



MSAC
Arts and Entertainment Districts
Economic Impact Analysis

FY 2023

October 2024

Executive Summary

Founded more than five decades ago, the Maryland State Arts Council (MSAC) is tasked with ensuring that all Marylanders have access to the arts¹. MSAC is housed within Maryland’s Department of Commerce and engages in a variety of activities to support the arts ecosystem within the state, including awarding grants to non-profit organizations for arts programming and projects, awarding grants to independent artists, and providing technical assistance and professional development to individuals and groups.

Managed by MSAC, the Arts and Entertainment District (A&E District) program strives to “develop, promote, and support diverse artistic and cultural centers in communities across Maryland that preserve a sense of place, provide unique local experiences, attract tourism, and spur economic revitalization and neighborhood pride”².

Each year, MSAC requires A&E Districts to complete an annual survey which summarizes activity from the previous fiscal year. These surveys are then provided to Maryland Department of Commerce’s Office of Research, Policy, and Government Affairs (ORPGA) staff for tabulation and analysis. This report uses survey responses, secondary data sources, and the IMPLAN model to estimate the economic impact of net employment growth of businesses and event/festival-goer spending in FY23 (July 1, 2022 to June 30, 2023).

Some key takeaways from the economic impact analysis include:

Net New Businesses

- Net new business activity was directly responsible for an estimated 587 jobs, \$23.3 million in employee compensation, and \$78.8 million in economic output.
- When upstream supply chain activity (indirect) and increased household spending (induced) effects are included, the estimated impacts total 875 jobs, nearly \$39 million in employee compensation, and \$136.3 million in economic output.

Figure ES-1: Statewide Impacts of Net New Businesses in Maryland's A&E Districts in FY 23

	Direct	Indirect	Induced	Total
Employment	587	151	137	875
Output	\$78,817,739	\$32,087,166	\$25,380,711	\$136,285,617
Employee Compensation	\$23,284,320	\$8,422,981	\$7,250,033	\$38,957,335

¹ <https://msac.org/about>

² <https://www.msac.org/programs/arts-entertainment-districts>

Event and Festival Attendee Spending

- An estimated 2.1 million people attended A&E District events and festivals in FY 23.
- Attendee spending directly supported an estimated 705 jobs, \$22.8 million in employee compensation, and \$63.5 million in economic output.
- After adding indirect and induced impacts, employment effects grow to 943 jobs, \$36.1 million in employee compensation, and \$111.1 million in economic output.

Figure ES-2: Statewide Economic Impacts of Attendee Spending at A&E District Events and Festivals in FY 23

	Direct	Indirect	Induced	Total
Employment	705	112	126	943
Output	\$63,521,376	\$24,071,990	\$23,480,573	\$111,073,939
Employee Compensation	\$22,811,653	\$6,604,661	\$6,707,113	\$36,123,427

Event and Festival Visitor Spending

- A subset of attendees travel to A&E districts with the specific purpose of attending an event or festival; these are considered non-local visitors in this analysis.
- Non-local visitor spending at events and festivals directly supported 179 jobs, \$5.8 million in employee compensation, and \$16.1 million in economic output.
- In total (direct + indirect + induced), A&E event and festival visitor spending is associated with 239 jobs, \$9.2 million in employee compensation, and \$28.2 million in economic output.

Figure ES-3: Statewide Economic Impact of Visitor Spending at A&E District Events and Festivals in FY 23

	Direct	Indirect	Induced	Total
Employment	179	28	32	239
Output	\$16,117,934	\$6,108,034	\$5,957,968	\$28,183,936
Employee Compensation	\$5,788,236	\$1,675,869	\$1,701,865	\$9,165,970

Introduction

The Maryland State Arts Council (MSAC) is a state agency tasked with ensuring that all Marylanders have access to the arts. Housed within the Maryland Department of Commerce (Commerce), the council itself is comprised of 17 Maryland residents appointed by the governor and state legislature and is supported by MSAC program staff.

MSAC engages in a variety of activities to support the arts ecosystem within the state. These include awarding grants to non-profit organizations for arts programming and projects, awarding grants to independent artists, and providing technical assistance and professional development to individuals and groups.

One program that MSAC runs is the Arts & Entertainment District (A&E District) program. A&E Districts are designated areas that promote community involvement, tourism, and revitalization through tax-related incentives. This report contains information for 27 A&E Districts that completed their FY 23 annual report (July 1, 2022, through June 30, 2023). Every year, districts are required to complete an annual report to MSAC. MSAC has shared these reports for state fiscal year (FY) 2023 with Commerce's Office of Research, Policy, and Government Affairs (ORPGA) for tabulation and analysis. This document contains an economic impact analysis of net employment growth and visitor spending. Inputs for the economic impact analysis were developed based on information provided by the districts as well as secondary data sources.

Please note that ORPGA did not validate the self-reported data provided by MSAC and the districts. In cases where there was clearly a mistake (for example, an event was listed with a date that was not in FY 23), ORPGA cleaned the data. However, there was no systematic process to confirm every data point contained in the district annual reports. As such, there may be slight variation in the contents of this report and the true activity in Maryland's A&E Districts in FY 23.

Economic Impacts of Net New Businesses

To estimate the impacts of net new businesses, ORPGA used information provided in the A&E Districts' annual reports. In these reports, districts were asked to provide information on businesses, including the type of business and the number of employees, that opened or closed during FY 23. ORPGA used this information to develop inputs to the IMPLAN model. To estimate net new business, the number of employees at businesses that closed was subtracted from the number of employees at businesses that opened. As such, it is possible for a district to have negative net employment impacts if employment at businesses that closed exceeded employment at businesses that opened in the FY.

In cases where a district did not provide employment counts, ORPGA used the median number of employees at businesses for which employment was provided, which was 3 employees. The impacts associated with net new employment at Maryland's A&E Districts is presented below. For additional information on the methodology, please see the methodology appendix. For district-level impacts, please see the data appendix. Please note that totals may not sum due to rounding.

Figure 1: Statewide Impacts of Net New Businesses in Maryland's A&E Districts in FY 23

	Direct	Indirect	Induced	Total
Employment	587	151	137	875
Output	\$78,817,739	\$32,087,166	\$25,380,711	\$136,285,617
Employee Compensation	\$23,284,320	\$8,422,981	\$7,250,033	\$38,957,335

Sources: A&E Districts, IMPLAN

The 587 employees at net new businesses in Maryland's A&E Districts in FY 23 supported an additional 288 workers in the state's economy, for a total of 875 employees. Direct output was over \$78.8 million, while direct employee compensation was nearly \$23.3 million. When secondary effects are considered, total output was nearly \$136.3 million, while total employee compensation was nearly \$39.0 million.

Economic Impacts of Visitor Spending

The impact analysis for visitor spending is based on attendance at district events and festivals in FY 23. All districts were asked to provide information on events and festivals held within their boundaries in FY 23, and many districts included estimated attendance for these events and festivals. For those that did not provide attendance figures, average attendance figures from districts that did provide that information were included (approximately 300 attendees at events and 2,656 attendees at festivals). Across all districts, there were an estimated 1.5 million attendees at events and 0.6 million attendees at festivals, for a total of roughly 2.1 million attendees.

To develop inputs for the IMPLAN model, spending estimates from the *Arts and Economic Prosperity 6* report from Americans for the Arts were utilized.³ This report includes a survey of attendees at arts and culture events. It presents spending estimates for attendees of arts and culture events by the type of attendee: local, nonlocal, and nonlocal visitor specifically to the arts event. These per-attendee spending figures were used to develop spending estimates for the IMPLAN model based on attendance figures provided by A&E Districts. These impacts are presented in two different ways: first, as an overall economic footprint of all attendees at A&E District events and festivals in FY 23; then, as a true economic "impact" of non-local visitors who traveled specifically for the event or festival.

The economic footprint, that is, the economic activity associated with all 2.1 million attendees at A&E Districts in FY 23, is presented below.

³ https://aep6.americansforthearts.org/resources/media/user/1696872054-AEP6_National_Findings_Full_Report-Proof_final-web.pdf pages 17-19

Figure 2: Statewide Economic Footprint of Attendee Spending at A&E District Events and Festivals in FY 23

	Direct	Indirect	Induced	Total
Employment	705	112	126	943
Output	\$63,521,376	\$24,071,990	\$23,480,573	\$111,073,939
Employee Compensation	\$22,811,653	\$6,604,661	\$6,707,113	\$36,123,427

Sources: A&E Districts, IMPLAN

As seen above, spending associated with all 2.1 million attendees at A&E District events and festivals in FY 23 correlates with 943 jobs, \$111.1 million in output, and \$36.1 million in employee compensation. The majority of these impacts stem from direct activity, i.e. spending that these attendees engaged in outside of the event or festival, for example, hotel rooms or meals.

To be considered a true economic “impact,” an attendee would have had to travel to the region for the specific purpose of attending the event or festival. In the *Americans for the Arts* survey, approximately 23.1 percent of respondents were nonlocal visitors who traveled explicitly to attend the event/festival. This information was used to develop ORPGA’s impact analysis of A&E District events and festivals in FY 23, which is presented below.

Figure 3: Statewide Economic Impact of Visitor Spending at A&E District Events and Festivals in FY 23

	Direct	Indirect	Induced	Total
Employment	179	28	32	239
Output	\$16,117,934	\$6,108,034	\$5,957,968	\$28,183,936
Employee Compensation	\$5,788,236	\$1,675,869	\$1,701,865	\$9,165,970

Sources: A&E Districts, IMPLAN

As seen above, economic activity associated with visitor spending at A&E District events and festivals in FY 23 has a total impact of 239 jobs, \$28.2 million in output, and \$9.2 million in employee compensation. Most of the total impact comes from direct impacts, which stem from the visitor spending itself—i.e., on hotel rooms or meals.

Appendix A: Data Appendix

Appendix A.1: Input Data

Figure 4: Total Attendance and Visitor Counts to Events and Festivals in Maryland's A&E Districts in FY 23

District	Total Attendees	Nonlocal Visitors to Arts Events
Annapolis	66,810	15,433
Bel Air	231,889	53,566
Berlin	53,500	12,359
Bethesda	25,300	5,844
Black Arts District ⁴	0	0
Bromo Tower	294,656	68,066
Cambridge	13,965	3,226
Catonsville	69,106	15,963
Chestertown	32,734	7,562
Crisfield	16,746	3,868
Cumberland	19,467	4,497
Denton Artsway	11,445	2,644
Easton	50,300	11,619
Elkton	17,580	4,061
Frederick	237,398	54,839
Frostburg	69,675	16,095
Grantsville	9,500	2,195
Hagerstown	24,943	5,762
Havre de Grace	72,335	16,709
Highlandtown	83,686	19,331
Leonardtwn	56,720	13,102
Oakland	23,200	5,359
Salisbury	80,085	18,500
Silver Spring	442,493	102,216
Snow Hill	12,150	2,807
Station North	21,953	5,071
Stevensville	5,285	1,221
Wheaton	59,959	13,850
Total	2,102,879	485,765

Source: A&E Districts

⁴ The Black Arts District did not complete an annual report in FY 23.

Figure 5: Attendee Breakdown by Category from the Arts and Economic Prosperity 6 Report

Category	Percentage
Local Attendee	70%
Non-local Visitor	6.9%
Non-local Visitor who Traveled Explicitly for the Arts Event	23.1%
Total	100%

Sources: Americans for the Arts, ORPGA

Figure 6: Weighted Average Spending Estimates for Attendees at A&E District Events and Festivals in FY 23

Category	Weighted Average
Offsite Food/Drink	\$14.72
Retail	\$6.56
Overnight Lodging	\$5.20
Local transport	\$4.16
Clothes/Accessories	\$3.18
Supplies/Groceries	\$3.04
Childcare	\$0.64
Other	\$1.51
Total	\$39.01

Sources: Americans for the Arts, ORPGA

Appendix A.2: Net New Business Impacts

Figure 7: District-level Employment Impacts of Net New Businesses in Maryland's A&E Districts in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	-46	-11	-12	-69
Bel Air	79	18	24	121
Berlin	13	2	1	17
Bethesda	36	7	10	53
Black Arts District ⁵	N/D	N/D	N/D	N/D
Bromo Tower	108	26	20	154
Cambridge	3	0	1	4
Catonsville	11	4	3	17
Chestertown	6	2	1	8
Crisfield	1	1	0	2
Cumberland	23	11	10	43
Denton Artsway	9	4	3	16
Easton	7	1	1	9
Elkton	2	3	2	7
Frederick	42	18	12	71
Frostburg	10	3	2	15
Grantsville	6	1	1	8
Hagerstown	60	16	15	91
Havre de Grace	47	11	9	66
Highlandtown	12	3	4	18
Leonardtwn	37	10	8	55
Oakland	-9	-1	-2	-12
Salisbury	-12	-7	-4	-23
Silver Spring	75	16	16	107
Snow Hill	4	2	1	7
Station North	12	5	3	20
Stevensville ⁶	0	0	0	0
Wheaton	51	9	9	69
Total	587	151	137	875

Sources: A&E Districts, IMPLAN

⁵ The Black Arts District did not complete an annual report in FY 23.

⁶ Stevensville did not experience a net business change in FY 23; that is, the same number of businesses by type opened and closed.

Figure 8: District-Level Output Impacts of Net New Businesses in Maryland's A&E Districts in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	-\$5,838,845	-\$2,404,578	-\$2,154,746	-\$10,398,169
Bel Air	\$12,030,906	\$3,820,230	\$4,427,835	\$20,278,971
Berlin	\$825,280	\$547,531	\$242,585	\$1,615,395
Bethesda	\$3,616,215	\$1,475,598	\$1,772,239	\$6,864,052
Black Arts District ⁷	N/D	N/D	N/D	N/D
Bromo Tower	\$11,839,009	\$5,670,835	\$3,730,851	\$21,240,695
Cambridge	\$185,777	\$4,595	\$100,238	\$290,610
Catonsville	\$1,682,427	\$711,151	\$510,825	\$2,904,403
Chestertown	\$510,592	\$357,352	\$154,468	\$1,022,412
Crisfield	\$493,098	\$129,164	\$80,340	\$702,602
Cumberland	\$5,894,134	\$2,522,676	\$1,768,754	\$10,185,564
Denton Artsway	\$1,676,149	\$853,325	\$481,814	\$3,011,288
Easton	\$581,902	\$319,974	\$162,007	\$1,063,883
Elkton	\$1,105,935	\$581,929	\$412,612	\$2,100,475
Frederick	\$8,447,875	\$3,826,868	\$2,165,871	\$14,440,613
Frostburg	\$1,085,719	\$606,475	\$348,898	\$2,041,092
Grantsville	\$685,727	\$348,232	\$188,753	\$1,222,713
Hagerstown	\$8,259,358	\$3,366,365	\$2,763,827	\$14,389,550
Havre de Grace	\$5,075,275	\$2,144,670	\$1,669,343	\$8,889,287
Highlandtown	\$1,823,672	\$539,921	\$664,324	\$3,027,917
Leonardtwn	\$5,359,023	\$2,056,537	\$1,483,094	\$8,898,654
Oakland	-\$657,430	-\$257,912	-\$285,634	-\$1,200,975
Salisbury	-\$1,719,288	-\$1,680,809	-\$748,412	-\$4,148,508
Silver Spring	\$7,866,181	\$3,276,218	\$2,926,114	\$14,068,514
Snow Hill	\$642,205	\$413,030	\$174,301	\$1,229,536
Station North	\$2,502,109	\$820,092	\$631,381	\$3,953,583
Stevensville ⁸	\$0	\$0	\$0	\$0
Wheaton	\$4,844,734	\$2,037,699	\$1,709,029	\$8,591,462
Total	\$78,817,739	\$32,087,166	\$25,380,711	\$136,285,617

Sources: A&E Districts, IMPLAN

⁷ The Black Arts District did not complete an annual report in FY 23.

⁸ Stevensville did not experience a net business change in FY 23; that is, the same number of businesses by type opened and closed.

Figure 9: District-Level Employee Compensation Impacts of Net New Businesses in Maryland's A&E Districts in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	-\$2,009,923	-\$680,146	-\$615,488	-\$3,305,557
Bel Air	\$4,705,289	\$1,052,188	\$1,264,726	\$7,022,202
Berlin	\$168,885	\$136,148	\$69,291	\$374,325
Bethesda	\$1,689,167	\$421,628	\$506,265	\$2,617,060
Black Arts District ⁹	N/D	N/D	N/D	N/D
Bromo Tower	\$3,216,655	\$1,400,969	\$1,065,670	\$5,683,294
Cambridge	\$107,585	\$3,697	\$28,639	\$139,921
Catonsville	\$431,685	\$207,252	\$145,912	\$784,849
Chestertown	\$77,191	\$96,090	\$44,135	\$217,416
Crisfield	\$79,946	\$37,923	\$22,940	\$140,809
Cumberland	\$1,336,627	\$511,817	\$505,431	\$2,353,875
Denton Artsway	\$329,380	\$213,612	\$137,658	\$680,650
Easton	\$120,004	\$65,903	\$46,286	\$232,193
Elkton	\$313,034	\$166,397	\$117,879	\$597,309
Frederick	\$2,017,158	\$1,052,799	\$618,566	\$3,688,523
Frostburg	\$286,345	\$158,094	\$99,659	\$544,098
Grantsville	\$146,056	\$85,110	\$53,918	\$285,083
Hagerstown	\$2,742,430	\$1,012,523	\$789,384	\$4,544,337
Havre de Grace	\$1,515,522	\$581,350	\$476,831	\$2,573,703
Highlandtown	\$544,716	\$160,990	\$189,832	\$895,538
Leonardtwn	\$1,357,098	\$505,099	\$423,633	\$2,285,830
Oakland	-\$288,415	-\$74,921	-\$81,587	-\$444,923
Salisbury	-\$519,714	-\$468,249	-\$213,747	-\$1,201,710
Silver Spring	\$2,685,722	\$906,902	\$835,870	\$4,428,493
Snow Hill	\$46,598	\$94,318	\$49,831	\$190,748
Station North	\$603,204	\$260,296	\$180,311	\$1,043,810
Stevensville ¹⁰	\$0	\$0	\$0	\$0
Wheaton	\$1,582,074	\$515,195	\$488,190	\$2,585,459
Total	\$23,284,320	\$8,422,981	\$7,250,033	\$38,957,335

Sources: A&E Districts, IMPLAN

⁹ The Black Arts District did not complete an annual report in FY 23.

¹⁰ Stevensville did not experience a net business change in FY 23; that is, the same number of businesses by type opened and closed.

Appendix A.3: Attendee Spending Footprint

Figure 10: District-level Attendee Employment Footprint from A&E District Events and Festivals in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	22	4	4	30
Bel Air	78	12	14	104
Berlin	18	3	3	24
Bethesda	8	1	2	11
Black Arts District ¹¹	0	0	0	0
Bromo Tower	99	16	18	132
Cambridge	5	1	1	6
Catonsville	23	4	4	31
Chestertown	11	2	2	15
Crisfield	6	1	1	8
Cumberland	7	1	1	9
Denton Artsway	4	1	1	5
Easton	17	3	3	23
Elkton	6	1	1	8
Frederick	80	13	14	106
Frostburg	23	4	4	31
Grantsville	3	1	1	4
Hagerstown	8	1	2	11
Havre de Grace	24	4	4	32
Highlandtown	28	4	5	38
Leonardtwn	19	3	3	25
Oakland	8	1	1	10
Salisbury	27	4	5	36
Silver Spring	148	24	27	198
Snow Hill	4	1	1	5
Station North	7	1	1	10
Stevensville	2	0	0	2
Wheaton	20	3	4	27
Total	705	112	126	943

Sources: A&E Districts, Americans for the Arts, IMPLAN

¹¹ The Black Arts District did not complete an annual report in FY 23.

Figure 11: District-level Attendee Output Footprint from A&E District Events and Festivals in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	\$2,018,120	\$764,785	\$745,995	\$3,528,900
Bel Air	\$7,004,638	\$2,654,470	\$2,589,253	\$12,248,361
Berlin	\$1,616,067	\$612,423	\$597,377	\$2,825,866
Bethesda	\$764,234	\$289,613	\$282,498	\$1,336,344
Black Arts District ¹²	\$0	\$0	\$0	\$0
Bromo Tower	\$8,900,632	\$3,372,974	\$3,290,104	\$15,563,710
Cambridge	\$421,839	\$159,860	\$155,932	\$737,630
Catonsville	\$2,087,475	\$791,067	\$771,632	\$3,650,174
Chestertown	\$988,791	\$374,711	\$365,505	\$1,729,008
Crisfield	\$505,844	\$191,694	\$186,984	\$884,523
Cumberland	\$588,037	\$222,842	\$217,367	\$1,028,246
Denton Artsway	\$345,717	\$131,013	\$127,794	\$604,524
Easton	\$1,519,405	\$575,792	\$561,646	\$2,656,843
Elkton	\$531,037	\$201,241	\$196,297	\$928,574
Frederick	\$7,171,048	\$2,717,532	\$2,650,766	\$12,539,346
Frostburg	\$2,104,663	\$797,581	\$777,985	\$3,680,229
Grantsville	\$286,965	\$108,748	\$106,076	\$501,789
Hagerstown	\$753,450	\$285,526	\$278,511	\$1,317,488
Havre de Grace	\$2,185,013	\$828,030	\$807,687	\$3,820,730
Highlandtown	\$2,527,891	\$957,967	\$934,431	\$4,420,289
Leonardtwn	\$1,713,333	\$649,283	\$633,331	\$2,995,947
Oakland	\$700,799	\$265,574	\$259,049	\$1,225,422
Salisbury	\$2,419,116	\$916,746	\$894,222	\$4,230,084
Silver Spring	\$13,366,313	\$5,065,283	\$4,940,836	\$23,372,433
Snow Hill	\$367,013	\$139,083	\$135,666	\$641,762
Station North	\$663,131	\$251,299	\$245,125	\$1,159,556
Stevensville	\$159,643	\$60,498	\$59,012	\$279,153
Wheaton	\$1,811,161	\$686,355	\$669,493	\$3,167,009
Total	\$63,521,376	\$24,071,990	\$23,480,573	\$111,073,939

Sources: A&E Districts, Americans for the Arts, IMPLAN

¹² The Black Arts District did not complete an annual report in FY 23.

Figure 12: District-level Attendee Employee Compensation Footprint from A&E District Events and Festivals in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	\$724,743	\$209,835	\$213,090	\$1,147,667
Bel Air	\$2,515,490	\$728,310	\$739,608	\$3,983,408
Berlin	\$580,358	\$168,031	\$170,638	\$919,027
Bethesda	\$274,450	\$79,461	\$80,694	\$434,605
Black Arts District ¹³	\$0	\$0	\$0	\$0
Bromo Tower	\$3,196,375	\$925,447	\$939,803	\$5,061,624
Cambridge	\$151,490	\$43,861	\$44,541	\$239,892
Catonsville	\$749,649	\$217,046	\$220,413	\$1,187,108
Chestertown	\$355,092	\$102,810	\$104,405	\$562,307
Crisfield	\$181,658	\$52,595	\$53,411	\$287,664
Cumberland	\$211,174	\$61,141	\$62,090	\$334,406
Denton Artsway	\$124,153	\$35,946	\$36,504	\$196,603
Easton	\$545,645	\$157,981	\$160,431	\$864,057
Elkton	\$190,705	\$55,215	\$56,071	\$301,991
Frederick	\$2,575,250	\$745,613	\$757,179	\$4,078,042
Frostburg	\$755,822	\$218,833	\$222,228	\$1,196,883
Grantsville	\$103,054	\$29,837	\$30,300	\$163,192
Hagerstown	\$270,577	\$78,340	\$79,555	\$428,473
Havre de Grace	\$784,677	\$227,188	\$230,712	\$1,242,576
Highlandtown	\$907,811	\$262,838	\$266,916	\$1,437,565
Leonardtwn	\$615,288	\$178,144	\$180,908	\$974,341
Oakland	\$251,669	\$72,866	\$73,996	\$398,531
Salisbury	\$868,748	\$251,529	\$255,430	\$1,375,706
Silver Spring	\$4,800,080	\$1,389,768	\$1,411,326	\$7,601,174
Snow Hill	\$131,801	\$38,160	\$38,752	\$208,714
Station North	\$238,142	\$68,949	\$70,019	\$377,110
Stevensville	\$57,331	\$16,599	\$16,856	\$90,786
Wheaton	\$650,420	\$188,316	\$191,237	\$1,029,973
Total	\$22,811,653	\$6,604,661	\$6,707,113	\$36,123,427

Sources: A&E Districts, Americans for the Arts, IMPLAN

¹³ The Black Arts District did not complete an annual report in FY 23.

Appendix A.4: Visitor Spending Impacts

Figure 13: District-level Visitor Employment Impact from A&E District Events and Festivals in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	6	1	1	8
Bel Air	20	3	4	26
Berlin	5	1	1	6
Bethesda	2	0	0	3
Black Arts District ¹⁴	0	0	0	0
Bromo Tower	25	4	4	34
Cambridge	1	0	0	2
Catonsville	6	1	1	8
Chestertown	3	0	0	4
Crisfield	1	0	0	2
Cumberland	2	0	0	2
Denton Artsway	1	0	0	1
Easton	4	1	1	6
Elkton	1	0	0	2
Frederick	20	3	4	27
Frostburg	6	1	1	8
Grantsville	1	0	0	1
Hagerstown	2	0	0	3
Havre de Grace	6	1	1	8
Highlandtown	7	1	1	10
Leonardtwn	5	1	1	6
Oakland	2	0	0	3
Salisbury	7	1	1	9
Silver Spring	38	6	7	50
Snow Hill	1	0	0	1
Station North	2	0	0	2
Stevensville	0	0	0	1
Wheaton	5	1	1	7
Total	179	28	32	239

Sources: A&E Districts, Americans for the Arts, IMPLAN

¹⁴ The Black Arts District did not complete an annual report in FY 23.

Figure 14: District-level Visitor Output Impact from A&E District Events and Festivals in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	\$512,078	\$194,057	\$189,289	\$895,424
Bel Air	\$1,777,359	\$673,546	\$656,998	\$3,107,903
Berlin	\$410,061	\$155,396	\$151,579	\$717,036
Bethesda	\$193,917	\$73,487	\$71,681	\$339,084
Black Arts District ¹⁵	\$0	\$0	\$0	\$0
Bromo Tower	\$2,258,449	\$855,859	\$834,832	\$3,949,141
Cambridge	\$107,038	\$40,563	\$39,566	\$187,167
Catonsville	\$529,677	\$200,726	\$195,794	\$926,196
Chestertown	\$250,896	\$95,079	\$92,743	\$438,719
Crisfield	\$128,353	\$48,641	\$47,445	\$224,439
Cumberland	\$149,209	\$56,544	\$55,155	\$260,907
Denton Artsway	\$87,722	\$33,243	\$32,426	\$153,392
Easton	\$385,534	\$146,102	\$142,512	\$674,148
Elkton	\$134,745	\$51,063	\$49,808	\$235,617
Frederick	\$1,819,584	\$689,547	\$672,606	\$3,181,738
Frostburg	\$534,038	\$202,378	\$197,406	\$933,822
Grantsville	\$72,815	\$27,594	\$26,916	\$127,324
Hagerstown	\$191,181	\$72,450	\$70,670	\$334,300
Havre de Grace	\$554,426	\$210,105	\$204,943	\$969,473
Highlandtown	\$641,428	\$243,075	\$237,103	\$1,121,605
Leonardtwn	\$434,742	\$164,749	\$160,702	\$760,192
Oakland	\$177,821	\$67,387	\$65,731	\$310,939
Salisbury	\$613,827	\$232,615	\$226,900	\$1,073,343
Silver Spring	\$3,391,573	\$1,285,267	\$1,253,689	\$5,930,528
Snow Hill	\$93,126	\$35,291	\$34,424	\$162,841
Station North	\$168,263	\$63,765	\$62,198	\$294,226
Stevensville	\$40,508	\$15,351	\$14,974	\$70,832
Wheaton	\$459,564	\$174,156	\$169,877	\$803,598
Total	\$16,117,934	\$6,108,034	\$5,957,968	\$28,183,936

Sources: A&E Districts, Americans for the Arts, IMPLAN

¹⁵ The Black Arts District did not complete an annual report in FY 23.

Figure 15: District-level Visitor Employee Compensation Impact from A&E District Events and Festivals in FY 23

District	Direct	Indirect	Induced	Total
Annapolis	\$183,896	\$53,244	\$54,069	\$291,210
Bel Air	\$638,281	\$184,802	\$187,668	\$1,010,751
Berlin	\$147,260	\$42,636	\$43,298	\$233,194
Bethesda	\$69,639	\$20,163	\$20,475	\$110,277
Black Arts District ¹⁶	\$0	\$0	\$0	\$0
Bromo Tower	\$811,049	\$234,823	\$238,466	\$1,284,338
Cambridge	\$38,439	\$11,129	\$11,302	\$60,870
Catonsville	\$190,216	\$55,073	\$55,928	\$301,217
Chestertown	\$90,101	\$26,087	\$26,492	\$142,680
Crisfield	\$46,094	\$13,346	\$13,553	\$72,992
Cumberland	\$53,583	\$15,514	\$15,755	\$84,852
Denton Artsway	\$31,503	\$9,121	\$9,262	\$49,886
Easton	\$138,452	\$40,086	\$40,708	\$219,246
Elkton	\$48,389	\$14,010	\$14,228	\$76,627
Frederick	\$653,445	\$189,192	\$192,127	\$1,034,764
Frostburg	\$191,782	\$55,527	\$56,388	\$303,697
Grantsville	\$26,149	\$7,571	\$7,688	\$41,408
Hagerstown	\$68,656	\$19,878	\$20,186	\$108,721
Havre de Grace	\$199,104	\$57,647	\$58,541	\$315,292
Highlandtown	\$230,348	\$66,693	\$67,727	\$364,768
Leonardtwn	\$156,123	\$45,202	\$45,904	\$247,230
Oakland	\$63,859	\$18,489	\$18,776	\$101,123
Salisbury	\$220,436	\$63,823	\$64,813	\$349,072
Silver Spring	\$1,217,974	\$352,640	\$358,110	\$1,928,724
Snow Hill	\$33,443	\$9,683	\$9,833	\$52,959
Station North	\$60,426	\$17,495	\$17,767	\$95,688
Stevensville	\$14,547	\$4,212	\$4,277	\$23,036
Wheaton	\$165,038	\$47,783	\$48,525	\$261,346
Total	\$5,788,236	\$1,675,869	\$1,701,865	\$9,165,970

Sources: A&E Districts, Americans for the Arts, IMPLAN

¹⁶ The Black Arts District did not complete an annual report in FY 23.

Appendix B: Methodology Appendix

Appendix B.1: Detailed Methods

This project consisted of two separate reports for MSAC: a survey analysis, which consisted of tabulations of data gleaned from A&E District annual reports, and an economic impact analysis, which is presented in this document. The economic impact analysis was based upon methodologies from past impact reports.

The first component of the impact analysis considered net new businesses in A&E Districts in FY 23 by employment growth. Districts were asked to provide information on the businesses by type that opened or closed within their borders in FY 23 and to provide employment totals for these businesses. Please note that ORPGA did not systematically validate the data. In cases where there were noticeable errors (for example, a business listed as both a retailer and a restaurant), line-item corrections were made. For districts that did not provide employment figures (or that provided incomplete employment figures), the median employment number for all businesses in all districts (3 employees) was utilized. To conduct the IMPLAN analysis, net employment growth (that is, employees at new businesses minus employees at closed businesses) was entered into the IMPLAN model based on IMPLAN codes assigned by ORPGA.

The second component of the impact analysis considered spending by attendees at events and festivals held within A&E Districts in FY 23. Districts were asked to provide information on the number of events and festivals as well as estimated attendance. Please note that ORPGA did not systematically validate the data. In cases where there were noticeable errors (for example, an event was listed with dates that fell outside of FY 23), line-item corrections were made. For districts that did not provide estimated attendance data, the median attendance at all events or festivals (approximately 300 attendees at events and 2,656 attendees at festivals) was utilized.

Survey data from the Americans for the Arts report *Arts and Economic Prosperity 6 (AEP 6)* was used to develop inputs to the IMPLAN model.¹⁷ *AEP 6* includes a breakdown of attendees to non-profit arts and culture events as roughly 70 percent local attendees, 30 percent non-local attendees, and approximately 77 percent of non-local attendees traveling specifically for the arts event (which comes to roughly 23.1 percent of total attendance). *AEP 6* also provided spending estimates outside the event itself (e.g., a meal at a restaurant afterwards would be counted, a ticket to attend the event would not be considered) for attendees by their local or non-local status. ORPGA estimated a weighted average spending amount by category based on local/non-local status and spending category then applied the attendance figures by district to these dollar figures to develop inputs to the IMPLAN model. After each district's IMPLAN run using the weighted average spending was completed, each group's impacts (total attendees, non-local arts-specific visitors) were back-calculated using scaling factors that reflected their group's contribution to the weighted average.

¹⁷ https://aep6.americansforthearts.org/resources/media/user/1696872054-AEP6_National_Findings_Full_Report-Proof_final-web.pdf pages 17-19

Appendix B.2: IMPLAN Details

The 2022 IMPLAN model for the state of Maryland was used; this is the most recent data year available. Inputs were run as 2022 dollars; impacts are reported in 2024 dollars.

IMPLAN codes utilized in the net new business analysis varied significantly depending on the type of business. IMPLAN codes utilized in the attendee spending analysis were identical across districts and are presented below.

Figure 16: IMPLAN Codes Utilized in Attendee Spending Analysis

Category	Code	Description
Offsite food/drink	509	Full-service restaurants
	510	Limited-service restaurants
	511	All other food and drinking places
Retail	402	Retail - Motor vehicle and parts dealers
	403	Retail - Furniture and home furnishings stores
	404	Retail - Electronics and appliance stores
	405	Retail - Building material and garden equipment and supplies stores
	410	Retail - Sporting goods, hobby, musical instrument and book stores
	411	Retail - General merchandise stores
	412	Retail - Miscellaneous store retailers
Overnight lodging	413	Retail - Nonstore retailers
	507	Hotels and motels, including casino hotels
Local transport	508	Other accommodations
	418	Transit and ground passenger transportation
Clothes/accessories	408	Retail - Gasoline stores
	409	Retail - Clothing and clothing accessories stores
Supplies/groceries	406	Retail - Food and beverage stores
	407	Retail - Health and personal care stores
Childcare	494	Child day care services
Other	504	Other amusement and recreation industries

Source: Americans for the Arts, IMPLAN, ORPGA