



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 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.
- Offer expanded cultural experiences to residents and tourists.
- Fill a need expressed by local leaders for smaller-scale performance and gathering venues (SHI Survey).
- Offer a new gathering space for the public to experience Alaska Native and Northwest Coast arts and culture in a dynamic setting and a preeminent public space in downtown Juneau.
- Contribute to creative and sustainable economies for individual artists and Alaska's rural communities.