# WHY THE ARTS MATTER IN MARYLAND

## NATIONAL ARTS FACTS

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>GDP 2019</th>
<th>Jobs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7B</td>
<td>5.2M</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7B</td>
<td>3.1M</td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9B</td>
<td>1.3M</td>
</tr>
</tbody>
</table>

**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

### LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.

<table>
<thead>
<tr>
<th>LOST REVENUE</th>
<th>UNEMPLOYMENT</th>
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<tbody>
<tr>
<td>$150B</td>
<td>52%</td>
</tr>
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### 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.

### 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 allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amount is just $1 per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.

**Source:** Americans for the Arts Action Fund, 2021. 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 20-21, the state allocated $26,410,253 to the Maryland State Arts Council. The Maryland State Arts Council also received $794,600 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 68 nonprofit arts organizations received direct grants from the NEA totaling $3,853,400.


## MARYLAND ARTS FACTS

### MD ARTS & CULTURE SECTOR REPRESENTS 2.7% OF STATE’S GDP & 79,866 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $11.7 billion to MD’s economy in 2019, representing 2.7% of the state’s GDP, 79,866 jobs, and total compensation of $6.3 billion.

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**Source:** U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)

### LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

In Maryland, COVID-19 has devastated creative economy businesses with a loss of $2 billion in revenue. In addition, 61% of all creative workers in Maryland became unemployed (49,424 people) as of July 2020.

<table>
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<th>LOST REVENUE</th>
<th>UNEMPLOYMENT</th>
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<td>$2B</td>
<td>61%</td>
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### 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

### 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) for Maryland each year?

**A** In FY 20-21, the state allocated $26,410,253 to the Maryland State Arts Council. The Maryland State Arts Council also received $794,600 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 68 nonprofit arts organizations received direct grants from the NEA totaling $3,853,400.


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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.

Executive Director: Ken Skrzesz
Chair: Randall Griffin

> Learn more here.

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

> Learn more here.
> Join 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.

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

MARYLAND ARTS NEED YOU!
JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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