

# The Arts Economy of Southeast Alaska

Photo by Clark Mischler.

Tree carving on Mount Roberts by master carver Richard Beasley

September 2014

## Our Arts Economy

Artists and arts organizations are a key part of the Southeast Alaska economy. They create products and perform services. They generate spending and attract audiences, who in turn spend money at restaurants, hotels, and other local businesses. Artists impact education, and by positively contributing to the quality of life, they attract young people to the region, and help retain those who are here.

The purpose of this publication is to consider the role of arts in the Southeast Alaska economy.

### METHODOLOGY

Calculating the economic impact of art and artists is notoriously difficult. Many artists operate outside the traditional economy, and as such are not measured by typical economic tools. Moreover, nonprofit organizations that dedicate themselves either fully or partially to the arts are usually not counted within arts employments categories. To measure the arts economy, an ambitious arts survey was launched.

The purpose of *The Economic Impact of Arts in Southeast Alaska Survey* was to gather comprehensive information about the arts economy to supplement existing data sets. More than 600 artists and art organizations across the region participated, representing every community in Southeast Alaska with a population over 50.

### KEY FINDINGS

The arts are an important component of the regional economy. Altogether artist, arts organization, and audience spending in Southeast Alaska totaled an estimated \$57.8 million in 2013.

Based on an analysis of our survey data, self-employment tax returns, and wage and labor data, there are an estimated 2,340 Southeast Alaska artists who earned revenue from their art in 2013. Altogether, these artists earned an estimated \$29.9 million last year. In terms of workforce earnings, the arts sector is nearly twice the size of the regional timber industry.

Unlike employees in other industries, most artists in Southeast Alaska do not rely exclusively on art for their income. On average self-employed artists in the region derive 23% of their total annual income through their art—and only 9% of independent artists self-identify as full-time artists. In this way, arts income provides an important augmentation to regional earnings. Self-employed artists spent \$17.8 million on art-related businesses expenses in 2013.

The larger economic impact comes from organizations that focus on art. Regional art organizations responding to the survey reported spending \$31.6 million on art-related activities in 2013. They staged 1,830 arts events attracting 339,680 attendees—who spent an estimated additional \$8.4 million in conjunction with these events.

## Southeast Alaska Arts Data



**\$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



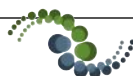
**23%:** Percent of an independent artist's total income derived from arts, on average in our region.



**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



# A Message from the Executive Director

## Greetings-

*Why do we live in Southeast Alaska?*

*After reviewing countless surveys and questionnaires the answer is clear. It is the “quality of life” we enjoy. We live here because we can experience the beauty of our surroundings, we can express ourselves in our work and our play. We have freedoms here that are rare and wonderful. Some people have even chosen quality of life over financial excellence.*



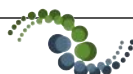
*Let’s look through the eyes of the artist. Why, you say, look through those eyes; because those eyes are all around us. We have often grappled with the question: Do we have Arts because we have a good economy or do we have a good economy because we have great arts. It is clear we have people living in Southeast Alaska because of the rich art experience in every corner, and it is also very clear we cannot have one without the other. I have tried to answer this question for many years to no avail. I predict there will never be a definitive answer to that conundrum.*

*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 think this publication will change the way you think about the ARTS and our regional economy.*

*The strength of Southeast Alaska is our access to opportunity. Even in the smallest communities and the lowest of times there is opportunity. We must look at what we have then grow and develop what is working. Art is one of those things.*

*Shelly Wright  
Southeast Conference, Executive Director*

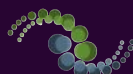
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# Southeast Arts by the Numbers

The table below presents analysis for art in the Southeast Alaska region in 2013:

Direct Spending	<b>Total Direct Art Expenditures</b>	<b>\$57.8 million</b>
	Arts Organizations Expenditures (art portion only)	\$31.6 million
	Independent Artist Expenditures (includes supplies, travel, and income)	\$17.8 million
	Estimated Event Spending by Audience Members (includes restaurant, retail purchases, etc. Excludes entry fee. Estimated at \$24.60 per person.)	\$8.4 million
Artists	<b>Total Working Artists (full and part time)</b>	<b>2,340</b>
	Arts Organizations Employment (includes nonprofits, museums, art galleries, teachers, etc.)	751
	Independent Artists	1,590
	Full & part time art jobs converted into full time equivalent (FTE) jobs	1,115 FTEs
	Art Jobs Location Quotient (Artists are 2.6 times more prevalent in Southeast Alaska than in the US as a whole)	2.6
Artist Earnings	<b>Total Art-Related Earnings by Artists</b>	<b>\$29.9 million</b>
	Earnings by Organization-Based Art Employees	\$21.8 million
	Art Earnings by Independent Artists (net revenue)	\$8.1 million
	Percent of an Independent Artist's Income Derived From Art	23%
	All Workforce Earnings by Artists (including non-art employment)	\$57 million
Volunteers	<b>Value of Contribution by Volunteers</b>	<b>\$2.8 million</b>
	Total Arts Volunteers	5,800
	Annual Hours Contributed by Volunteers	131,300
Events	<b>Total Arts Events Staged (includes performances, art openings, festivals, classes, exhibitions, etc.)</b>	<b>1,830</b>
	Artists Involved in these Events (includes artists, performers, and students)	12,330
	Total Audience Members and Attendees	339,680



# Results of the Southeast Alaska Arts Survey

Southeast Conference asked Rain Coast Data to study the interplay between arts and the Southeast economy. As part of this process, key previously unavailable information was collected through the **Economic Impact of Arts in Southeast Alaska Survey**.

## METHODOLOGY

Two surveys were developed, one for arts organizations, and a shorter survey geared towards individual artists. The purpose of the surveys was to better understand the costs, revenues, and size of the artist economy in Southeast Alaska in order to cross-analyze it with existing wage and labor data.

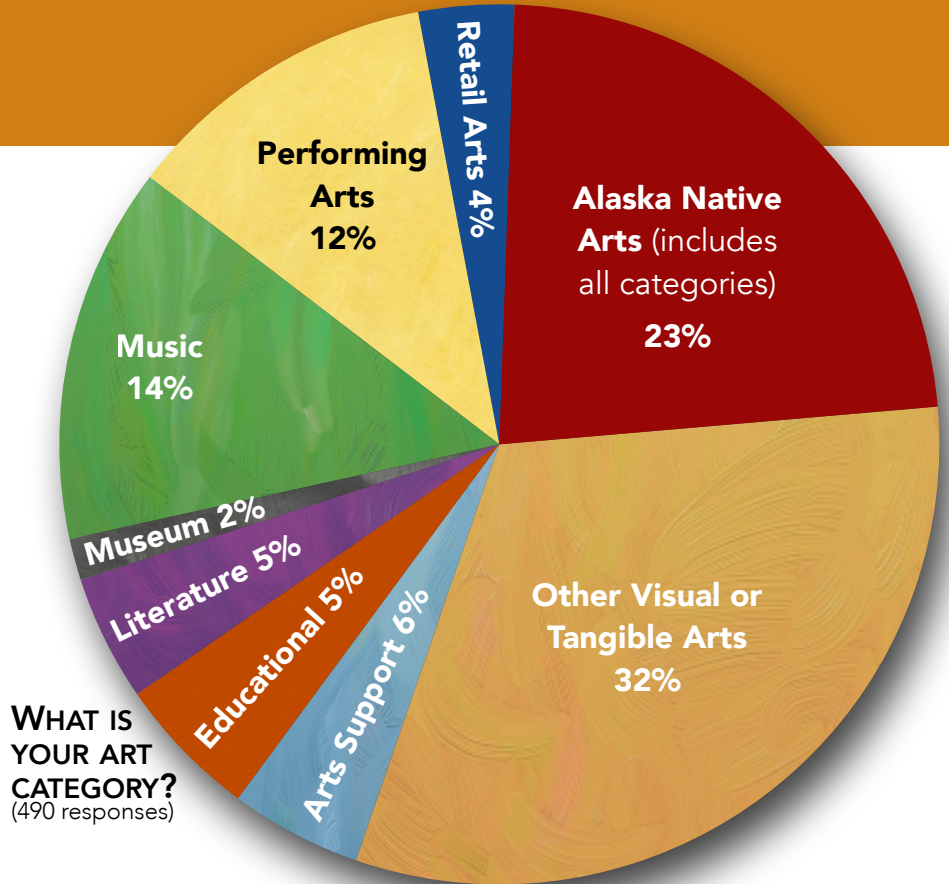
Surveying took place between June 1st and July 14th, 2014. Individual artists were asked about their art category, revenues, expenditures, and other forms of employment. Arts organizations were asked for financial information, organization type, staffing levels, and volunteer efforts. Arts organizations were also asked to catalogue their performances, festivals, classes, exhibitions, and other events, including artists participation and audience size. The survey also asked artists to explain in their own words why art is important to Southeast Alaska.

More than 600 artists and arts organizations across the region completed or partially completed the web-based survey. Based on level of completeness, just under 500 surveys were included in the analysis. Generally, the percentage of survey respondents by borough or census area closely matched the percentage of population distribution for each area. The survey instrument is posted at [seconference.org](http://seconference.org).

Nearly one in four artists responding self-identified as Alaska Native artists, while the largest category of responses came from "other visual or tangible" artists—which accounted for one-third of all responses. The next two largest artist groups were musicians and performing artists, respectively (see "What is Your Art Category" pie chart).

## WHAT IS YOUR SPECIFIC ART FORM?

Artists were asked to list their art medium in their own words. A word cloud visualization of these responses is on the next page, with more frequently used words highlighted in larger text.



## EARNINGS

Survey and data analysis show that Southeast Alaska artists earned \$29.9 million in 2013. This figure includes \$21.8 million earned by those working for arts organizations, and \$8.1 million earned by independent artists.

On average, individual artists spent \$5,420 in pursuit of their art in 2013—spending on art supplies, travel, booth fees, etc. Artists brought in a revenue of \$10,525 (on average) for their work. Average profits were calculated at \$5,105 in 2013 (revenue minus expense).

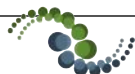
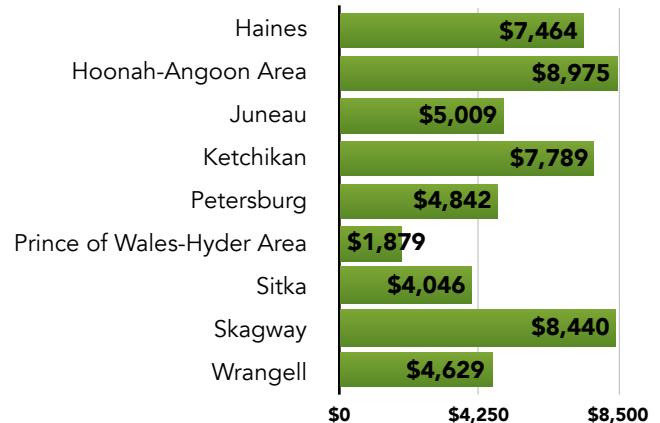
A full 30% of independent artists surveyed spent more money on their art than they were able to recover through sales or performance revenue.

On average, income through art-related activities comprised 23% of an artist's total income in 2013. The additional 77% was derived from other employment. While 9% of artists surveyed

rely entirely on art for their annual income, most artists—71%—obtained less than five percent of their annual earning through the pursuit of arts activities.


The highest-earning self-employed artists in the region (on average) are those those living in the Hoonah-Angoon Census area and Skagway Borough (along with Alaska Native artists, see page 8).

**AVERAGE PROFIT OF INDEPENDENT SE ARTISTS, 2013**  
(Regional Average = \$5,105)



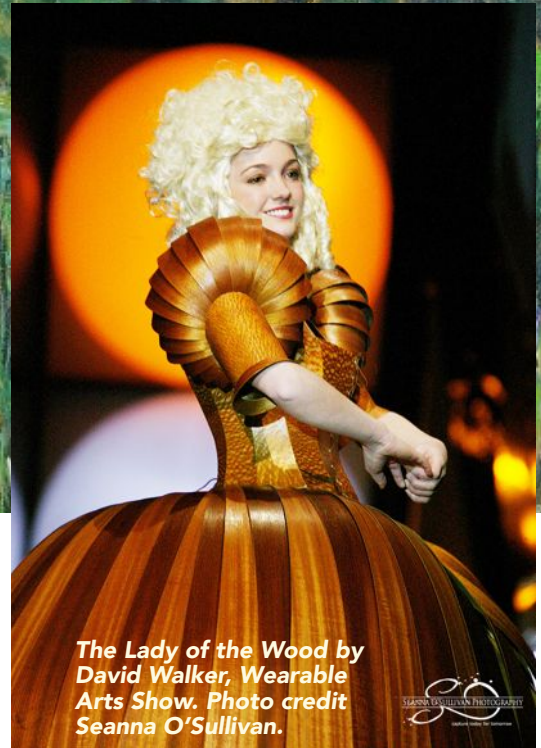


# The Value of Art in Our Region



*"Windfall Lake" by Jim Fowler*

The strong Southeast Alaska arts sector is an economic asset that stimulates business activity, generates tourism revenue, attracts and retains a high-quality work force, and boosts quality of life. The 2011 Southeast Alaska Business Climate Survey asked regional businesses which business climate factors most benefit their operations. More than half of the businesses surveyed (56%) rated Southeast's arts and culture as a value to their business—making it the second highest rated factor in the study. Below we highlight observations of regional artists about the economic value of art.



## What is the connection between art and the regional economy? A selection of responses from Southeast Alaska artists.

### ECONOMIC DRIVER

*"Arts programs produce a ripple effect in the community and have measurable economic benefits."* **Arts Program Executive Director**

*"Art is an under-appreciated driver of the economy. Art plays a very important role in the overall quality-of-life decision about where to locate, closely following (and sometimes eclipsing) issues like employment and schools."* **Architect**

*"Generating our own economy by doing art gives us the opportunity to take part in the very important subsistence activities as they arise. Without the income from my art I could not afford to live here."* **Ivory Jeweler**

### ECONOMIC ATTRACTOR

*"Almost any best-place-to-live list will be made up of communities with lots of local arts opportunities. We have an amazing arts community for such a small isolated place: galleries, theatre, literary readings. There are many ways to share one's work with an audience at all levels of experience. This is what attracts and keeps people here and keeps our economy vibrant."* **Playwright**

*"I was absolutely blown away by the outstanding arts opportunities in Juneau and surrounding Southeast Alaska. Between a full-sized orchestra, two opera companies, a professional theatre company, a dance*

*company and several chamber groups, festivals, museums, galleries and arts education opportunities, I was sold. Juneau is not just a paradise for outdoor enthusiasts—it's also a paradise for arts lovers. We would not have chosen to completely uproot our lives and move here had it not been for this oasis."* **Opera Singer**

*"The high quality of arts opportunities are what made me want to settle here. I came for a summer, but made Juneau my home because it is such a vibrant arts community."* **Oil Painter**

*"The support of the arts community is one of the main reasons I have relocated here to Southeast. It's incredibly vital to any community, but few understand that connection."* **Wig Designer**

### COMMUNITY BUILDER

*"Having a creative economy is part of promoting a healthy community for young people, adults, and our elders. Having options for creative expression and working together on creative projects helps communities to thrive."* **Theater Finance Director**

*"Arts keep the economic life of a community alive. People love the arts, they need to have a little bit of culture, fun and beauty in their lives. Providing artistic opportunities or opportunities to experience art, helps keep a community happy and healthy, which in turns helps productivity levels in all areas, and helps keep*

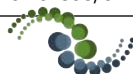
*people out of trouble which lowers productivity levels."* **Ballroom Dancer**

*"Art is important in Southeast Alaska because it keeps our community emotionally and economically afloat. Art is what draws people into local businesses like cafes, bars, and retail outlets, which enhances our relationships."* **Blues Musician**

### WORLD-CLASS ASSET

*"If the Southeast Alaska art scene can shine bright enough, we can attract the attention of the world."* **Recording Artist**

*"The arts are an integral part of the culture and history of Southeast Alaska. The natural beauty of the area inspires creativity and a desire to share that beauty with others. The adverse climate is conducive to activities that bring people together to celebrate life's small pleasures and the arts are a critical component of that sharing. The traditional arts that come from this area are sought out by collectors from around the globe. Contemporary artists of all genre and form are recognized as some of the finest in the nation. We have a polished gem in our art and artists - but it remains a secret. This fact is discovered by some who travel to our region, but I think we could do a much better job of marketing this information to the outside world to bring visitors here with the arts in mind."* **Potter, Painter, Printmaker**



# Individual Artists by Medium

Southeast Alaska is steeped with artists, marking art itself a regional identifier. A deeper analysis of the data shows that communities have their own specializations, and different categories of artists have unique attributes.

## Visual & Tangible Arts

A third of all survey respondents identified themselves as “Visual or Tangible” artists. This category includes painting, sculpture, photography, graphic arts, weaving, and film, excluding Alaska Native arts (which is its own category; see page 8).

Seven communities most strongly identified with this type of art, with more than 60% of artists from the communities of Craig, Gustavus, Hollis, Kasaan, Naukati Bay, Port Protection, and Tenakee Springs identifying themselves as visual or tangible artists. Gustavus had the most artists of this type by percentage. As a whole, visual and tangible artists had the lowest net revenues, with



Hot Salsa, Cool Ballroom. Photo by Seanna O’Sullivan.

\$3,180 annually. This is partly attributed to the number of artists in this group with net losses —38% of these artists invested more in their art activities than they earned last year, driving average earnings down.

in this category reporting that art earnings made up 16% of their total annual income (compared to the average of 23% for all artists in the region).

## Performing Arts

Twelve percent of artists across Southeast Alaska identified themselves as performing artists, including those involved in theater, improv, musical theater, and opera performance. Petersburg has the highest percentage of artists self-identified with the performing arts (with Juneau coming in second). Performing artists depend on revenue from their art the least, with artists

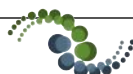
## Music

Regionally, 14% of artists are musicians; however, in four communities more than one-third of respondents self-identified as musicians—Juneau, Petersburg, Sitka, and Skagway, with Skagway claiming the highest percentage of musicians as a percent of artists overall. Musicians earned an average of \$8,800 in gross revenue for their music in 2013, with an average net revenue of \$5,100.

Average 2013 Financials for Independent Regional Artists	Musicians	Performing Artists	Alaska Native Artists	Visual & Tangible Artists	Average of all Southeast Alaska Artists
Gross Earnings	\$8,800	\$7,650	\$13,060	\$9,050	\$10,525
Expenditures	\$3,700	\$3,800	\$4,700	\$5,980	\$5,420
Net Revenue	\$5,100	\$3,850	\$8,360	\$3,180	\$5,105

### MORE THAN TWICE AS MANY ARTISTS

Jobs related to the arts are 2.6 times more prevalent in Southeast Alaska than in the US as a whole. Economists look at this “location quotient” to understand what makes a region unique compared to national norms. The national average is defined as 1.0 and the ratio of arts jobs in Southeast Alaska compared to the US as a whole is 2.6. Corroborating our findings, a similar but separate analysis shows that based on per-capita ratios, there are 2.8 artists in Southeast Alaska for every artist in the general US population.



# SOUTHEAST ARTS SPOTLIGHT:

# NORTHWEST COAST ARTS



Kindred Spirits panel by Mike Dangel



Tlingit master carver Israel Shotridge carves a traditional totem in Ketchikan  
Photo by Clark Mischler

## ANCIENT ARTS ECONOMY

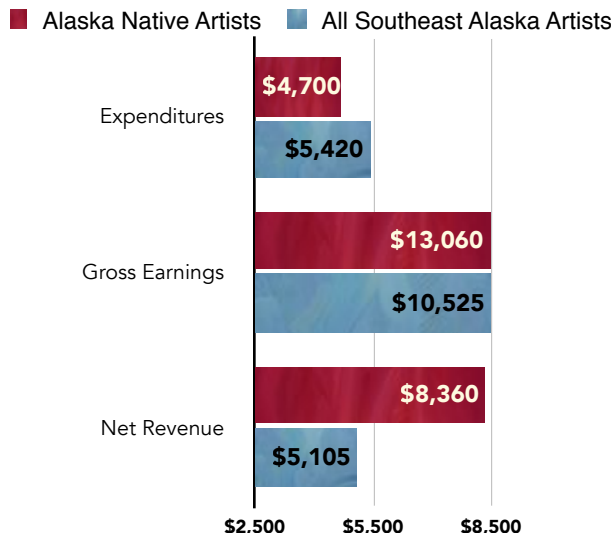
The arts have played a meaningful role in the economy of our region for thousands of years. The totems, canoes, masks, regalia, and architecture of Tlingit, Haida and Tsimshian are as much a reflection of our area's culture, ancestry, and collective histories as they are works of art; it is this rich art heritage that sets Southeast Alaska art and artists apart from other art communities.

Regionally, approximately one-quarter (23%) of all artists identify themselves as Alaska Native artists. In ten Southeast Alaska communities Alaska Native art is the dominant art form, with 75% to 100% of survey respondents identifying themselves as Alaska Native artists. These communities are Angoon, Hoonah, Hydaburg, Kake, Kasaan, Klawock, Klukwan, Metlakatla, Pelican, and Yakutat.

## AVERAGE ANNUAL INCOME COMPOSITION FOR INDEPENDENT ALASKA NATIVE ARTISTS IN SOUTHEAST ALASKA 2013



## AVERAGE ANNUAL ART FINANCIALS OF INDEPENDENT SOUTHEAST ALASKA ARTISTS 2013



## HIGHER ART REVENUES

Artists making Northwest Coast art also earned more than other artists. Among independent artists, those creating Alaska Native art invested \$4,700 per year into their art (on average) and were paid \$13,060 for their efforts, for a net profit of \$8,360 per artist. This average net profit of Alaska Native artists is 64% higher than the average net profit of all Southeast Alaska independent artists (\$5,105). Eighty-five percent of these artists create their art at home.

## AREAS WITH FEWER JOBS

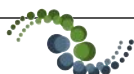
The 10 communities with higher proportions of Alaska Native artists also have fewer employment opportunities. In February 2014 unemployment in the Hoonah-Angoon Census Area was 26%, and it was 20% in the Prince of Wales-Hyder Census area. A lack of conventional jobs—especially in the winter—underlies the higher value of art income to the overall economy in these areas.

## GREATER ECONOMIC SIGNIFICANCE

Given the historical and cultural implications of Southeast Alaska Native art (also known as Northwest Coast art) is it unsurprising that the economic significance of art to Alaska Native artists is greater than for the larger regional art network. Independent Southeast Alaska Native artists rely more heavily on art to augment their annual incomes than other regional artists. While overall independent artists earned 23% of their annual wages through art in 2013, independent Alaska Native Artists secured nearly a third (30%) of their annual earnings through their art last year. Moreover, those who make Alaska Native art were twice as likely as non-Alaska Native artists to report that art provides all of their personal income (18% compared to 9%). The average total annual income of Northwest Coast artists through all forms of income is estimated at \$27,900 in 2013.

## SOUTHEAST ALASKA NATIVE ARTISTS IN THEIR OWN WORDS

In addition to financial data, the survey asked artists to explain why art is important to Southeast Alaska and themselves individually, and to describe connections they see between art and the regional economy. A selection of 14 quotes from the 40 Southeast Alaska Native artists responding to this question is presented on the following page. All responses can be read at [seconference.org](http://seconference.org).





# Southeast Alaska Native Art

Why is art important to Southeast Alaska? A selection of responses from Southeast Alaska Native artists.

## **HOONAH CHILKAT WEAVER**

*"Our art identifies us and it defines our jurisdiction. We have been doing this for thousands of years."*

## **SITKA TLINGIT DESIGNER & CARVER**

*"We are the Indigenous people and our art belongs here, the art that is made for our own people. Art is the language that is common to all humankind. We Native artists are capable of not only bridging our own past with the present, but we are capable of bridging cultures with this common language. In addition to making art for ourselves, Native artists become either tourist artists, to satisfy a tourist market; or gallery artists, to satisfy a gallery market. This is my homeland and my art fits in all of the above."*

## **METLAKATLA TSIMSEAN/THLINGET FORMLINE DESIGN & CARVER**

*"The artwork of all mediums is closely tied to traditions and are an active part of dancing and potlatching. It is also a way of expressing our cultural ways while keeping us from the vices that have been quite problematic to our peoples. Financially it boosts our income and promotes our traditional trade practices."*

## **KAKE RED & YELLOW CEDAR, SPRUCE ROOTS & RAVENS TAIL WEAVER**

*"I am a Haida and Tlingit woman and our Art is a way of life because it involves thousands of years of history that is practiced today. This is a very important form of art and records family history, stories, songs, travels, love, honor, symbolic and clan recognition of our Alaska. This cultural way of life adds to the honor and respect we have for our families, environment, and other plants and animals that are used to create our art. It is place-based and involves celebrations of our families, communities and places. Our art form is recognized all over the world and is progressing as we learn more about the art forms, exploration, and inspiration. Most items we make today using our natural resources will live for 100-500 years beyond us."*

## **KETCHIKAN CEDAR BARK, SPRUCE ROOT, RAVENS RAIL & CHILKAT WEAVER**

*"My art has been passed on from a parent who was an artist. I do it to teach the younger people that are interested in our cultural art."*

## **PETERSBURG SEA OTTER ARTIST**

*"This is my home, my connection to my history, and the hope for my future. Since time immemorial, Southeast Alaska has been a region of beautiful and awe-inspiring art. Our surroundings and resources make our artwork unique. My connection to my artwork is deep. The crafts that I do, while more contemporary than my ancestor's work, are done in the same spirit."*

## **KAKE CARVER AND WEAVER**

*"The representation of my art is a reflection of who I am and where I come from. When I weave and carve I learn some of life's values: patience, strength, limitations, and more importantly I learn how to improve not just on my projects but to take those values learn and apply them in my life. For me, it's a way of life, a way to connect with who I am in relation to being Tlingit/Haida."*

## **KLAWOCK ALASKA NATIVE FIBER ARTIST**

*"The indigenous textile arts of the Pacific Northwest Coast are unique in the world and contain the heart of our culture. The continuation of this art form is both a privilege and a responsibility. Our Native culture thrived for longer than any other culture because we know we are connected to all life, our traditional art is intended to reinforce those conventions so that all beings thrive, not just the human ones. When our environment thrives, we thrive. Our Traditional arts are made from materials from our land and are used to celebrate that relationship."*

## **HOONAH NORTHWEST COAST NATIVE WOODCARVER**

*"I find art a good way to tell and share our oral history and culture. It connects both the artist and the audience with Native history and culture."*

## **HAINES ALASKA NATIVE ARTIST**

*"Practicing Native art helps our children to understand who they are as Native people. Practicing with a group gives younger people an opportunity to share ideas, to discuss the meaning behind stories, to understand and respect ownership of certain designs, and to socialize."*

## **JUNEAU BEAD WORK, REGALIA & MOCCASIN ARTIST**

*"It is not enough to say I am Tlingit without knowing our history, our tradition. I make art to carry on our tradition and teach young ones for future. My knowledge was passed on to me by parents, a grandmother, aunts and other artists. Even though I have done it for 50 years it's always a learning process. So much has been lost. I feel like if we don't preserve it we could become a 'lost' tribe."*

## **SITKA MASK CARVER & CEDAR WEAVER**

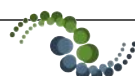
*"The importance of our art and culture is as important now as it was 300 years ago. Seeing the amount of people doing our art—through language, carving or dance—and keeping our heritage alive and moving is amazing!"*

## **YAKUTAT ALASKA NATIVE ARTIST**

*"I love where I live and I love to teach skin sewing and weaving. I want to keep the traditional art and pass it on to the younger generation. I have always done my art part-time, but I had to take care of my parents as they needed care and wanted to stay in their own home. So I had to quit my job and move home, so that I made my art my full-time job. If you have the skill of art, you can always have a few dollars."*

## **METLAKATLA ALASKA NATIVE BEADING ARTIST**

*"Art in Southeast Alaska is very much part of our cultures, it is directly intertwined with who and what we are as a people. My Ts'msyen culture lives on through my beadwork. It's just one of the many ways of keeping the culture alive; a culture that was almost lost and is still so fragile in this rapidly changing world of technology we live in today."*



# SOUTHEAST ALASKA ARTS ORGANIZATIONS

Photo by Clark Mischler



*Sitka Summer Music Festival*

## SOUTHEAST ALASKA ARTS EVENTS 2013

Event Type	Number of Arts Events	Audience Members/Attendees	Average Number of Attendees Per Event	Number of Artists Involved
Performances	517	120,000	230	2,930
Exhibitions	124	121,215	980	1,180
Festivals & special events	166	65,925	400	3,220
Camps & classes	523	7,730	15	4,830
Other art events	500	24,810	50	170
<b>Total</b>	<b>1,830</b>	<b>339,680</b>	<b>185</b>	<b>12,330</b>

The 175 arts organizations across the region that responded to the arts survey, consisted of nonprofits, community organizations, public entities, and private businesses. Respondents included organizations like the Alaska State Museum, Wrangell Community Chorale, Chilkoot Indian Association, Sitka Fine Arts Camp, Petersburg Arts Council, and MRV Architects.

On average, responding organizations reported that 71% of their organizations time was dedicated to the arts. Time devoted to the arts varied according to organization type. Participating nonprofits spent 83% of their time on art-focused work, while responding government organizations spent 37% of their time on the arts.

### ARTS EMPLOYEES

Time dedicated to the arts and employment data were cross-analyzed to determine that these organizations employed 751 full-time equivalent workers dedicated to the arts (including 311 employees at nonprofits).

### ARTS EXPENDITURES AND REVENUES

As a whole, these organizations reported spending \$188.6 million in 2013, including \$31.6 million on arts-related expenditures in the region. Spending included salaries and benefits for workers, arts events and marketing, support, and arts programming. Calculated revenue was roughly similar, with reported earnings of \$31.8 million. Grants were included in earnings.

### EVENTS AND PERFORMANCES

Southeast Alaska arts organizations reported staging 1,830 arts events across the region in 2013, including performances, exhibitions, festivals, camps, classes, and other art related activities. Forty percent of these events—715—were organized by nonprofits.

Organizations reported that these events involved 12,330 artists, performers, and students. The events themselves attracted 339,680 audience members and attendees, for an average of 185 attendees per event.

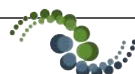
The organization Americans for the Arts has calculated that in addition to an entry fee, attendees spend an average of \$24.60 per person at nearby restaurants and businesses in conjunction with art events. By this metric, audience members of Southeast Alaska arts events generated an estimated \$8.4 million in sales for local businesses last year.

### VOLUNTEER EFFORTS

Arts volunteers permit Southeast Alaska's arts and culture organizations to function as a viable industry. During 2013, a total of 5,800 volunteers donated a collective 131,300 hours to arts and culture organizations. According to Americans for the Arts, the dollar value of the average arts volunteer hour is \$21.36, so in Southeast Alaska in 2013, the estimated aggregate value of arts volunteerism was \$2.8 million.

### METHODOLOGY NOTE

All data for this page are based on self-reporting by arts organizations. Organizations with events or expenditures that did not participate in the survey are not included in the tallies listed above.



# Southeast Alaska Artist Employment & Earnings 2013

ESTIMATES BASED ON SURVEY DATA	NUMBER OF ARTISTS	TOTAL ARTIST INCOME
Individual Artists Participating in Survey with Income from Arts	302	\$1.5 million
Estimate of Additional Individual Southeast Alaska Artists	1,287	\$6.6 million
Arts Organizations Employees (arts FTE employees - based on survey data)	751	\$21.8 million
<b>Total Southeast Art Jobs &amp; Wages</b>	<b>2,340</b>	<b>\$29.9 million</b>

"The Stick" by Rob Roys, Acrylic and Watercolor [www.robroys.com](http://www.robroys.com)

In 2013, there were an estimated 2,340 artists and arts employees in Southeast Alaska who earned some level of income through art. In total, artists and arts employees earned an estimated \$29.9 million through sales, performances, and wages in 2013. This includes 1,589 individual artists, and 751 artists working for an organization with a connection to the arts.

## Methodology

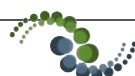
**Individual Artists Participating in Survey with Income from Arts.** This figure includes all artists that participated in the *Economic Impact of Arts in Southeast Alaska Survey*. While not all artists shared financial information, more than half chose to do so, and the average revenue and expenditures per artist was applied to all responding artists to determine net income. Earnings varied greatly, with 30% of artists reporting revenues of \$1,000 or less for their work, and 20% of artists receiving \$20,000 or more annually. On average, individual artists spent \$5,420 in pursuit of their art, and brought in \$10,525 in revenue, for net earnings of \$5,105 (these figures include net losses from the 30% of artists earned less for their art than they spent producing it).

**Estimate of Additional Individual Southeast Alaska Artists.** Rain Coast Data estimates that 19% of all artists in the region who earned some level of revenue from their art in 2013 participated in the survey—because 19% of artists that completed art-related tax returns in 2013 completed the survey. Rain Coast Data estimates that there are 1,287 artists in the region who earned revenue for their art who did not participate in the survey.

**Arts Organizations Employees.** Arts organizations taking the survey were asked how many 2013 Full-time equivalents (FTEs) they had, and what percent of their work is centered around the arts. The 175 organizations that responded to the survey had a combined total of 2,898 employees. Rain Coast Data calculated that there were 751 FTE working as or with artists and the arts.

**Arts Organizations Wages.** Since arts organizations were asked about revenue and not about wages, analysts worked with the Alaska Department of Labor to analyze art jobs in the region to derive associated earnings. The average wages associated with these jobs was \$29,023. This wage was multiplied by 751 to achieve the total arts organizations wages of \$21.8 million. There is no method for estimating employment and wage level for nonparticipating arts organizations, so organizations that did not take the survey are not included in this analysis.

**Survey Instrument and Appendixes.** To view the survey instrument and appendixes to this publication, go to [www.seconference.org](http://www.seconference.org).





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## Artist Profiles

As an incentive to complete the survey, artists that took the *Economic Impact of Arts in Southeast Alaska Survey* were entered into a drawing to be profiled in this publication. The winners are presented below:



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