

The Arts Economy of Haines Alaska

"Wearable Art" by Haines artist Trudi Miller. Modeled by Gabi Miller. Photo by Andy Hedden.



HAINES
The Adventure Capital of Alaska

Haines, Alaska (population 2,530) is known for its master artisans. The arts are an important component of the local economy. Altogether artist, arts organization, and audience spending in Haines totaled approximately \$2.1 million in 2013.

Survey and data analysis show that there are 80 artists in Haines who earned some level of revenue from their art in 2013. According to these findings, local artists earned \$1.14 million that year.

Unlike employees in other industries, artists do not rely exclusively on art for their income. On average self-employed artists in Haines derive 41% of their total annual income through their art.

Survey analysis suggest that self-employed artists spent \$344,000 on art-related business expenses in 2013, while Haines-based art organizations reported spending \$1.5 million on art-related activities.

Local art organizations staged 82 arts events attracting more than 8,000 attendees—and these attendees in turn spent an estimated additional \$207,000 in conjunction with these events.

Haines Alaska Arts Data



\$2.1 Million: Dollars spent by Haines artists, arts organizations and audiences in 2013.



80: Number of Haines artists with earnings from arts in 2013 (full & part time).



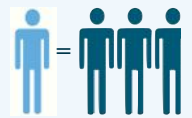
\$1.14 Million: Revenue earned by Haines artists in 2013.



41%: Percent of an independent artist's total income derived from arts.



82: Arts events in 2013, including performances, festivals, camps, etc.



2.8: Ratio of artists in Haines for every 1 US artist.





Alaska Indian Arts artists Leo Jacobs, Edwin Kasco, Wes Willard and Carl Hoffmiller carved these totem poles for the Fort Seward Tribal House in the 1960s, Photo by Tom Ganner © 2014.

ABOUT THIS PUBLICATION

In the fall of 2014, Southeast Conference released a publication entitled *The Arts Economy of Southeast Alaska*, prepared by Rain Coast Data. Research findings were based on extensive surveying of regional artists. Arts organizations were asked for financial information, organization type, staffing levels, and volunteer efforts. Arts organizations were asked to list their performances, festivals, classes, exhibitions, and other events, including artist participation and audience size. The survey also asked artists to explain in their own words why art is important to the region.

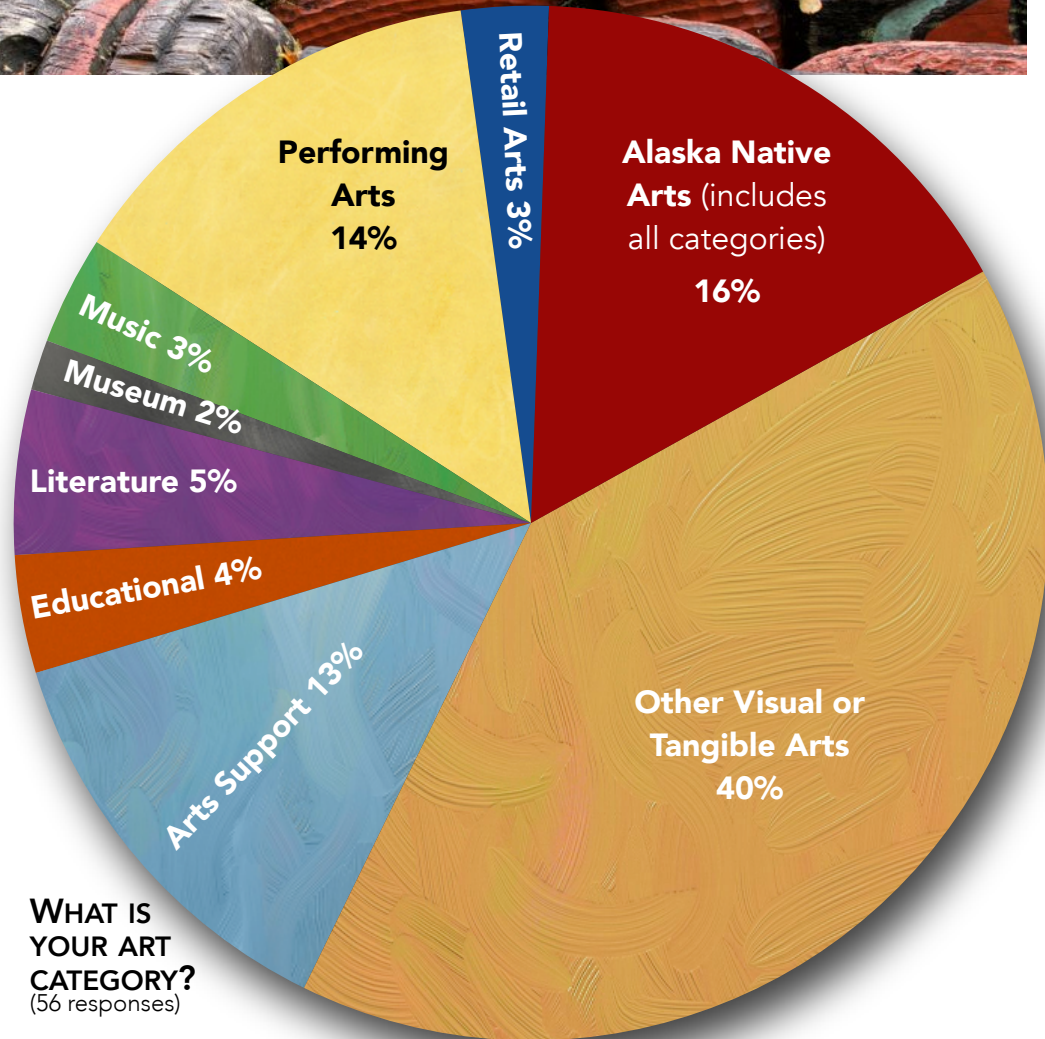
More than 600 artists and arts organizations across the region completed or partially completed the web-based survey, including 60 responses from Haines. Due to the high local response rate, Rain Coast Data was asked to prepare a supplementary publication breaking out the economic activities associated with the arts that occurred in Haines in 2013.

FINDINGS

Survey and data analysis show that Haines Alaska artists earned \$1.14 million in 2013. This figure includes \$850,000 earned by those working for arts organizations, and \$291,100 earned by independent artists.

On average, individual Haines artists spent \$8,800 in pursuit of their art in 2013—spending on art supplies, travel, booth fees, etc. Artists brought in a revenue of \$16,300 (on average) for their work. Average profits were calculated at \$7,500 in 2013 (revenue minus expense).

Income through art-related activities comprised 41% of Haines artist's total income in 2013, on average, while an additional 59% was derived from other employment. More than a fifth (22%) of Haines artists surveyed rely entirely on art for their annual income, compared to just 9% of artists in the region as a whole.



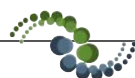
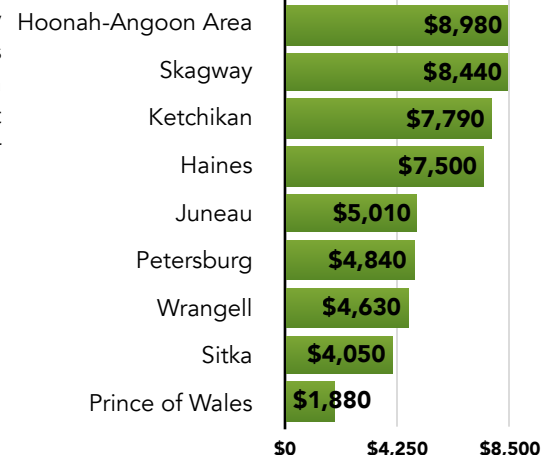
WHAT IS YOUR ART CATEGORY? (56 responses)

WHAT IS YOUR ART CATEGORY?

We asked 56 Haines artists about the type of art they do. Sixteen percent of Haines artists responding to the survey self-identified as Alaska Native artists (which mirrors the percentage of Alaska Natives in Haines overall). The largest category of responses came from "other visual or tangible" artists—accounting for two-fifths of all responses.

While Haines may have many musicians, the analysis shows that Haines has much lower percentage of *paid* musicians than the region as a whole—14% of all paid artists in the region are musicians, compared to just 3% of all Haines artists.

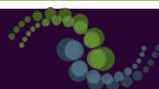
AVERAGE PROFIT OF INDEPENDENT SE ARTISTS, 2013 (Regional Average = \$5,100)



Haines Arts by the Numbers

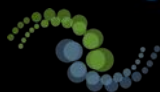
The table below presents analysis for art in Haines, Alaska in 2013:

Direct Spending	Total Direct Art Expenditures	\$2.1 million
	Arts Organizations Expenditures (art portion only)	\$1.5 million
	Independent Artist Expenditures (includes supplies, travel, and income)	\$344,100
	Estimated Event Spending by Audience Members (includes restaurant, retail purchases, etc. Excludes entry fee. Estimated at \$24.60 per person.)	\$207,100
Artists	Total Working Artists (full and part time)	80
	Arts Organizations Employment (includes nonprofits, museums, art galleries, teachers, etc.)	41
	Independent Artists	39
	Full & part time art jobs converted into full time equivalent (FTE) jobs	57
	Art Jobs Location Quotient (Artists are 2.6 times more prevalent in Southeast Alaska than in the US as a whole)	2.82
Artist Earnings	Total Art-Related Earnings by Artists	\$1.14 million
	Earnings by Organization-Based Art Employees	\$850,000
	Art Earnings by Independent Artists (net revenue)	\$291,100
	Percent of an Independent Artist's Income Derived From Art	41%
	All Workforce Earnings by Artists (including non-art employment)	\$1.6 million
Volunteers	Value of Contribution by Volunteers	\$503,200
	Total Arts Volunteers	516
	Annual Hours Contributed by Volunteers	23,556
Events	Total Arts Events Staged (includes performances, art openings, festivals, classes, exhibitions, etc.)	82
	Artists Involved in these Events (includes artists, performers, & students. Artists involved in more than one event are counted more than once)	415
	Total Audience Members and Attendees	8,420



HAINES ALASKA ARTIST BY TYPE: WHAT IS YOUR SPECIFIC ART FORM?

Haines Alaska artists were asked to describe their type of art. This word cloud is a visualization of the 50 responses submitted to this question, with more frequently used words appearing more prominently.



Chilkat Valley Artists

Why is art important? A selection of responses local artists.

ARTIST

Art in Haines is something we identify with and take pride in as a community. Art represents us in many ways, from our Native cultural whose art seen in almost every public gathering place, to our independent artists who live in Haines in higher numbers, to our performance organizations. Art has enhanced the quality of life in Haines to a great degree, and it attracts new residents and helps keep current residents here who have grown to appreciate the role art has played in their lives here as a quality-of-life enhancer.

FIGURATIVE SCULPTOR

Alaska is becoming known for being the home of many, many artists of all kinds. Many people tell me that they come to Haines in particular for the art, hoping to meet the artists. The economic importance of this seems pretty obvious. I choose to live here because of the close-knit supportive community, the tranquility, and of course the beauty.

PAINTER, PRINTMAKER, GLASS WORKER

In economic terms, we are manufacturers. We take basic raw materials. Paper, canvas and paint. Sand and glass. Local Sitka Spruce. We turn them into highly-value-added products. Our artwork is sold by galleries throughout Southeast Alaska. The people who purchase our work are largely from out of the region or out of Alaska. This brings a net flow of income into Southeast Alaska. We create paintings, hand-printed serigraphs, musical instruments (guitars, violins and cellos), giclee reproductions, architectural etched glass, and woodwork for large public art projects.

WATERCOLOR PAINTER AND PUPPETEER

Art is woven into the fabric of life in the region. Starting with the ancient Native cultures and continuing until today the beauty of the place inspires humans to create art. We sell some of it and enjoy all of it. It is a mirror that reflects our love of the land and of the humans that inhabit it. I make art in my home because it is an expression of the land that sustains my body and soul.

KNITTER

A lot of the art is unique to the area, and it brings tourists in which is a big help for the local artists.

WOODCARVER

Art is the main component of the mystique of Southeast Alaska. It provides the visitor industry with a focus other than nature for a humanist experience. It gives visitors the opportunity to take something of value home to remember their peak experience of being here. Art connects artists to each other and to the visitors. Art sales help communities' local revenues. Art events draw visitors from neighboring communities as well as out-of-state visitors.

AUTHOR

Haines is a community full of artists and creative people and very supportive. For me as an author, Southeast is completely inspiring and the place and the people are basically my muse. Living here is why I write, and I think, why so many people read what I write.

NATIVE ALASKAN ARTIST

Practicing Alaska 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.

ARTS SUPPORTER

Art of all forms is intrinsic to lives well-lived and healthy, vibrant communities. Art brings people together to share their creative appreciations and abilities, whether as participants or observers. Southeast Alaska is teeming with artistic activity and has been for thousands of years.

FOSSIL IVORY AND GEMSTONE JEWELER

Haines is a beautiful place that allows us to enjoy a lifestyle practically nonexistent anywhere else. 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. The freedom of creating art works well with the independent Alaskan spirit.

NORTHWEST COAST ARTIST

As a carver who works in the village of Klukwan as a teacher and project leader for the traditional knowledge camp it is important to promote and advance the traditional art form.



Beth McCready performs on cello designed and built by master Haines luthier Rob Goldberg. Photo by Heather Lende.

GRAPHIC ARTIST

I moved to SE Alaska nearly ten years ago because I knew I was at last home. I knew if there was any chance of living my best life, it would be here.

SILVER JEWELER

When I started doing art work in 1967 no one could make a living doing Northwest Coast Art and now they can. It has taken a long time. I had to work in the cannery and the grocery store until I could make enough to support myself by my artwork.

PHOTOGRAPHER AND WRITER

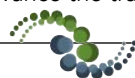
Southeast Alaska is one of the most beautiful and bountiful places in North America. The scenery is stupendous, the wildlife is plentiful and approachable. It's a photographer's dream come true.

GRAPHIC AND NATIVE SCREEN-PRINTING

Southeast Alaska's Native artwork is a category in its own, from Chilkat Blanket weavers, to Totem Pole carvers, to painters. Alaska has a lot to share, every type of artistic ability exposes the beauty of our culture and nature that embraces our beautiful State.

WOODWORKER

The dramatic landscapes of Southeast Alaska inspires all forms of local art, and art provides an independent means of livelihood for many residents in places where there aren't many regular jobs. For the woodworking that I do, I utilize local forest resources- primarily birch and spruce. The logging and milling of these trees helps to employ many Southeast residents. Tourists delight in the very original, regional work of local artists.



CHILKAT VALLEY ARTS ORGANIZATIONS



HAINES ARTS EVENTS 2013

Oklahoma. The Chilkat Center for the Arts.

The 24 arts organizations in Haines that responded to the arts survey consisted of nonprofits, community organizations, public entities, and private businesses. Respondents included organizations like the Chilkoot Indian Association, Dalton City Yarn, Fairweather Ski Works, Forget-Me-Not Gallery, Foundation for the Chilkat Centre for the Arts, the Haines Arts Council, the Lynn Canal Community Players, and the Sea Wolf Gallery.

On average, responding organizations reported that 74% of their time was dedicated to the arts (slightly higher than the regional average of 71%). These organizations employed 41 full-time equivalent workers dedicated to the arts.

ARTS EXPENDITURES

As a whole, organizations that spent at least some of their time on arts related activities reported spending \$1.5 million on arts-focused expenditures in Haines. Spending included salaries and benefits for workers, arts events and marketing, support, and arts programming.

EVENTS AND PERFORMANCES

Haines arts organizations reported staging 82 arts events in 2013, including performances, exhibitions, festivals, camps, and classes. Organizations reported that these events involved 415 artists, performers, and students. The events themselves attracted 8,420 audience members and attendees, for an average of 182 attendees per event (nearly identical to the regional per event average of 185 per event).

Event Type	Number of Arts Events	Audience Members/Attendees	Average Number of Attendees Per Event	Number of Artists Involved
Performances	33	3,225	98	170
Exhibitions	6	3,100	517	20
Festivals & special events	18	1,820	101	50
Camps & classes	25	275	11	175
Total	82	8,420	182	415

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 Haines arts events generated an estimated \$207,000 in sales for local businesses last year.

VOLUNTEER EFFORTS

Arts volunteers permit Haines arts and culture organizations to function as a viable industry. During 2013, a total of 516 volunteers donated a collective 23,500 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 Haines Alaska in 2013, the estimated aggregate value of arts volunteerism was \$503,200.

METHODOLOGY NOTE

All data for this page was 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.



Heidi Robichaud national award-winning scrimshaw artist.

