



For Immediate Release...

January 25, 2023

GEORGIA MUSIC PARTNERS SHARES BIPARTISAN STUDY FINDINGS COMMITTEE RECOMMENDS STRONGER INVESTMENT IN GEORGIA MUSIC INDUSTRY

ATLANTA: The Joint Georgia Music Heritage Study Committee released its final report in December 2022, and after review, Georgia Music Partners (GMP) is excited to share the study's findings which include several significant investments designed to support and expand the state's music industry. Among the recommendations are the creation of a more competitive tax incentive, the establishment of a Georgia Music Office within the Office of the Governor, and grant opportunities for local musicians and other industry professionals. Studies show that today, the industry is \$5 billion strong and responsible for more than 70,000 jobs.

"We wholeheartedly support these recommendations and look forward to working with our elected leaders to bring them to fruition," said Mala Sharma, President, Georgia Music Partners. "We have seen with other states that music is an industry that provides tremendous job growth throughout entire states and is not limited to just major cities."

The committee, which met in Macon, Athens, and Atlanta last fall, heard testimony from a wide range of industry professionals, all of whom emphasized impact on the economy, workforce development and education.

"We've seen first-hand what can happen with the right support through the growth of the film and television industry. Given our existing assets and leaders, there is no reason that we cannot see the same positive results with the music industry," added Senator Jeff Mullis. "We applaud Georgia Music Partners' continued advocacy of Georgia's rich and diverse music industry professionals."

Georgia Music Partners, which formed 10 years ago to advocate on behalf of the industry, worked with Senator Mullis and other leaders to create the study committee during the 2022 legislative session and study ways to make an even bigger impact both on the economy and current and future professionals who call Georgia home.

The final report included the following recommendations:

- The establishment of a competitive music tax incentive that allows out-of-state productions to invest in Georgia-based talent and businesses
- The establishment of a dedicated Georgia Music Office within the Office of the Governor
- The formation of the Georgia Music Commission
- Establish music grants for independent musicians and businesses
- Encourage designation of music industry production and development jobs as High Demand Careers

"We are grateful for the thoughtful and thorough effort put forth by the committee – they were willing to listen, and it is clear they understand the opportunity that exists for our state," concluded Sharma.

The full report issued by the committee can be found [here](#). Interviews with Mala Sharma, artists and other business leaders involved in the study are available upon request.

Georgia Music Partners (GMP) is a not-for-profit advocacy organization with the mission to promote the growth and success of Georgia's music industry through partnerships and workforce development. GMP has been instrumental in leading efforts at local, city and state levels, from conducting economic impact studies and white papers, to passing the Georgia Music Investment Act in 2017. Georgia Music Partners continues to work proactively with city, county and state leaders to advance policy and legislative initiatives to protect, grow and market opportunities for the 70,000 music industry professionals around the state.

Media Contact: Tara Murphy – 360 Media, Inc. – 404-577-8686 or tara@360media.net

#