Regional Arts Economy Panel
Our Economy – Driven By the Arts

Confluence

JUNEAU ARTS & CULTURE CENTER
Inspired by Nature, Driven to Create

SEALASKA HERITAGE
Goal:
To actively support the established and growing arts and cultural economies of communities throughout Southeast Alaska.
Action Items:
* Create a standing Southeast Conference Arts Committee with a SEC Board of Directors liaison

* Collectively the Committee and Board liaison will be responsible for creating an ARTS COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

* Update the SEC 2014 “The Arts Economy of Southeast Alaska”
Haines artists have fun doing the work of downtown revitalization!
Southeast Alaska the Northwest Coast Native Arts Capital
Where Native Art Works for the Economy

September 2017

Richard Harris
Senior Research Fellow
Sealaska Heritage Institute

Bobbie Meszaros
Development Officer
Sealaska Heritage Institute
bobbie.meszaros@sealaska.com
Why Invest in the Arts
Art Works for the SE Economy

Highlights from March report
SE Arts - $58 million industry, artists earned $29.9 million
25% artist self identify as Native artists, rural communities upwards of 75-100% identify as Native artists
NWC / Native Art - internationally recognized with high demand
NWC / Native Arts economic potential under utilized - Potential realized by promoting SE Alaska and Juneau as NWC/Native Arts Capital of the World
NWC / Native Arts Room to Grow
Model: Santa Fe Indian Market

Southwestern Association for Indian Arts

- 20,000 visitors – spending over $80 million on art and services over 4 day period each August

- 900+ Native artists from 200+ tribes/pueblos report earnings of 1/3 to 1/2 annual income

- 26 Alaska Native and Northwest Coast Native artists participated in 2017

- 8 Alaska Natives and NWC artists received awards in 2017
  - 14 separate awards from those 8 artists
  - Including Best of Class Award - Basketry
Santa Fe Indian Market
Northwest Coast Art Highly Regarded
Sealaska Heritage and Celebration
Part of Foundation for Developing the NWC / Native Arts Capital

SHI
52,000 visitors in 2016
Art programs served 28,300
Commitment to maintain integrity of Northwest Coast Art – through education & training of formline, carving, weaving, and cultural awareness
Proponent to:
• Designate Southeast as the NWC / Native Arts Capital of the World – Campus in Juneau
• Designate NWC Art / Native Art as a “National Treasure”

2016 Celebration
10,000 participants over 4 days
Celebration contributes over $2.2 million to Juneau economy for each four-day event
Juneau Northwest Coast / Native Arts Capital Campus
Soboleff Center and Native Artist Park
CCTHITA - Tlingit and Haida Cultural Immersion Park: Anchor Venue for Native Arts / Cultural / Indigenous Foods

Immersion experience – destination venue that:

• Expands Native art and cultural awareness for tourists, visitors, convention attendees, government and local residents
• Provides venue for cultural events, artist / visitor interface and native foods
• Further stimulates arts/cultural expansion in Juneau and SE Alaska
NWC / Native Arts Strategy

**Sophisticated Buyer**

Reach Knowledgeable Collectors
- Sponsor big events
- Sponsor annual artist market and performance venues
- Promote big ticket purchases

Educate buyers - knowledgeable collectors / arts patrons
- Replace jewelry purchases with NWC art
- Promote interface with artists to sway buying decisions
- Appreciation in value of NWC art purchases

Use promotional media

**Skilled Artists**

- Encourage and equally promote varied art forms
  - wood, weaving, jewelry, print and performance
  - Small and monumental pieces
  - Performance art/culture
- Train new artist
  - University degrees, apprenticeships, workshops, mentor-apprentice, artists in residence, business planning, and Native art markets
- Protect art quality
  - Certifications
  - Trademark protections
Worldwide Recognition
Promotion of NWC / Native Art

**Alyssa London**
- 2017 Miss USA Pageant
  - 10 million viewers
- Top 10 finalist
- Dress design by Preston Singletary (Tlingit)

**Duane Howard**
- 2015-16 film “The Revenant”
  - 34.4 million Oscar viewers
  - Tuxedo designed by Dorothy Grant (Haida)

**SHI Chilkat Robe**
- 2017 Gift Ceremony
  - 25,000 Facebook reaches
Conclusion

Northwest Coast / Native Art and Culture is already a Southeast Alaska economic engine.

Establishing SE Alaska and Juneau as the Worldwide NWC / Native Arts Capital will stimulate the Arts Economy throughout the entire SE Alaska region.

SEC Next Steps:

Ensure NWC/Native Arts Strategies in local, state, federal government economic development plans and initiatives.

Engage political, business, academic leaders to recognize the economic power of the arts and promote NWC/ Native Arts in all press and social media outlets.

Complete the Arts Community Economic Development Strategy (CEDS).
The New JACC
An Arts and Culture Center for all Southeast

Southeast Conference
September 20, 2017
2012 Report: Arts & Culture Centers are Engines for Economic Growth

1. Create fast growing dynamic economic clusters.
2. Help mature communities be more competitive.
3. Critical incentives for innovation centers.
5. Help attract and deliver a better workforce.
April 27 Washington DC Event

- Arena Stage Theater
- Senator Murkowski & Director Molly Smith
- Arts centers as economic catalysts
The Cordova Center
an example close to home
Developing a Powerhouse Arts and Convention Complex:
APK Building

Centennial Hall
Arts & Convention Complex (cont.)

Sealaska Heritage Inst. (Juneau as NW Coast Art center)

Elizabeth Peratrovich Hall

And KTOO’s 360 North!
THE NEW JACC FUNDING MODEL:
A partnership of Corporate, Foundation and Individual donors with limited government support
Major Construction is Good for Business

• $19 million construction budget

• $10 million direct infusion into local economy

• “Multiplier effect” means at least $30 million circulating in regional economy during course of construction
Major Construction is Good for Employment

• Local Sub Contractors and Local Hire will prevail (Construction Manager/General Contractor Approach)

• 45-50 construction jobs estimated for duration of development
The Community Hall:
Large Multi-Purpose Area; Events, Performances, Conferences, Meetings and Regional Gatherings
Café, Lobby, Offices

Home for arts and non profit organizations; Small Event Studio, Gallery and Arts Market and a welcoming café are all adjacent to lobby.
The Atrium

A welcoming center that ties together all the parts of the New JACC.

Able to hold events alone or in concert with other parts of the New JACC.
The Theater

Leading performance venue in Southeast Alaska. Exceptional facility for meetings and conferences.
The New JACC Will Be a Regional Economic Engine for Decades to Come

- Fully Supported *Venue* for Regional artists
- Superb facility for *Conferences and Events*
- Market for expanding regional arts economy
- Provide *construction and service jobs*
- *Regional and NW Arts & Cultural Center*