



NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.5% OF NATION'S GDP & 5.1 MILLION JOBS

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$878 billion industry**, representing 4.5% of the nation's GDP—a larger share of the economy than construction or education services.

Source: U.S. Bureau of Economic Analysis, 2017.

\$878 BILLION Arts & Culture Sector

\$790.4 BILLION Construction

\$246 BILLION Education Services

BONUS: U.S. exports generate a \$29.7 billion arts trade SURPLUS.

MARYLAND ARTS FACTS

MARYLAND ARTS & CULTURE SECTOR REPRESENTS 3% OF STATE'S GDP & 80,989 JOBS

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$11.7 billion** to Maryland's economy, representing 3% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2017.

\$11.7 BILLION Arts & Culture Sector

\$17.8 BILLION Construction

\$6.4 BILLION Education Services

BONUS: In 2017, MD arts and culture jobs generated \$6 billion in total compensation.

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.

673,656 BUSINESSES & **3.48M** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

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.

13,185 BUSINESSES & **52,723** EMPLOYEES ARE INVOLVED IN THE CREATION OR DISTRIBUTION OF THE ARTS

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.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

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

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.

NONPROFIT ART IS A **\$961.6 MILLION** DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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 **\$162.25 million** to the NEA in FY 2020, which has been relatively level for the last several years. This amounts to just **49¢** 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, 2020.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

Q What about Maryland—how much does state government budget to the Maryland State Arts Council each year?

A In FY 2020, the state allocated **\$23,408,764** to the Maryland State Arts Council. The Maryland State Arts Council also received **\$752,000** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 59 nonprofit arts organizations received direct grants from the NEA totaling \$3,208,900.

Source: NEA and NASAA, 2020.

Read: "The Economic Impact of the Arts in Maryland," Maryland State Arts Council, 2016.

GDP & JOBS

BUSINESSES

ECONOMICS

FUNDING

“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



MARYLAND ARTS FACTS

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.

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

- **Ken Skrzysz** is the Executive Director of the Maryland State Arts Council. [> More](#)
- **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

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.

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

MARYLAND ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org

VISIT US: ArtsActionFund.org/join

CALL US: 202.371.2830 x2067

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

DRAFT as of 3/27/2020