WHY THE ARTS MATTER IN MARYLAND

NATIONAL ARTS FACTS

ARTS SECTOR’S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

**ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION’S GDP**
The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a $764 billion industry, representing 4.2% of the nation’s GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)**

Nationally 673,656 businesses employ 3.48 million people who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.
Source: Americans for the Arts, Creative Industries, 2017.

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

Nationally, the nonprofit arts industry alone generates $166.3 billion in economic activity annually that supports 4.6 million jobs and generates $27.5 billion in federal, state, and local government revenue.
- Spending by arts audiences generated $102.5 billion to local businesses.

**ART IS A $166.3 BILLION DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

MARYLAND ARTS FACTS

**THE MARYLAND ARTS & CULTURE SECTOR REPRESENTS 2.9% OF STATE’S GDP**
The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes $10.9 billion to Maryland’s economy, representing 2.9% of the state’s GDP—a larger share than some other industries in the state.

**NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)**

In Maryland: 13,185 Arts-Related Businesses employ 52,723 people.
- In Baltimore County, 1,744 Arts-Related Businesses employ 6,926 people.
- In Montgomery County, 3,193 Arts-Related Businesses employ 11,809 people.
- In Prince George’s County, 2,012 Arts-Related Businesses employ 7,883 people.
Source: Americans for the Arts, Creative Industries, Maryland report, 2017.

**ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES**

In 2015, nonprofit arts organizations in the state generated $961.6 million in economic activity annually that supported 25,248 jobs and generated $87.4 million in state and local government revenue.
- In Baltimore specifically, nonprofit arts groups generated $326.3 million in economic activity. Audiences of 54.5 million people added another $279.7 million in related spending for a total of $606.1 million for the city in 2015, and this generated $54.5 million in local and state government revenues.
Source: Americans for the Arts, Arts & Economic Prosperity 5, Maryland and Baltimore reports, 2017.

**ART IS A $961.6 MILLION GDP DRIVER OF OUR STATE ECONOMY.**

**PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS**

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?
A Congress has proposed allocating $155 million to the NEA in FY 2019, which has been relatively level for the last several years. This amounts to just $47 per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with $1 per capita!
Source: Americans for the Arts Action Fund, 2019.

Q What about Maryland—how much does state government budget to the Maryland State Arts Council each year?
A The state allocated $19,439,735 to the Maryland State Arts Council. In FY 2017, the Maryland State Arts Council also received $727,400 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 32 nonprofit arts organizations received direct grants from the NEA totaling $3,497,031.
IN THE OLD LINE STATE, THE ARTS UNITE US

At 81%, Marylanders overwhelmingly agree that “a vibrant arts community makes Maryland a better place to live,” according to a new statewide public opinion survey released by the Maryland State Arts Council.

THE MARYLAND STATE ARTS COUNCIL—
Established in 1967, the Maryland State Arts Council (MSAC) encourages and invests in the advancement of the arts for all Marylanders. Its grants and programs support artists and arts organizations in their pursuit of artistic excellence, ensure the accessibility of the arts to all citizens and promote statewide awareness of arts resources and opportunities. > Learn more here.

MEET SOME MARYLAND ARTS ADVOCATES

• Sandy Oxx is the winner of the 2019 Sue Hess Maryland Arts Advocate Award. > More
• Jack Rasmussen is Director and Curator of the American University Museum and Chair of the Board of the Maryland State Arts Council. > More
• Catherine Leggett is the Chair of the Maryland Commission on Public Art. > More
• Nicholas S. Cohen is Executive Director of Maryland Citizens for the Arts. > More
• Lori Snyder is executive director of Arts Education in Maryland Schools Alliance. > More

ART IN MARYLAND

• CBS Baltimore lists the best museums to visit in Baltimore here.
• Visit Maryland offers a calendar of cultural festivals here.
• Greater Baltimore Cultural Alliance’s Culture Fly database keeps a list of ongoing arts events here.
• Maryland State Arts Council provides a statewide calendar of cultural and arts events here.

MARYLAND ART ORGANIZATIONS
(sign up for their listservs to receive arts updates):
Maryland Citizens for the Arts
www.mdarts.org
Greater Baltimore Cultural Alliance
www.baltimoreculture.org
Arts Education in Maryland Schools Alliance
www.aems-edu.org

MARYLAND ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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CALL US: 202.371.2830 x2067
FOLLOW US: Arts Action Fund | @ArtsActionFund | #ArtsVote

To download this fact sheet, “Why the Arts Matter in Maryland,” with corresponding resource links visit www.ArtsActionFund.org/MD.

To View the Top 10 Reasons to Support the Arts in Maryland, Click Here.

THE ARTS ARE EVERYWHERE!

• An annual must-do in Baltimore is Artscape, the largest free arts festival in the country, featuring hundreds of artists and attracting over 350,000 people each year.
• With tons of working artists and charm to spare, it’s easy to see why Berlin on Maryland’s Eastern Shore is known as America’s Coolest Small Town.
• An artist’s haven in the Appalachians, Spruce Forest Artisan Village in Grantsville will take you back in time and fill you with inspiration.
• A sculpture made entirely of marshmallow PEEPs? Entries from the annual PEEP Show at the Carroll Art Center in Westminster are museum-worthy, and the annual event is a major revenue stream for the local arts council.
• Wander with wonder at Anne Marie Sculpture Garden, a thirty-acre public park in Solomons where art and nature meet.
• Occupying a former amusement park, Glen Echo Park offers hundreds of classes, workshops and performances each year that attract over 400,000 visitors.
• Salisbury is the home of the National Folk Festival 2018-2020, welcoming artists from across the country and highlighting the traditions that have taken root in Maryland.
• Walk the halls of a gallery displaying the work of local African-American artists, listen to historic and contemporary music, and dive deep into African-American history and culture at the Howard County Center of African-American Culture in Columbia.
• Out west in Cumberland, enjoy the annual DelFest – a bluegrass and folk music festival, perfectly situated along the Potomac River in the Appalachian Mountains at the Allegany County Fairgrounds.

MARYLAND ARTS FACTS

IN THE OLD LINE STATE, THE ARTS UNITE US

“Maryland is truly a destination for all artists and art lovers, and Governor Hogan and I could not be more proud to be a part of this journey.” —Yumi Hogan, First Lady of Maryland

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