



# 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** | **86,234** | **2.7%**  
ADDED VALUE                    JOBS                    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**

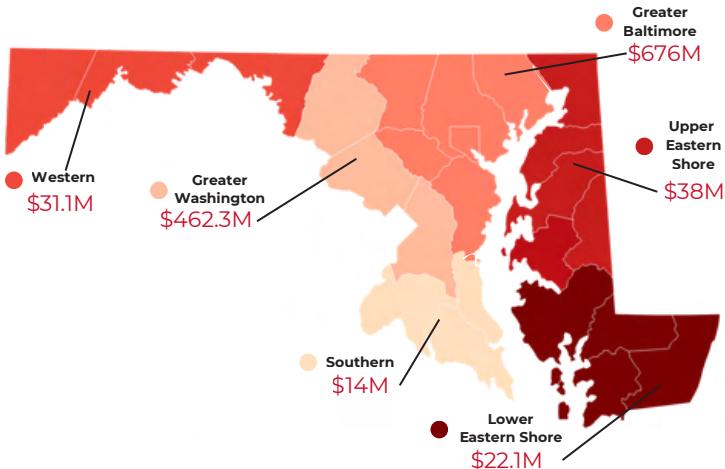
IN-PERSON  
ATTENDANCE

**9M**

VIRTUAL  
ATTENDANCE

# REGIONAL IMPACT

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



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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## 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.*

