



WHY THE ARTS MATTER IN ALASKA



NATIONAL ARTS FACTS

ARTS SECTOR'S PERCENTAGE OF GROSS DOMESTIC PRODUCT (Commercial & Nonprofit Arts Organizations Combined)

ARTS & CULTURE SECTOR REPRESENTS 4.2% OF NATION'S GDP

The U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector is a **\$764 billion industry**, representing 4.2% of the nation's GDP—a larger share of the economy than construction (4.1%) or education services (1.1%).

Source: U.S. Bureau of Economic Analysis, 2015.

\$764 BILLION Arts & Culture Sector

\$763 BILLION Construction

\$208 BILLION Education Services

BONUS: U.S. exports generate a \$24.1 billion arts trade SURPLUS.

ALASKA ARTS FACTS

THE ALASKA ARTS & CULTURE SECTOR REPRESENTS 2.2% OF STATE'S GDP

The U.S. Bureau of Economic Analysis reports that the arts and culture sector contributes **\$1.31 billion** to Alaska's economy, representing 2.2% of the state's GDP—a larger share than some other industries in the state.

Source: U.S. Bureau of Economic Analysis, 2015.

\$1.31 BILLION Arts & Culture Sector

\$2.28 BILLION Construction

\$0.14 BILLION Education Services

BONUS: In 2015, Arts & Culture Production in AK provided 4.1% of the state's compensation to its citizens.

NUMBER OF ARTS-RELATED BUSINESSES AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally **673,656 businesses** employ **3.48 million people** who are involved in the creation or distribution of the arts. Based on Dun & Bradstreet data, this means that 3.9% of all businesses and 1.9% of all employees are connected to the creative industries.

Source: Americans for the Arts, *Creative Industries*, 2017.

673,656 & **3.48M** ARE INVOLVED IN THE
BUSINESSES JOBS CREATION OR DISTRIBUTION
OF THE ARTS

In Alaska, **1,705** Arts-related businesses employ **5,896** people.

- In Anchorage **847** Arts-Related Businesses employ **3,296** people.
- In Fairbanks Northstar Borough, **244** Arts-Related Businesses employ **873** people.
- In Kenai Peninsula Borough, **140** Arts-Related Businesses employ **405** people.

Source: Americans for the Arts, *Creative Industries*, *Alaska* report, 2017.

1,705 & **5,896** ARE INVOLVED IN THE
BUSINESSES JOBS CREATION OR DISTRIBUTION
OF THE ARTS

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, *Arts & Economic Prosperity 5*, 2017.

ART IS A **\$166.3** DRIVER OF OUR NATIONAL,
BILLION STATE & LOCAL ECONOMY.

In 2015, Alaska's arts and culture sector employed thousands of FTE jobs and generated millions of dollars in economic activity. Nonprofit arts groups helped cultivate that activity.

- In Fairbanks, for example, nonprofit arts groups generated **\$8.7 million** in economic activity. Audiences of 352,100 people added another **\$9.3 million** for a total of **\$18 million** in commerce for the city in 2015.

Source: Americans for the arts, *Arts & Economic Prosperity 5*, *Fairbanks* report, 2017.

ART IS A **\$1.3** GDP DRIVER OF OUR
BILLION STATE ECONOMY.

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

Q So how much is the federal government investing in the National Endowment for the Arts (NEA)?

A Congress has proposed allocating **\$155 million to the NEA in FY 2019**, which has been relatively level for the last several years. This amounts to just **47¢** per capita, yet the nonprofit arts industry generates over **\$13 billion** in federal tax revenue back to the treasury. Imagine what nonprofit arts groups could generate with **\$1 per capita!**

Source: Americans for the Arts Action Fund, 2019.

Read: "Funding The Arts Is Good For The Nation," *The Hill*, 2015.

Q What about Alaska—how much does state government allocate to the Alaska State Council on the Arts each year?

A The state awarded **\$692,800** to the Alaska State Council on the Arts. In FY 2017, the Alaska State Council on the Arts also received **\$695,700** in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 15 nonprofit arts organizations received direct grants from the NEA totaling **\$1,099,046**.

Source: NEA and NASAA, 2017.

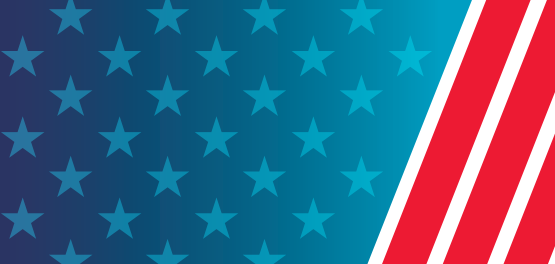
Read: "The Arts Economy of Southeast Alaska," Southeast Conference, 2014.

GDP

JOBS

ECONOMICS

FUNDING



“Creativity, innovation and critical thinking skills are essential to lead Alaska into the future. Learning in and through the arts is a proven method to instill these qualities in students so that they are poised to solve the complex problems of today—and tomorrow. That Alaska State Council on the Arts is investing in Alaska’s youth, to equip them with the tools they need to thrive.”
—Shannon Daut, former Executive Director, AK State Council on the Arts



ALASKA ARTS FACTS

IN THE LAST FRONTIER THE ARTS UNITE US AS ALASKANS

The biggest state with the fewest people needs the arts to bring people together. The arts support the collaboration of many nonprofit organizations serving the many diverse communities of the state.

THE ALASKA STATE COUNCIL ON THE ARTS—The Alaska State Council on the Arts represents, supports and advances the creative endeavors of individuals, organizations and agencies throughout Alaska. The Council works in concert with the Alaska Arts and Culture Foundation (AACF), which was established in 2001. The AACF provides funding for some of the Council’s projects.

> Learn more [here](#).



MEET SOME ALASKA ARTS ADVOCATES

- **Biennial Alaska Arts Convergence.** This is a statewide gathering of arts organizations and individuals. Contact the Alaska State Council on the Arts for information. > [More](#)
- **Norm Campbell** of Sitka is President of the Alaska Arts and Culture Foundation. > [More](#)
- **Sally Grimsrud** is the 2018 Champion of the Arts, an honor conferred by the Alaska Arts Education Consortium > [More](#)
- **Kameron Perez Verdia** is the President of the Alaska Humanities Forum. > [More](#)

ART IN ALASKA

- Check out the many arts centers and community festivals, including the Anchorage Film Festival [here](#).
- Plan a cultural trip among the art galleries and museums [here](#).
- Discover how the state is rich in art and crafts created by indigenous communities [here](#).

ALASKA ART ORGANIZATIONS

- Alaska Arts Education Consortium (AAEC)
www.akartsed.org
- Juneau Arts & Humanities Council
www.jahc.org
- Alaska Center for the Performing Arts
www.alaskapac.org
- Denali Arts Council
www.denaliartscouncil.org

THE ARTS ARE EVERYWHERE!

- In **Anchorage**, the Anchorage Museum tells the story of the North—a story that weaves social, political, cultural, scientific, historic and artistic threads. Explore the full diversity of Alaska Native cultures, including masterworks of Alaska Native art and design from the collections of the Smithsonian Institution.
- Go south to **Seward**, and you can take in the Seward Music and Arts Festival with fabulous art, live music, and dance performances. Local Alaskan artisans and food vendors are featured. It is a family-oriented festival with children’s activities and artist’s projects throughout the weekend; including the creation of a mural-in-a-day by members of the Seward Mural Society.
- Further down the coast In **Ketchikan**, timed for the winter holidays, the Ketchikan Arts & Humanities Council’s Winter Arts Faire showcases the creations of local artists, which make for great gifts. More than 80 artists exhibit their work here, so you could easily fill all of your holiday wish lists with local, handmade gifts.
- Up in **Fairbanks**, you can take a riverboat tour that combines colorful river history, Native traditions and the beauty of Alaska’s Interior. An Alaskan crew will share their culture as you stroll through an Athabascan Indian village. The Fairbanks Summer Arts Festival offers over 200 workshops and 100 performances held all over Interior Alaska in music, visual arts, dance, writing, theatre, healing arts & culinary arts. Offering workshops for adults and concerts for all!
- Way up in **Nome**, the Alappaa Film Festival showcases films that highlight many aspects of living in the Arctic: traditional dance, nature and climate change, string stories, scientific research, wildlife, and more. Recent selections have focused on children of the Arctic, Inuit tattoos, and growing up Native in Alaska.

To View the Top 10 Reasons to Support the Arts, Click Here.

ALASKA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

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To download this fact sheet, “Why the Arts Matter in Alaska,” with corresponding resource links visit www.ArtsActionFund.org/AK.