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ART LEAGUE OF OCEAN CITY ISSUES ECONOMIC IMPACT REPORT

OCEAN CITY, MD — *March 21, 2025* — The Art League of Ocean City has issued a comprehensive economic, employment, and fiscal analysis report that quantifies the yearly impact the organization has on the community.

The senior consulting team from The StratACUMEN Group conducted an impact study developed for this project providing estimates for economic impacts, employment impacts, and fiscal impacts of the Art League on the region and beyond.

“These insights will help enhance the Art League’s outreach, engagement, and influence within the community, ensuring a more targeted and effective approach to achieving our long-term goals,” Rina Thaler, executive director of the Art League, said.

The study concluded that the Art League has a Return-on-Investment to the Town of Ocean City of \$100 for every \$1 invested in the Art League. Signature events like the annual Ocean City Film Festival and the annual Artists Paint OC Plein Air Festival have had a total of \$1.8 million economic impact coming from the spending of participants and the publicity value to the resort.

The Art League supports 177 jobs annually, and, since 2013, has had a \$32 million tourism impact on the area as well as more than \$75 million in cumulative economic impact.

The study also found the Art League has \$2 million in direct economic yearly impact on the community, with \$5 million in indirect and induced economic impact and \$7 million in total yearly economic impact.

The local yearly economic impact value of the Art League is \$4.55 million to Ocean City, \$1.05 million to West Ocean City, with an additional \$700,000 to the rest of Worcester County. The reach extends beyond local borders with a \$500,000 economic impact to Wicomico County, \$700,000 to the Delaware beaches, and \$500,000 to other areas of Maryland and beyond. The cultural and social value of the Art League is \$2 million per year.

As outlined in the 2024 Strategic Plan of the Art League of Ocean City, the findings from this impact study will play a crucial role in shaping and guiding the Art League efforts across marketing strategies, public awareness campaigns, and advocacy initiatives.

The complete economic impact report can be found on the Art League's website - OCart.org.