

Regional Arts Economy Panel

Our Economy – Driven By the Arts



THE NEW JACC

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!







SEALASKA HERITAGE

Southeast Alaska the Northwest Coast Native Art
Capital

Where Native Art Works for the Economy

September 2017

Richard Harris
Senior Research Fellow
Sealaska Heritage Institute

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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



Northwest Coast Arts Capital

Richard Harris

Senior Research Fellow

Sealaska Heritage Institute

March 2017

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

1000+ Native artists from 200+ tribes/ pueblos report earnings of 1/3 to 1/2 annual income

16 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

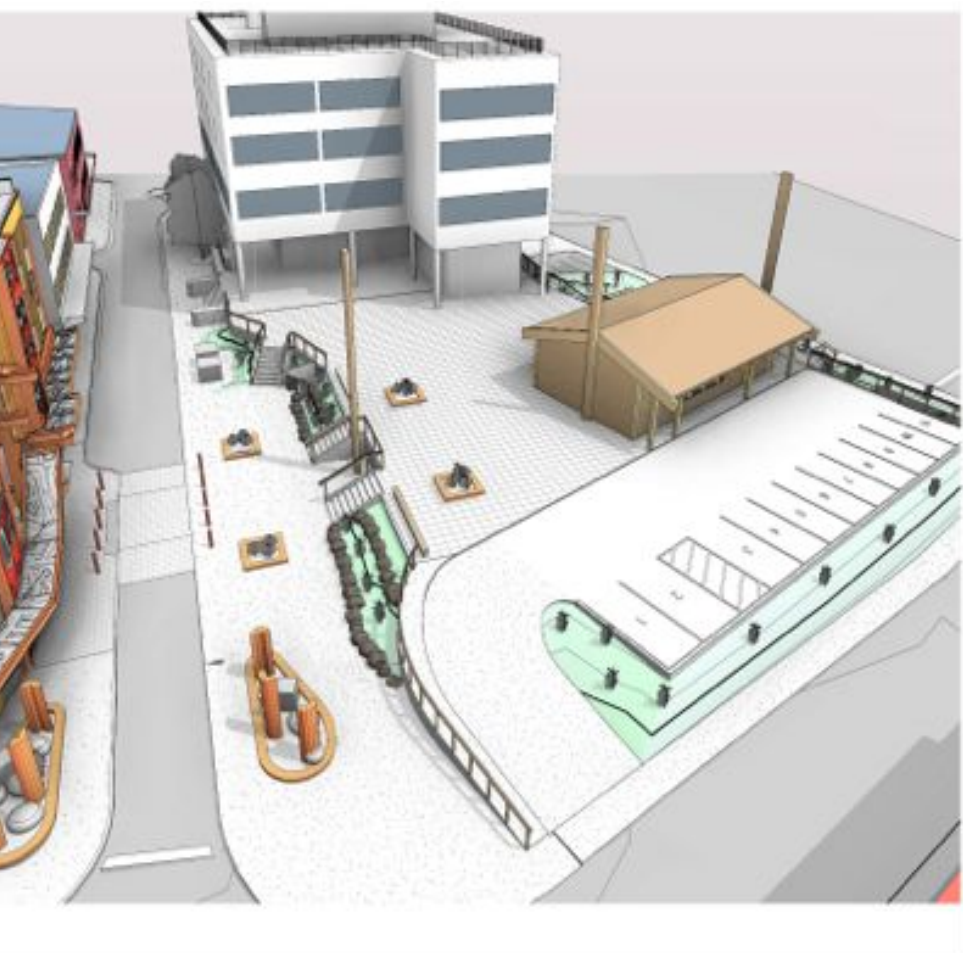
Celebration contributes over \$2.2 million to Juneau economy for each four-day event





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
Cape design by Preston
Gletary (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**.
4. Catalyze community **revitalization**.
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

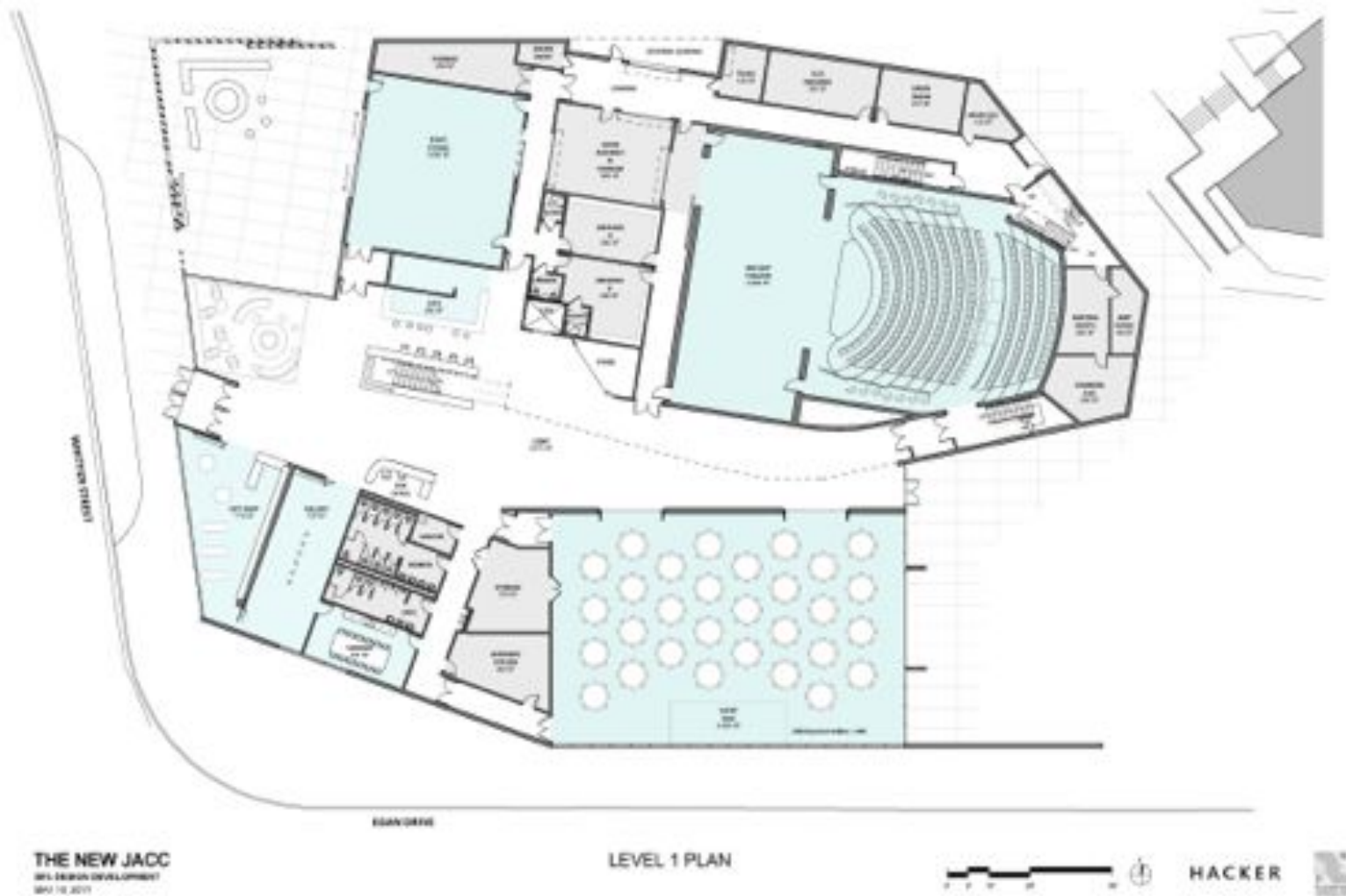
Arts & Convention Complex (cont.)

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**