

# Rain Coast Data

## Year 1 In Review



**Total Clients = 15**

*Southeast Conference, Southeast Soil and Water Conservation District, City and Borough of Wrangell, Inter-Island Ferry Authority, Corvus Design, Haines Convention and Visitors Bureau, Association for the Education of Young Children Southeast Alaska, Sheinberg Associates, Vigor Alaska, private individuals, Ketchikan Marine Industry Council, Alaska Arts Confluence, Carlton Smith Company, Wrangell Convention and Visitors Bureau*

**Total Publications = 17**

*Southeast Alaska by the Numbers 2014, The Economic Impact of Shipbuilding in Ketchikan, The Economic Impact of the Visitor Industry in Wrangell 2014 draft, The Arts Economy of Southeast Alaska 2014, Analysis of Southeast Alaska's Strengths Weaknesses Opportunities & Threats, Investing in Juneau Child Care 2014, Draft Wrangell Waterfront Master Plan, Change in the Maritime Economy of Southeast Alaska, Results through Books and Early Reading 2014, The Arts Economy of Haines Alaska, 2020 Southeast Economic Plan info sheet, Parents as Teachers AEYC Brochure, Juneau Maritime Analysis, Employer Sponsored Child Care 2014, Southeast Alaska Private Investment Survey, Southeast Alaska Comprehensive Economic Development Strategy 2014 Update, Investing in Ketchikan Child Care 2014*

**Total Projects = 39**

*Other projects include the following: Public planning and outreach, Press releases, PowerPoint presentations, Website content development, Newsletter design and content delivery, Logo creation, Grant reporting, Business card design, Data analysis, Infographics, Ghostwriting, Surveys*

**Mentions in the Media = 57**

*Juneau Empire, ADN, Petersburg Pilot, Washington Times, Wrangell Sentinel, Ketchikan Daily News, KTOO, KCAW, CoastAlaska News, SitNews, Sitka Sentinel, KHNS, Fairbanks Daily News-Miner, Capital City Weekly, KSTK, KINY, APRN*

# SOUTHEAST CONFERENCE

## The Arts Economy of Southeast Alaska

Photo by Rain Coast Media

Tree carving on Mount Rainier by master carver Richard Buckley

September 2014

### Our Arts Economy

Artists and arts organizations are a key part of the Southeast Alaska economy. They create products and perform services. They generate spending and attract audiences, who in turn spend money at restaurants, hotels, and other local businesses. Artists impact education, and by positively contributing to the quality of life, they attract young people to the region, and help retain those who are here.

The purpose of this publication is to consider the role of arts in the Southeast Alaska economy.

### Key Findings

- The arts are an important component of the regional economy. Altogether artists, arts organizations, and audience spending in Southeast Alaska totaled an estimated \$57.8 million in 2013.
- Based on an analysis of our survey data, self-employment tax returns, and wage and labor data, there are an estimated 2,340 Southeast Alaska artists who earned revenue from their art in 2013. Altogether, these artists earned an estimated \$29.9 million last year in terms of workforce earnings, as the arts sector is nearly twice the size of the regional timber industry.
- Unlike employees in other industries, most artists are not employed in Southeast Alaska but operate outside the traditional economy, and on such are not measured by typical average self-employed artists in the region economic tools. Moreover, nonprofit organizations that dedicate themselves either in part or in full to the arts are usually not included within arts employment categories. To measure the arts economy, an ambitious arts survey was launched.
- Self-employed artists spent \$17.8 million on art-related business expenses in 2013.
- The larger economic impact comes from organizations that focus on art. Regional art organizations responding to the survey reported spending \$31.6 million on arts across the region participated, representing 1,800 arts events attracting 339,680 attendees—who spent an estimated additional \$8.4 million in conjunction with these events.

### Our Arts Economy

Calculating the economic impact of art and artists is notoriously difficult. Many artists do not rely on the traditional economy, and on such are not measured by typical average self-employed artists in the region economic tools. Moreover, nonprofit organizations that dedicate themselves either in part or in full to the arts are usually not included within arts employment categories. To measure the arts economy, an ambitious arts survey was launched.

Self-employed artists spent \$17.8 million on art-related business expenses in 2013.

The larger economic impact comes from organizations that focus on art. Regional art organizations responding to the survey reported spending \$31.6 million on arts across the region participated, representing 1,800 arts events attracting 339,680 attendees—who spent an estimated additional \$8.4 million in conjunction with these events.

**Our Arts Economy of Southeast Alaska:** A Publication of Southeast Conference

## THE MARITIME ECONOMY OF SOUTHEAST ALASKA:

### By the Numbers

**22%**  
Southeast Alaska

**11%**  
Alaska

#### A PUBLICATION OF SOUTHEAST CONFERENCE

by Rain Coast Data

Southeast Alaska is a maritime region. Nearly every element of its economy is intertwined with the maritime economy. It is the region's largest sector outside of government. It drives from nearly every element of the workforce.

Just over one-quarter of all Southeast Alaska wages are directly earned through vessel employment. In Southeast Alaska there are 8,200 "blue jobs" as maritime jobs are called, with \$457 million in associated wages. However, when tracking the change of the maritime sector over time and comparing across geographies, it is simpler to look only at the private sector along with Coast Guard jobs. The adult labor force (170,000) blue jobs, and account for 22% of the region's private sector economy.

Between 2010 and 2013, employment in the Southeast Alaska maritime industry grew by 136,000 jobs. This includes a 5% increase in US Coast Guard jobs, a 12% increase in marine tourism jobs, and a 7% increase in seafood sector jobs.

Jobs in the ship building and repair component of this sector actually fell by less percent. During the same period, total employment earnings in this sector increased by 24% across all components of maritime in the region, an increase of \$74 million in direct regional wages.

Meanwhile this sector has also been growing, albeit a bit more slowly. Between 2010 and 2013, the extraordinary maritime economy of the state grew 18%—by nearly 1,300 jobs, with wages grew by \$19 million (10%). In 2013, Alaska, private and US Coast Guard maritime sector employed more than 20,000 people, and was responsible for \$2.9 billion in direct employment earnings. The largest component of the maritime sector is the seafood industry, responsible for 38% of all Alaska maritime workforce earnings.

With Alaska State facing under construction in the state for the first time, a robust maritime sector, and reported increases in 2013 seafood harvests, the outlook for the maritime economy is for continued growth.

March 2015

## SOUTHEAST CONFERENCE

# Southeast Alaska by the Numbers 2014

SEPTEMBER 2014

**Demographics** Page 3

**Maritime, Seafood** Page 6-7

**Visitor Industry** Page 8

**Mining** Page 9

**Health Care, Timber** Page 10

**Government** Page 11

### Changes in Southeast Alaska: 2012 to 2013

- THE REGIONAL POPULATION INCREASED BY 19 PEOPLE TO 74,382 (+0.03%)
- THE LABOR FORCE ALSO INCREASED BY 19 JOBS TO 46,015 JOBS (+0.03%)
- JOB EARNINGS INCREASED BY 2% TO \$24,148
- MINING JOBS DECREASED BY 7% (LOSS OF 40 JOBS)
- 74,000 MORE PEOPLE ARRIVED IN SOUTHEAST TOWNS BY PLANE, FERRY OR CRUISE SHIP, AN INCREASE OF 4%

### Southeast Alaska's Economy 2014: Plateauing

In 2013 the Southeast Alaska economy—which had been in an expansion phase for the previous five years—stopped growing. Both the population and the number of workers in the region grew by a mere 19 people, which is akin to no growth at all. Total wages grew by two percent. Economic trends statewide were nearly identical.

Despite our meager growth rate, the number of residents, workers, and job earnings each represent reports for the region. We have reached a high point in the regional economy, but our momentum appears to have slowed, and some indicators suggest the economy may begin trending downward. There are several reasons for this.

The Southeast had a counterbalance economic stimulus government work further, in need of the value of the economic upturn. We have spent an estimated \$1.5 billion on infrastructure. We have spent an estimated \$1.5 billion on infrastructure.

### Demographics

**74,382 People**

**UP 19 PEOPLE IN 2013 TO 74,382**

**UP 19 PEOPLE IN 2013 TO 74,382**

**POPULATION CHANGE 2010 TO 2013**

Municipality	2010	2013	Change
Juneau City & Borough	7,475	7,515	40
Ketchikan City & Borough	13,477	13,654	177
City of Kodiak	8,881	9,039	158
Wrangell City & Borough	3,203	3,214	11
Skagway Borough	2,508	2,530	22
Wrangell City & Borough	1,801	2,458	657
Marineville	1,405	1,471	66
Craig	1,201	1,156	-45
Chitina Municipality	948	982	34
Chitina	75	84	9
Hoonah	760	798	38

**Southeast Alaska by the Numbers**

### Strengths

### Results through Books & Early Reading

#### Juneau's Imagination Library

Children enrolled in Juneau's Imagination Library receive a new, high-quality book in the mail each month from birth until they turn five. By the time they enter kindergarten, they have a library of up to 20 books.

In Juneau, 89% of parents of children enrolled in the program reported to their child daily, versus 54% for non-enrolled children.

Studies across the US have shown that participating children are more prepared to enter school and become stronger readers.

In 2014, more than 1,000 Juneau children are enrolled in the Imagination Library, up from less than 200 in 2009. As the Imagination Library adds other kindergarten, average enrollment rates for "Learning, Communication, Language & Literacy" indicators of Juneau's Kindergarten have also increased. From 2009 to 2013, kindergarten readiness indicator rose by 17%—from 1.38 to 1.53 in a state of 0.25. During the same period, the percent of Juneau kindergartners that had participated in the library increased from 17% to 26%. The use for the first year of enrollment is 67%.

**Kindergarten Readiness in Juneau Increases**

Communication, Language, & Literacy Indicators

## The Economic Impact of Shipbuilding in Ketchikan

Building a ship produces well-paid industrial jobs, creates economic impacts on local and statewide levels. This Ketchikan Marine Industry Council publication presents the impact of a \$100 million shipbuilding project in Ketchikan.

### The Economic Impact of a \$100 Million Shipbuilding Project in Ketchikan

**190 Ketchikan Jobs**

**\$27.4 Million in Ketchikan Wages**

**Ketchikan Impact**  
\$39.8 Million  
Including 100 jobs & \$27.4 M in wages

**Alaska Impact**  
\$83 million  
Including 230 jobs & \$38 M wages

**\$12.4 Million in other Ketchikan Spending**

	Direct Effects	Secondary Effects	Total Effects
Employment Impact	120 jobs/year	70 jobs/year	190 jobs/year
Total Wages Impact (36 months)	\$22.3 million	\$5.1 million	\$27.4 million
Additional Local Spending Impact (Goods & Services)	\$9.8 million	\$2.6 million	\$12.4 million
TOTAL ECONOMIC IMPACT IN KETCHIKAN	\$32.1 million	\$7.7 million	\$39.8 million

Source: IMPLAN

June 2014 Prepared by Rain Coast Data for the Ketchikan Marine Industry Council Page 1

## MARITIME DATA: Southeast Alaska 2013

### Private and US Coast Guard Maritime Employment & Workforce Earnings

#### Fishing & Seafood Processing

**Jobs: 4,252**  
**Wages: \$244.5 M**  
Change in jobs 2010-13: **+7%**

#### US Coast Guard

**Jobs: 761**  
**Wages: \$61.1 M**  
Change in jobs 2010-13: **+49%**

#### Marine Tourism

**Jobs: 952**  
**Wages: \$27.9 M**  
Change in jobs 2010-13: **+24%**

#### Marine Transportation

**Jobs: 450**  
**Wages: \$29.6 M**  
Change in jobs 2010-13: **+2%**

#### Change in jobs 2010-13: **0%**

#### Change in jobs 2010-13: **-2%**

Want to learn more? Southeast Conference Website: [seconferece.org](http://seconferece.org)

## SOUTHEAST CONFERENCE PRESENTS

# The Arts Economy of Haines Alaska

"Wearable Art" by Haines artist Trudi Miller. Photo by Tedden.

Haines, Alaska (population 2,532) is known for its master artists. The arts are an important component of the local economy. Altogether artists, arts organizations, and audience spending in Haines totaled approximately \$2.1 million in 2013.

Survey data analysis shows that there are 82 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 suggests that self-employed artists spent \$344,000 on art-related business expenses in 2013, while Haines-based art organizations reported spending \$1.3 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

- 14 Million: revenue by arts in 13
- 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

A Publication by Rain Coast Data

### Year Long Project Schedule

- March 2015 - Launch Planning Phase
- April 2015 - Economic Climate Survey
- April 2015 - Strategic Planning Phase
- September 2015 - Action Plan Review
- March 2016 - Present our Economic Plan at Mill Session Summit

### How You Can Participate

- Join a Committee. Most of the work will take place in one of our committees: energy, marine industry, mining, timber, food security, transportation, fisheries, communications, and tourism.
- Take a Survey. A regional economic climate survey will be launched in April.
- Provide Feedback. The Southeast Economic Plan team wants to hear from you. Send an email. Call us. We want to hear your ideas.

As we develop the regional plan, we will be thinking beyond traditional job creation to include capacity building and broad-based wealth creation. We will focus on the strengths of Southeast Alaska, while considering the interdependencies between regional economic prosperity, resiliency, natural resource development, workforce creation, and land use.

**Objectives**

- Develop a clearly defined vision with prioritized goals & measurable objectives.
- Establish a strategic-driven Southeast Alaska action plan.
- Provide a vehicle for regional collaboration and community leader engagement.
- Produce a Southeast Economic Blueprint.

**Project Contacts**

Southeast Conference and Central Council are teaming up with Rain Coast Data on development of the economic plan.

Southeast Conference Executive Director Shelly Wiegand: [shelly@seconferece.org](mailto:shelly@seconferece.org) 584-4321

Rain Coast Data Director Mallan Soltmans: [mallas@raincoastdata.com](mailto:mallas@raincoastdata.com) 443-9233

### ing in Juneau Child Care | 2014

% of Juneau residents said that lack of child care availability **hampers** economic development barrier for Juneau.

**or Sponsored Child Care is Good for Business**

ents of young children usually need to work, u's nearly 2,500 kids under six, there are **used child care slots**. This critical shortage businesses as well as families, and acts as an **employer barrier** for the community as a active solution is employer sponsored child care has been shown to have the following benefits:

- 85 percent of working US parents say they would forego higher paying jobs, vacation time, or medical benefits in order to secure reliable child care.
- Let AEYC or Thred know if your business is interested in collaboration. Since Juneau's child care shortage impacts so many businesses, employers can work together to develop a single child care center. AEYC is prepared to assist a coalition, partnership, or single employer in developing a priority enrollment child care program. Bright Horizons, a high-quality national firm already serving Alaska, is highly interested in operating a child care program in Juneau, and has experience working with business coalitions.
- Help us find a location. In order for a business to sponsor a child care center for their employees, we need to be able to offer a nice, conveniently located, subsidized or donated space. If you know a good option, please contact AEYC at 789-1235.

**Specific Building Needs**

- Spacious enough for 80 kids
- Ability to renovate
- Within 2 blocks of a bus stop
- Attractive and welcoming to families
- Access to large outdoors area
- Space on ground floor

**AEYC-SEA 018**  
Association for the Education of Young Children, Southeast Alaska 1700 Chatter Drive, Suite 210, Juneau, AK 99901-1939