

The background of the image shows a portion of a classical building facade, featuring a large archway and a decorative metal railing. A thick, wavy yellow line runs vertically down the left side of the image, separating the architectural details from the text area.

ECONOMIC IMPACT OF THE ARTS IN MARYLAND

2026

TOTAL IMPACT

Nonprofit arts organizations
drive economic growth
in Maryland

\$1.2B

ECONOMIC
OUTPUT

\$28.4m

STATE & LOCAL
TAX REVENUE

*Every dollar spent by an MSAC
grantee generated a **119 percent**
return in economic activity!*

THE BIG PICTURE

Maryland's arts sector is part of
a creative sector that makes up a
significant part of the
state's economy

\$13.7B

ADDED VALUE

86,234

JOBS

2.7%

OF STATE GDP

AUDIENCE IMPACT

Arts investment encourages visitor spending
and enhances the quality of life
for all Marylanders

\$349.4m

VISITOR
SPENDING

6.7m

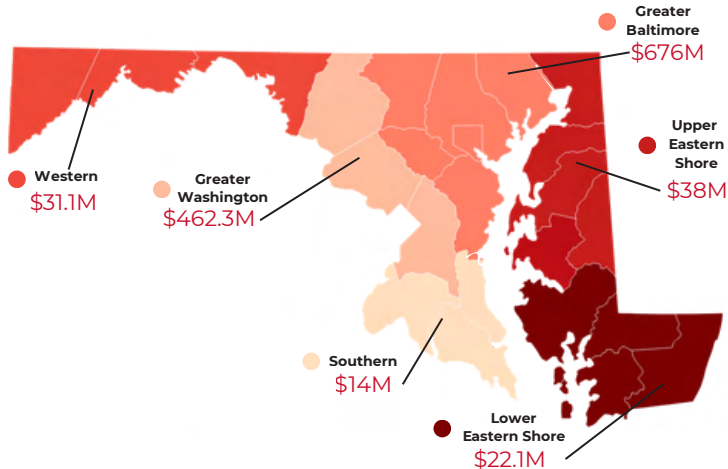
IN-PERSON
ATTENDANCE

9m

VIRTUAL
ATTENDANCE

REGIONAL IMPACT

Arts organizations spur robust economic impacts in every region of the state



Map illustrates regional impact totals

Art means employment:
\$256 million in total salaries
supporting **8,686 jobs** statewide

ABOUT THIS REPORT

Data on inner pages are drawn from “Economic Impact of the Arts in Maryland: FY 2024,” published by the Maryland Department of Commerce and based on FY 2024 grantmaking figures and grantee-reported data provided by MSAC. Figures refer to nonprofit and other tax-exempt arts organizations and artists receiving state support for ongoing arts programming and operations. They do not include arts organizations not receiving grants from MSAC, or for-profit arts organizations.

Data on outer pages are drawn from the Arts and Cultural Production Satellite Account, a project of the U.S. Bureau of Economic Analysis and the National Endowment for the Arts. Learn more at <https://www.bea.gov/data/special-topics/arts-and-culture>.

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For more information on MSAC and programs, please visit www.msac.org.

STATE OF MARYLAND

Wes Moore, Governor
Aruna Miller, Lieutenant Governor

Outer image: *Detail of a Norwegian Hardanger fiddle used in a project funded by Maryland Traditions, MSAC's traditional arts program.*

Inner image: *Marching band in Baltimore City's Pennsylvania Black Arts District, one of 29 Arts & Entertainment Districts supported by MSAC.*

