions. Despite this limitation, the separate categorization of these industries allows for a more nuanced understanding of the arts and culture economy's footprint in Columbus, helping stakeholders assess both directly arts-related and supporting industries without significantly inflating total impact estimates.

Economic Impact of Arts and Culture Employment in Columbus

Results from modeling the economic impact of employment and spending in the broader creative economy in Columbus are presented in Table 4. For each metric (e.g., employment, labor income, etc.), the first estimate is provided using JobsEQ, while the second estimate arises from utilization of IMPLAN. As indicated in Table 4, the JobsEQ model estimates that employment in the broad creative economy results in as many as 2,650 jobs in the Columbus metropolitan area. Of these, 1,318, or about 49.7% of the total, come directly from employment in the broad creative economy. Here, each job situated in the broad creative economy generates another job in adjacent sectors of the Columbus economy. The IMPLAN model suggests that total employment in metropolitan Columbus owing to the presence of its broad creative economy is as large as 2,312 workers. Of these, 1,327, or about 57.4% of the total, come directly from employment in this area of commerce. In this case, each job situated in the broad creative economy supports 0.74 jobs elsewhere in the Columbus economy.

Table 4. Economic Impact of Broad Creative Economy in Columbus

IMPACT	EMPLOYMENT		LABOR INCOME (MILL. \$)		OUTPUT (MILL. \$)		VALUE ADDED (MILL. \$)
	JobsEQ	IMPLAN	JobsEQ	IMPLAN	JobsEQ	IMPLAN	IMPLAN
Direct	1,318	1,327	26.084	50.930	209.77	255.13	98.764
Indirect	533	731	14.037	27.273	54.193	121.45	49.066
Induced	799	254	19.980	11.051	71.165	39.303	23.119
Totals	2,650	2,312	60.101	89.254	335.13	415.89	170.95

Next, the JobsEQ model estimates that Columbus' broad creative economy generates more than \$60 million in labor-related income. Of this total, only about \$26 million is associated with employees in this economic sector. Thus, employment in Columbus' broad creative economy generates about \$34 million in labor income in other sectors of the local economy. Put differently, for every \$1 paid in wages to workers in Columbus' broad creative economy, another \$1.31 in wages is earned elsewhere in the greater Columbus area. In this case, the IMPLAN model produces larger results. For example, it estimates that Columbus' broad creative economy generates just over \$89 million in labor-related income. Of this total, about \$51 million is associated with employees in this economic sector. As such, employment in Columbus' broad creative economy generates about \$38 million in labor income elsewhere in the metropolitan area. This means that for every \$1 paid in wages to Columbus' broad creative economy workers, another \$0.75 in wages is earned in adjacent sectors of the local economy.

The JobsEQ and IMPLAN models provide varying estimates for the impact of employment in the broad creative economy on Columbus' overall economy. The former estimates an economic impact of about \$335 million, while the latter suggests that employment in the broad creative economy in Columbus boosts the overall local economy by more than \$415 million. As with prior metrics, IMPLAN produces the larger indirect effect while JobsEQ generates the larger induced impact. Lastly, the value-added results using IMPLAN indicate that employment in the broad creative economy in Columbus generates a value-added of about \$171 million, of which more than one-half comes directly from employment in that industry.

The Economic Impact of Museum and Theater Employment and Spending in Columbus

The economic impact of museums and theaters warrants individual consideration apart from all arts and culture spending in Columbus. As indicated in Table 5, this sector directly supports 365 jobs, with an estimated direct labor income ranging from \$12.0 million to \$15.2 million and direct economic output ranging from \$36 million to \$37.1 million. These institutions play a vital role in Columbus' cultural and economic landscape by employing staff, hosting events, and attracting visitors who contribute to local spending. As indicated in Table 4, the JobsEQ and IMPLAN models estimate that museum and theater employment in Columbus generates between 454 and 515 jobs in the Columbus metropolitan area. Of these, about 70.9% to 80.4% of the total, come directly from employment in Columbus' museums and theaters. In this case, each job situated in a Columbus museum or theater generates another 0.24 to 0.41 jobs in adjacent sectors of the Columbus economy. Next, the JobsEQ model estimates that Columbus' museums and theaters generate almost \$20.5 million in labor-related income. Thus, employment in Columbus' museum and theaters generates about \$5.5 million in labor income in other sectors of the local economy. Put differently, for every \$1 paid in wages to workers in Columbus' arts and culture economy, another \$1.34 in wages is earned elsewhere in the greater Columbus area. In this case, the IMPLAN model produces larger results.

Table 5. Economic Impact of Museum and Theater Employment and Spending in Columbus

IMPACT	EMPLOYMENT		LABOR INCOME (MILL. \$)		OUTPUT (MILL. \$)		VALUE ADDED (MILL. \$)
	JobsEQ	IMPLAN	JobsEQ	IMPLAN	JobsEQ	IMPLAN	IMPLAN
Direct	365	365	15.231	12.012	36.000	37.050	16.231
Indirect	23	99	1.3991	4.0038	5.6365	15.619	7.1080
Induced	66	51	3.7864	2.2182	13.487	7.8892	4.6409
Totals	454	515	20.416	18.234	55.124	60.558	27.980

Lastly, the IMPLAN model provides the largest estimates for the impact of museum and theater employment and spending on Columbus' overall economy. IMPLAN points to an economic impact of about \$60.6 million, with about \$37 million, or 61%, of this total emanating directly from this portion of the Columbus' arts and culture industry. Lastly, the value-added results using IMPLAN indicate that museum and theater employment and spending in Columbus generates a value-added of about \$28 million, of which \$16.2 million comes directly from employment and spending in that arts and culture sector. The indirect contribution in this case is about \$7.1 million, while the induced contribution is almost \$4.65 million.

The Economic Impact of Arts and Culture Tourism in Columbus

Results from modeling the economic impact of tourism spending in the arts and culture market in Columbus are presented in Table 5. In each case, tourism spending is accounted for by spending on lodging, dining and retail. As indicated in Table 5, arts and culture-related tourism spending is responsible for between 53 and 66 jobs in the Columbus area. Relatedly, the labor income associated with arts and culture tourism ranges from about \$1.6 million to about \$2.2 million. For each of these categories, the direct impact of tourism spending accounts for most of the output measure. For example, of the 53 to 66 jobs generated by arts and culture tourism, 41 to 56 of these occur within the industry itself.

Table 6. Economic Impact of Arts and Culture Tourism in Columbus

IMPACT	EMPLOYMENT		LABOR INCOME (MILL. \$)		OUTPUT (MILL. \$)		VALUE ADDED (MILL. \$)
	JobsEQ	IMPLAN	JobsEQ	IMPLAN	JobsEQ	IMPLAN	IMPLAN
Direct	56	41	1.6145	1.0391	4.1000	3.7825	1.9569
Indirect	4	7	0.2682	0.3766	0.9885	1.2789	0.6581
Induced	6	4	0.3569	0.1930	1.2714	0.6864	0.4038
Totals	66	53	2.2396	1.6086	6.3599	5.7478	3.0188

The JobsEQ and IMPLAN models provide similar estimates for the impact of arts and culture tourism on Columbus' economy. The former estimates an economic impact of about \$6.4 million, while the latter suggests that arts and culture tourism in Columbus boosts the local economy by more than \$5.7 million. Again, IMPLAN produces the larger indirect effect while JobsEQ generates the larger induced impact. Lastly, the value-added results using IMPLAN indicate that arts and culture employment in Columbus generates a value-added of about \$3 million, of which about two-thirds comes directly from tourism in Columbus' arts and culture industry. These and the other estimates discussed above are quite compelling – the arts and culture economy accounts for about 6.1% of all economic activity in Columbus – from both an academic and policymaking perspective.



Consolidated Economic Impact of the Arts and Culture Economy in Columbus

The consolidated economic impact of the arts and culture economy in Columbus demonstrates its substantial role in job creation, wage generation, and overall economic contribution. As indicated in Table 6, which presents estimations from IMPLAN, across all sectors, the total employment impact is estimated at 3,119 jobs, with direct employment accounting for 1,883 jobs and the remaining 1,236 jobs stemming from indirect and induced effects. These additional jobs are created through supply chain spending and local ripple effects, reinforcing the broader impact of the arts and culture economy on other industries. In all, the labor income generated by arts and culture economy is \$120.9 million, with direct wages amounting for \$72.3 million, reflecting earnings for artists, museum and theater staff, university faculty, and tourism-related employment. The indirect and induced wage effects account for \$48.7 million, supporting jobs in sectors such as hospitality, retail, and service industries that benefit from arts-related spending.

Table 7. Consolidated Economic Impact of Arts and Culture Economy in Columbus

IMPACT	EMPLOYMENT	LABOR INCOME (MILL. \$)	OUTPUT (MILL. \$)	VALUE ADDED (MILL. \$)
Direct	1,883	72.291	319.26	128.26
Indirect	895	33.604	147.06	60.008
Induced	341	15.054	52.830	31.077
Totals	3,119	120.949	519.15	219.34

Next, total economic output, which represents overall business activity generated by Columbus' arts and cultural scene, is estimated at \$519.1 million. This total includes \$319.3 million in direct output, which captures the immediate financial impact of arts institutions, theaters, museums, and creative businesses, while \$199.9 million in indirect and induced output highlights the spillover effects across the Columbus metropolitan economy. Finally, the value-added contribution to Columbus' total product is estimated at \$219.3 million, of which \$128.3 million comes from direct sources, with the remaining portion resulting from supply chain activity and additional local spending. This reflects how the arts and cultural sectors not only generate revenue but also enhance economic stability and growth in Columbus.

Tax Receipts Generated by the Arts and Culture Economy in Columbus

The tax receipts generated by the arts and culture economy in Columbus contribute significantly to local, state and federal government revenues. Table 7 provides a breakdown of these revenues, categorizing them by sector and level of government. As indicated there, the Columbus arts industry generates the highest tax revenue, contributing about \$35.8 million in total taxes, with \$7.9 million at the local level, \$7.2 million at the state level, and \$20.7 million at the federal level. This reflects the broad economic impact of arts-related activities, including direct business operations, supply chain purchases and employee spending.

Table 8. Tax Receipts Generated by the Arts and Culture Economy in Columbus

IMPACT	LOCAL (MILL. \$)	STATE (MILL. \$)	FEDERAL (MILL. \$)	TOTAL (MILL. \$)
Arts	7.9085	7.1756	20.669	35.753
Museums	0.8194	0.9301	3.8634	5.6129
University	0.9920	0.8524	2.4815	4.3259
Hospitality	0.2281	0.1740	0.3646	0.7666
Totals	9.948	9.132	27.379	46.548

Although not as impactful, Columbus' museums make a notable contribution, generating \$5.6 million in total tax revenue, distributed across local taxes of \$0.82 million, state taxes of \$0.93 million and federal taxes of \$3.9 million. Similarly, the Columbus State University's College of the Arts contributes \$4.3 million in total tax revenue, with \$0.99 million at the local level, \$0.85 million at the state level, and \$2.5 million at the federal level. Lastly, the hospitality industry, which benefits from arts and culture tourism, contributes \$0.77 million in total tax revenue. This total is comprised of \$0.23 million in local taxes, \$0.17 million in state taxes, and \$0.37 million in federal taxes. While lower than other sectors, this reflects the spillover effects of the arts and culture economy on restaurants, hotels and other tourism-related businesses. In total, the arts and cultural sectors in Columbus generate \$46.5 million in tax revenue, including \$9.9 million in local taxes, \$9.1 million in state taxes and \$27.4 million in federal taxes. These revenues support public services, infrastructure and community programs across multiple levels of government.



Conclusion

Estimates from input-output analyses using IMPLAN and JobsEQ suggest that the overall economic impact of employment in Columbus' broader creative economy ranges from about \$335 million to more than \$415 million, while another \$28 million to \$38 million in economic activity is generated from arts-related activity stemming from the College of the Arts at Columbus State University. Added to these impressive figures is the \$55 million to \$61 million emanates from museums (e.g., National Infantry Museum, The Columbus Museum) and theaters (e.g., RiverCenter for the Performing Arts, Springer Opera House) located in the Columbus metropolitan area, while tourist spending on lodging, dining and retail owing to Columbus' arts and culture scene adds from \$5.7 million to \$6.4 million more in local economic activity each year. These estimates are sizable, culminating in about \$520 million in economic activity and about \$47 million in total tax receipts, and provide support a substantial degree of public and private investment in Columbus' arts and culture scene going forward.



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