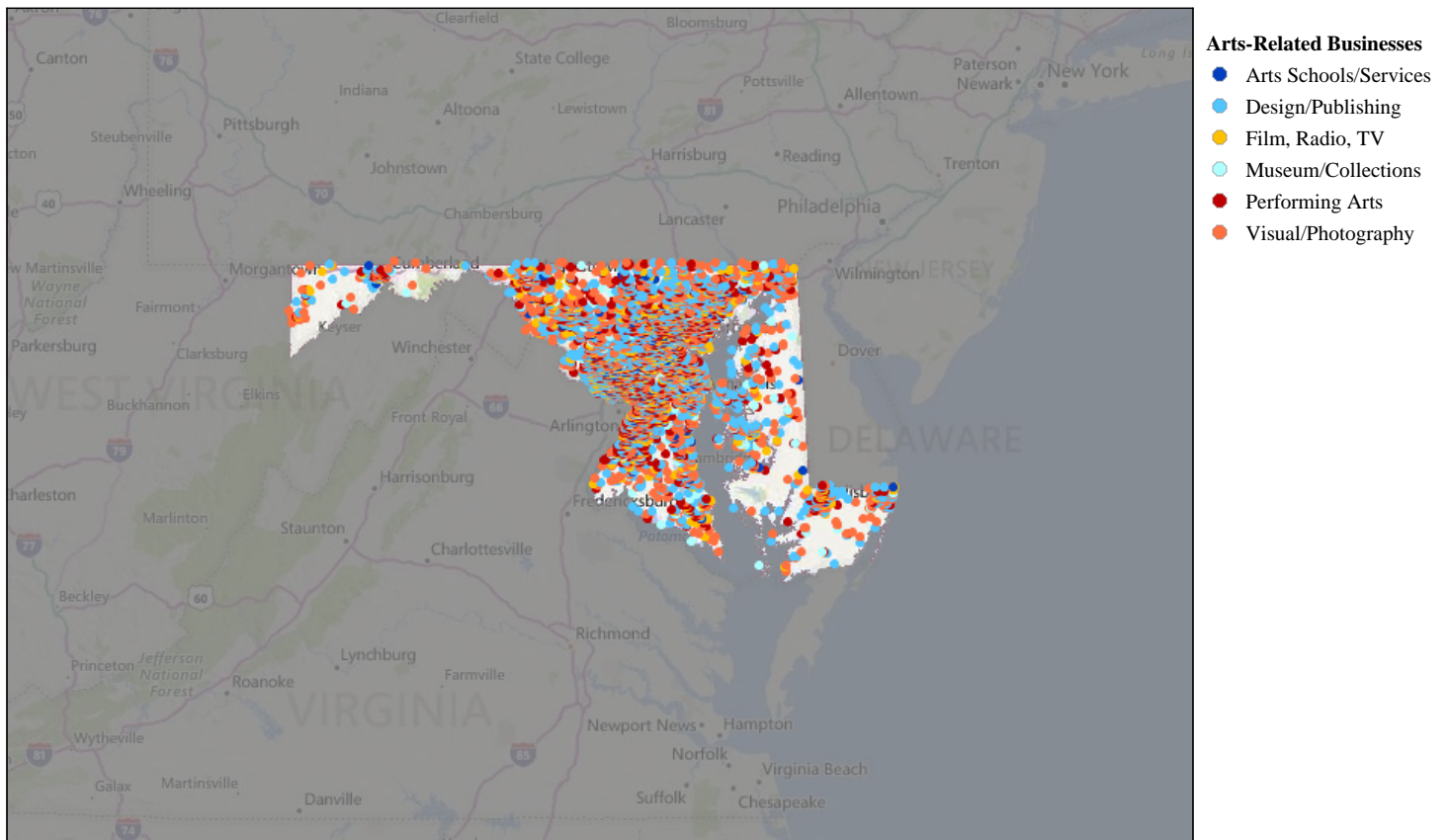


The Creative Industries in Maryland

Governor Larry Hogan

This *Creative Industries: Business & Employment in the Arts* report provides a research-based approach to understanding the scope and economic importance of the arts in **Maryland**. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America's competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

13,185 Arts-Related Businesses Employ 52,723 People



Maryland is home to 13,185 arts-related businesses that employ 52,723 people. The creative industries account for 4.1 percent of the total number of businesses located in Maryland and 1.6 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

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**The Creative Industries Represent
4.1 Percent of All Businesses and 1.6 Percent of All Employees in
Maryland**

(Data current as of April 2017)

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	362	1,581
Agents	14	32
Arts Councils	23	101
Arts Schools and Instruction	325	1,448
Design and Publishing	4,274	15,162
Advertising	543	3,689
Architecture	774	4,552
Design	2,893	6,171
Publishing	64	750
Film, Radio and TV	1,667	9,095
Motion Pictures	1,424	5,503
Radio	121	547
Television	122	3,045
Museums and Collections	378	2,736
Historical Society	33	174
Museums	318	2,103
Planetarium	1	2
Zoos and Botanical	26	457
Performing Arts	2,492	9,229
Dance	7	84
Music	996	3,641
Opera	2	5
Performers (nec)	972	2,255
Services & Facilities	453	2,862
Theater	62	382
Visual Arts/Photography	4,012	14,920
Crafts	223	1,003
Photography	2,980	7,018
Services	368	1,931
Visual Arts	441	4,968
GRAND TOTAL	13,185	52,723

Research Notes:

- These Creative Industries data are based solely on active U.S. businesses that are registered with Dun & Bradstreet. Because not all businesses are registered, our analyses indicate an under-representation of arts businesses (particularly those that are nonprofit arts organizations and individual artists). The data in this report, therefore, are an undercount.
- To define the Creative Industries, Americans for the Arts selected 644 8-digit Standard Industrial Classification codes that represent for-profit and nonprofit arts-centric businesses (out of more than 18,500 codes representing all industries).
- Reports for all 435 U.S. Congressional Districts, the 50 states and the District of Columbia, the 6,766 state legislative districts, and all 3,141 U.S. counties—as well as a full suite of user tools and a comprehensive list of the industries included in this analysis—are available for download at www.AmericansForTheArts.org/CreativeIndustries.