



WELCOME TO THE ARTS DISTRICT

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WWW.ANNAPOLISARTSDISTRICT.ORG

ANNAPOLIS ARTS DISTRICT: A NEW CHAPTER

- **7.2 million visitors** to Anne Arundel County in 2024 ¹
- **\$4.3 billion** in local economic impact ¹



¹ Visit Annapolis & Anne Arundel County / Tourism Economics, 2024 Tourism Economic Impact Report.



**ESTABLISHED
IN 2008.
REBUILDING
FOR 2028.**

- **State Arts & Entertainment District** since 2008 ²
- Created to drive **local economic development** through the arts
- **Property tax credits**, artist income tax break, amusement tax exemption already in place ³

² Maryland State Arts Council, Arts & Entertainment Districts Program.

³ Maryland State Arts Council, A&E District tax benefits.

NOT A PLACE. A PLATFORM FOR EVERY ARTIST.

- **A diverse board** with wisdom beyond the arts community
- **Ambassadors** representing the Arts District at every Annapolis arts event
- Coming soon: **Annapolis Arts**, providing arts leadership citywide



THE VISION HAS GROWN. THE FUNDING HASN'T.

- Established in 2008
- **Goal: fully resourced organization by 2028**
- **Immediate need:**
 - more visibility
 - full-time staff
 - more resources for artists and arts organizations



MORE INVESTMENT, MORE REASONS TO STAY DOWNTOWN



More **events**
across the city



Increased **tourism**
and visibility



Activation of **new** and
underused spaces

HISTORY GETS YOU NOTICED. CULTURE GETS YOU REMEMBERED.



- Not just history, architecture & culture; **a living arts and music scene**
- 53% of Americans factor **arts and culture** into where they vacation ⁸
- 70% say the arts **improve a community's image and identity** ⁸

⁸ *Americans for the Arts, "10 Reasons to Support the Arts" fact sheet.*

THE ARTS AND MARYLAND'S ECONOMY

- **\$13.7 billion** added to Maryland's economy - 2.7% of state GDP ⁴
- **86,234 Maryland jobs** supported ⁴
- \$38.46 spent per person, per event, beyond the ticket price ⁵
- Nonlocal attendees spend \$60.57; **77% traveled specifically** for the event ⁹



⁴ National Endowment for the Arts, Maryland State Profile. ⁵ Americans for the Arts, Arts & Economic Prosperity 6 (AEP6). ⁹ Americans for the Arts, 10 Reasons to Support the Arts fact sheet.



ARTS INVESTMENT IS VISITOR-ECONOMY INVESTMENT

- **27,258** Anne Arundel County tourism jobs supported in 2024 ⁸
- **\$460 million** in state and local tax revenue from county tourism ⁸
- Maryland's 29 Arts & Entertainment Districts generated **\$136 million** in FY 2024 ⁷

⁸ Visit Annapolis & Anne Arundel County / Tourism Economics, 2024 Tourism Economic Impact Report. ⁷ Office of Governor Wes Moore, Press Release on A&E District Designations.

A CULTURAL DESTINATION, NOT JUST A HISTORIC ONE



New leadership with a **business**
and sales background in the arts



Structure, accountability, and
investment, **together**

FROM INDIVIDUAL EFFORT TO CITYWIDE ECONOMIC IMPACT



- A strong foundation, and a board being actively strengthened
- A clear, evidence-based case for investment
- More data collection and tracking ROI



THANK YOU.

- A **partner** in economic development, tourism, and community life

References

1. Visit Annapolis & Anne Arundel County / Tourism Economics, 2024 Tourism Economic Impact Report (released September 2025): 7.2 million visitors, \$4.3 billion in economic impact, 27,258 jobs, \$460.4 million in state and local tax revenue.
2. Maryland State Arts Council, Arts & Entertainment Districts Program (established 2001; msac.org/programs/arts-entertainment-districts).
3. Maryland State Arts Council, A&E District tax benefits: property tax credits, income tax subtraction modification for qualifying resident artists, admissions and amusement tax exemption.
4. National Endowment for the Arts, Maryland State Profile (arts.gov/impact/state-profiles/maryland): \$13.7 billion added to Maryland's economy (2.7% of state GDP), 86,234 jobs, \$7.6 billion+ in wages and benefits.
5. Americans for the Arts, Arts & Economic Prosperity 6 (AEP6, released 2023, data year 2022): national average event-related spending of \$38.46 per person per event, up from \$31.47 in AEP5 (2017), a 22% increase matching inflation over that period.
6. New Orleans Jazz & Heritage Festival and Foundation / Axios New Orleans / Biz New Orleans (2026): Jazz Fest draws approximately 475,000-500,000 visitors and generates an estimated \$500 million in annual economic impact, up from roughly 350 attendees at its 1970 founding.
7. Office of Governor Wes Moore, press release on A&E District redesignations (2025/2026): Maryland's 29 designated Arts and Entertainment Districts generated \$136 million in visitor-spending economic output in FY 2024.
8. Visit Annapolis & Anne Arundel County / Tourism Economics, 2024 Tourism Economic Impact Report: 27,258 jobs supported and \$460.4 million in state and local tax revenue from county tourism in 2024.
9. Americans for the Arts, 10 Reasons to Support the Arts fact sheet (2026 edition, ww2.americansforthearts.org/explorer), drawing on Arts & Economic Prosperity 6 and University of Pennsylvania social impact research: nonlocal attendee spending and travel-purpose data, and findings on civic engagement, social cohesion, and destination choice.

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