Northwest Coast Arts Initiative
Where Native Art Works for the Economy
Recommendations to SEC Economic Development Committee

1) Creation of SEC Arts Committee/Subcommittee
2) SEC Letter to Etsy: e-commerce company

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Etsy – popular e-commerce site based in New York City
Used by Alaska Native artists – opening access to global markets

NEW Etsy policy:
• Delisted Alaska Natives pieces - containing ivory or threatened animal parts
• Strives to be a global marketplace free of ivory- and threatened species
• Etsy will not "accommodate nuances of local laws and exceptions of jurisdictions …"

Why Important – Why Should SEC Involved
• Negative precedent
• Closes consumer access to unique aspects of Alaska Native art
• SEC letter in good company – Senator Sullivan
• SEC letter:
  • Arbitrary, uninformed policies should not close markets for “legal products”
  • Offers to engage in constructive dialogue

Status at least for marine mammal fur:
• Etsy – may find certain marine mammal items may comply
• With artist disclosure of source and marine mammal fur not threatened
SEC Arts Committee -- Why Invest in the Arts --- Art Works for the SE Economy

EC 2014 Highlights Arts Economy
SE Arts - artists earned $29.9 million
25% artist self identify as Native artists, in rural communities
75-100% identify as Native artists

HI NWC Arts Initiative
NWC / Native Art - internationally recognized with high demand
NWC / Native arts economic potential under utilized

Northwest Coast Arts Capital
Richard Harris
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March 2017
NWC / Native Arts --- Room to Grow
Example: Santa Fe August Indian Market

Santa Fe Indian Market

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

1/3 to 1/2 annual income

SHI -- 2018 Celebration: (June 6-7-8-9)

• 7,500 participants over 4 day period
• 50 dance groups – 60 artist booths
• McDowell 2012 survey
  • Over $2.2 million to Juneau economy
  • Artists sales range between $7,000 and $20,000
Findings
Arts underutilized --- economic stimulus resource
SE Alaska receives 2/3 annual visitors but only 1/3 of their spend -- Arts provides additional visitor $

Collaboration - SEC leadership focal point to guide regional arts economic stimulus initiatives

Arts Panel Recommendation
• Create standing “arts” committee or an arts subcommittee of Economic Development Committee
• Arts committee duties:
  • Collaborate with State and SE Alaska Arts CEDS initiatives
  • Focus on improved strategies for artist training – allow self-employed artists to qualify for jobs training programs
  • Support regional arts and cultural events
  • Designate NWC arts as a “National Treasure” and Juneau as the NWC arts capital
  • Promote community venues for artists and visitors to interact
  • Implement other arts panel recommendations
SE Arts and 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 and Alaska art
- Promote visitor interface with artists to sway buying decisions

Use regional promotional media – train buyers
- To plan for art and goods purchases
- To attend local events

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
  - Early engagement with high school students
  - University degrees, apprenticeships, workshops, mentor-apprentice, artists in residence, Native art markets
  - Assist with market development and arts as a business training

- Protect art quality / markets
  - Certifications
  - Trademark protections
Thank You
Request SEC approve letter to Etsy

Etsy – popular e-commerce site based in New York City
used by Alaska Native artists – giving them access to global markets

NEW Etsy policy:
• Delisted Alaska Natives pieces made with marine mammal, ivory or parts from threatened or endangered animals
• Basis of policy -- Etsy strives to be "an ivory- and endangered-species free" global marketplace.
• Global regulation surrounding ivory and animal products, prohibits it from listing products produced by Native Alaskans
• Further, Etsy will not "accommodate the many nuances of local laws and exceptions of jurisdictions all over the world."

Why Important – Why Should SEC Involved
• Etsy is using the public internet as a e-commerce provider as such it has an obligation to its customers and product suppliers to be a responsible purveyor of goods and services
• Etsy policy sets precedent that other internet e-commerce sites may adopt all of which can impact Alaskan artists
• Native NWC art and Alaska Native art depends on culturally available raw materials – taking away these options removes one of the unique aspects of Alaska Native art
• NWC and Alaska Native art initiatives depend on vigilance by government, trade organizations, Native organizations and artists to ensure maximum access to the market and, education about Native arts, cultural significance and encouragement to procure unique art pieces that are truly Alaskan
• Senator Sullivan working on the larger issue – general disinformation and prohibitions on marine mammal, ivory, baleen artistic and cultural products
• Letter from SEC is another important voice – and offering to engage in constructive dialogue

Status at least for marine mammal fur:
• Etsy is suggesting it might find certain items comply with their policy
• Relisting of sea otter crafts will occur but the artist must disclose the items are from SE Alaska and are not threatened.
Conclusion

Native art and culture is already a Southeast Alaska economic engine.

Establishing Southeast Alaska and Juneau as the Worldwide NWC / Native Arts Capital will stimulates an Arts Economy throughout SE Alaska.

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
- Promote NWC/Native Arts in all press and social media
- Complete the Arts Community Economic Development Strategy (CEDS)
SHI and Celebration – Part of Foundation for Developing the NWC / Native Arts Capital

SHI -- 2018 Celebration Project: (June 6-7-8-9)
7,500 participants over 4 day period
50 dance groups – 60 artist booths

McDowell 2012 survey
• Celebration contributes over $2.2 million to Juneau economy
• Artists sales range between $7,000 and $20,000

52,000 visitors in 2016
Art programs served 28,300

Commitment to maintain integrity of Northwest Coast art – through education / training in formline, carving, weaving, and cultural awareness

Proponent to:
• Designate Southeast the NWC / Native Arts Capital of the World – Capital Campus in Juneau
• Designate NWC art / Native art as a “National Treasure”
Santa Fe Indian Market – NWC Art Highly Regarded
SE Arts and NWC Native Arts Strategy

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Use promotional media

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  - Trademark protections
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, native foods
  - Further stimulates arts/cultural expansion in Juneau
Build off Worldwide Recognition Regional Art

Alyssa London - 2017 Miss USA Pageant 2.9 million viewers - dress design by Preston Singletary

Duane Howard “The Revenant” - 34.4 million Oscar viewers Tuxedo designed by Haida Dorothy Grant

Chilkat blanket gifting – 28,000 Facebook active viewers