



Envisioning Our Future Through the Reflections of Our Past.

SEALASKA HERITAGE ARTS CAMPUS

BENEFITS TO JUNEAU AND BEYOND

The Sealaska Heritage Arts Campus will:

- Offer a new cultural experience and gathering space for the public and tourists adjacent to the area named Heritage Square by the City and Borough of Juneau in 2018.
- Help to revitalize downtown, which is a priority of the CBJ.
- Help to implement the Juneau Economic Development Council's Southeast Alaska Cluster Economic Plan, which emphasizes diversification of Juneau through enhanced visitor experiences with emphasis on the arts as an economic driver.
- Grow the demand for arts, which is already a \$58 million industry in Southeast Alaska.
- Fill a need expressed by local leaders for smaller-scale performance and gathering venues (SHI Survey).
- Contribute to creative and sustainable economies for individual artists and Alaska's rural communities.
- Provide an economic boon during construction by:¹
 - Providing jobs to 40 people directly and 55 people total.
 - Boosting labor income by a total of \$5.5 million.
 - Generating direct expenditures of \$7.3 million and \$9.5 million total.

¹ Sealaska Heritage Arts Campus Feasibility study, McDowell Group. September 2019.