



The Arts Economy of Southeast Alaska 2014 Study Released

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(SitNews) Juneau, Alaska - Southeast Conference released another study today - The Arts Economy of Southeast Alaska. This study summarizes arts employment and wage data, as well as presenting the findings of The Economic Impact of Arts in Southeast Alaska Survey, which was taken by more than 600 artists and art organizations across the region. The publication and survey were developed by consultant Rain Coast Data.

The study found that the arts economy is nearly three times as larger in Southeast Alaska than in the US as a whole, and is an important driver of the regional economy. The strong Southeast Alaska arts sector is an economic asset that stimulates business activity, generates tourism revenue, attracts and retains people to our region, and boosts quality of life.

Key findings from the study, were presented at Southeast Conference's Wrangell symposium:

- In 2013 there were an estimated 2,340 artists across Southeast Alaska that generated some level of income through arts endeavors (including full and part-time artists).
- The direct economic impact of the arts was \$57.8 million in Southeast Alaska last year. This figure includes the direct expenditures of artists, arts organizations and audience members on

Southeast Alaska Arts Data

- art-focused activities in 2013.
- In 2013, regional art organizations staged 1,830 events and performance. These events required the use of 5,800 volunteers, 12,330 artists, and drew 340,000 audience members and attendees.
- Regional artists earned \$29.9 million in revenue in 2013. To put this in context, in terms of workforce earnings, the arts sector is nearly twice the size of the regional timber industry.
- On average, independent regional artists derive 23% of their annual income from arts, and 9% depend entirely on art earnings for a living.
- Art earnings play a more significant role for Northwest Coast artists. Twice as many—18%—report getting all of their income through art activities; and the average net profit of Alaska Native artists is 64% higher than for Southeast Alaska independent artists as a whole.

The publication presents quotes from artists themselves to beautifully illustrate the deep ties between arts, economy and quality of life in the region.

Shelly Wright, Executive Director of Southeast Conference, reports that this is the first time that Southeast Alaska's arts economy has been quantified. "Artists of all mediums play such a big role in our regional communities and we at Southeast Conference wanted to better understand the role of the Southeast Alaska arts economy as a whole. We live in Southeast Alaska because of the quality of life we enjoy. It is clear we have people living in Southeast Alaska because of the rich art experience in every corner. We have often grappled with the question of whether we have arts because we have a good economy or do we have a good economy because we have great arts. We think this publication will change the way you think about the arts and our regional economy."



\$57.8 Million: Dollars spent by artists, arts organizations and audiences in 2013



2,340: Number of artists with earnings from arts in 2013 (full & part time)



\$29.9 Million: Revenue earned by regional artists in 2013



23%: Percent of an independent artist's total income derived from arts, on average in our region.



1,830: Arts events in 2013, including performances, festivals, camps, etc.



2.6: Arts Location Quotient: Ratio of artists in Southeast for every 1 US artist

Edited by Mary Kauffman

On the Web:

Download The Arts Economy of Southeast Alaska
<http://www.seconference.org/sites/default/files/Arts%20and%20the%20Southeast%20Economy%20FINAL.pdf>

Source of News:

Southeast Conference
<http://www.seconference.org>

The mission of Southeast Conference is to undertake and support activities that promote strong economies, healthy communities and a quality environment in Southeast Alaska. Southeast Conference began more than 50 years ago with a group of people supporting the establishment of a regional transportation system in Southeast Alaska. After that success Southeast Conference stayed together through more than a half-century to focus on transportation issues as well as many other concerns unique to the region. Its membership now includes nearly every community in Southeast Alaska.

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