WHY THE ARTS MATTER IN ALASKA

NATIONAL ARTS FACTS

ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture Sector</td>
<td>$919.7 billion</td>
<td>4.3%</td>
</tr>
<tr>
<td>Construction</td>
<td>$892.7 billion</td>
<td>4.2%</td>
</tr>
<tr>
<td>Education Services</td>
<td>$269.9 billion</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

**BONUS:** In 2019, U.S. exports generated a $33 billion arts trade SURPLUS.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of $150 billion in revenue. In addition, 52% of all creative workers became unemployed (2.7 million people) as of July 2020.

**$150B** LOST REVENUE & **52%** OF UNEMPLOYMENT

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.

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

PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** How much does the AK state government allocate to the Alaska State Council on the Arts each year?

**A** In FY 20-21, the state awarded $697,100 to the Alaska State Council on the Arts. The Alaska State Council on the Arts also received $736,000 in federal NEA funds, which the Council re-granted to dozens of cultural organizations throughout the state. Another 28 nonprofit arts organizations received direct grants from the NEA totaling $839,000.

**Source:** NEA and NASAA, 2021

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

**A** Congress allocated $167.5 million to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just $51 per capita, yet the nonprofit arts industry generates over $13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with $1 per capita.

**Source:** Americans for the Arts Action Fund, 2021

ALASKA ARTS FACTS

ALASKA ARTS & CULTURE SECTOR REPRESENTS 2.7% OF STATE'S GDP & 11,871 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed $1.4 billion to Alaska's economy in 2019, representing 2.7% of the state's GDP, 11,871 jobs, and a total compensation of $992 million.

**$1.4 BILLION** Arts & Culture Sector

**$2 BILLION** Construction

**$0.2 BILLION** Education Services

**BONUS:** In 2019, Alaska arts & culture was also larger than the Agriculture industry.

LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

In Alaska, COVID-19 has devastated creative economy businesses with a loss of $130 million in revenue. In addition, 42% of all creative workers in Alaska became unemployed (4,968 people) as of July 2020.

**$130M** LOST REVENUE & **42%** OF UNEMPLOYMENT

ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

In 2015, the 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.

**NONPROFIT ART IS A** $1.3 BILLION DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.

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**Source:** Americans for the Arts Action Fund, 2021

Read: "Funding The Arts is Good for the Nation," The Hill, 2015.
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.

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.

Executive Director: Andrea Noble-Pelant

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Discover how the state is rich in art and crafts created by indigenous communities here.

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.

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
Juneau Arts & Humanities Council
www.jahc.org
Denali Arts Council
www.denaliarts council.org

ALASKA ARTS EDUCATION CONSORTIUM
The Alaska Arts Education Consortium (AAEC) is an affiliation of school districts, organizations and individuals committed to preparing and supporting educators so that they can teach the arts across the curriculum.

Executive Director: Barbara Short
Vice Chairs: Robin Child & Jeanne Kitayama

> Learn more here.
> Join here.

THE ARTS ARE EVERYWHERE!
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ALASKA ARTS NEED YOU!

JOIN THE ARTS ACTION FUND FOR FREE TODAY!

E-MAIL US: ArtsActionFund@artsusa.org
VISIT US: ArtsActionFund.org/join
CALL US: 202.371.2830
FOLLOW US: Facebook | @ArtsActionFund | @ArtsActionFund

“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

Americans for the Arts

To download this factsheet, "Why the Arts Matter in Alaska," with corresponding resource links visit www.ArtsActionFund/StateFactsheets

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

4/2/2021