



Alaska State Council on the Arts CVI™ Report 2011

WESTAF

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Introduction

This report details the findings of research on the overall health of a region's arts-related creative economy. The strongest indicator of this health is a region's Creative Vitality™ Index (CVI™) value. The CVI™ is a robust and inclusive measure of the economic vitality of the arts and arts activities in a specified geographic or political region of the United States. Rigorously constructed and updated annually, a region's CVI™ report is a credible and clear data source for arts research and advocacy purposes.

What is an Index?

An index is generally an efficient means of summarizing quantities of interrelated information and describing complex relationships. An index can be, as in the case of the CVI™, a single indicator of multiple variables and interactions between these variables. Changes in an index will reflect changes in the data used to generate the index. Standardization and unification of data mean that indexes are ideally suited for comparative analysis. The comparative nature of the CVI™ has added analytical and policy value.

What is the Creative Vitality™ Index?

The Creative Vitality™ Index (CVI™) measures annual changes in the economic health of an area by integrating economic data streams from both the for-profit and non-profit sectors. Using per capita measurements of revenue data from both for-profit and non-profit entities as well as job data from a selection of highly creative occupations, the research aggregates the data streams into a single index value that reflects the relative economic health of a geography's creative economy. The CVI™ provides an easily comprehensible measure of economic health to help communicate information from a broad arts coalition to policy makers and stakeholders. This longitudinal data allows for compelling year-to-year comparisons as well as cross-city, county, and state comparisons. The CVI™ research system also provides users with a series of reports on the rise and fall of key data factors measured by the index. The CVI™ goes beyond an annual tally of what is often inflation-driven growth in the non-profit art sector. Instead, it is a more inclusive reporting mechanism that is rooted in robust data streams that reflect the entire arts-based creative economy.

The Creative Vitality™ Index is a resource for informing public policy and supporting the work of advocates for creative economies. CVI™ reports have been used as a way to define the parameters of an area's creative economy and as a means of educating communities about the components and dynamics of a creative economy. The CVI™ is frequently used as a source of information for arts advocacy messaging and to call attention to significant changes in regional creative economies. This research has also been used to underscore the economic relationships between the for- and non-profit sectors and as a mechanism for diagnosing a region's creative strengths and weaknesses.

What does the Creative Vitality™ Index Measure?

The CVI™ measures a carefully selected set of economic inputs related to the arts and creativity in a given geographic area, with measurements of both for-profit and non-profit arts-related activities. The index has two major components including measurements of community participation based on per capita revenues of arts-related goods and services, and measurements of per capita occupational employment in the arts. The weighted indicators within the community participation portion of the index are the following: non-profit arts organization income, non-profit humanities organizational income, per capita book store sales, per capita music store sales, per capita photography store sales, per capita performing arts revenues, and per capita art gallery and individual artist sales. These indicators account for sixty percent of the overall index values. A forty percent weighting has been assigned to occupational employment in the arts that captures the incidence of jobs associated with

measurably high levels of creative output.

The rationale for this approach is the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs within the economy.

Where does Creative Vitality™ Index Data Come From?

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, International (EMSI). The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by non-profit 501(c) organizations with annual gross receipts of \$25,000 or more; however, organizations with smaller revenues also occasionally report. EMSI uses a proprietary economic modeling technique to capture industry and occupational employment data. A brief synopsis of the data sources employed in this model are outlined as follows:

Industry Data

In order to capture a complete picture of industry employment, EMSI combines covered employment data from Quarterly Census of Employment and Wages (QCEW), produced by the Department of Labor, with total employment data in Regional Economic Information System (REIS), published by the Bureau of Economic Analysis (BEA) and augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES), published by the U.S. Census Bureau.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

Communicating CVI™ Data

Different state, local, and regional organizations have undertaken multiple communication strategies for publicizing the results of their CVI™ reports. WESTAF has found that the best strategy for communicating CVI™ information often relies on the specifics of organizational needs.

WESTAF is willing to consult individual agencies free of charge regarding communication strategies after CVI™ data have been finalized. Potential strategies include: creating low-cost communication pieces and press releases "in-house"; creating more formalized communication; using a professional designer; including a number of stories related to the local creative economies; forming working groups to discuss the creative economy and long-term messaging strategies based on CVI™ data; commissioning in-depth research to investigate certain aspects of CVI™ data apparent in the overall CVI™ results; and using CVI™ data as an internal policy formulation document, while communicating data to specific key stakeholders, such as legislators and executives.

Data Preview and Summary

The areas analyzed within this report include the State of Alaska and select urban boroughs and regions within the state. A region's Creative Vitality™ Index value is compared to a

national baseline value of 1.00. For example, a region with a CVI™ value of 1.30 has a stronger Creative Vitality™ Index value than the nation as a whole by 30%. A an area's CVI™ value as compared to a specific region—a county, state, or combined area—can also be generated. The unique geographic sensitivity of this measure means that arts advocates and policy makers have a clear and concise understanding of their particular regions.

Alaska to the United States (1.05) 2011:

From 2010 to 2011, the overall CVI™ value for the State of Alaska in comparison to the United States increased from 0.99 to 1.05. This increase can be linked to the rise in CVI™ values for the Anchorage/MatSu and Southeast regions. The state outperformed the nation in photography store sales, music store sales, art gallery and independent artist revenues, and non-profit arts-active organization revenues. Between 2010 and 2011, the state gained 694 creative jobs. There were 211 non-profit arts and arts-active organizations within the State of Alaska in 2011.

Extracted Urban Regions to the United States (1.26) and Alaska (1.22) 2011:

The Anchorage, Fairbanks North Star, and Juneau boroughs comprise the Extracted Urban Regions. The Extracted Urban Regions performed well when compared to both the United States and Alaska. Photography store sales, book and record store sales, music store sales, art gallery and independent artist revenues, non-profit arts and arts-active organization revenues showed considerable strengths in both comparisons. These regions gained more than 420 creative jobs between 2010 and 2011, and most of the jobs linked to the creative economy within the state were located within the Extracted Urban Regions.

Additional Data Points

CVI™ data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists International (EMSI). The totality of data from these streams is presented in the following section. The following are select data points in this region 2011:

- From 2010 to 2011, the overall CVI™ value for Alaska increased from 0.99 to 1.05.
- Non-profit arts-active organization revenues had the highest individual CVI™ value of 2.10 when Alaska is compared to the United States.
- There were 211 non-profit arts and arts-active organizations located within the State of Alaska.
- Non-profit arts organizations generated \$27.3 million in revenues and non-profit arts-active organizations generated \$80.2 million in revenues for the state.
- There were more than 9,900 creative jobs in the Alaska. Musicians and singers, and graphic designers in the state experienced significant increases in creative employment from 2010 to 2011.
- Art gallery and individual artist revenues generated the highest amount of for-profit creative industry revenues in the state.

Creative Vitality Report Details

It is important to recall that the CVI™ value of this region is always compared to a value of 1.00. While a region might be below the 1.00 level, this does not indicate an absence of activity. Here, it can be useful to look at the relative strength of the categorical index values being examined. Additionally, looking at refined state and regional contexts can give valuable insight to how a “low performing” region might actually be contributing positively to a state and regional economy.

A few key terms used in the CVI™

Index: summarizes multiple sources of data into a single indicator, using one number to describe a complex set of variables, activities, and events. A few of the best-known indexes are the Dow Jones Industrial Average, the Body Mass Index (BMI) and the Consumer Price Index (CPI).

Per Capita: most simply put, per capita means the average per person. In the context of the CVI™, per capita is referring to the ratio of the CVI™ input--such as industry revenues, non-profit revenues, and jobs--to the number of people within the study area.

CVI™: a comparative indicator of a region's creative vitality, including non-profit and for-profit arts activities; it reflects the relative economic health of a region's creative economy.

Arts Organizations: organizations that have primary missions related to serving or presenting the arts. These organizations include traditionally subsidized arts organizations such as art museums, symphonies, operas, and ballets.

Arts-Active Organizations: organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activities associated with exhibit design; the concept reflects a widely accepted trend in arts research to consider how certain creative activities and occupations that do not directly produce art, but are creative and artistic in nature, deserve recognition as vital parts of a creative economy.

Location Quotient (LQ): an index value for each occupation, measuring whether or not there is a per capita concentration of an occupation within the area being measured; LQs are given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and with the nation. The location quotient approach is typically used in community analysis and planning to assess basic industries, or those exporting goods.

Creative Vitality™ Index by Year

Table #1 provides the total CVI™ values for the regions within the State of Alaska. The overall CVI™ value for Alaska increased from 0.99 to 1.05 between 2010 and 2011. The best performing region in the state was the Southeast Region, which had an index value of 1.42. Table #2 and Chart #1 illustrate comparative CVI™ information for the Extracted Urban Regions, which include the Anchorage, Fairbanks North Star, and Juneau burroughs. The CVI™ value for the state and the Extracted Urban Regions rose between 2010 and 2011. This upward trend can be linked to the increase in the overall CVI™ value for the Anchorage Borough.

The longitudinal data reveal interesting trends related to how creative industries and non-profits fared within the state when compared to the rest of the nation. Changes in index values should be considered alongside general local, regional, and national trends. The nature of the index accounts for both the influence of national trends and inflation by recalculating national comparison data in each year. This comparative mechanism also allows for an accurate description of local and regional trends while accounting for the influence of national changes. Sources for the variations of index values within the individual data streams in each year are detailed further within this report.

Table #1
Comparative CVI™ by Region 2010-2011 (Summary)

Region	Index 2010	Index 2011
AK Anchorage/MatSu Region	1.03	1.15
AK Gulf Coast Region	0.77	0.89
AK Interior Region	1.00	0.92
AK Northern Region	1.04	0.56
AK Southeast Region	1.33	1.42
AK Southwest Region	0.37	0.40
Totals	0.99	1.05

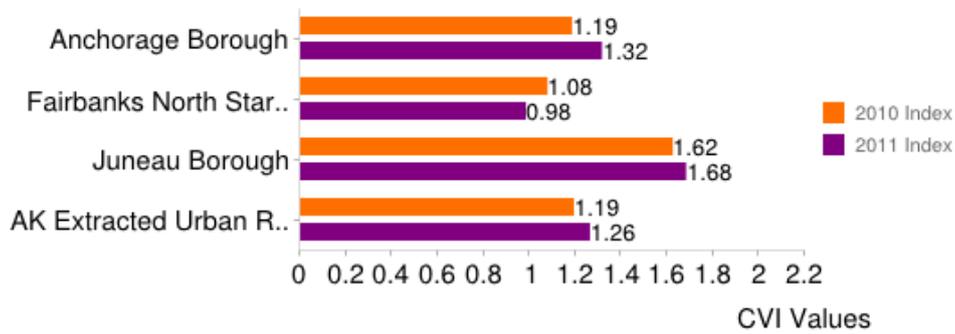
Source: WESTAF

Table #2
Comparative CVI™ by Extracted Urban Regions 2010-2011

Region	Index 2010	Index 2011
AK Extracted Urban Regions		
Juneau Borough	1.62	1.68
Fairbanks North Star Borough	1.08	0.98
Anchorage Borough	1.19	1.32
Totals	1.19	1.26

Source: WESTAF

Chart #1
Comparative CVI™ by Extracted Urban Regions 2010-2011



Source: WESTAF

Comparison of WESTAF States

Table #3 and Chart #2 provide CVI™ comparison data for the states included in the Western States Arts Federation (WESTAF) region. This region includes the states of Alaska, Arizona, California, Colorado, Hawai'i, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming. California had the highest 2011 CVI™ value of the 13 WESTAF states: 1.36. The State of Alaska's overall CVI™ value of 1.05 was the fifth highest in the region. The above-mentioned states have been identified as appropriate comparison areas based on the regional relationships of these creative economies.

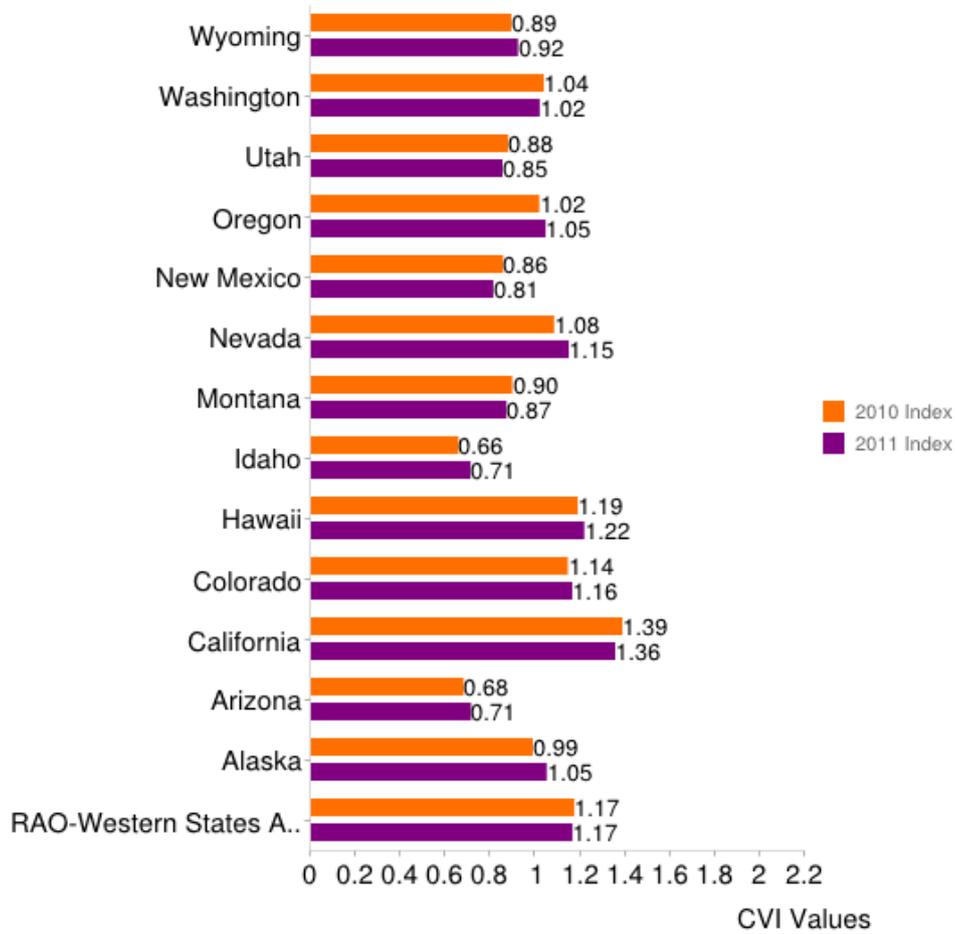
A note on CVI™ values: population density and regional sensitivity are important here. The CVI™ measures the concentration of creative economic activities within a geographic area. While concentration rates, and thus index values, can be affected by changes in the size of the region being studied, CVI™ values are not necessarily tied to population and population density. For example, some states with low population numbers, such as Hawai'i and Nevada, have high CVI™ values when compared to states with much higher populations and urban concentrations. Conversely, areas with high populations or population densities do not consistently have high CVI™ values. Certainly, the complexities of urban, suburban, and rural geographies and demographics play a role in the creativity and vibrancy of a region. The adjustable sensitivity of the CVI™ to precise regions is a considerable strength of this measure.

Table #3
Comparative CVI™ by WESTAF States 2010-2011

Region	Index 2010	Index 2011
RAO-Western States Arts Federation		
Alaska	0.99	1.05
Arizona	0.68	0.71
California	1.39	1.36
Colorado	1.14	1.16
Hawaii	1.19	1.22
Idaho	0.66	0.71
Montana	0.90	0.87
Nevada	1.08	1.15
New Mexicc	0.86	0.81
Oregon	1.02	1.05
Utah	0.88	0.85
Washington	1.04	1.02
Wyoming	0.89	0.92
Totals	1.17	1.17

Source: WESTAF

Chart #2
Comparative CVI™ by WESTAF States 2010-2011



Source: WESTAF

Alaska CVI™ Values and Calculations vs. the United States 2011

Table #4 and Charts #3 and #4 provide data for the State of Alaska in comparison to the United States. Non-profit arts-active revenues had the state's highest individual index value of 2.11 in 2011. The state also showed considerable strengths in photography store sales, music store sales, and art gallery and independent artist revenues.

Table #4
Alaska CVI™ vs. the United States 2011

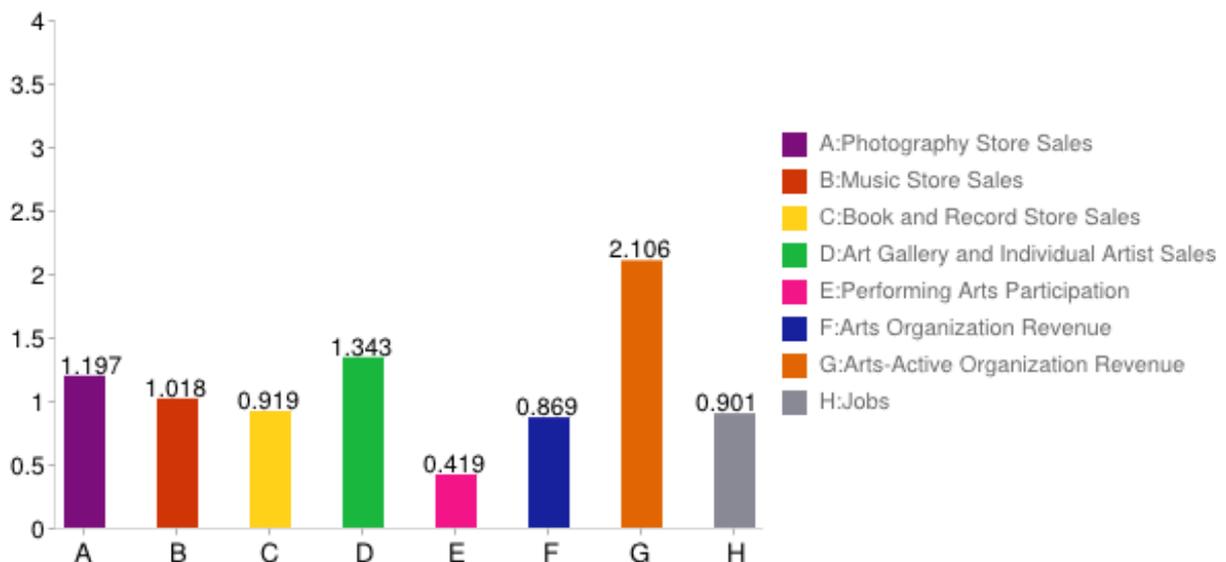
Region A: Alaska

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	719,114	311,922,182	
Industry Data			
Photography Store Sales	\$3,200,000	\$1,159,137,000	1.197
Music Store Sales	\$6,948,000	\$2,961,284,000	1.018
Book and Record Store Sales	\$16,831,000	\$7,945,591,000	0.919
Art Gallery and Individual Artist Sales	\$117,238,000	\$37,873,582,000	1.343
Performing Arts Participation	\$14,929,000	\$15,444,381,000	0.419
Non Profit Data			
Arts Organization Revenue	\$27,342,527	\$13,641,202,227	0.869
Arts-Active Organization Revenue	\$80,230,923	\$16,522,955,199	2.106
Occupation Data			
Total Jobs	9,903	4,770,016	0.901
Total CVI : 1.05			

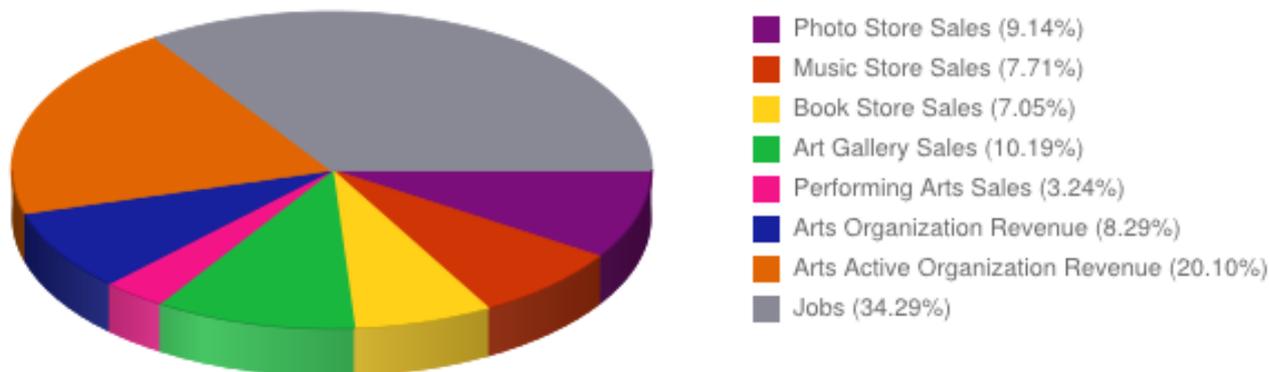
Source: WESTAF

Chart #3
CVI™ Values by Category 2011



Source: WESTAF

Chart #4
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Extracted Urban Regions CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

The Extracted Urban Regions performed well when compared to the United States and the State of Alaska in 2011. More information about this comparison is available in Tables #5 and #6 and Charts #5 through #8. In 2011, these regions had the strongest individual CVI™ value for non-profit arts-active organization revenues in comparison the nation: 2.29. The Extracted Urban Regions also surpassed the nation in the following categories: photography store sales, book and record store sales, music store sales, art gallery and independent artist revenues, and non-profit arts organization revenues. These regions outperformed the state in all CVI™ categories, which resulted in an overall CVI™ value of 1.22.

Table #5
Extracted Urban Regions CVI™ vs. the United States 2011

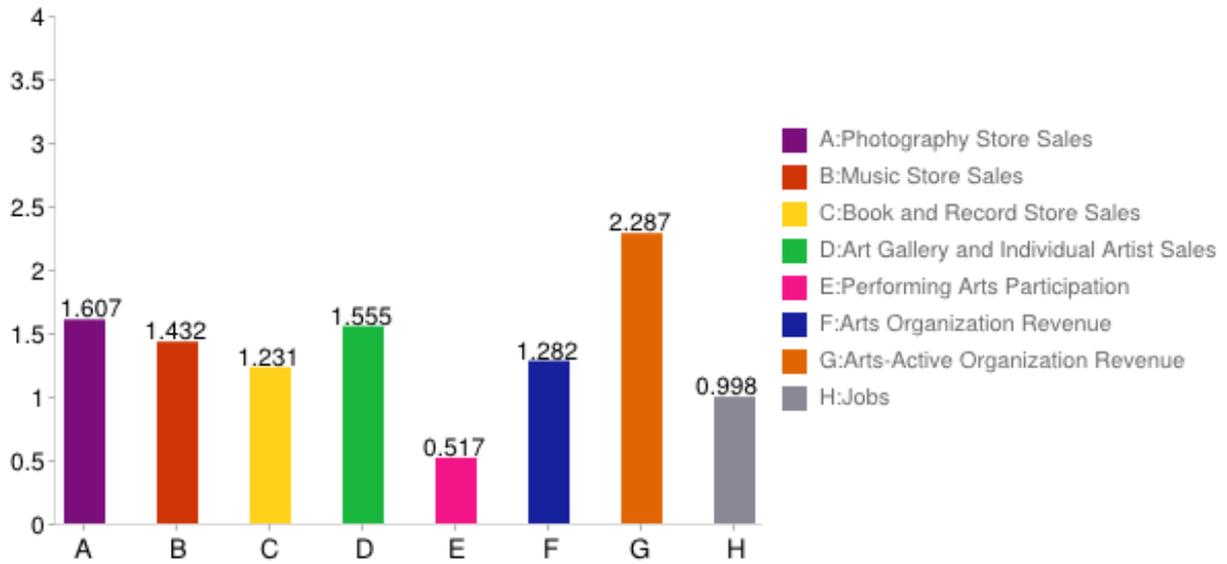
Region A: Juneau Borough, Fairbanks North Star Borough, Anchorage Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	426,057	311,922,182	
Industry Data			
Photography Store Sales	\$2,544,000	\$1,159,137,000	1.607
Music Store Sales	\$5,794,000	\$2,961,284,000	1.432
Book and Record Store Sales	\$13,364,000	\$7,945,591,000	1.231
Art Gallery and Individual Artist Sales	\$80,422,000	\$37,873,582,000	1.555
Performing Arts Participation	\$10,898,000	\$15,444,381,000	0.517
Non Profit Data			
Arts Organization Revenue	\$23,894,017	\$13,641,202,227	1.282
Arts-Active Organization Revenue	\$51,619,626	\$16,522,955,199	2.287
Occupation Data			
Total Jobs	6,502	4,770,016	0.998
Total CVI: 1.263			

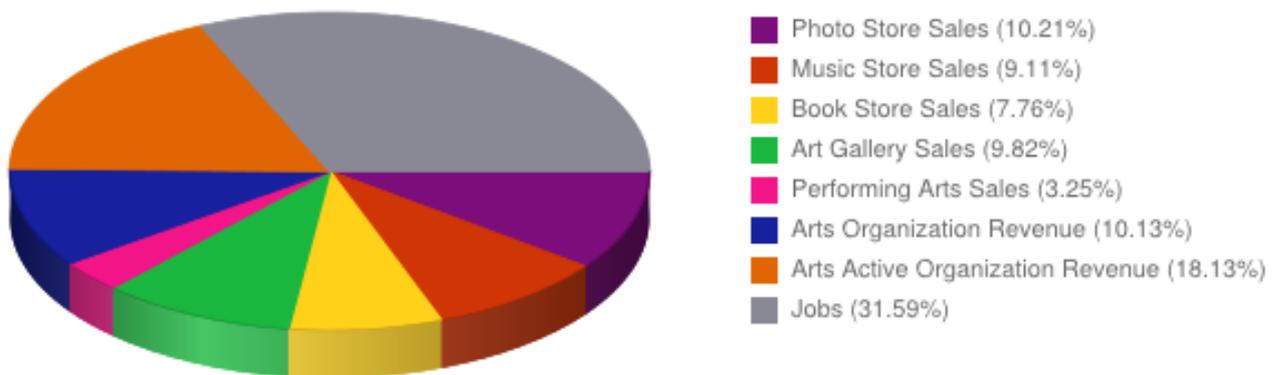
Source: WESTAF

Chart #5
CVI™ Values by Category 2011



Source: WESTAF

Chart #6
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #6
Extracted Urban Regions CVI™ vs. Alaska 2011

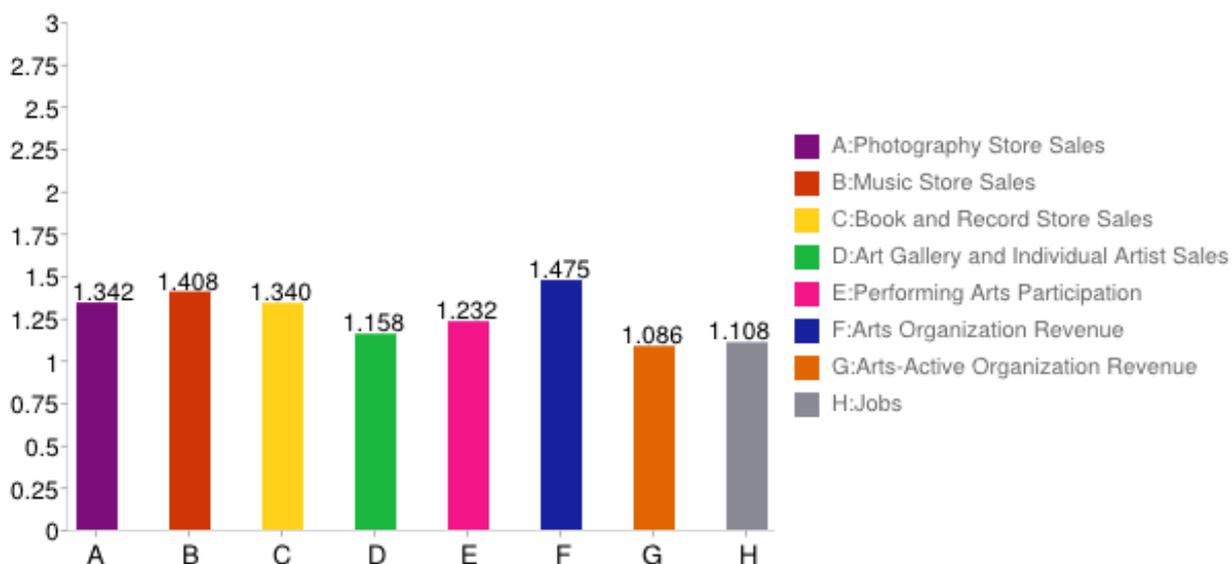
Region A: Juneau Borough, Fairbanks North Star Borough, Anchorage Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	426,057	719,114	
Industry Data			
Photography Store Sales	\$2,544,000	\$3,200,000	1.342
Music Store Sales	\$5,794,000	\$6,948,000	1.408
Book and Record Store Sales	\$13,364,000	\$16,831,000	1.340
Art Gallery and Individual Artist Sales	\$80,422,000	\$117,238,000	1.158
Performing Arts Participation	\$10,898,000	\$14,929,000	1.232
Non Profit Data			
Arts Organization Revenue	\$23,894,017	\$27,342,527	1.475
Arts-Active Organization Revenue	\$51,619,626	\$80,230,923	1.086
Occupation Data			
Total Jobs	6,502	9,903	1.108
Total CVI: 1.219			

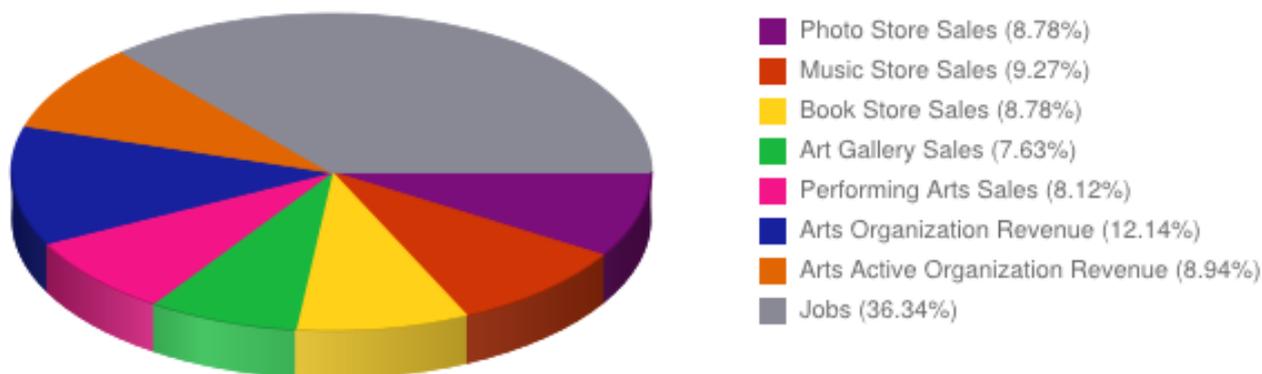
Source: WESTAF

Chart #7
CVI™ Values by Category 2011



Source: WESTAF

Chart #8
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Anchorage Borough CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

The CVI™ values for Anchorage Borough in comparison to the nation and the State of Alaska are shown in Tables #7 and #8 and Charts #9 through #12. When compared to the nation, this borough had an overall CVI™ value of 1.32 in 2011 and all categories except for performing arts participation revenues had individual index values greater than 1.00. The Anchorage Borough also outperformed the state in all eight CVI™ categories. Index values for non-profit arts organization revenues and music store sales were the two highest in the region.

Table #7
Anchorage Borough CVI™ vs. the United States 2011

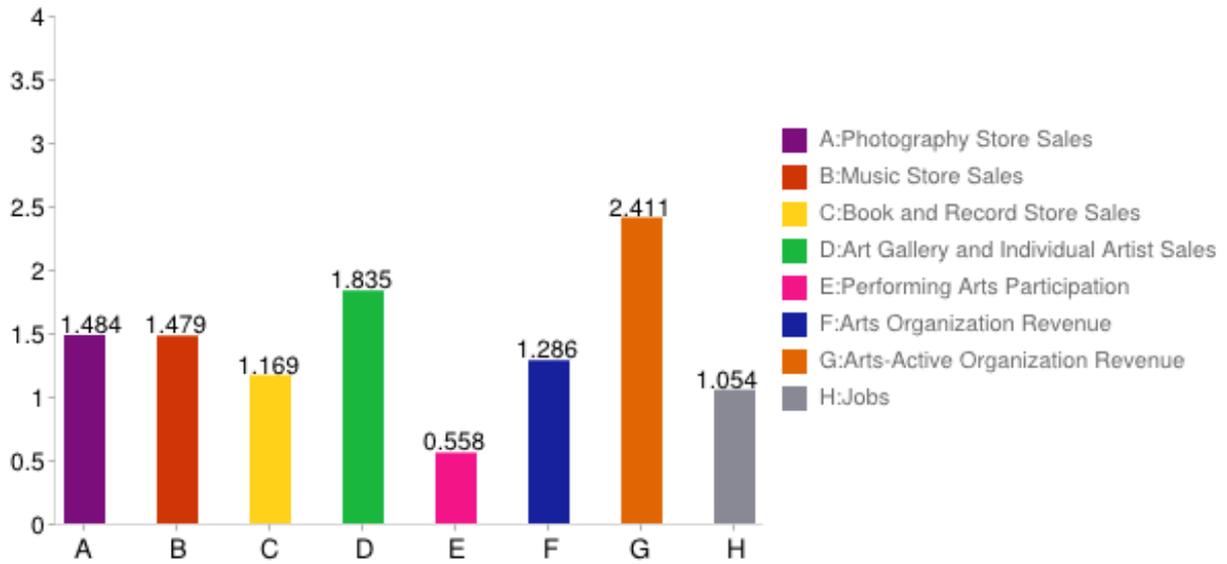
Region A: Anchorage Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	295,143	311,922,182	
Industry Data			
Photography Store Sales	\$1,628,000	\$1,159,137,000	1.484
Music Store Sales	\$4,145,000	\$2,961,284,000	1.479
Book and Record Store Sales	\$8,786,000	\$7,945,591,000	1.169
Art Gallery and Individual Artist Sales	\$65,775,000	\$37,873,582,000	1.835
Performing Arts Participation	\$8,157,000	\$15,444,381,000	0.558
Non Profit Data			
Arts Organization Revenue	\$16,602,020	\$13,641,202,227	1.286
Arts-Active Organization Revenue	\$37,691,586	\$16,522,955,199	2.411
Occupation Data			
Total Jobs	4,755	4,770,016	1.054
Total CVI: 1.315			

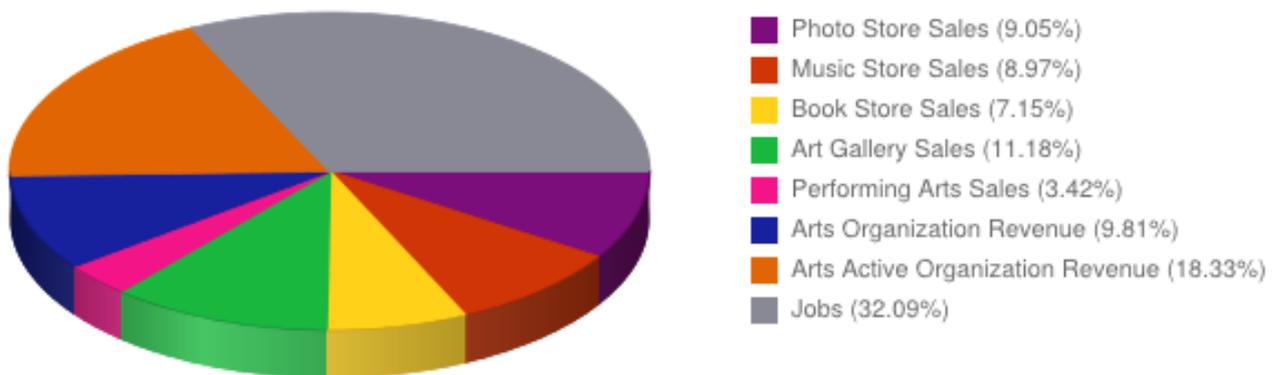
Source: WESTAF

Chart #9
CVI™ Values by Category 2011



Source: WESTAF

Chart #10
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #8
Anchorage Borough CVI™ vs. Alaska 2011

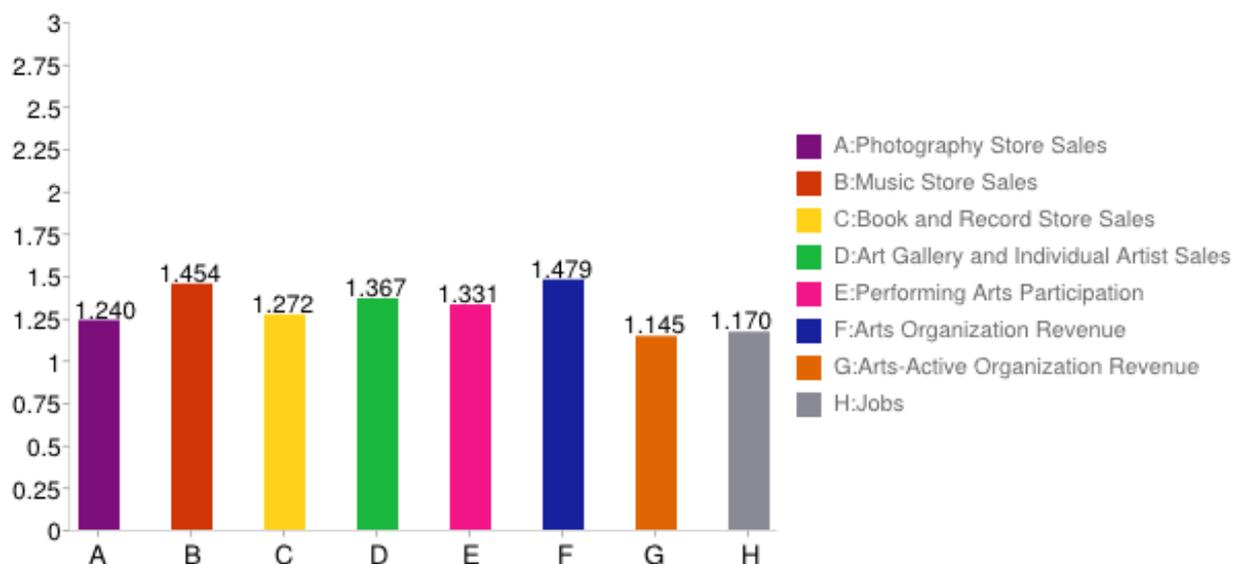
Region A: Anchorage Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	295,143	719,114	
Industry Data			
Photography Store Sales	\$1,628,000	\$3,200,000	1.240
Music Store Sales	\$4,145,000	\$6,948,000	1.454
Book and Record Store Sales	\$8,786,000	\$16,831,000	1.272
Art Gallery and Individual Artist Sales	\$65,775,000	\$117,238,000	1.367
Performing Arts Participation	\$8,157,000	\$14,929,000	1.331
Non Profit Data			
Arts Organization Revenue	\$16,602,020	\$27,342,527	1.479
Arts-Active Organization Revenue	\$37,691,586	\$80,230,923	1.145
Occupation Data			
Total Jobs	4,755	9,903	1.170
Total CVI: 1.263			

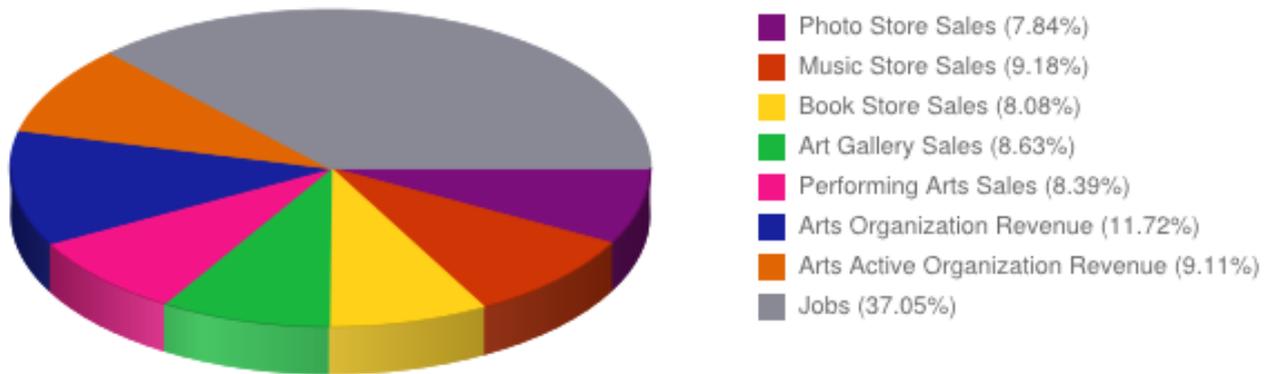
Source: WESTAF

Chart #11
CVI™ Values by Category 2011



Source: WESTAF

Chart #12
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Fairbanks North Star Borough CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

Detailed information regarding this borough in comparison to the United States and the State of Alaska is provided in Tables #9 and #10 and Charts #13 through #16. The Fairbanks North Star Borough surpassed the nation and the state in four CVI™ categories in 2011. In comparison to the nation, the borough had an overall index value of 0.98, and a slightly higher CVI™ value of 1.03 in comparison to Alaska. Book and record store sales and music store sales showed considerable strengths in both comparisons.

Table #9
Fairbanks North Star Borough CVI™ vs. the United States 2011

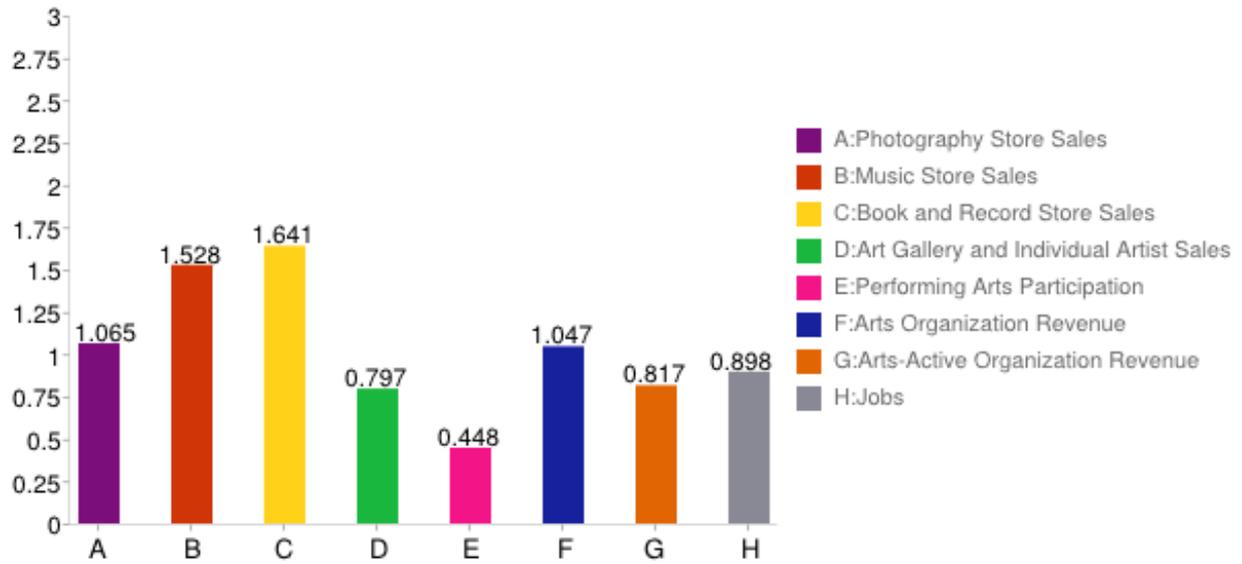
Region A: Fairbanks North Star Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	99,551	311,922,182	
Industry Data			
Photography Store Sales	\$394,000	\$1,159,137,000	1.065
Music Store Sales	\$1,444,000	\$2,961,284,000	1.528
Book and Record Store Sales	\$4,162,000	\$7,945,591,000	1.641
Art Gallery and Individual Artist Sales	\$9,639,000	\$37,873,582,000	0.797
Performing Arts Participation	\$2,208,000	\$15,444,381,000	0.448
Non Profit Data			
Arts Organization Revenue	\$4,557,359	\$13,641,202,227	1.047
Arts-Active Organization Revenue	\$4,305,971	\$16,522,955,199	0.817
Occupation Data			
Total Jobs	1,367	4,770,016	0.898
Total CVI: 0.984			

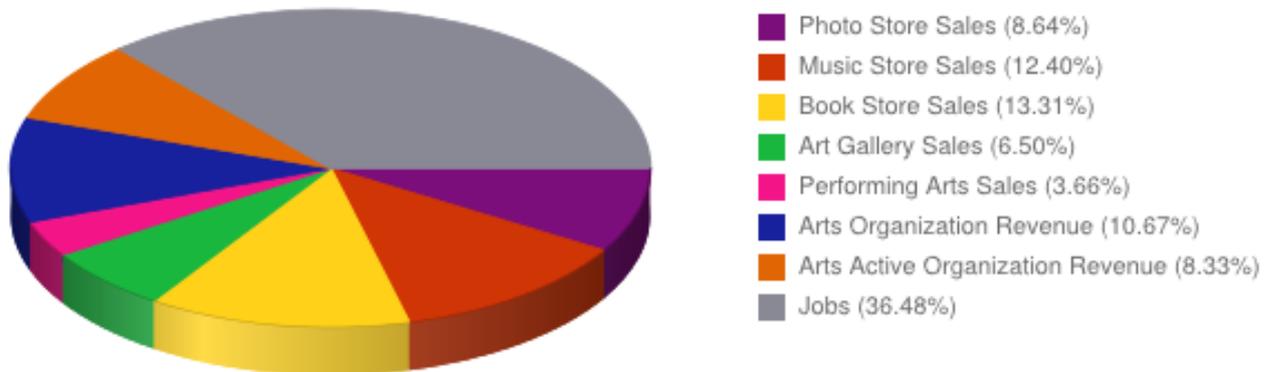
Source: WESTAF

Chart #13
CVI™ Values by Category 2011



Source: WESTAF

Chart #14
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #10
Fairbanks North Star Borough CVI™ vs. Alaska 2011

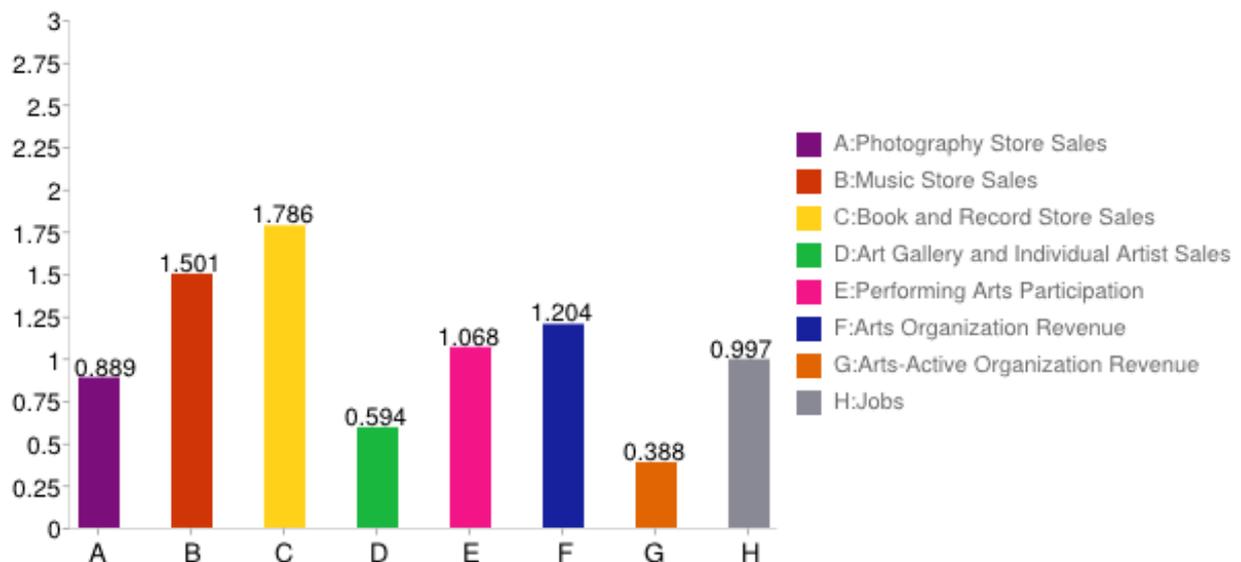
Region A: Fairbanks North Star Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	99,551	719,114	
Industry Data			
Photography Store Sales	\$394,000	\$3,200,000	0.889
Music Store Sales	\$1,444,000	\$6,948,000	1.501
Book and Record Store Sales	\$4,162,000	\$16,831,000	1.786
Art Gallery and Individual Artist Sales	\$9,639,000	\$117,238,000	0.594
Performing Arts Participation	\$2,208,000	\$14,929,000	1.068
Non Profit Data			
Arts Organization Revenue	\$4,557,359	\$27,342,527	1.204
Arts-Active Organization Revenue	\$4,305,971	\$80,230,923	0.388
Occupation Data			
Total Jobs	1,367	9,903	0.997
Total CVI: 1.025			

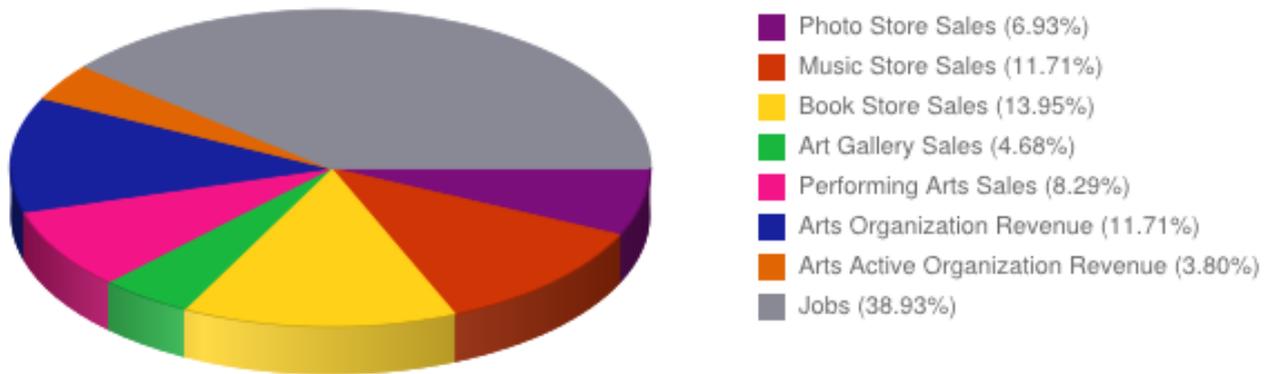
Source: WESTAF

Chart #15
CVI™ Values by Category 2011



Source: WESTAF

Chart #16
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Juneau Borough CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

This borough was one of the best performing regions included within this report. Summarized information for the Juneau Borough in comparison to the nation and the state is presented in Tables #11 and #12 and Charts #17 through #20. When compared to the nation, this borough had an overall index value of 1.68 in 2011. Non-profit arts and arts-active organization revenues and photography store sales in the Juneau Borough had index values well above 1.00 when compared to the nation and the state.

Table #11
Juneau Borough CVI™ vs. the United States 2011

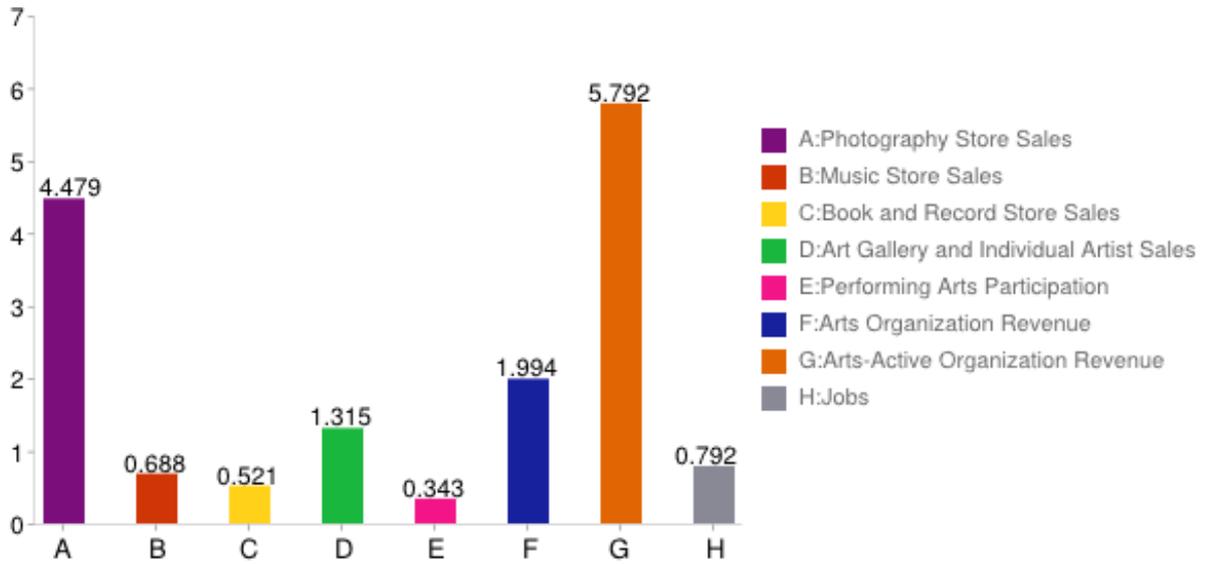
Region A: Juneau Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	31,363	311,922,182	
Industry Data			
Photography Store Sales	\$522,000	\$1,159,137,000	4.479
Music Store Sales	\$205,000	\$2,961,284,000	0.688
Book and Record Store Sales	\$416,000	\$7,945,591,000	0.521
Art Gallery and Individual Artist Sales	\$5,008,000	\$37,873,582,000	1.315
Performing Arts Participation	\$533,000	\$15,444,381,000	0.343
Non Profit Data			
Arts Organization Revenue	\$2,734,638	\$13,641,202,227	1.994
Arts-Active Organization Revenue	\$9,622,069	\$16,522,955,199	5.792
Occupation Data			
Total Jobs	380	4,770,016	0.792
Total CVI: 1.682			

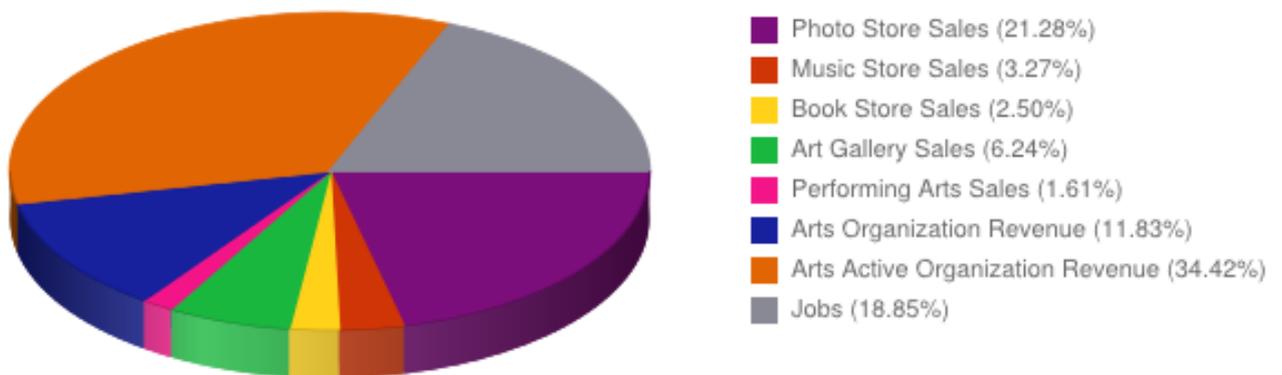
Source: WESTAF

Chart #17
CVI™ Values by Category 2011



Source: WESTAF

Chart #18
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #12
Juneau Borough CVI™ vs. Alaska 2011

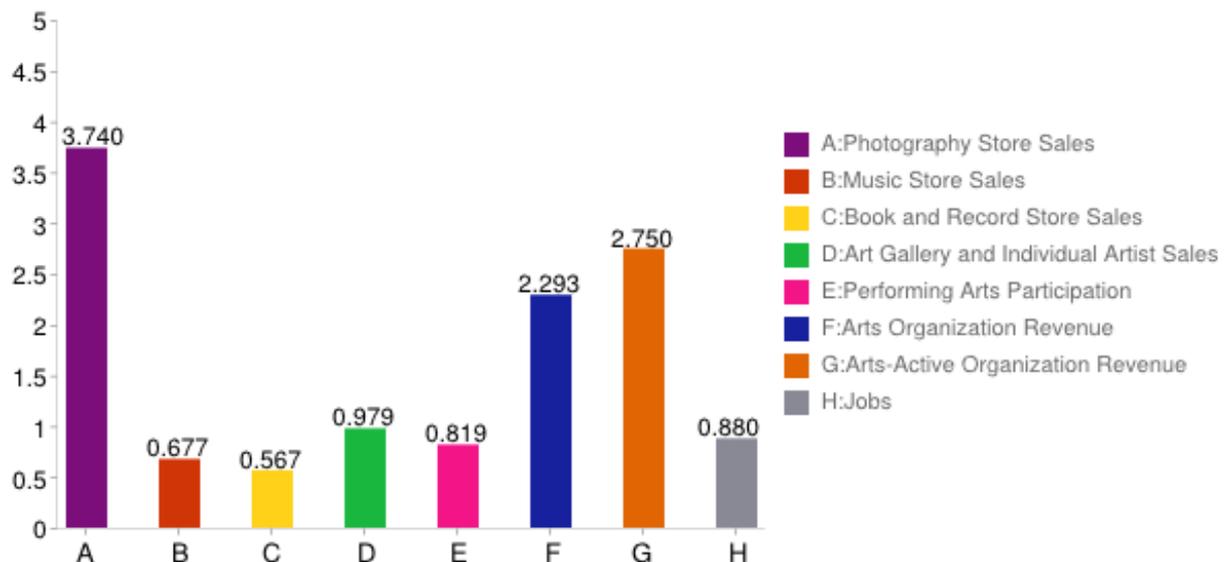
Region A: Juneau Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	31,363	719,114	
Industry Data			
Photography Store Sales	\$522,000	\$3,200,000	3.740
Music Store Sales	\$205,000	\$6,948,000	0.677
Book and Record Store Sales	\$416,000	\$16,831,000	0.567
Art Gallery and Individual Artist Sales	\$5,008,000	\$117,238,000	0.979
Performing Arts Participation	\$533,000	\$14,929,000	0.819
Non Profit Data			
Arts Organization Revenue	\$2,734,638	\$27,342,527	2.293
Arts-Active Organization Revenue	\$9,622,069	\$80,230,923	2.750
Occupation Data			
Total Jobs	380	9,903	0.880
Total CVI: 1.398			

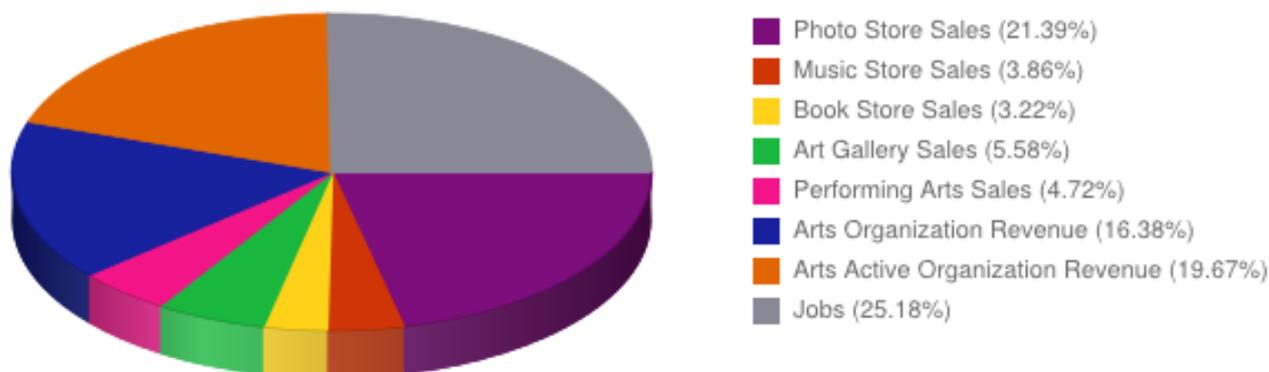
Source: WESTAF

Chart #19
CVI™ Values by Category 2011



Source: WESTAF

Chart #20
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Gulf Coast Region CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

Tables #13 and #14 and Charts #21 through #24 offer summarized data for the Gulf Coast Region in comparison to the U.S. and the State of Alaska. In 2011, the region outperformed the nation in photography store sales, art gallery and independent artist revenues, and non-profit arts-active revenues. The strong index values within these categories contributed to an overall index value of 0.89 for the region. The Gulf Coast Region had a slightly lower overall CVI™ value versus the state of 0.83, and jobs linked to the creative economy and art gallery and independent artist revenues performed well in 2011.

Table #13
Gulf Coast Region CVI™ vs. the United States 2011

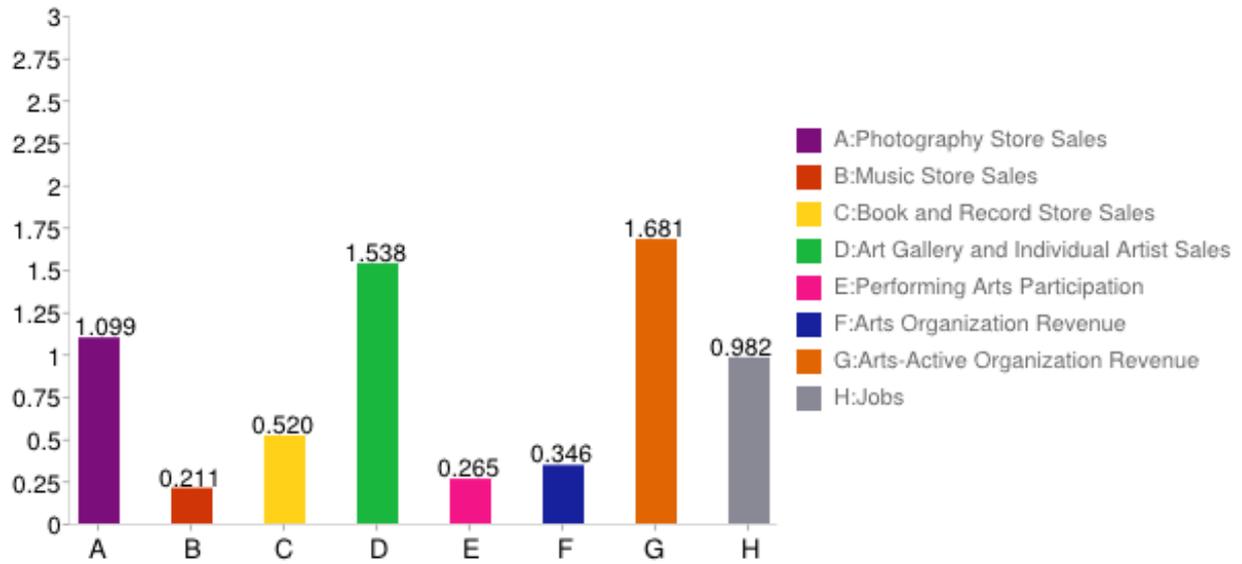
Region A: Valdez-Cordova Census Area, Kodiak Island Borough, Kenai Peninsula Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	78,880	311,922,182	
Industry Data			
Photography Store Sales	\$322,000	\$1,159,137,000	1.099
Music Store Sales	\$158,000	\$2,961,284,000	0.211
Book and Record Store Sales	\$1,045,000	\$7,945,591,000	0.520
Art Gallery and Individual Artist Sales	\$14,733,000	\$37,873,582,000	1.538
Performing Arts Participation	\$1,034,000	\$15,444,381,000	0.265
Non Profit Data			
Arts Organization Revenue	\$1,194,778	\$13,641,202,227	0.346
Arts-Active Organization Revenue	\$7,022,561	\$16,522,955,199	1.681
Occupation Data			
Total Jobs	1,185	4,770,016	0.982
Total CVI : 0.887			

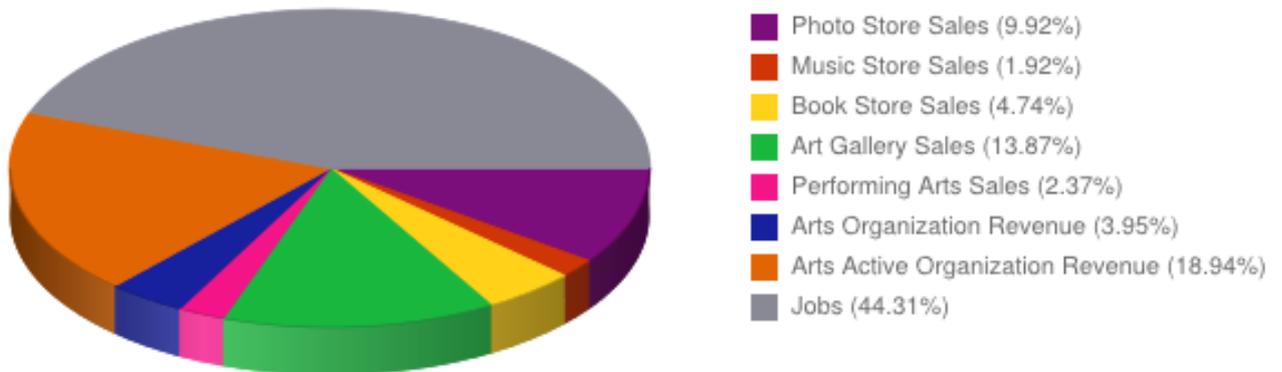
Source: WESTAF

Chart #21
CVI™ Values by Category 2011



Source: WESTAF

Chart #22
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #14
Gulf Coast Region CVI™ vs. Alaska 2011

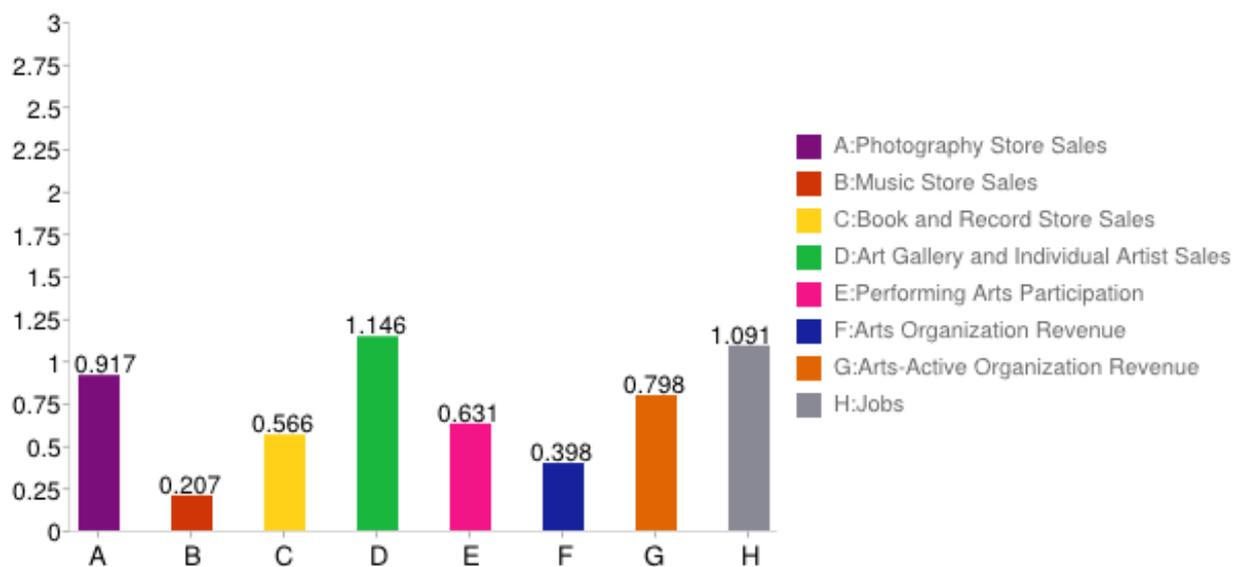
Region A: Valdez-Cordova Census Area, Kodiak Island Borough, Kenai Peninsula Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	78,880	719,114	
Industry Data			
Photography Store Sales	\$322,000	\$3,200,000	0.917
Music Store Sales	\$158,000	\$6,948,000	0.207
Book and Record Store Sales	\$1,045,000	\$16,831,000	0.566
Art Gallery and Individual Artist Sales	\$14,733,000	\$117,238,000	1.146
Performing Arts Participation	\$1,034,000	\$14,929,000	0.631
Non Profit Data			
Arts Organization Revenue	\$1,194,778	\$27,342,527	0.398
Arts-Active Organization Revenue	\$7,022,561	\$80,230,923	0.798
Occupation Data			
Total Jobs	1,185	9,903	1.091
Total CVI: 0.833			

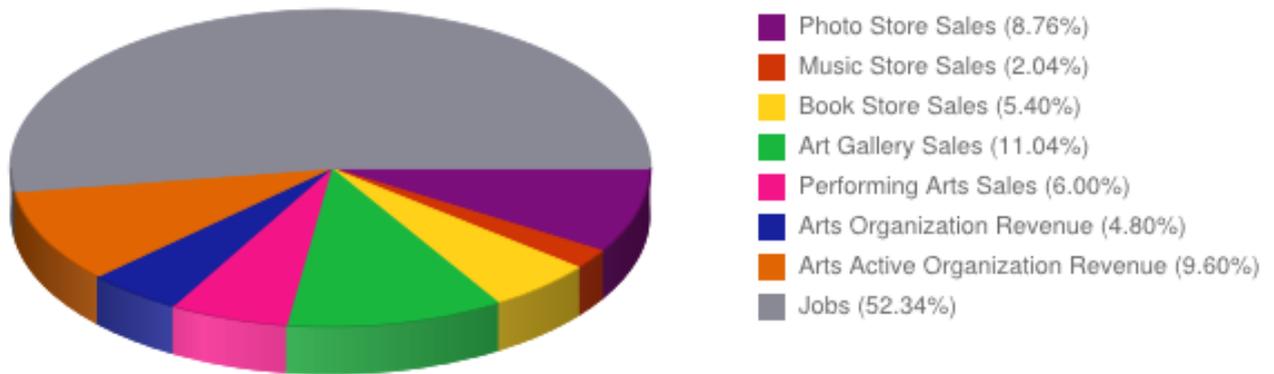
Source: WESTAF

Chart #23
CVI™ Values by Category 2011



Source: WESTAF

Chart #24
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Interior Region CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

Please see Tables #15 and #16 and Charts #25 and #26 for more information regarding the Interior Region in comparison to the nation and the state in 2011. In both comparisons, book and record store sales and music store sales had above-average individual CVI™ values. The overall CVI™ value for the Interior Region was 0.92 in comparison to the United States and 0.95 in comparison to Alaska.

Table #15
Interior Region CVI™ vs. the United States 2011

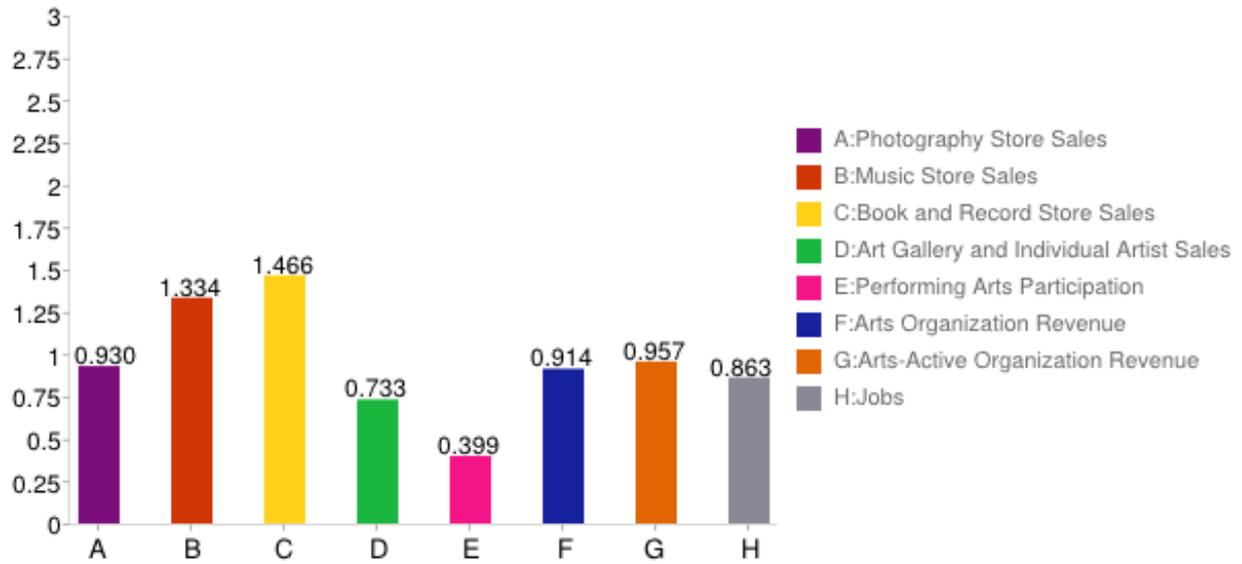
Region A: Yukon-Koyukuk Census Area, Southeast Fairbanks Census Area, Fairbanks North Star Borough, Denali Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	114,018	311,922,182	
Industry Data			
Photography Store Sales	\$394,000	\$1,159,137,000	0.930
Music Store Sales	\$1,444,000	\$2,961,284,000	1.334
Book and Record Store Sales	\$4,259,000	\$7,945,591,000	1.466
Art Gallery and Individual Artist Sales	\$10,148,000	\$37,873,582,000	0.733
Performing Arts Participation	\$2,254,000	\$15,444,381,000	0.399
Non Profit Data			
Arts Organization Revenue	\$4,557,359	\$13,641,202,227	0.914
Arts-Active Organization Revenue	\$5,779,160	\$16,522,955,199	0.957
Occupation Data			
Total Jobs	1,504	4,770,016	0.863
Total CVI: 0.921			

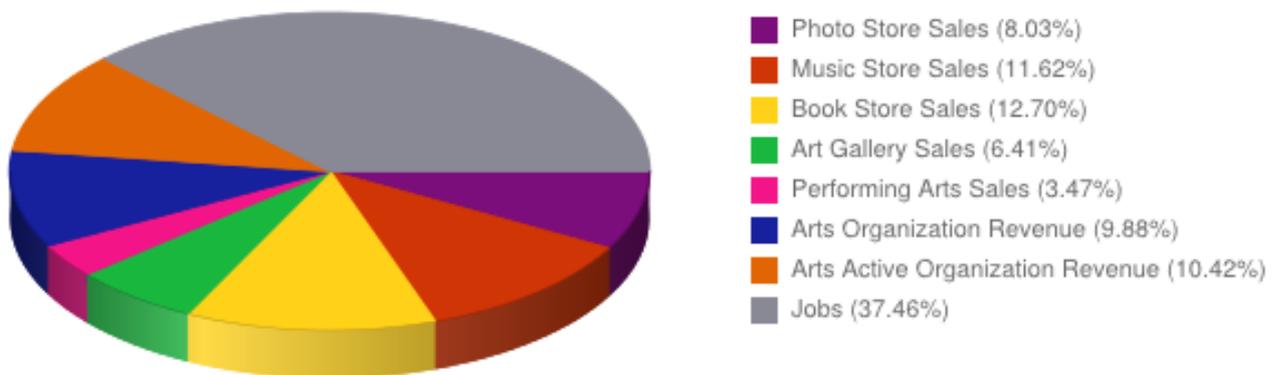
Source: WESTAF

Chart #25
CVI™ Values by Category 2011



Source: WESTAF

Chart #26
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #16
Interior Region CVI™ vs. Alaska 2011

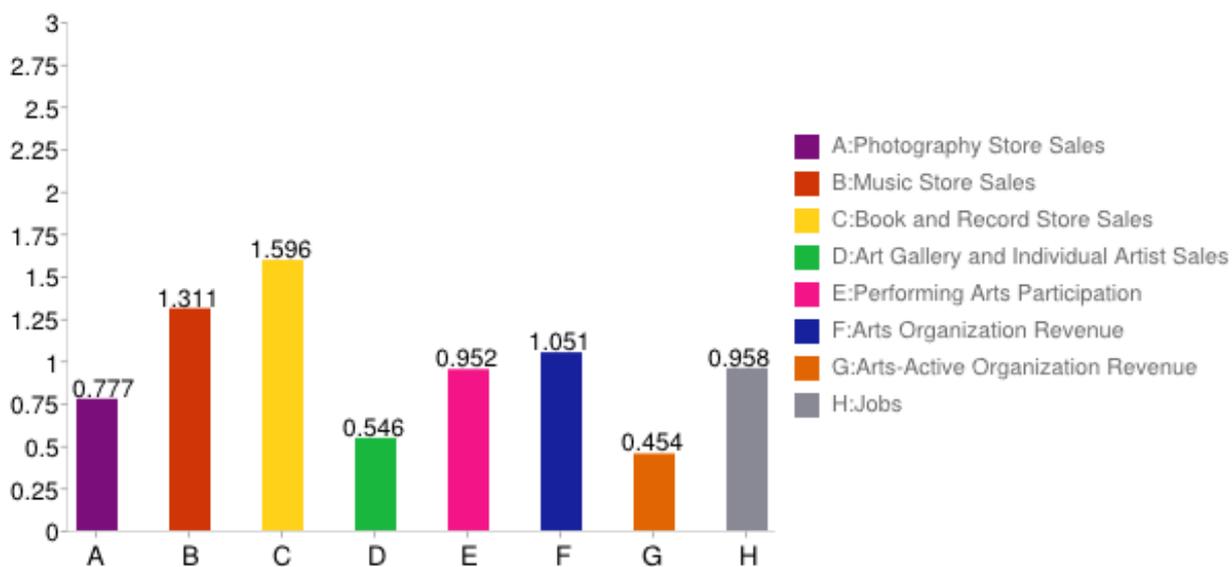
Region A: Yukon-Koyukuk Census Area, Southeast Fairbanks Census Area, Fairbanks North Star Borough, Denali Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	114,018	719,114	
Industry Data			
Photography Store Sales	\$394,000	\$3,200,000	0.777
Music Store Sales	\$1,444,000	\$6,948,000	1.311
Book and Record Store Sales	\$4,259,000	\$16,831,000	1.596
Art Gallery and Individual Artist Sales	\$10,148,000	\$117,238,000	0.546
Performing Arts Participation	\$2,254,000	\$14,929,000	0.952
Non Profit Data			
Arts Organization Revenue	\$4,557,359	\$27,342,527	1.051
Arts-Active Organization Revenue	\$5,779,160	\$80,230,923	0.454
Occupation Data			
Total Jobs	1,504	9,903	0.958
Total CVI: 0.948			

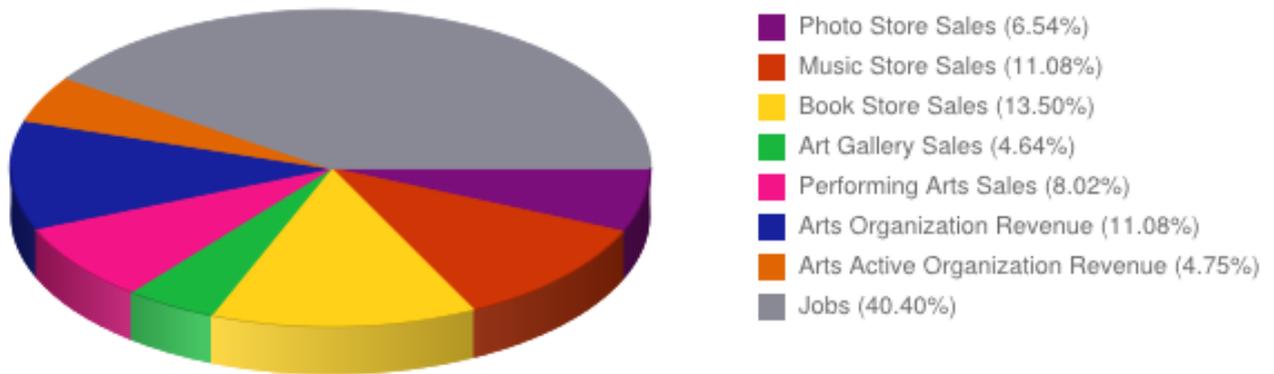
Source: WESTAF

Chart #27
CVI™ Values by Category 2011



Source: WESTAF

Chart #28
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

MatSu Region CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

Tables #17 and #18 and Charts #29 through #32 provide data for the MatSu region in comparison to the U.S. and Alaska. The MatSu Region outperformed the state in non-profit arts-active revenues, which contributed to an overall index value of 0.64. The MatSu region did not surpass Alaska in any CVI™ category. Music store sales had the highest individual index value in this region: 0.73.

Table #17
MatSu Region CVI™ vs. the United States 2011

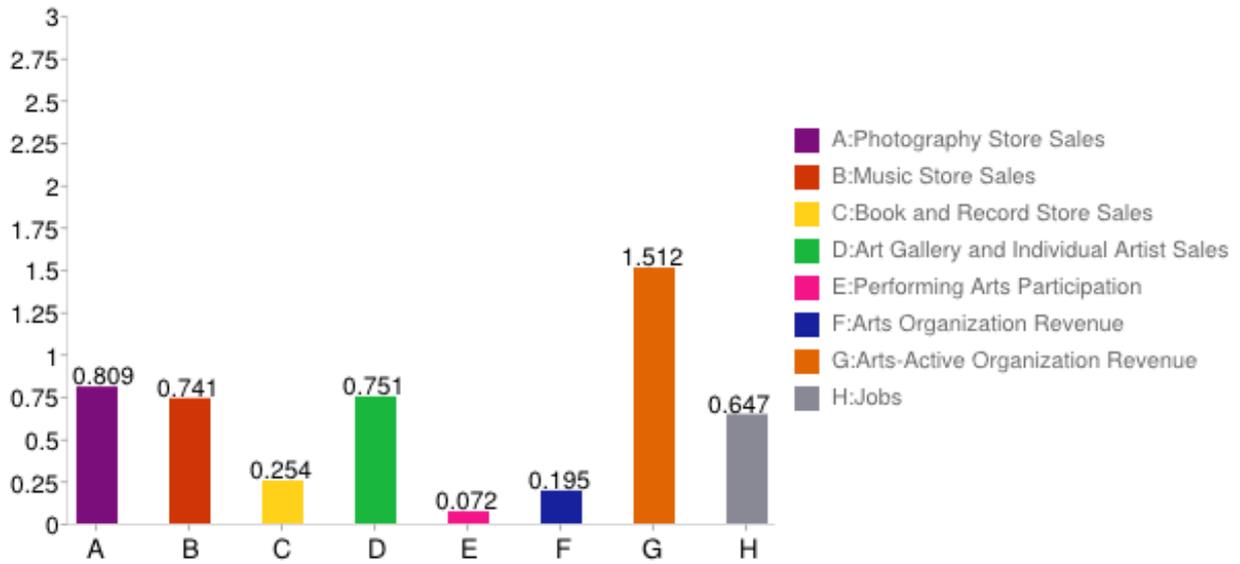
Region A: Matanuska-Susitna Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	92,093	311,922,182	
Industry Data			
Photography Store Sales	\$277,000	\$1,159,137,000	0.809
Music Store Sales	\$648,000	\$2,961,284,000	0.741
Book and Record Store Sales	\$597,000	\$7,945,591,000	0.254
Art Gallery and Individual Artist Sales	\$8,400,000	\$37,873,582,000	0.751
Performing Arts Participation	\$330,000	\$15,444,381,000	0.072
Non Profit Data			
Arts Organization Revenue	\$785,083	\$13,641,202,227	0.195
Arts-Active Organization Revenue	\$7,376,268	\$16,522,955,199	1.512
Occupation Data			
Total Jobs	911	4,770,016	0.647
Total CVI: 0.64			

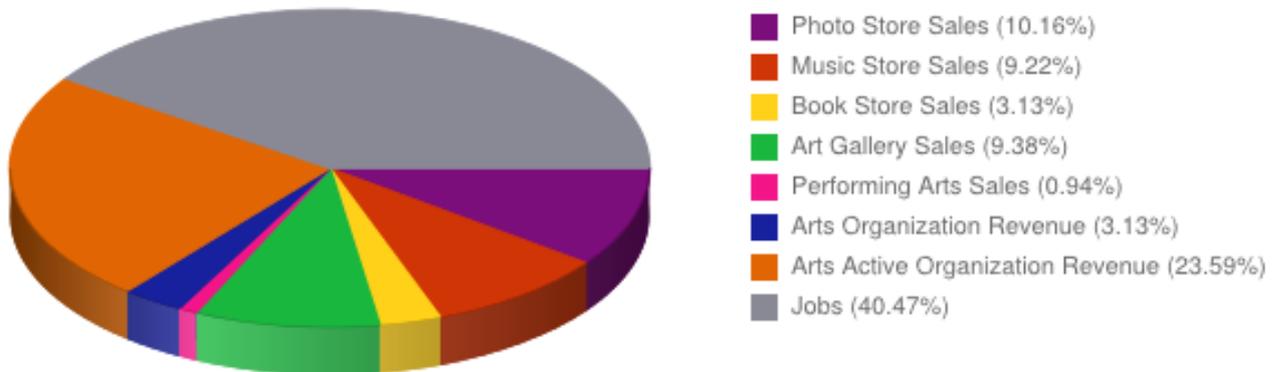
Source: WESTAF

Chart #29
CVI™ Values by Category 2011



Source: WESTAF

Chart #30
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #18
MatSu Region CVI™ vs. Alaska 2011

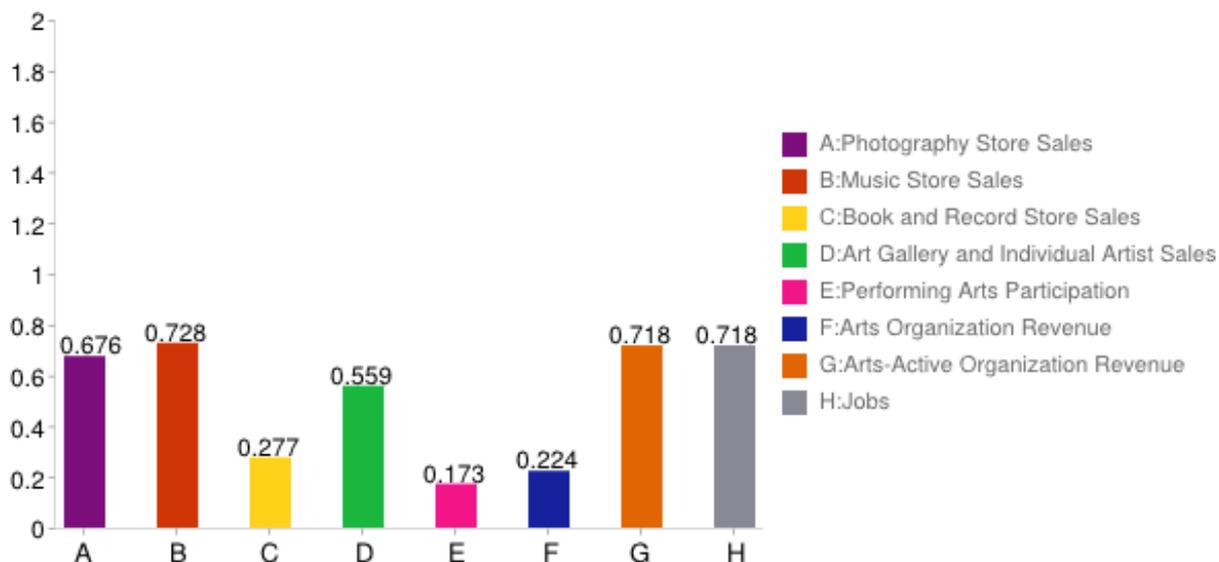
Region A: Matanuska-Susitna Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	92,093	719,114	
Industry Data			
Photography Store Sales	\$277,000	\$3,200,000	0.676
Music Store Sales	\$648,000	\$6,948,000	0.728
Book and Record Store Sales	\$597,000	\$16,831,000	0.277
Art Gallery and Individual Artist Sales	\$8,400,000	\$117,238,000	0.559
Performing Arts Participation	\$330,000	\$14,929,000	0.173
Non Profit Data			
Arts Organization Revenue	\$785,083	\$27,342,527	0.224
Arts-Active Organization Revenue	\$7,376,268	\$80,230,923	0.718
Occupation Data			
Total Jobs	911	9,903	0.718
Total CVI: 0.574			

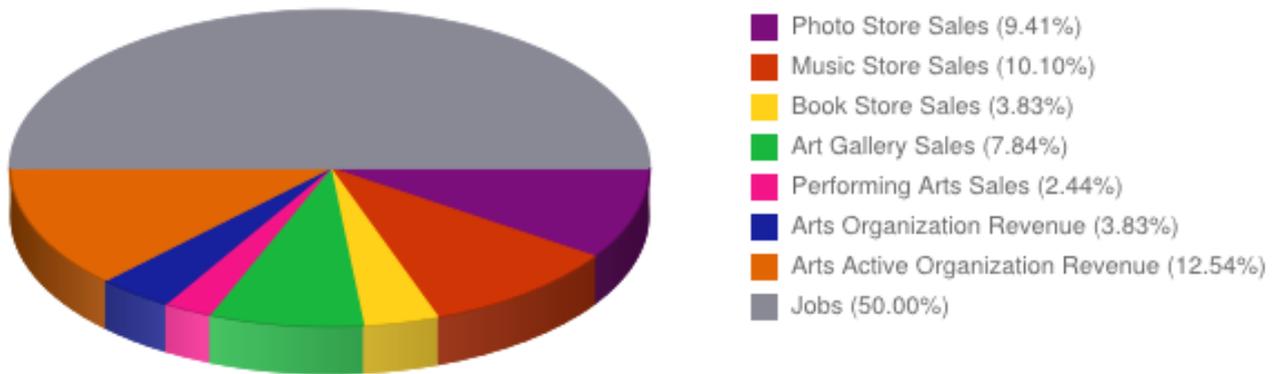
Source: WESTAF

Chart #31
CVI™ Values by Category 2011



Source: WESTAF

Chart #32
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Northern Region CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

For detailed information regarding the Northern Region in comparison to the nation and state, see Tables #19 and #20 and Charts #33 through #36. This region had relatively low overall index values in comparison to the nation and the state. The lack of photography store sales, music store sales, and book and record store sales in the region contributed to these low values. The region had a higher index value than the nation and state in only one category: non-profit arts-active revenues.

Table #19
Northern Region CVI™ vs. the United States 2011

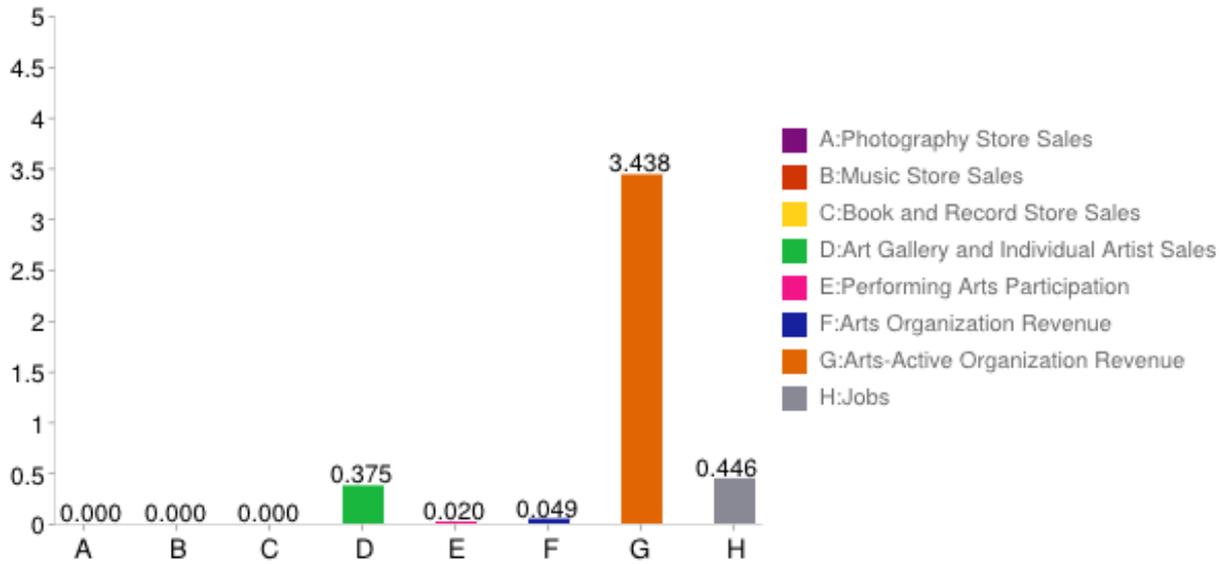
Region A: Northwest Arctic Borough, North Slope Borough, Nome Census Area

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	26,700	311,922,182	
Industry Data			
Photography Store Sales	\$0	\$1,159,137,000	0.000
Music Store Sales	\$0	\$2,961,284,000	0.000
Book and Record Store Sales	\$0	\$7,945,591,000	0.000
Art Gallery and Individual Artist Sales	\$1,217,000	\$37,873,582,000	0.375
Performing Arts Participation	\$27,000	\$15,444,381,000	0.020
Non Profit Data			
Arts Organization Revenue	\$56,770	\$13,641,202,227	0.049
Arts-Active Organization Revenue	\$4,863,103	\$16,522,955,199	3.438
Occupation Data			
Total Jobs	182	4,770,016	0.446
Total CVI: 0.559			

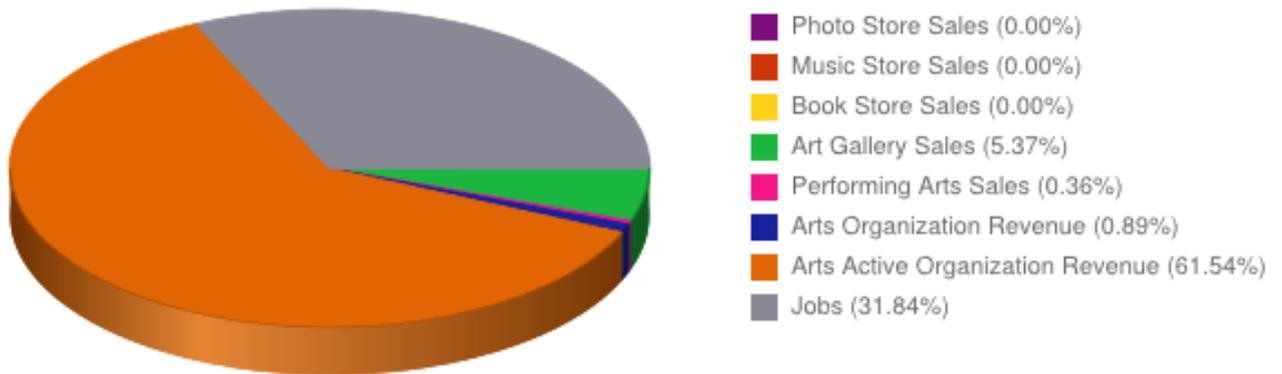
Source: WESTAF

Chart #33
CVI™ Values by Category 2011



Source: WESTAF

Chart #34
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #20
Northern Region CVI™ vs. Alaska 2011

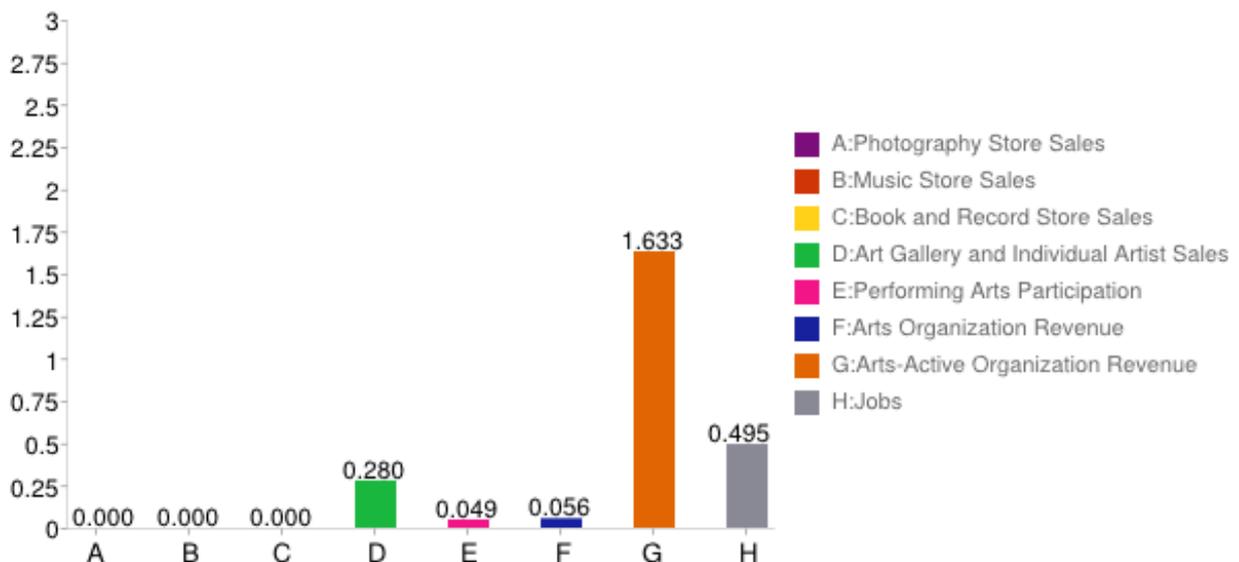
Region A: Northwest Arctic Borough, North Slope Borough, Nome Census Area

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	26,700	719,114	
Industry Data			
Photography Store Sales	\$0	\$3,200,000	0.000
Music Store Sales	\$0	\$6,948,000	0.000
Book and Record Store Sales	\$0	\$16,831,000	0.000
Art Gallery and Individual Artist Sales	\$1,217,000	\$117,238,000	0.280
Performing Arts Participation	\$27,000	\$14,929,000	0.049
Non Profit Data			
Arts Organization Revenue	\$56,770	\$27,342,527	0.056
Arts-Active Organization Revenue	\$4,863,103	\$80,230,923	1.633
Occupation Data			
Total Jobs	182	9,903	0.495
Total CVI: 0.393			

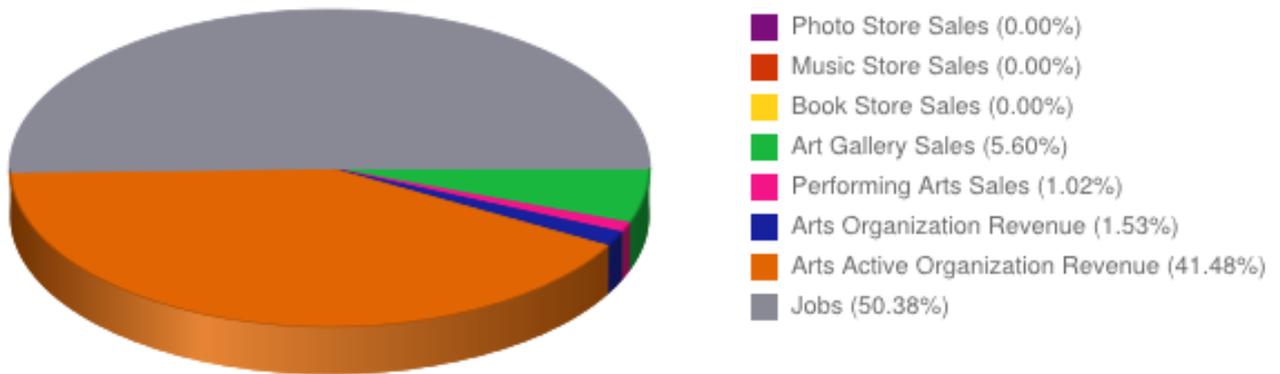
Source: WESTAF

Chart #35
CVI™ Values by Category 2011



Source: WESTAF

Chart #36
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Southeast Region CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

The Southeast Region was one of the strongest performing geographic areas included in this CVI™ report. Tables #21 and #22 and Charts #37 through #40 provide data for the Southeast Region in comparison to the United States and Alaska in 2011. The Southeast Region had an overall index value of 1.42 in comparison to the nation in 2011. In both comparisons, photography store sales, book and record store sales, art gallery and independent artist revenues, non-profit arts and arts-active organization revenues had individual CVI™ values above 1.00.

Table #21
Southeast Region CVI™ vs. the United States 2011

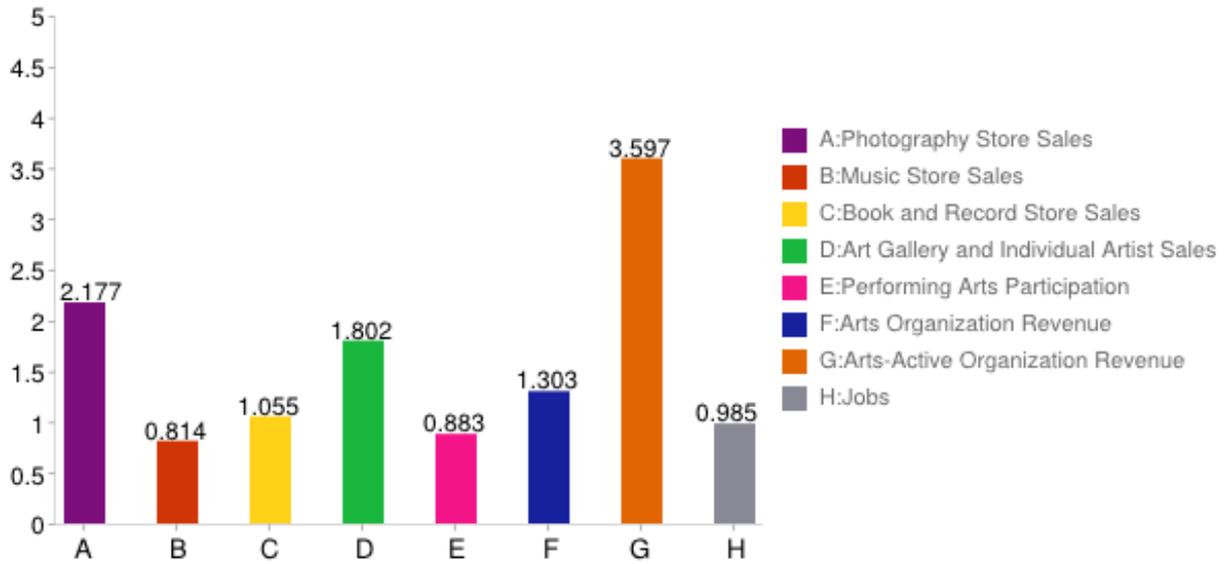
Region A: Skagway Municipality, Sitka Borough, Prince of Wales-Hyder Census Area, Petersburg Census Area, Ketchikan Gateway Borough, Juneau Borough, Hoonah-Angoon Census Area, Haines Borough, Wrangell City and Borough, Yakutat Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	71,558	311,922,182	
Industry Data			
Photography Store Sales	\$579,000	\$1,159,137,000	2.177
Music Store Sales	\$553,000	\$2,961,284,000	0.814
Book and Record Store Sales	\$1,923,000	\$7,945,591,000	1.055
Art Gallery and Individual Artist Sales	\$15,658,000	\$37,873,582,000	1.802
Performing Arts Participation	\$3,127,000	\$15,444,381,000	0.883
Non Profit Data			
Arts Organization Revenue	\$4,078,844	\$13,641,202,227	1.303
Arts-Active Organization Revenue	\$13,636,289	\$16,522,955,199	3.597
Occupation Data			
Total Jobs	1,078	4,770,016	0.985
Total CVI: 1.422			

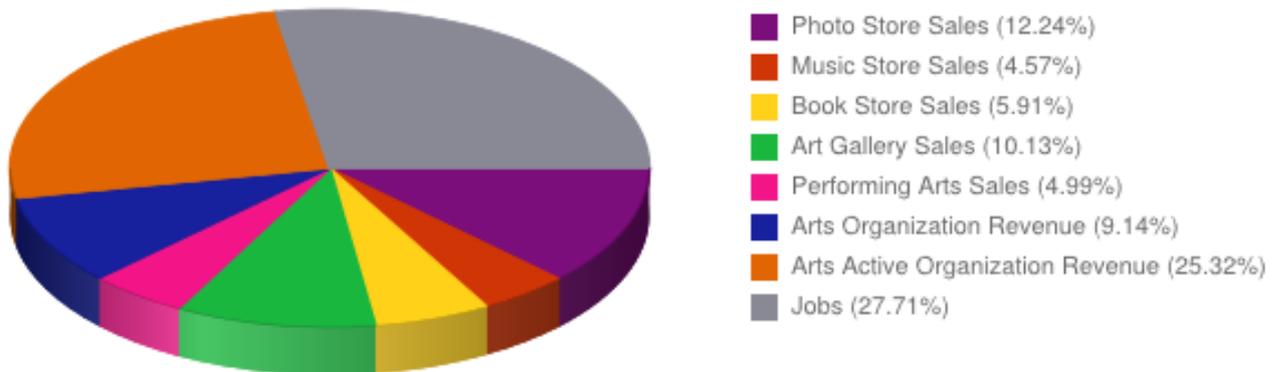
Source: WESTAF

Chart #37
CVI™ Values by Category 2011



Source: WESTAF

Chart #38
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #22
Southeast Region CVI™ vs. Alaska 2011

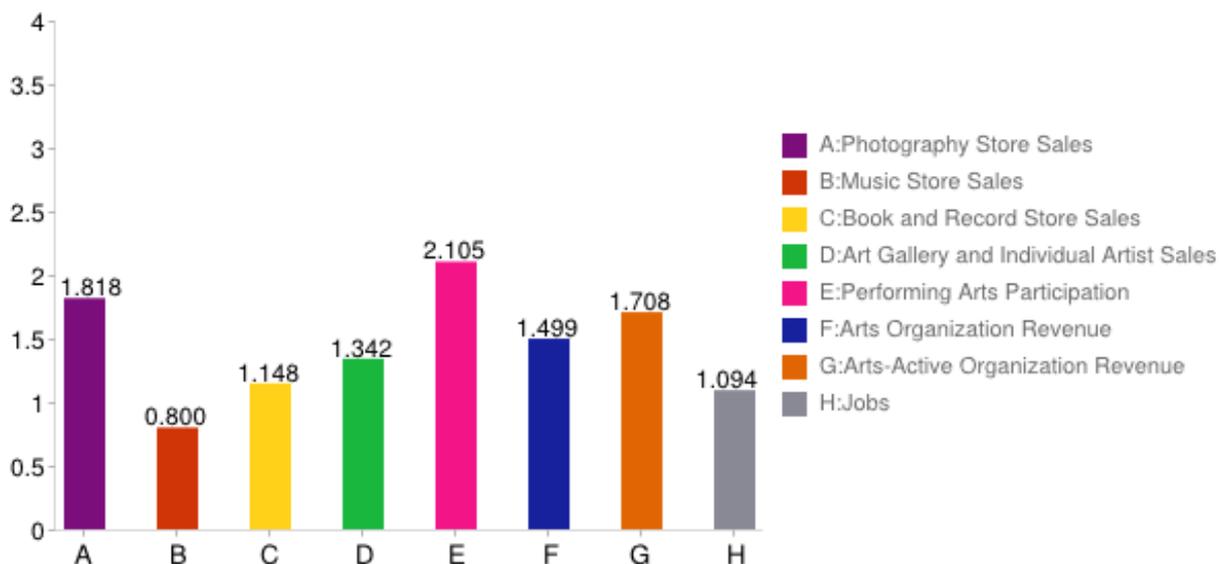
Region A: Skagway Municipality, Sitka Borough, Prince of Wales-Hyder Census Area, Petersburg Census Area, Ketchikan Gateway Borough, Juneau Borough, Hoonah-Angoon Census Area, Haines Borough, Wrangell City and Borough, Yakutat Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	71,558	719,114	
Industry Data			
Photography Store Sales	\$579,000	\$3,200,000	1.818
Music Store Sales	\$553,000	\$6,948,000	0.800
Book and Record Store Sales	\$1,923,000	\$16,831,000	1.148
Art Gallery and Individual Artist Sales	\$15,658,000	\$117,238,000	1.342
Performing Arts Participation	\$3,127,000	\$14,929,000	2.105
Non Profit Data			
Arts Organization Revenue	\$4,078,844	\$27,342,527	1.499
Arts-Active Organization Revenue	\$13,636,289	\$80,230,923	1.708
Occupation Data			
Total Jobs	1,078	9,903	1.094
Total CVI: 1.335			

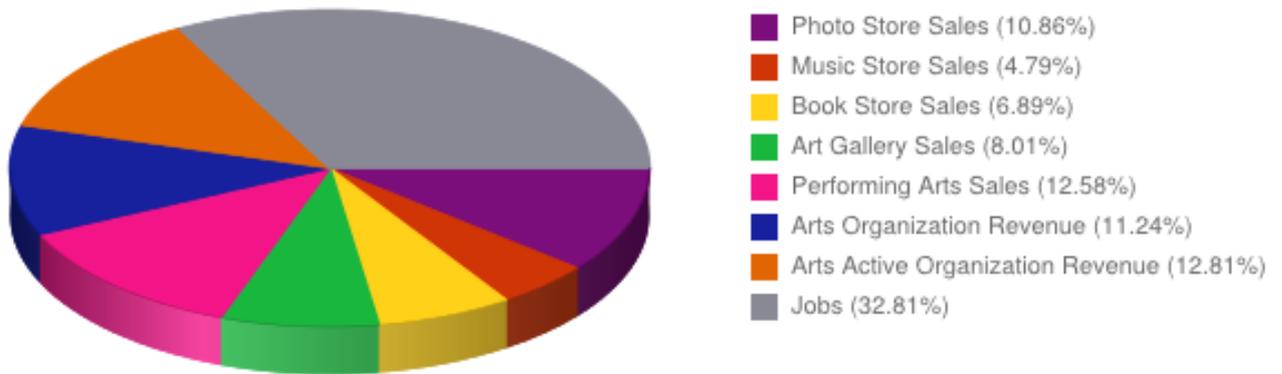
Source: WESTAF

Chart #39
CVI™ Values by Category 2011



Source: WESTAF

Chart #40
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Southwest Region CVI™ Values and Calculations vs. the United States and the State of Alaska 2011

Tables #23 and #24 and Charts #41 through #44 provide summarized data for the Southwest Region in comparison to the nation and Alaska. The region had an overall CVI™ value of 0.40 when compared to the nation and a slightly lower overall index value of 0.33 in comparison to the state. Non-profit arts-active revenues had the highest individual CVI™ value for this region in comparison to the nation and the state. The lack of photography store sales, music store sales, and performing arts participation revenues contributed to the overall below-average index values for the Southwest Region in 2011.

Table #23
Southwest Region CVI™ vs. the United States 2011

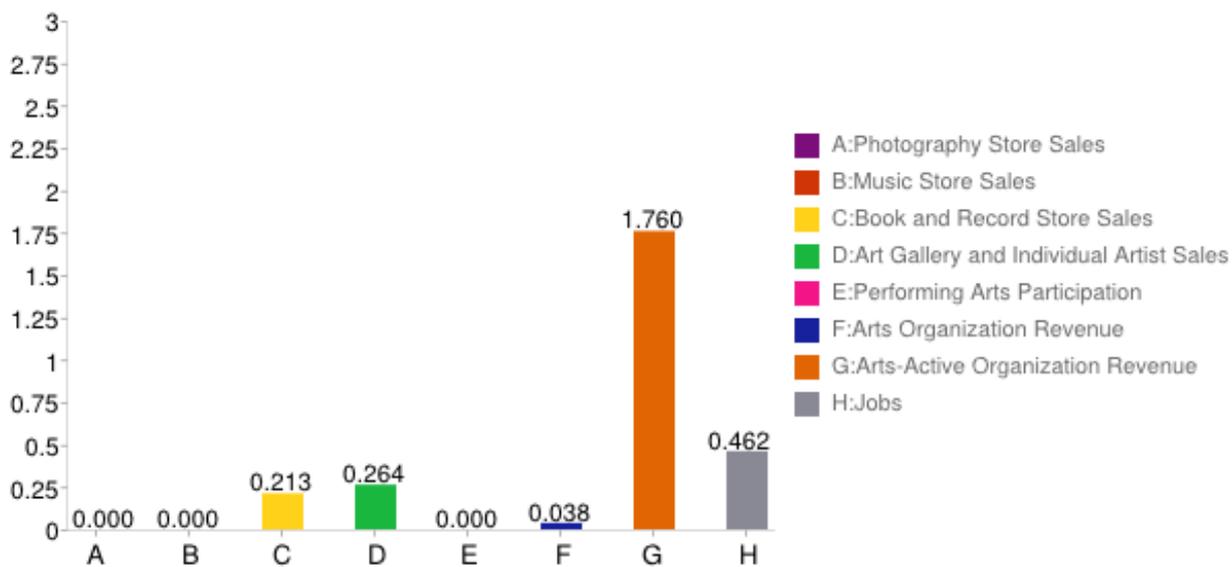
Region A: Wade Hampton Census Area, Lake and Peninsula Borough, Dillingham Census Area, Bristol Bay Borough, Bethel Census Area, Aleutians West Census Area, Aleutians East Borough

Region B: United States

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	40,722	311,922,182	
Industry Data			
Photography Store Sales	\$0	\$1,159,137,000	0.000
Music Store Sales	\$0	\$2,961,284,000	0.000
Book and Record Store Sales	\$221,000	\$7,945,591,000	0.213
Art Gallery and Individual Artist Sales	\$1,307,000	\$37,873,582,000	0.264
Performing Arts Participation	\$0	\$15,444,381,000	0.000
Non Profit Data			
Arts Organization Revenue	\$67,673	\$13,641,202,227	0.038
Arts-Active Organization Revenue	\$3,796,762	\$16,522,955,199	1.760
Occupation Data			
Total Jobs	288	4,770,016	0.462
Total CVI: 0.403			

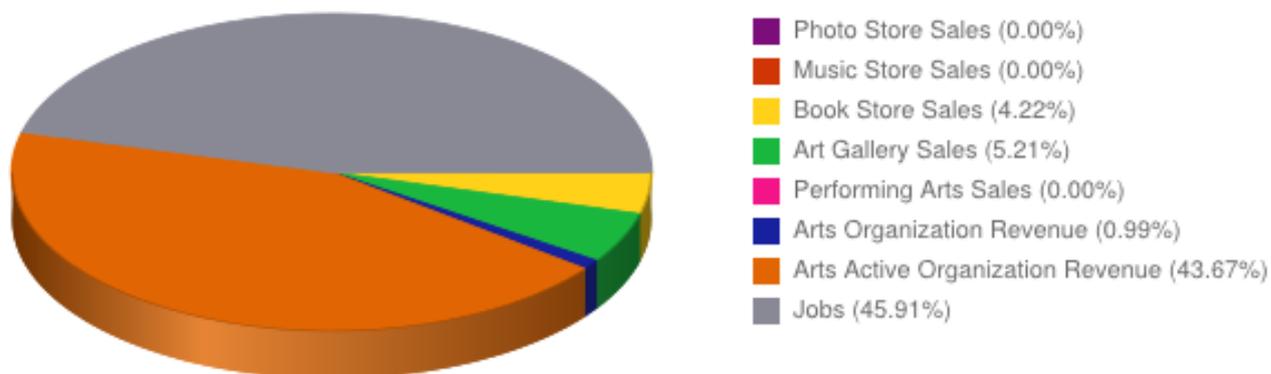
Source: WESTAF

Chart #41
CVI™ Values by Category 2011



Source: WESTAF

Chart #42
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

Table #24
Southwest Region CVI™ vs. Alaska 2011

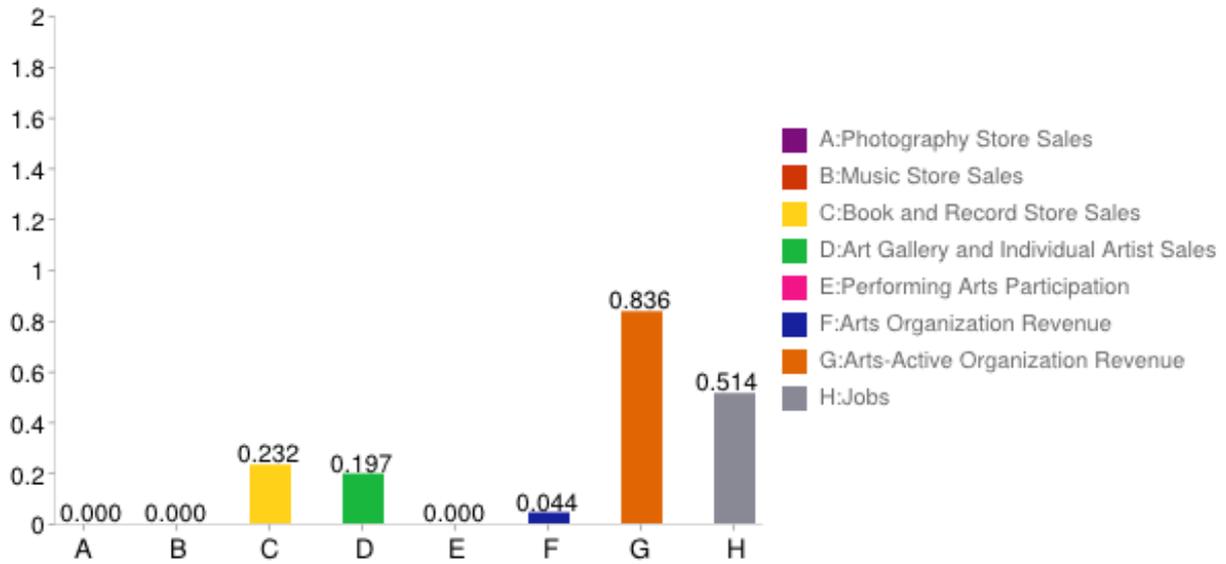
Region A: Wade Hampton Census Area, Lake and Peninsula Borough, Dillingham Census Area, Bristol Bay Borough, Bethel Census Area, Aleutians West Census Area, Aleutians East Borough

Region B: Alaska

Description	Region A	Region B	Categorical Index
Year - 2011			
Population	40,722	719,114	
Industry Data			
Photography Store Sales	\$0	\$3,200,000	0.000
Music Store Sales	\$0	\$6,948,000	0.000
Book and Record Store Sales	\$221,000	\$16,831,000	0.232
Art Gallery and Individual Artist Sales	\$1,307,000	\$117,238,000	0.197
Performing Arts Participation	\$0	\$14,929,000	0.000
Non Profit Data			
Arts Organization Revenue	\$67,673	\$27,342,527	0.044
Arts-Active Organization Revenue	\$3,796,762	\$80,230,923	0.836
Occupation Data			
Total Jobs	288	9,903	0.514
Total CVI: 0.329			

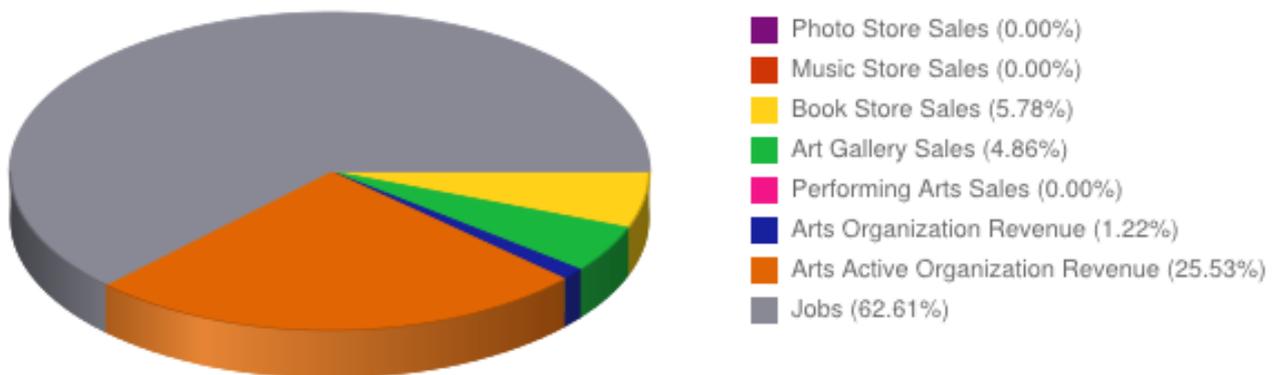
Source: WESTAF

Chart #43
CVI™ Values by Category 2011



Source: WESTAF

Chart #44
Contributions to the CVI™ after Weighting Inputs 2011



Source: WESTAF

2011 Alaska Non-Profit Arts and Arts-Active Organization Counts

To view detailed information regarding the number of non-profit arts and arts-active organizations located in Alaska, see Table #25 and Charts #45 and #46. The State of Alaska had 211 arts-related organizations in 2011. Theater organizations had the largest proportional share of arts organizations in the state, while historical societies and historic preservation organizations made up the largest proportional share of the state's arts-active organizations in 2011.

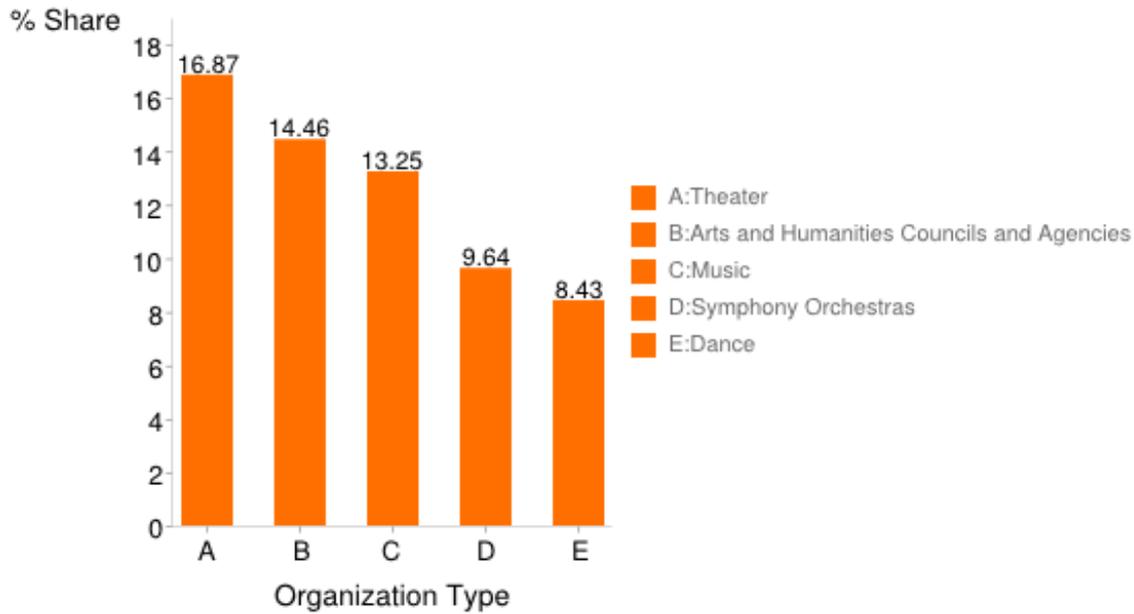
Table #25
Alaska Non-Profit Arts and Arts-Active Organizations by Type 2011

Region: Alaska

Arts Organizations 2011	Number	Share	Arts-Active Organizations 2011	Number	Share
Art Museums	0	0.00%	Other Arts & Culture Organizations	3	2.34%
Arts & Culture	3	3.61%	Fund Raising & Fund Distribution	1	0.78%
Arts & Humanities Councils & Agencies	12	14.46%	Management & Technical Assistance	1	0.78%
Arts Education	1	1.20%	Professional Societies & Associations	2	1.56%
Arts Services	0	0.00%	Single Organization Support	11	8.59%
Alliances & Advocacy	0	0.00%	Other Arts & Culture Support Organizations	1	0.78%
Ballet	1	1.20%	Children's Museums	0	0.00%
Bands & Ensembles	1	1.20%	Commemorative Events	1	0.78%
Dance	7	8.43%	Community Celebrations	0	0.00%
Film & Video	3	3.61%	Cultural/Ethnic Awareness	20	15.63%
Folk Arts	2	2.41%	Fairs	10	7.81%
Music	11	13.25%	Folk Arts Museums	1	0.78%
Opera	3	3.61%	Historical Organizations	9	7.03%
Performing Arts	3	3.61%	Historical Societies & Historic Preservation	23	17.97%
Performing Arts Centers	3	3.61%	History Museums	6	4.69%
Singing & Choral Groups	6	7.23%	Humanities	2	1.56%
Symphony Orchestras	8	9.64%	Media & Communications	12	9.38%
Theater	14	16.87%	Museums	8	6.25%
Visual Arts	5	6.02%	Natural History & Natural Science Museums	1	0.78%
			Performing Arts School	2	1.56%
			Printing & Publishing	2	1.56%
			Radio	7	5.47%
			Research Institutes & Public Policy Analysis	0	0.00%
			Science & Technology Museums	3	2.34%
			Television	2	1.56%
Totals	83	100%	Totals	128	100%

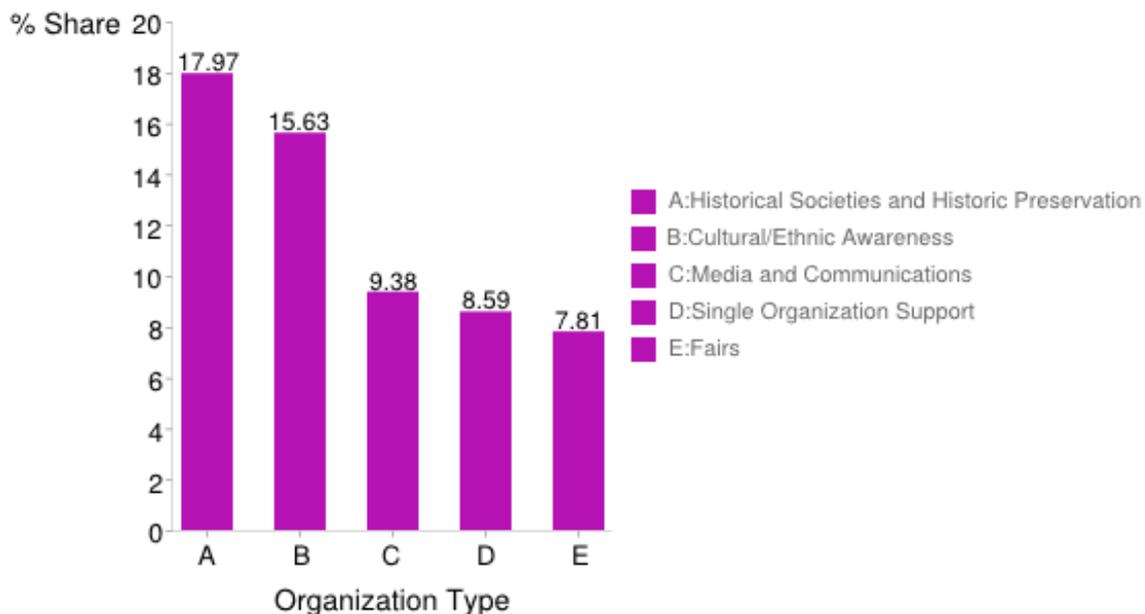
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #45
Arts Organizations % Share 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #46
Arts-Active Organizations % Share 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

2011 Alaska Non-Profit Arts Organization Income and Index Values

Arts organizations are generally qualified within the CVI™ as organizations with a primary mission in presenting or serving media that are traditionally categorized as the arts. These types of organizations include the traditionally subsidized arts such as visual arts museums, the symphony, the opera, the ballet and the theater. In 2011, \$27.3 million in revenues were generated by non-profit arts organizations within Alaska. The Extracted Urban Regions accounted for \$23.9 million in revenues. The greatest proportion of these revenues came from program revenues, gifts, and contributions in 2011. The organization revenues measured within this study can be affected by the number of organizations reporting from year to year, categorization and general reporting errors as submitted by individual agencies, disbursements of federal grants, and individual organizations' fundraising efforts, such as

capital campaigns. Generally, these fluctuations occur throughout non-profit revenue measurements across the nation as reported in this study. As a result, the annual index values provide a more informative indicator of non-profit organization health than the total revenue figures. However, revenue figures as aggregated within this study provide a substantive approximation of dollar amounts going to non-profit arts organizations within a reporting period.

After analyzing the current year data for Alaska’s CVI™ report, data reporting challenges from the previous year remain with the Fairbanks Summer Arts Festival.

The reason for their exclusion is the result of a problem in the way this organization reports its National Taxonomy of Exempt Entities (NTEE) classification. NTEE codes are used by the IRS to classify non-profit organizations. The Fairbanks Summer Arts Festival is currently classified within the “N” category, indicating sports, recreation or leisure. To be included in the CVI™ data, the organization needed to be classified within the “A” category to indicate Arts, Culture, and Humanities. Working with local arts organizations to ensure they report their NTEE code accurately will help significantly in efforts to identify the robustness of the arts in a region.

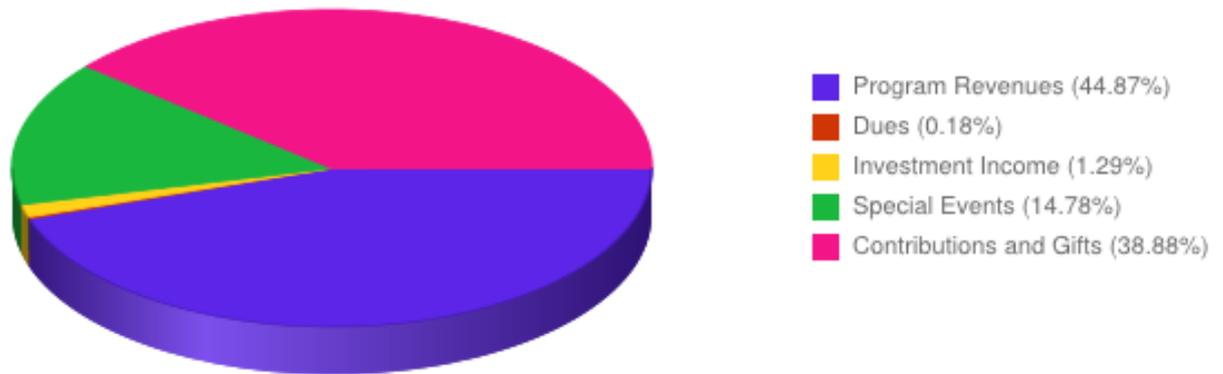
As we have done previously, WESTAF continues to encourage the ASCA to work with the Fairbanks Summer Arts Festival located in the Fairbanks North Star Borough, on the reclassification process, which would involve indicating an “A” category when the Festival files its subsequent i990 form.

Table #26
Regional Non-Profit Arts Organization by Income 2011 (Summary)

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
AK Anchorage/MatSu Region	\$8,898,758	\$287,512	\$745,955	\$7,426,837	\$28,041	\$17,387,103
AK Gulf Coast Region	\$541,638	\$3,992	\$51,747	\$585,018	\$12,383	\$1,194,778
AK Interior Region	\$1,394,030	\$32,940	\$2,437,009	\$685,713	\$7,667	\$4,557,359
AK Northern Region	\$35,988	\$658	\$0	\$20,124	\$0	\$56,770
AK Southeast Region	\$1,335,753	\$28,613	\$805,563	\$1,908,915	\$0	\$4,078,844
AK Southwest Region	\$62,723	\$0	\$0	\$4,950	\$0	\$67,673
Totals	\$12,268,890	\$353,715	\$4,040,274	\$10,631,557	\$48,091	\$27,342,527

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #47
Non-profit Arts Organizations Income 2011



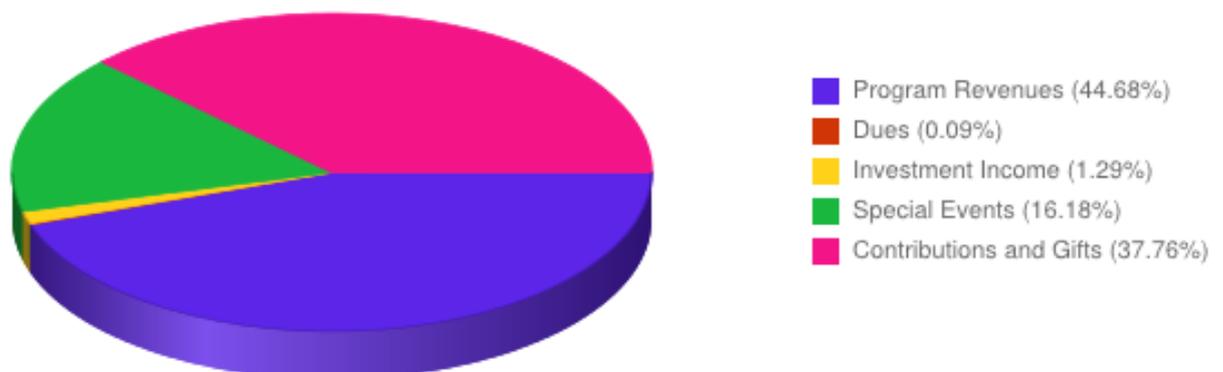
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #27
Extracted Urban Regions Non-Profit Arts Organizations by Income 2011

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
AK Extracted Urban Regions						
Juneau Borough	\$734,020	\$26,691	\$728,536	\$1,245,391	\$0	\$2,734,638
Fairbanks North Star Boro..	\$1,394,030	\$32,940	\$2,437,009	\$685,713	\$7,667	\$4,557,359
Anchorage Borough	\$8,548,613	\$248,079	\$699,842	\$7,091,550	\$13,936	\$16,602,020
Totals	\$10,676,663	\$307,710	\$3,865,387	\$9,022,654	\$21,603	\$23,894,017

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #48
Non-Profit Arts Organizations Income 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #28

Regional Non-Profit Arts Organization by Index 2011 (Summary)

Region	Total Revenues	Per Capita	Index
AK Anchorage/MatSu Region	\$17,387,103	44.90	1.03
AK Gulf Coast Region	\$1,194,778	15.15	0.35
AK Interior Region	\$4,557,359	39.97	0.91
AK Northern Region	\$56,770	2.13	0.05
AK Southeast Region	\$4,078,844	57.00	1.30
AK Southwest Region	\$67,673	1.66	0.04
Totals	\$27,342,527	38.02	0.87

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #29

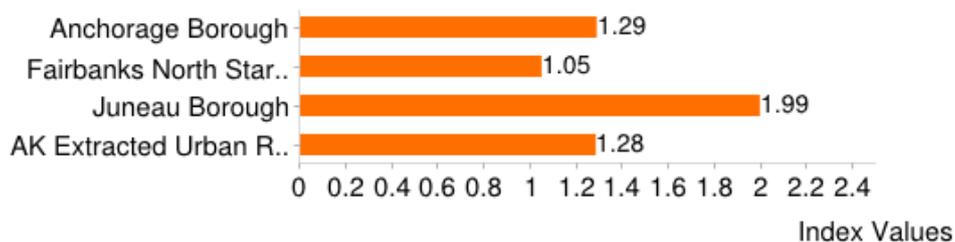
Extracted Urban Regions Non-Profit Arts Organizations by Index 2011

Region	Total Revenues	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$2,734,638	87.19	1.99
Fairbanks North Star Borough	\$4,557,359	45.78	1.05
Anchorage Borough	\$16,602,020	56.25	1.29
Totals	\$23,894,017	56.08	1.28

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Chart #49

Non-Profit Arts Organizations Index 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

2011 Alaska Non-Profit Arts-Active Organization Income and Index Values

Arts-active organizations are generally qualified within the CVI™ as organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activity associated with exhibit design. Additionally, there are inherently close ties between humanities, culture, and arts organizations. In 2011, \$80.1 million in revenues were generated by non-profit arts-active organizations within the State of Alaska, and the Extracted Urban Regions generated \$51.6 million in income.

Table #30

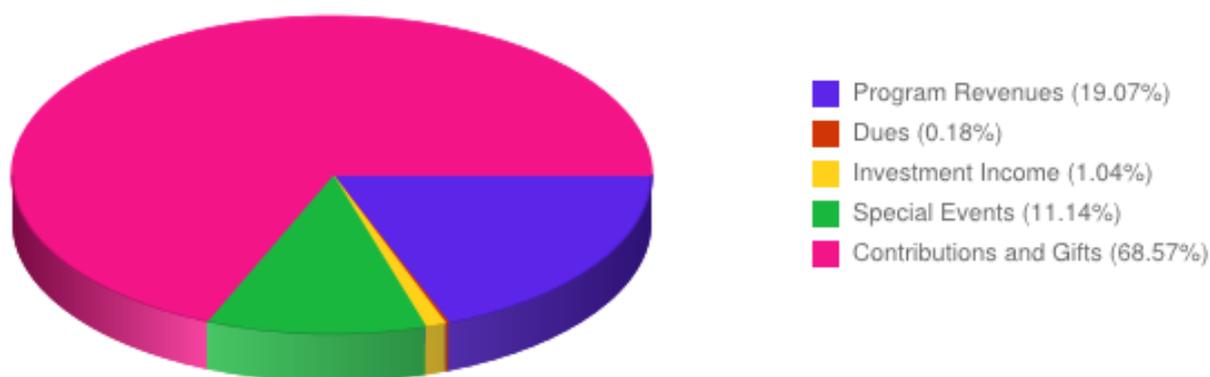
Regional Non-Profit Arts-Active Organization by Income 2011 (Summary)

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
AK Anchorage/MatSu Region	\$11,503,742	\$583,520	\$5,659,232	\$27,235,902	\$85,458	\$45,067,854
AK Gulf Coast Region	\$641,716	\$133,605	\$578,947	\$5,661,963	\$6,330	\$7,022,561
AK Interior Region	\$1,036,086	\$16,747	\$827,134	\$3,860,870	\$38,323	\$5,779,160
AK Northern Region	\$17,308	\$18,346	\$1,270,090	\$3,557,134	\$225	\$4,863,103
AK Southeast Region	\$1,990,346	\$77,768	\$200,980	\$11,358,999	\$8,196	\$13,636,289
AK Southwest Region	\$102,288	\$6,133	\$390,633	\$3,294,562	\$3,146	\$3,796,762
Totals	\$15,291,486	\$836,119	\$8,927,016	\$54,969,430	\$141,678	\$80,165,729

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #50

Non-Profit Arts-Active Organizations Income 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #31

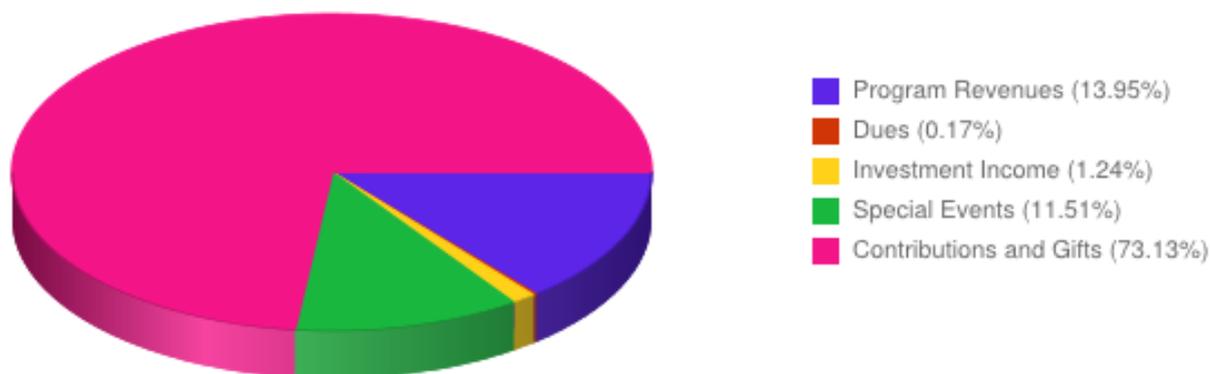
Extracted Urban Regions Non-Profit Arts-Active Organizations by Income 2011

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
AK Extracted Urban Regions						
Juneau Borough	\$1,181,789	\$48,946	\$173,400	\$8,211,179	\$6,755	\$9,622,069
Fairbanks North Star Boro..	\$1,002,539	\$13,577	\$143,157	\$3,122,936	\$23,762	\$4,305,971
Anchorage Borough	\$5,019,152	\$576,207	\$5,623,728	\$26,413,219	\$59,280	\$37,691,586
Totals	\$7,203,480	\$638,730	\$5,940,285	\$37,747,334	\$89,797	\$51,619,626

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Organizations

Chart #51

Non-Profit Arts-Active Organizations Income 2011



Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #32

Regional Non-Profit Arts-Active Organization by Index 2011 (Summary)

Region	Total Revenues	Per Capita	Index
AK Anchorage/MatSu Region	\$45,067,854	116.38	2.20
AK Gulf Coast Region	\$7,022,561	89.03	1.68
AK Interior Region	\$5,779,160	50.69	0.96
AK Northern Region	\$4,863,103	182.14	3.44
AK Southeast Region	\$13,636,289	190.56	3.60
AK Southwest Region	\$3,796,762	93.24	1.76
Totals	\$80,165,729	111.48	2.11

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

The Occupational Index

The Occupational Index of the Arts measures the level of creative occupations per capita in a given geographic area compared with national per capita occupational employment. The CVI™ measures 36 selected occupational categories that are highly correlated with measured skill sets in thinking creatively, originality, and fine arts knowledge as measured by the Employment and Training Administration’s “O*NET” occupational network database. Given this meticulous selection of occupations, the CVI™ presents an extremely justifiable report on creative economy employment.

Location quotients (LQs) for each individual occupation are included within the CVI™. LQs are essentially the "index values" for each individual occupation, measuring whether or not there is a per capita concentration of an occupation within the study area. LQs are given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and nation. The national standard LQ is "1.00." The strengths and weaknesses of occupational employment categories as measured by the LQ can provide important information about industry prevalence within a region's creative sector.

A note on the data used in this report: to provide the most accurate employment figures Economic Modeling Specialists International (EMSI), a CVI™ data partner, made enhancements to their occupational data between 2010 and 2011. EMSI uses the most current and reliable public and proprietary data sources, and incorporates these data sources into credible and accurate models. The following CVI™ data sets were updated in 2011: Quarterly Census of Employment and Wages (QCEW-BLS), County Level Business Partners (Census), Nonemployer Statistics, and the Current Employment Statistics (BLS). These updates may cause some of

occupations measured by the CVI™ to show dramatic changes between 2010 and 2011. Perhaps, the most significant data source update was made to the State Personal Income dataset from the Bureau of Economic Analysis (BEA). This data set is EMSI's primary source of noncovered employment totals--employees not covered by unemployment insurance. This update caused significant fluctuations in employment figures. Data updates made by the BEA modeled by EMSI are always in service of more accurate labor market data. In other words, these updates provide researchers with the most reliable, current data on employment.

Changes in the data methodology partly explain variations in individual job categories, as displayed following occupational data tables. However, because these figures include part-time, sole and extended proprietors, and full-time workers, occupation totals fluctuate more dramatically than if only full-time jobs were being explored. Consider that a film company might hire artists to work on a project for one year in Alaska and that job does not exist the following year. Fluctuations in the individual categories are less telling than in the overall totals. In the case of Alaska, the total number of creative jobs increased 7.5%, a normal, positive fluctuation for creative jobs in a state as creative as Alaska.

Extracted Urban Regions Occupational Information

Between 2010 and 2011, these regions generated 429 new jobs linked to the creative economy and experienced a creative job growth rate of 7.06%. The Extracted Urban Regions had 6,502 creative jobs and strong occupational index of 1.00. Musicians and singers, graphic designers, and art directors experienced substantial job growth. Set and exhibit designers, fashion designers, and music directors and composers experienced losses in the number of positions from 2010 to 2011. In comparison to Alaska, these regions had high concentrations of creative jobs within occupations such as media and communication equipment workers, film and video editors and sound engineering technicians.

Table #33
Extracted Urban Regions Non-Profit Arts-Active Organizations by Index 2011

Region	Total Revenues	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$9,622,069	306.80	5.79
Fairbanks North Star Borough	\$4,305,971	43.25	0.82
Anchorage Borough	\$37,691,586	127.71	2.41
Totals	\$51,619,626	121.16	2.29

Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Chart #52
Non-Profit Arts-Active Organizations Index 2011



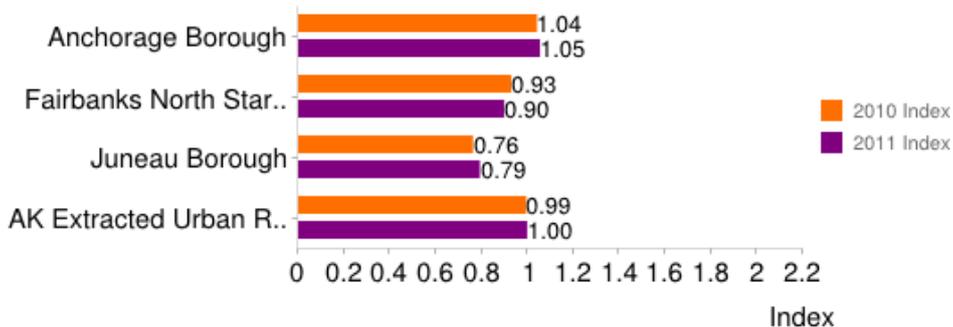
Source: National Center for Charitable Statistics, Core PC Database for Arts, Culture and Humanities Org

Table #34
Extracted Urban Regions Occupational Index 2010-2011

Region	2010 Jobs	2011 Jobs	#Change	%Change	2010 Index	2011 Index
AK Extracted Urban Regions						
Juneau Borough	346	380	34	9.83%	0.76	0.79
Fairbanks North Star Borough	1,316	1,367	51	3.88%	0.93	0.90
Anchorage Borough	4,411	4,755	344	7.80%	1.04	1.05
Totals	6,073	6,502	429	7.06%	0.99	1.00

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #53
Extracted Urban Regions Occupational Index 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #35

Extracted Urban Regions Creative Jobs by Occupation 2010-2011

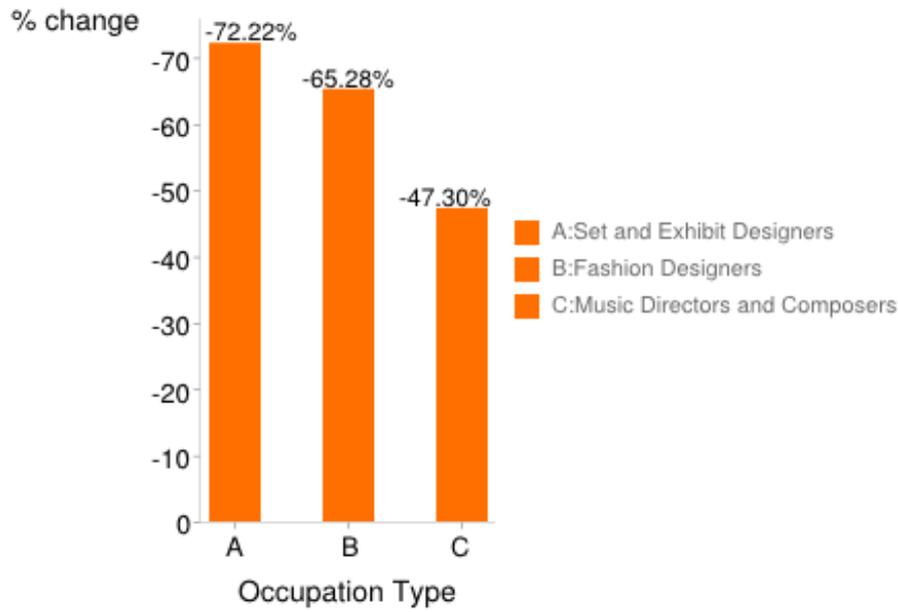
Regions: Juneau Borough, Fairbanks North Star Borough, Anchorage Borough

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	129	109	-15.50
Advertising and Promotions Managers	109	120	10.09
Agents and Business Managers of Artists, Performers, and Athletes	60	79	31.67
Architects, Except Landscape and Naval	217	293	35.02
Art Directors	192	279	45.31
Audio and Video Equipment Technicians	104	132	26.92
Broadcast Technicians	91	96	5.49
Camera Operators, Television, Video, and Motion Picture	29	36	24.14
Choreographers	25	22	-12.00
Commercial and Industrial Designers	83	54	-34.94
Dancers	20	17	-15.00
Directors, Religious Activities	129	114	-11.63
Editors	178	162	-8.99
Fashion Designers	72	25	-65.28
Film and Video Editors	19	23	21.05
Fine Artists including Painters, Sculptors, and Illustrators	172	91	-47.09
Floral Designers	114	82	-28.07
Graphic Designers	239	426	78.24
Interior Designers	95	78	-17.89
Landscape Architects	96	51	-46.88
Librarians	211	205	-2.84
Media and Communication Equipment Workers, All Other	48	48	0.00
Media and Communication Workers, All Other	223	125	-43.95
Multi-Media Artists and Animators	179	259	44.69
Music Directors and Composers	296	156	-47.30
Musical Instrument Repairers and Tuners	14	11	-21.43
Musicians and Singers	328	681	107.62
Photographers	1,099	1,200	9.19
Producers and Directors	131	111	-15.27
Public Relations Managers	143	150	4.90
Public Relations Specialists	306	336	9.80
Radio and Television Announcers	134	183	36.57
Set and Exhibit Designers	72	20	-72.22
Sound Engineering Technicians	12	12	0.00
Technical Writers	84	74	-11.90
Writers and Authors	620	642	3.55
Total	6,073	6,502	7.06

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #54

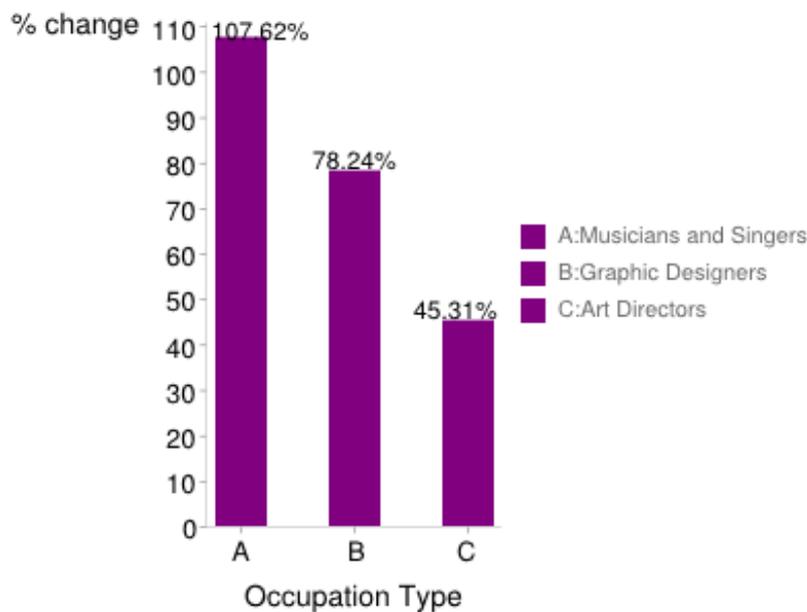
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #55

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #36

Extracted Urban Regions Creative Jobs by Location Quotient 2010-2011

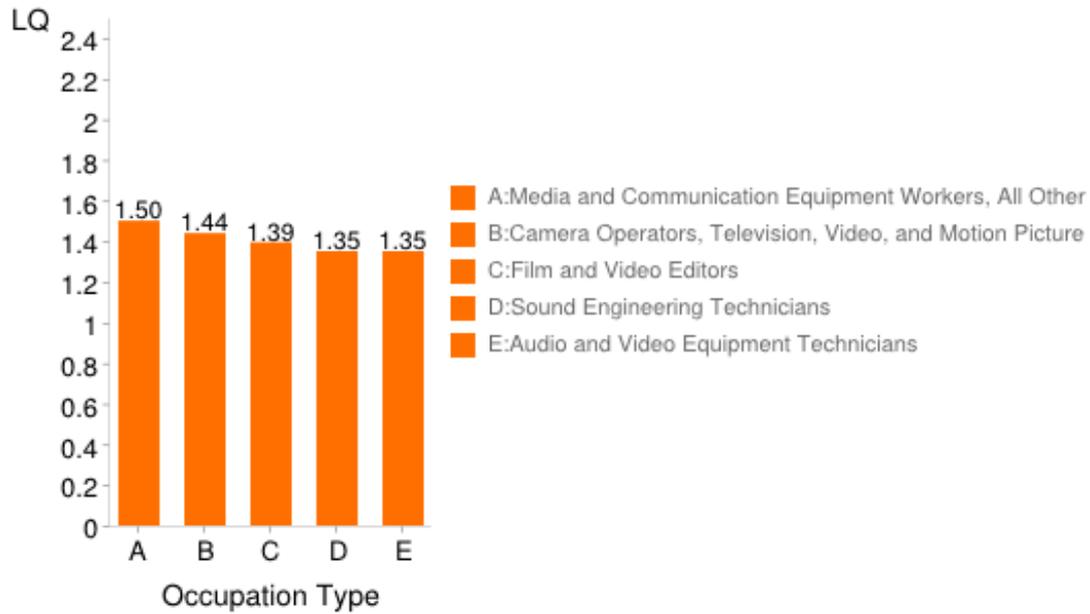
Regions: Juneau Borough, Fairbanks North Star Borough, Anchorage Borough

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.09	1.19	0.97	0.98
Advertising and Promotions Managers	1.26	1.25	1.61	1.56
Agents and Business Managers of Artists, Performers, and Athletes	0.96	0.89	0.88	0.92
Architects, Except Landscape and Naval	1.34	1.28	1.17	1.30
Art Directors	1.04	1.08	1.07	1.04
Audio and Video Equipment Technicians	1.35	1.27	1.40	1.48
Broadcast Technicians	1.34	1.30	1.91	1.80
Camera Operators, Television, Video, and Motion Picture	1.44	1.32	0.80	0.87
Choreographers	1.08	1.13	0.74	0.71
Commercial and Industrial Designers	1.21	1.20	0.79	0.72
Dancers	1.13	1.15	0.74	0.73
Directors, Religious Activities	1.10	1.07	0.73	0.73
Editors	1.27	1.26	0.83	0.78
Fashion Designers	1.16	1.17	0.83	0.61
Film and Video Editors	1.39	1.44	0.52	0.63
Fine Artists including Painters, Sculptors, and Illustrators	1.00	1.03	1.16	1.10
Floral Designers	1.11	0.97	0.86	0.66
Graphic Designers	1.33	1.24	0.69	0.81
Interior Designers	1.23	1.29	0.74	0.69
Landscape Architects	1.13	1.30	1.24	1.26
Librarians	0.93	0.93	0.97	0.97
Media and Communication Equipment Workers, All Other	1.50	1.47	1.58	1.67
Media and Communication Workers, All Other	1.09	1.13	1.18	1.39
Multi-Media Artists and Animators	1.02	1.06	1.02	1.04
Music Directors and Composers	1.03	1.06	0.98	0.84
Musical Instrument Repairers and Tuners	0.82	0.98	0.76	0.81
Musicians and Singers	1.04	1.04	0.91	1.04
Photographers	1.06	1.02	1.01	0.99
Producers and Directors	1.18	1.24	0.72	0.70
Public Relations Managers	1.17	1.14	1.75	1.70
Public Relations Specialists	1.30	1.28	0.78	0.80
Radio and Television Announcers	1.03	1.04	1.94	1.57
Set and Exhibit Designers	1.16	1.16	0.94	0.84
Sound Engineering Technicians	1.35	1.35	0.43	0.43
Technical Writers	1.15	1.18	1.06	1.06
Writers and Authors	1.07	1.09	1.19	1.16

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #56

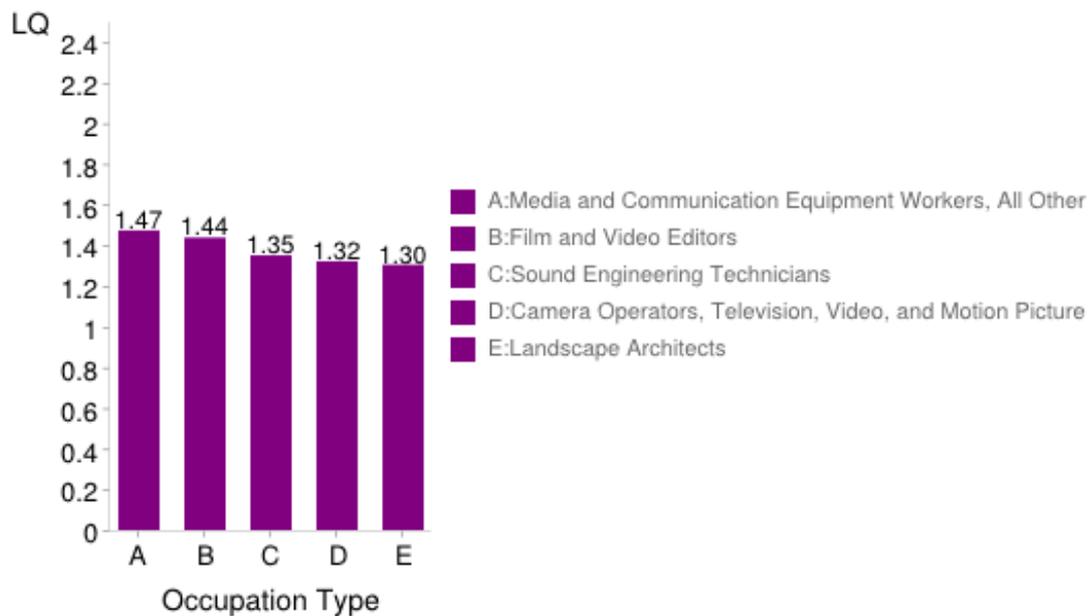
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #57

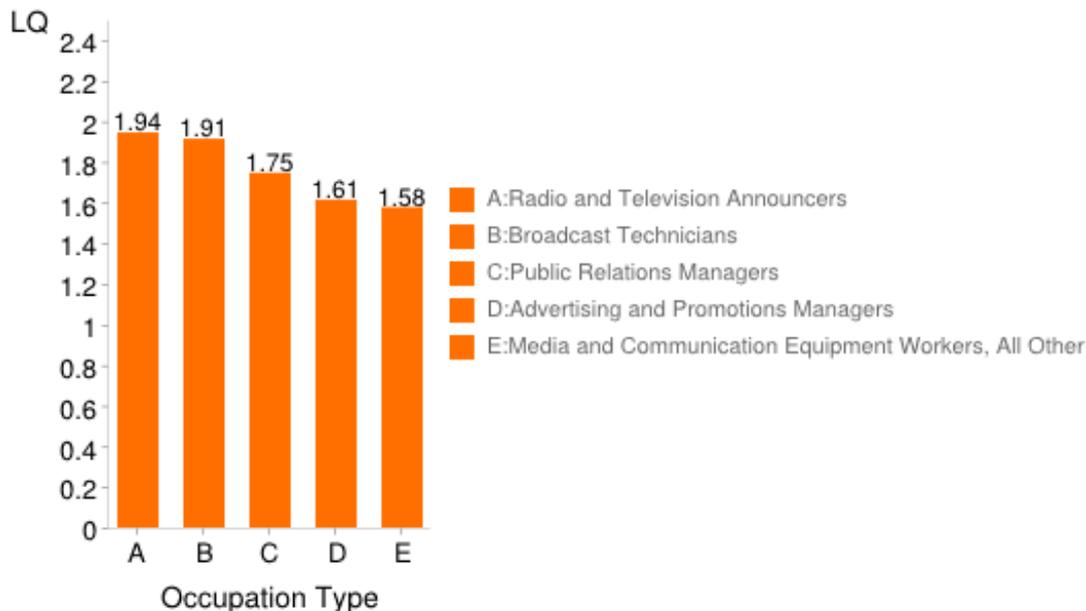
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #58

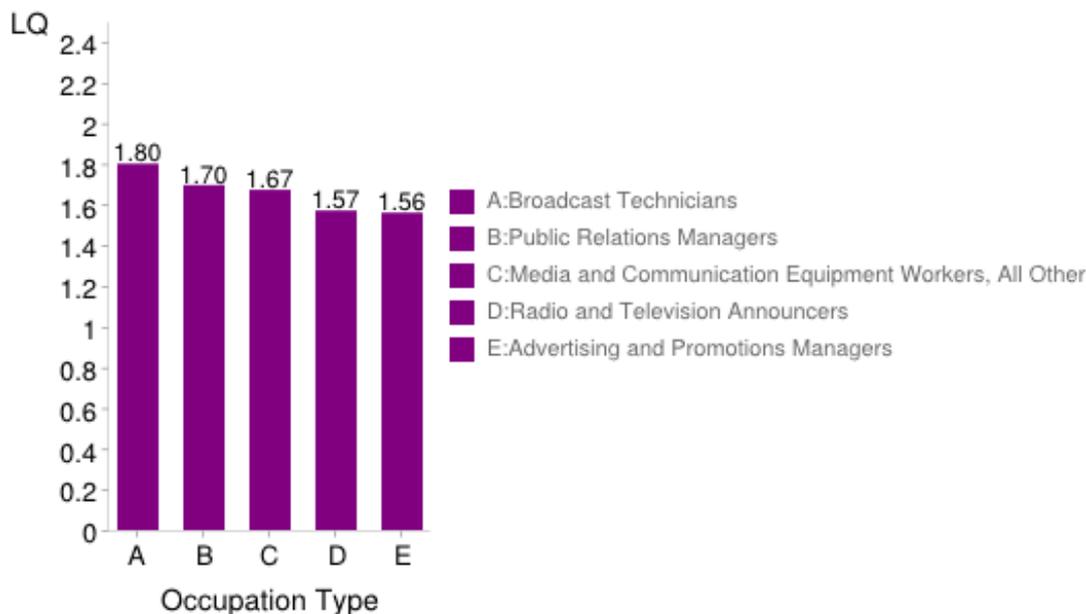
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #59

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Alaska Occupational Information

In 2011, the State of Alaska had 9,903 jobs within creative occupations and an occupational index of 0.90. From 2010 to 2011, the state gained 694 creative jobs at rate of 7.54%. Musicians and singers; graphic designers; and agents and business managers of artists, performers, and athletes contributed greatly to the overall creative job growth in the state. Despite the increase in jobs within Alaska’s creative economy, some occupations, such as set and exhibit designers, fashion designers, and landscape architects, lost jobs at a significant rate. Radio and television announcers, public relations managers, and broadcast technicians had the three strongest location quotients within the state.

Table #37
Regional Occupational Index 2010-2011 (Summary)

Region	2010 Jobs	2011 Jobs	#Change	%Change	2010 Index	2011 Index
AK Anchorage/MatSu Region	5,288	5,666	378	7.15%	0.96	0.96
AK Gulf Coast Region	1,045	1,185	140	13.40%	0.92	0.98
AK Interior Region	1,459	1,504	45	3.08%	0.90	0.86
AK Northern Region	152	182	30	19.74%	0.40	0.45
AK Southeast Region	989	1,078	89	9.00%	0.95	0.99
AK Southwest Region	276	288	12	4.35%	0.47	0.46
Totals	9,209	9,903	694	7.54%	0.89	0.90

Source: Economic Modeling Specialists, Inc. Complete Employment

Table #38
Alaska Creative Jobs by Occupation 2010-2011

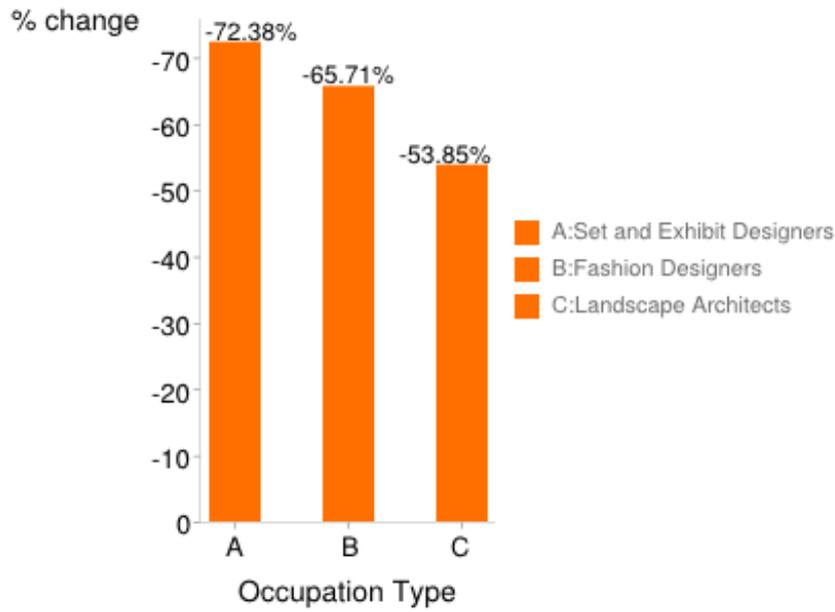
Region: Alaska

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	199	155	-22.11
Advertising and Promotions Managers	146	162	10.96
Agents and Business Managers of Artists, Performers, and Athletes	105	150	42.86
Architects, Except Landscape and Naval	274	387	41.24
Art Directors	312	436	39.74
Audio and Video Equipment Technicians	130	176	35.38
Broadcast Technicians	115	125	8.70
Camera Operators, Television, Video, and Motion Picture	34	46	35.29
Choreographers	39	33	-15.38
Commercial and Industrial Designers	116	76	-34.48
Dancers	30	25	-16.67
Directors, Religious Activities	198	180	-9.09
Editors	237	217	-8.44
Fashion Designers	105	36	-65.71
Film and Video Editors	23	27	17.39
Fine Artists including Painters, Sculptors, and Illustrators	289	149	-48.44
Floral Designers	173	143	-17.34
Graphic Designers	303	581	91.75
Interior Designers	130	102	-21.54
Landscape Architects	143	66	-53.85
Librarians	381	371	-2.62
Media and Communication Equipment Workers, All Other	54	55	1.85
Media and Communication Workers, All Other	344	187	-45.64
Multi-Media Artists and Animators	297	413	39.06
Music Directors and Composers	486	249	-48.77
Musical Instrument Repairers and Tuners	29	19	-34.48
Musicians and Singers	530	1,100	107.55
Photographers	1,751	1,983	13.25
Producers and Directors	188	151	-19.68
Public Relations Managers	206	222	7.77
Public Relations Specialists	398	442	11.06
Radio and Television Announcers	219	296	35.16
Set and Exhibit Designers	105	29	-72.38
Sound Engineering Technicians	15	15	0.00
Technical Writers	123	106	-13.82
Writers and Authors	982	993	1.12
Total	9,209	9,903	7.54

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #60

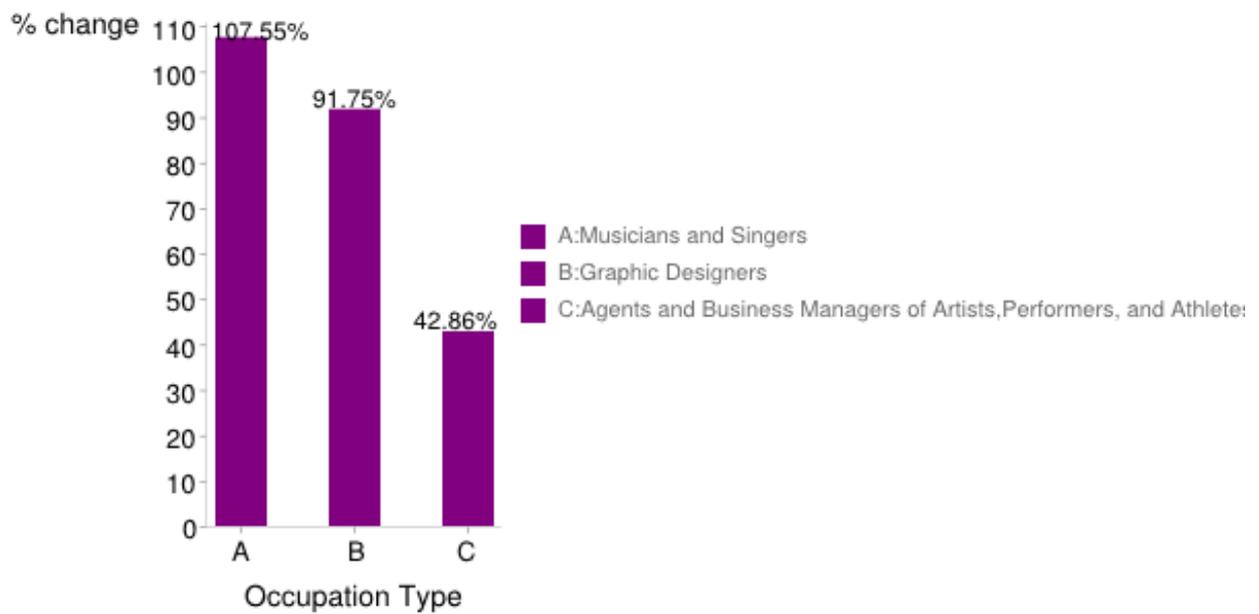
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #61

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #39

Alaska Creative Jobs by Location Quotient 2010-2011

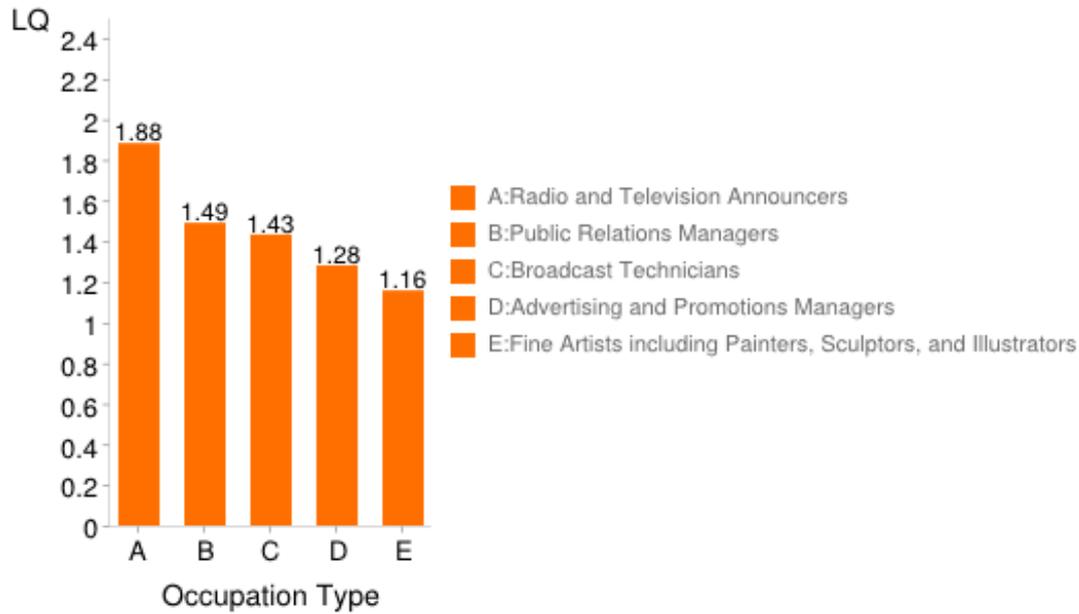
Region: Alaska

Occupation Type	2010 National LQ	2011 National LQ
Actors	0.89	0.83
Advertising and Promotions Managers	1.28	1.25
Agents and Business Managers of Artists, Performers, and Athletes	0.92	1.04
Architects, Except Landscape and Naval	0.88	1.02
Art Directors	1.03	0.97
Audio and Video Equipment Technicians	1.04	1.17
Broadcast Technicians	1.43	1.39
Camera Operators, Television, Video, and Motion Picture	0.56	0.66
Choreographers	0.69	0.63
Commercial and Industrial Designers	0.66	0.60
Dancers	0.66	0.63
Directors, Religious Activities	0.66	0.68
Editors	0.66	0.62
Fashion Designers	0.71	0.52
Film and Video Editors	0.37	0.44
Fine Artists including Painters, Sculptors, and Illustrators	1.16	1.06
Floral Designers	0.77	0.69
Graphic Designers	0.52	0.65
Interior Designers	0.60	0.53
Landscape Architects	1.10	0.97
Librarians	1.03	1.04
Media and Communication Equipment Workers, All Other	1.05	1.14
Media and Communication Workers, All Other	1.08	1.23
Multi-Media Artists and Animators	1.00	0.99
Music Directors and Composers	0.95	0.79
Musical Instrument Repairers and Tuners	0.94	0.83
Musicians and Singers	0.87	0.99
Photographers	0.95	0.96
Producers and Directors	0.62	0.57
Public Relations Managers	1.49	1.49
Public Relations Specialists	0.60	0.62
Radio and Television Announcers	1.88	1.51
Set and Exhibit Designers	0.81	0.73
Sound Engineering Technicians	0.32	0.32
Technical Writers	0.92	0.90
Writers and Authors	1.11	1.06

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #62

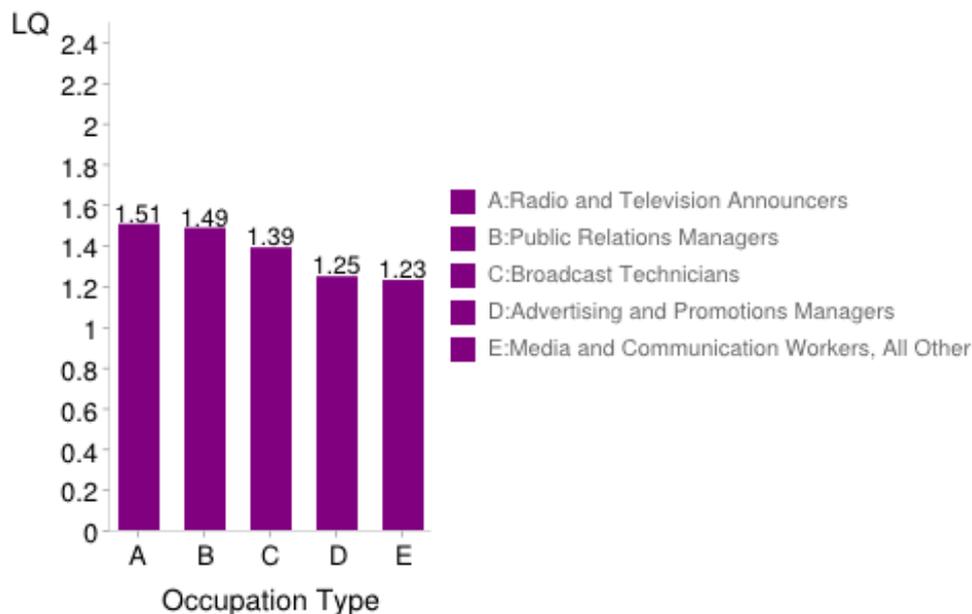
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #63

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Anchorage/MatSu Region Occupational Information

In 2011, this region had 5,666 creative jobs and an occupational index slightly below the national average: 0.96. The area generated more than 370 jobs within the creative economy between 2010 and 2011. Musicians and singers and graphic designers experienced considerable job growth, while set and exhibit designers and fashion designers lost jobs. In 2011, media and communication equipment workers and interior designers had high concentrations of employment when the Anchorage/MatSu Region is compared to Alaska.

Table #40

Anchorage/Matsu Region Creative Jobs by Occupation 2010-2011

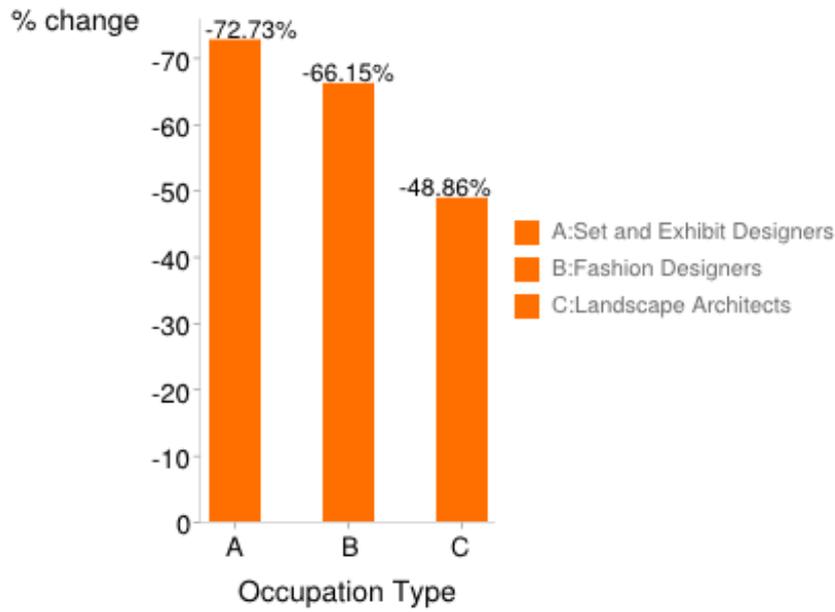
Regions: Anchorage Borough, Matanuska-Susitna Borough

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	112	94	-16.07
Advertising and Promotions Managers	90	99	10.00
Agents and Business Managers of Artists, Performers, and Athletes	54	72	33.33
Architects, Except Landscape and Naval	190	259	36.32
Art Directors	174	250	43.68
Audio and Video Equipment Technicians	105	131	24.76
Broadcast Technicians	78	85	8.97
Camera Operators, Television, Video, and Motion Picture	24	31	29.17
Choreographers	21	18	-14.29
Commercial and Industrial Designers	76	51	-32.89
Dancers	17	14	-17.65
Directors, Religious Activities	101	93	-7.92
Editors	161	150	-6.83
Fashion Designers	65	22	-66.15
Film and Video Editors	17	20	17.65
Fine Artists including Painters, Sculptors, and Illustrators	155	82	-47.10
Floral Designers	111	84	-24.32
Graphic Designers	207	374	80.68
Interior Designers	91	77	-15.38
Landscape Architects	88	45	-48.86
Librarians	172	164	-4.65
Media and Communication Equipment Workers, All Other	45	46	2.22
Media and Communication Workers, All Other	196	108	-44.90
Multi-Media Artists and Animators	162	232	43.21
Music Directors and Composers	256	133	-48.05
Musical Instrument Repairers and Tuners	13	10	-23.08
Musicians and Singers	281	592	110.68
Photographers	994	1,085	9.15
Producers and Directors	112	95	-15.18
Public Relations Managers	91	96	5.49
Public Relations Specialists	232	257	10.78
Radio and Television Announcers	122	163	33.61
Set and Exhibit Designers	66	18	-72.73
Sound Engineering Technicians	9	9	0.00
Technical Writers	60	50	-16.67
Writers and Authors	540	557	3.15
Total	5,288	5,666	7.15

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #64

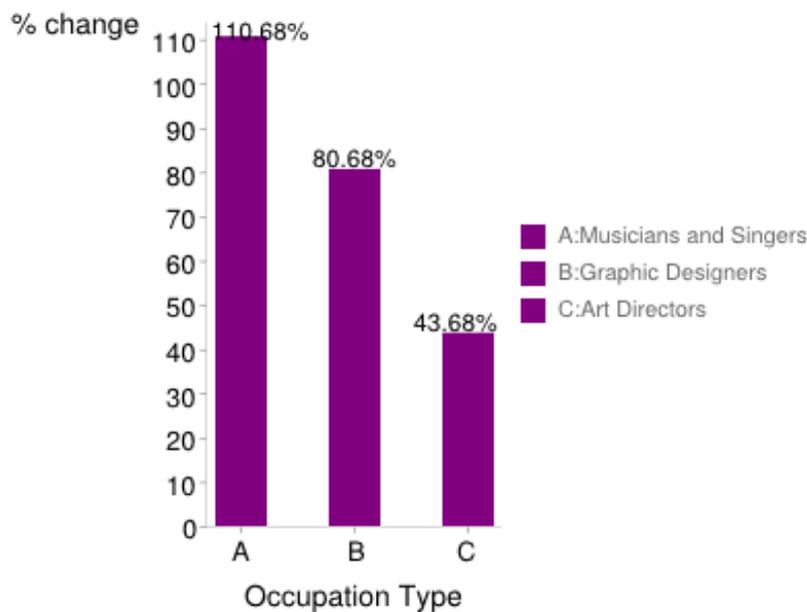
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #65

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #41

Anchorage/Matsu Region Creative Jobs by Location Quotient 2010-2011

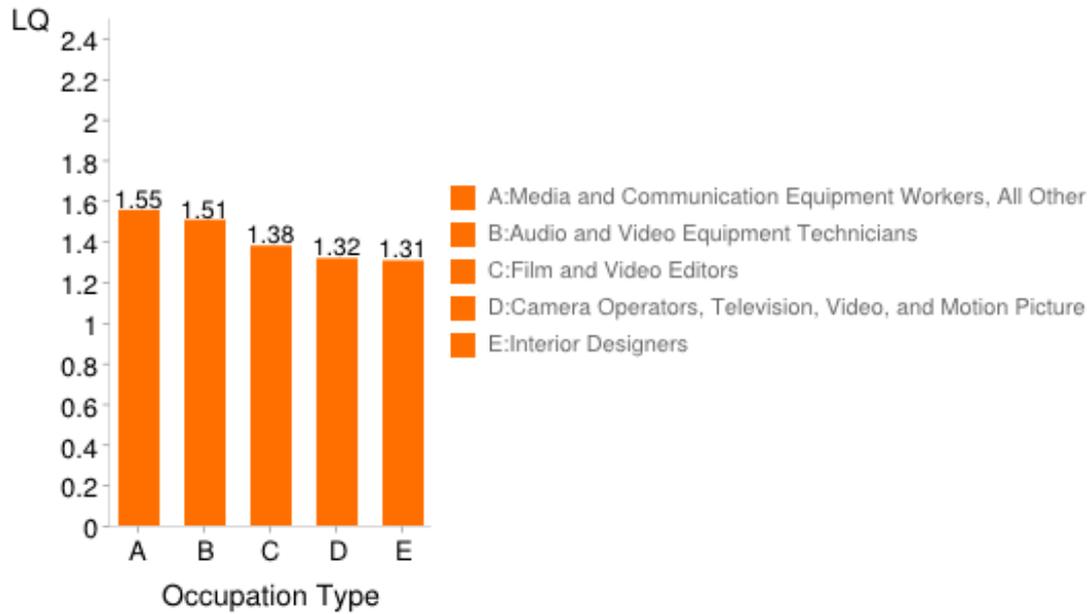
Regions: Anchorage Borough, Matanuska-Susitna Borough

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.05	1.13	0.93	0.93
Advertising and Promotions Managers	1.15	1.13	1.47	1.42
Agents and Business Managers of Artists, Performers, and Athletes	0.96	0.89	0.88	0.92
Architects, Except Landscape and Naval	1.29	1.24	1.13	1.26
Art Directors	1.04	1.06	1.07	1.03
Audio and Video Equipment Technicians	1.51	1.38	1.56	1.61
Broadcast Technicians	1.26	1.26	1.81	1.75
Camera Operators, Television, Video, and Motion Picture	1.32	1.25	0.73	0.82
Choreographers	1.00	1.01	0.69	0.64
Commercial and Industrial Designers	1.22	1.25	0.80	0.75
Dancers	1.06	1.04	0.69	0.66
Directors, Religious Activities	0.95	0.96	0.63	0.65
Editors	1.27	1.28	0.83	0.80
Fashion Designers	1.15	1.13	0.83	0.59
Film and Video Editors	1.38	1.38	0.51	0.60
Fine Artists including Painters, Sculptors, and Illustrators	1.00	1.02	1.16	1.09
Floral Designers	1.20	1.09	0.92	0.75
Graphic Designers	1.27	1.20	0.66	0.78
Interior Designers	1.31	1.40	0.78	0.75
Landscape Architects	1.15	1.27	1.26	1.22
Librarians	0.84	0.82	0.87	0.86
Media and Communication Equipment Workers, All Other	1.55	1.55	1.63	1.76
Media and Communication Workers, All Other	1.06	1.07	1.15	1.32
Multi-Media Artists and Animators	1.02	1.04	1.02	1.03
Music Directors and Composers	0.98	0.99	0.94	0.79
Musical Instrument Repairers and Tuners	0.84	0.98	0.78	0.81
Musicians and Singers	0.99	1.00	0.86	0.99
Photographers	1.06	1.02	1.01	0.98
Producers and Directors	1.11	1.17	0.68	0.66
Public Relations Managers	0.82	0.80	1.23	1.19
Public Relations Specialists	1.09	1.08	0.65	0.67
Radio and Television Announcers	1.04	1.02	1.96	1.54
Set and Exhibit Designers	1.17	1.15	0.95	0.84
Sound Engineering Technicians	1.12	1.11	0.36	0.36
Technical Writers	0.91	0.88	0.84	0.79
Writers and Authors	1.03	1.04	1.14	1.11

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #66

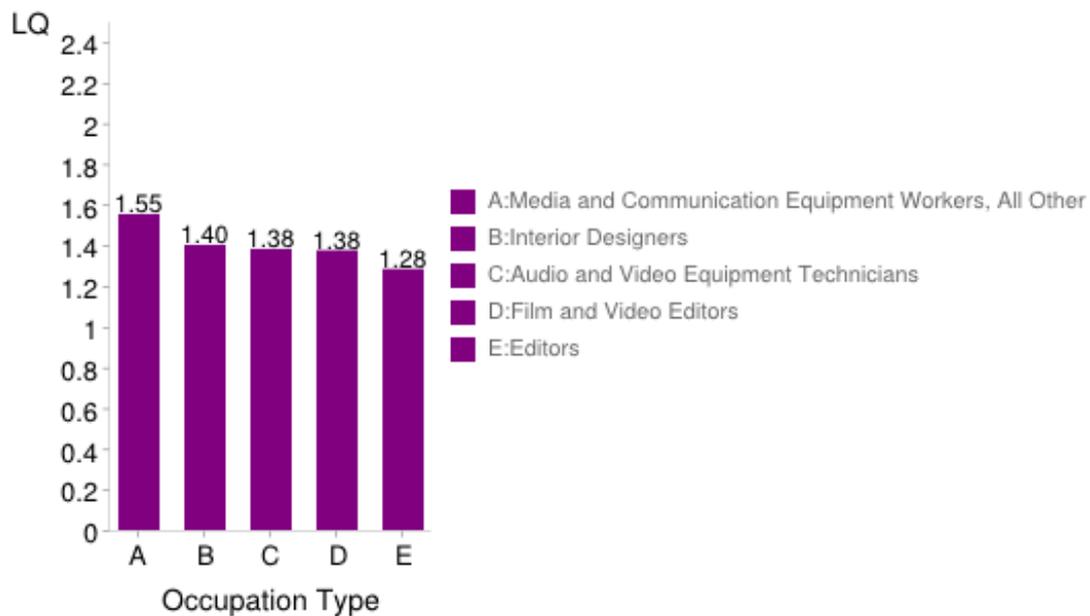
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #67

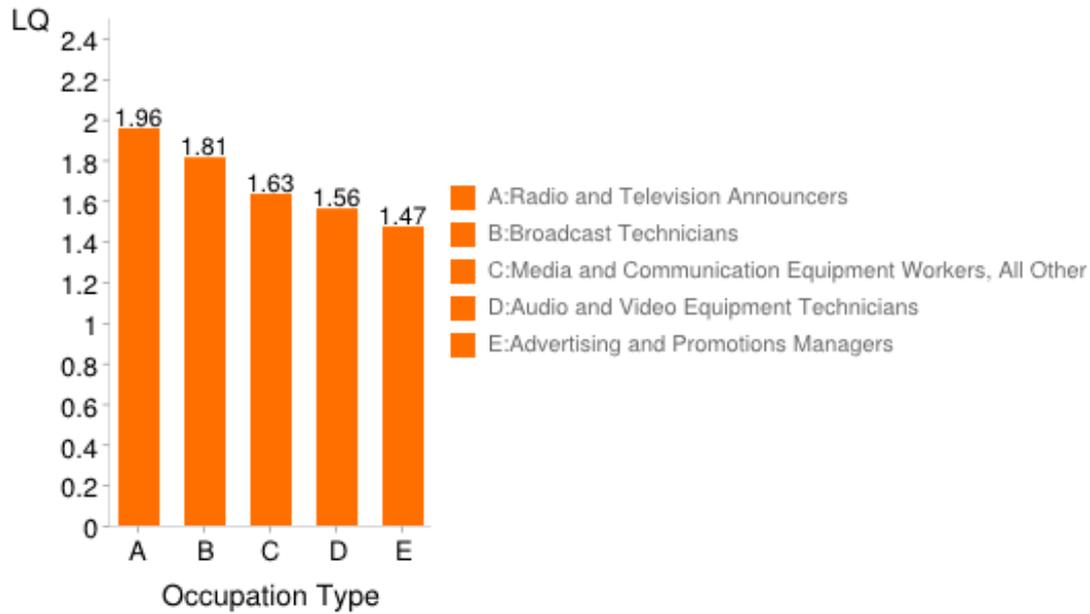
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #68

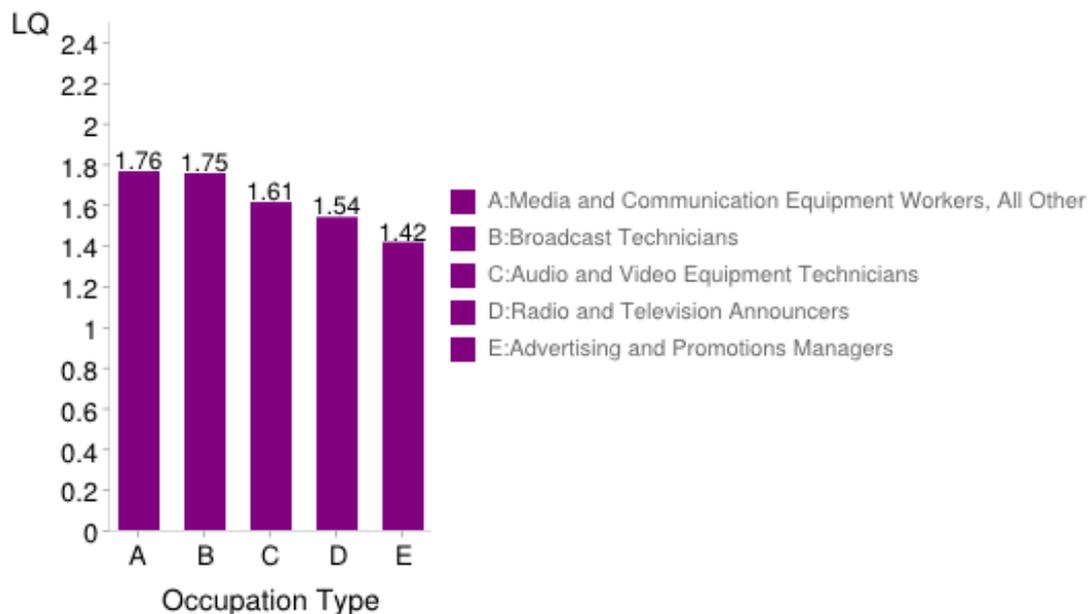
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #69

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Gulf Coast Region Occupational Information

This region had a job growth rate of 13.4% from 2010 to 2011, which resulted in the creation of 140 new creative jobs. Overall, there were 1,185 creative positions within the Gulf Coast Region and the region had an occupational index value of 0.98. Some of the region's fastest growing occupations in 2011 were graphic designers and musicians and singers. Despite the overall gain in creative employment, set and exhibit designers and fashion designers in the region lost positions. Musical instrument repairers and tuners and dancers were the occupations with the two strongest location quotients in this region when compared to the state.

Table #42

Gulf Coast Region Creative Jobs by Occupation 2010-2011

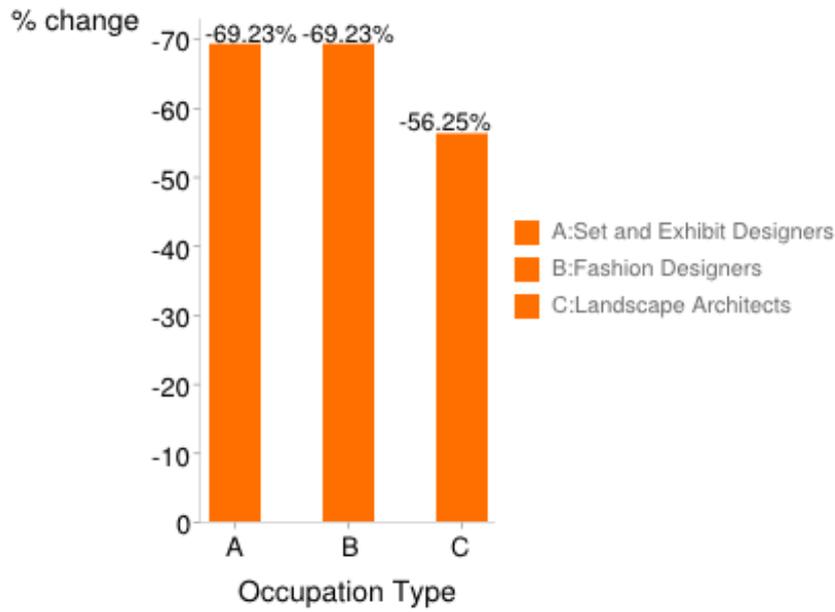
Regions: Valdez-Cordova Census Area, Kodiak Island Borough, Kenai Peninsula Borough

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	22	16	-27.27
Advertising and Promotions Managers	11	13	18.18
Agents and Business Managers of Artists, Performers, and Athletes	15	22	46.67
Architects, Except Landscape and Naval	20	35	75.00
Art Directors	41	56	36.59
Audio and Video Equipment Technicians	6	11	83.33
Broadcast Technicians	7	8	14.29
Camera Operators, Television, Video, and Motion Picture	2	4	100.00
Choreographers	6	5	-16.67
Commercial and Industrial Designers	13	8	-38.46
Dancers	5	4	-20.00
Directors, Religious Activities	26	27	3.85
Editors	18	17	-5.56
Fashion Designers	13	4	-69.23
Film and Video Editors	2	2	0.00
Fine Artists including Painters, Sculptors, and Illustrators	40	21	-47.50
Floral Designers	20	21	5.00
Graphic Designers	21	51	142.86
Interior Designers	13	8	-38.46
Landscape Architects	16	7	-56.25
Librarians	38	34	-10.53
Media and Communication Equipment Workers, All Other	2	3	50.00
Media and Communication Workers, All Other	41	19	-53.66
Multi-Media Artists and Animators	40	56	40.00
Music Directors and Composers	66	36	-45.45
Musical Instrument Repairers and Tuners	6	4	-33.33
Musicians and Singers	69	158	128.99
Photographers	231	286	23.81
Producers and Directors	16	13	-18.75
Public Relations Managers	18	22	22.22
Public Relations Specialists	22	27	22.73
Radio and Television Announcers	33	47	42.42
Set and Exhibit Designers	13	4	-69.23
Sound Engineering Technicians	1	1	0.00
Technical Writers	12	10	-16.67
Writers and Authors	120	125	4.17
Total	1,045	1,185	13.40

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #70

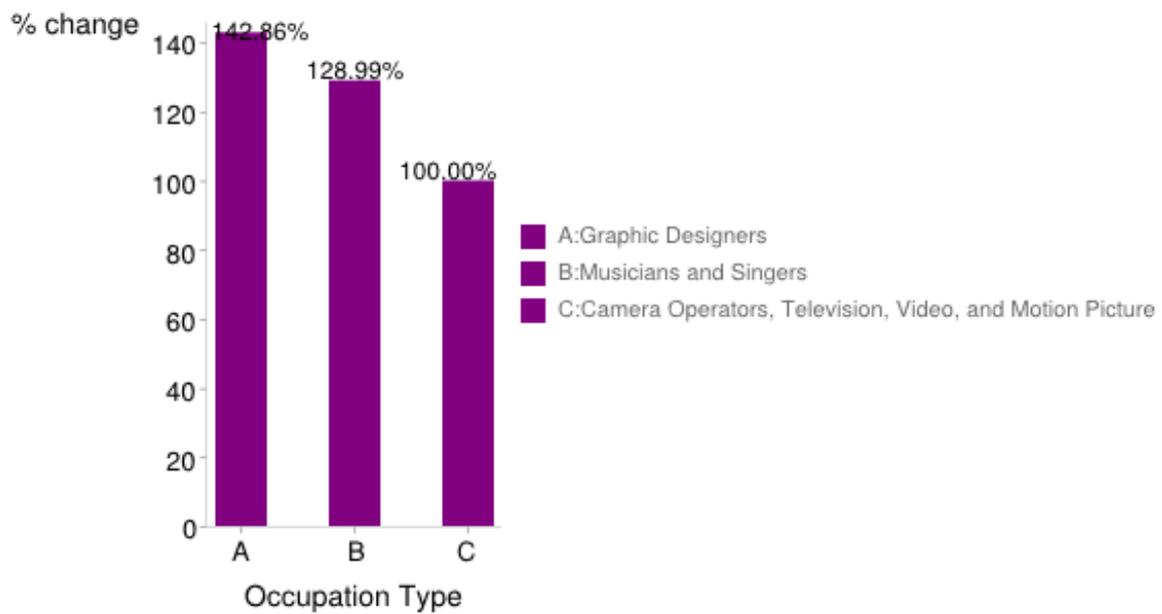
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #71

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #43

Gulf Coast Region Creative Jobs by Location Quotient 2010-2011

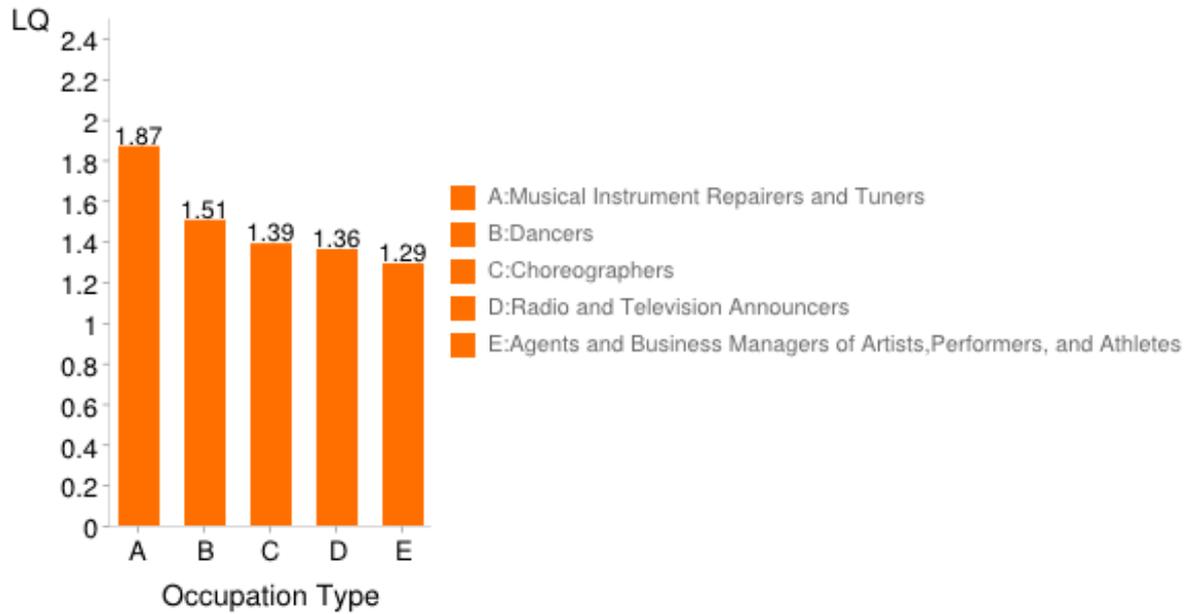
Regions: Valdez-Cordova Census Area, Kodiak Island Borough, Kenai Peninsula Borough

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.00	0.94	0.88	0.78
Advertising and Promotions Managers	0.68	0.73	0.87	0.91
Agents and Business Managers of Artists, Performers, and Athletes	1.29	1.34	1.18	1.38
Architects, Except Landscape and Naval	0.66	0.82	0.58	0.84
Art Directors	1.19	1.17	1.22	1.13
Audio and Video Equipment Technicians	0.42	0.57	0.43	0.66
Broadcast Technicians	0.55	0.58	0.79	0.81
Camera Operators, Television, Video, and Motion Picture	0.53	0.79	0.30	0.52
Choreographers	1.39	1.38	0.96	0.87
Commercial and Industrial Designers	1.01	0.96	0.67	0.58
Dancers	1.51	1.46	0.99	0.92
Directors, Religious Activities	1.19	1.37	0.78	0.93
Editors	0.69	0.71	0.45	0.44
Fashion Designers	1.12	1.01	0.80	0.53
Film and Video Editors	0.79	0.68	0.29	0.30
Fine Artists including Painters, Sculptors, and Illustrators	1.25	1.28	1.45	1.37
Floral Designers	1.04	1.34	0.81	0.92
Graphic Designers	0.63	0.80	0.33	0.52
Interior Designers	0.90	0.72	0.54	0.38
Landscape Architects	1.01	0.97	1.11	0.94
Librarians	0.90	0.84	0.93	0.87
Media and Communication Equipment Workers, All Other	0.33	0.50	0.35	0.56
Media and Communication Workers, All Other	1.08	0.93	1.16	1.14
Multi-Media Artists and Animators	1.22	1.24	1.22	1.22
Music Directors and Composers	1.23	1.32	1.17	1.05
Musical Instrument Repairers and Tuners	1.87	1.92	1.75	1.60
Musicians and Singers	1.18	1.31	1.03	1.30
Photographers	1.19	1.31	1.14	1.27
Producers and Directors	0.77	0.78	0.47	0.44
Public Relations Managers	0.79	0.90	1.18	1.34
Public Relations Specialists	0.50	0.56	0.30	0.35
Radio and Television Announcers	1.36	1.45	2.56	2.18
Set and Exhibit Designers	1.12	1.26	0.91	0.91
Sound Engineering Technicians	0.60	0.61	0.19	0.20
Technical Writers	0.88	0.86	0.81	0.77
Writers and Authors	1.10	1.15	1.23	1.22

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #72

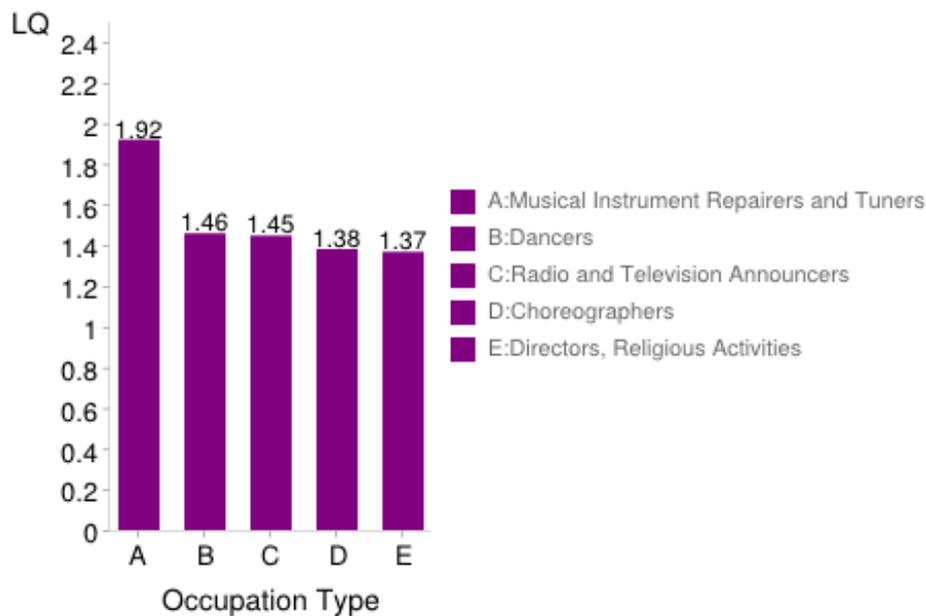
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #73

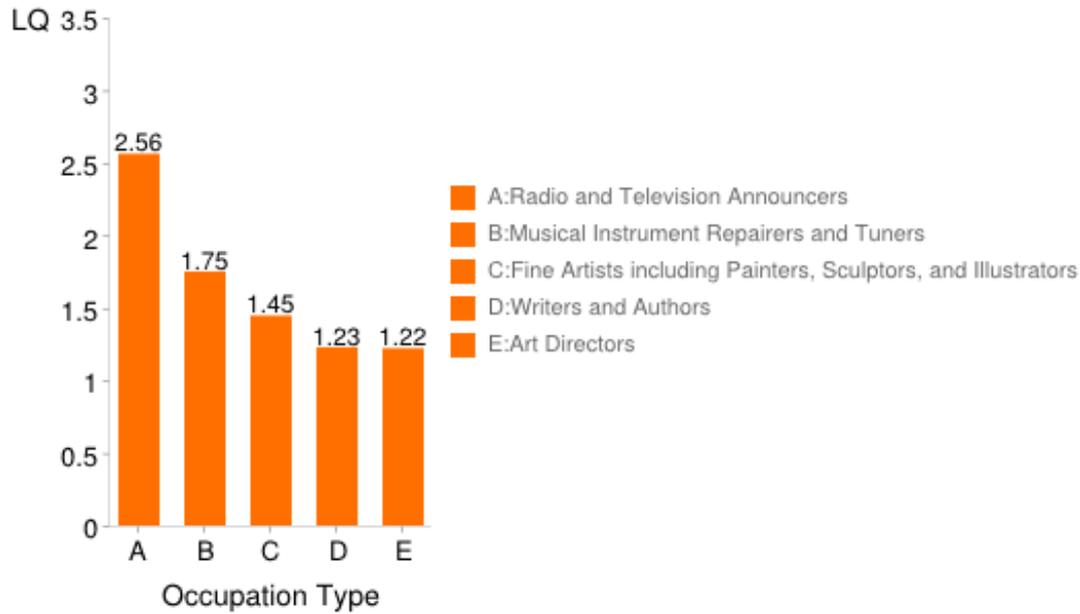
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #74

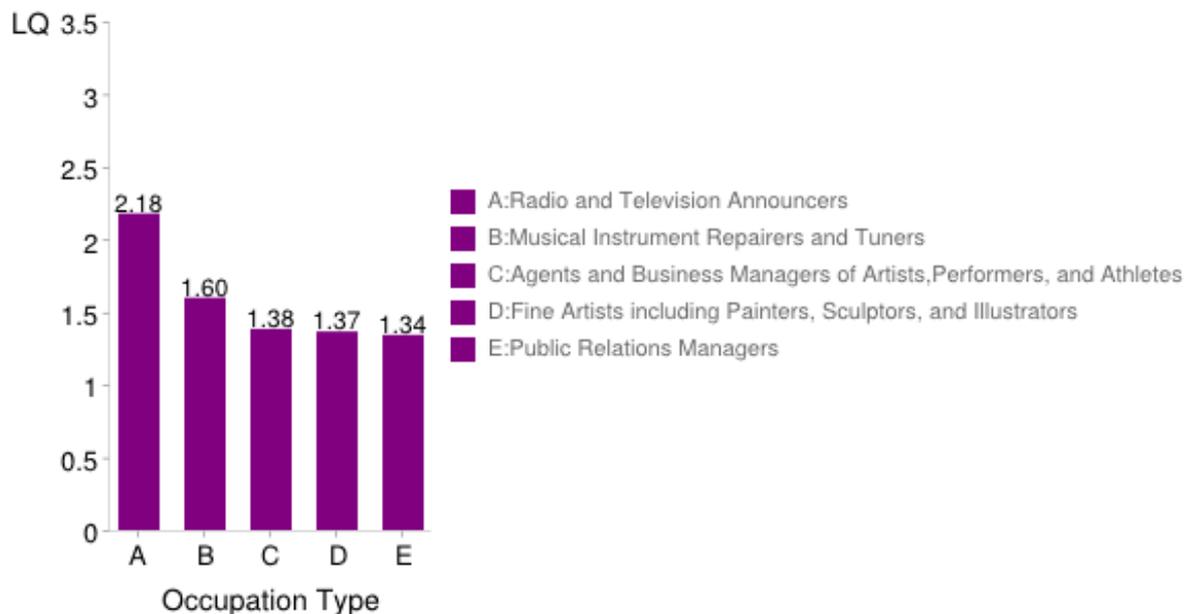
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #75

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Interior Region Occupational Information

From 2010 to 2011, this area experienced creative job growth at a rate of just over 3%, with the addition of 45 new jobs linked within the creative economy. Set and exhibit designers, fashion designers, and fine artists in the region experienced declines in employment. Musicians and singers, graphic designers, and radio and television announcers in the region gained jobs at a rapid rate. In 2011, the Interior Region had high concentrations of public relations managers, technical writers, and sound engineering technicians when compared to the State of Alaska.

Table #44

Interior Region Creative Jobs by Occupation 2010-2011

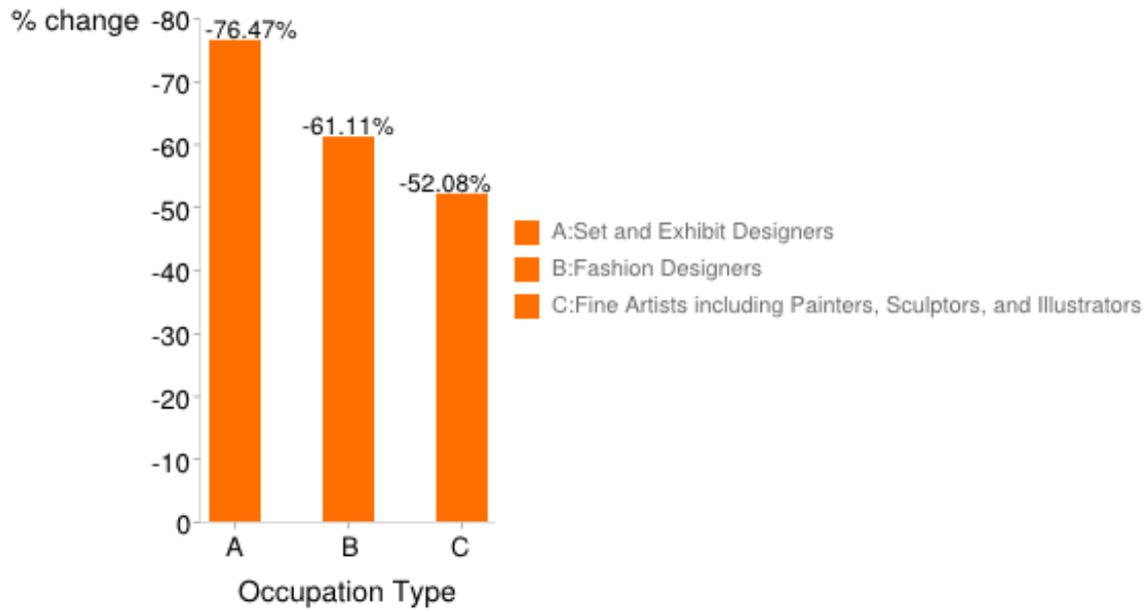
Regions: Yukon-Koyukuk Census Area, Southeast Fairbanks Census Area, Fairbanks North Star Borough, Denali Borough

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	33	24	-27.27
Advertising and Promotions Managers	18	22	22.22
Agents and Business Managers of Artists, Performers, and Athletes	16	21	31.25
Architects, Except Landscape and Naval	39	56	43.59
Art Directors	49	66	34.69
Audio and Video Equipment Technicians	11	15	36.36
Broadcast Technicians	13	12	-7.69
Camera Operators, Television, Video, and Motion Picture	5	6	20.00
Choreographers	6	5	-16.67
Commercial and Industrial Designers	18	10	-44.44
Dancers	5	4	-20.00
Directors, Religious Activities	42	29	-30.95
Editors	33	26	-21.21
Fashion Designers	18	7	-61.11
Film and Video Editors	3	4	33.33
Fine Artists including Painters, Sculptors, and Illustrators	48	23	-52.08
Floral Designers	24	14	-41.67
Graphic Designers	48	88	83.33
Interior Designers	17	9	-47.06
Landscape Architects	20	10	-50.00
Librarians	50	49	-2.00
Media and Communication Equipment Workers, All Other	5	4	-20.00
Media and Communication Workers, All Other	49	25	-48.98
Multi-Media Artists and Animators	49	65	32.65
Music Directors and Composers	87	42	-51.72
Musical Instrument Repairers and Tuners	5	3	-40.00
Musicians and Singers	94	179	90.43
Photographers	260	297	14.23
Producers and Directors	30	22	-26.67
Public Relations Managers	49	52	6.12
Public Relations Specialists	75	85	13.33
Radio and Television Announcers	24	37	54.17
Set and Exhibit Designers	17	4	-76.47
Sound Engineering Technicians	3	3	0.00
Technical Writers	28	24	-14.29
Writers and Authors	168	162	-3.57
Total	1,459	1,504	3.08

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #76

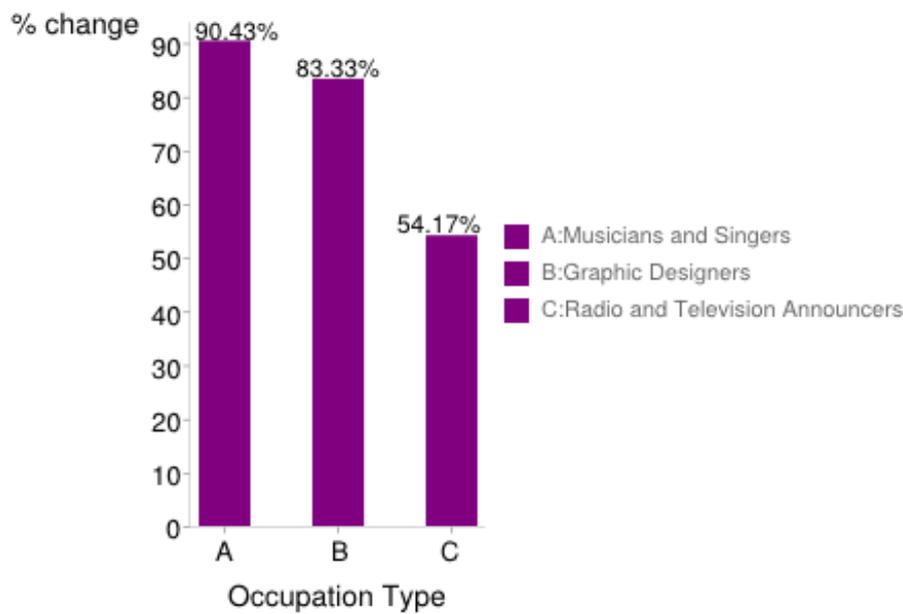
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #77

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #45

Interior Region Creative Jobs by Location Quotient 2010-2011

Regions: Yukon-Koyukuk Census Area, Southeast Fairbanks Census Area, Fairbanks North Star Borough, Denali Borough

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.05	0.98	0.93	0.81
Advertising and Promotions Managers	0.78	0.86	1.00	1.07
Agents and Business Managers of Artists, Performers, and Athletes	0.97	0.88	0.88	0.91
Architects, Except Landscape and Naval	0.90	0.91	0.79	0.93
Art Directors	1.00	0.95	1.03	0.92
Audio and Video Equipment Technicians	0.54	0.54	0.56	0.63
Broadcast Technicians	0.72	0.61	1.03	0.84
Camera Operators, Television, Video, and Motion Picture	0.93	0.82	0.52	0.54
Choreographers	0.98	0.96	0.67	0.60
Commercial and Industrial Designers	0.98	0.83	0.65	0.50
Dancers	1.06	1.01	0.69	0.64
Directors, Religious Activities	1.34	1.02	0.89	0.69
Editors	0.88	0.76	0.58	0.47
Fashion Designers	1.09	1.23	0.78	0.64
Film and Video Editors	0.83	0.93	0.31	0.41
Fine Artists including Painters, Sculptors, and Illustrators	1.05	0.97	1.22	1.04
Floral Designers	0.88	0.62	0.68	0.42
Graphic Designers	1.00	0.96	0.52	0.62
Interior Designers	0.83	0.56	0.50	0.30
Landscape Architects	0.89	0.96	0.97	0.92
Librarians	0.83	0.83	0.86	0.87
Media and Communication Equipment Workers, All Other	0.59	0.46	0.62	0.52
Media and Communication Workers, All Other	0.90	0.84	0.98	1.04
Multi-Media Artists and Animators	1.05	0.99	1.05	0.98
Music Directors and Composers	1.13	1.06	1.08	0.84
Musical Instrument Repairers and Tuners	1.09	1.00	1.02	0.83
Musicians and Singers	1.12	1.03	0.98	1.02
Photographers	0.94	0.94	0.90	0.91
Producers and Directors	1.01	0.92	0.62	0.52
Public Relations Managers	1.51	1.48	2.25	2.20
Public Relations Specialists	1.19	1.21	0.72	0.76
Radio and Television Announcers	0.69	0.79	1.31	1.19
Set and Exhibit Designers	1.03	0.87	0.83	0.63
Sound Engineering Technicians	1.27	1.26	0.40	0.41
Technical Writers	1.44	1.43	1.33	1.28
Writers and Authors	1.08	1.03	1.21	1.10

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #78

Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #79

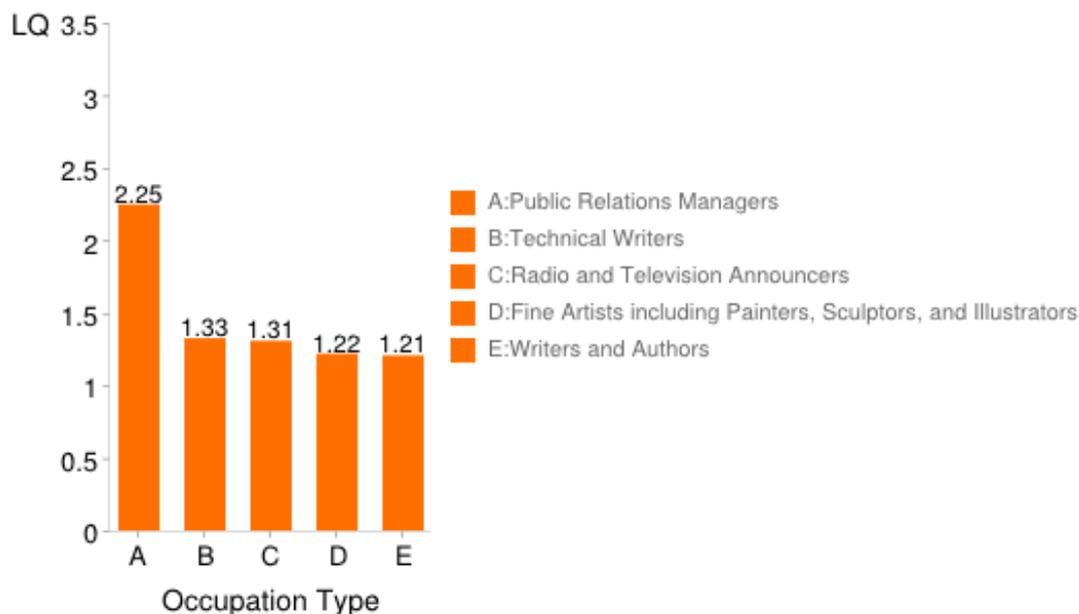
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #80

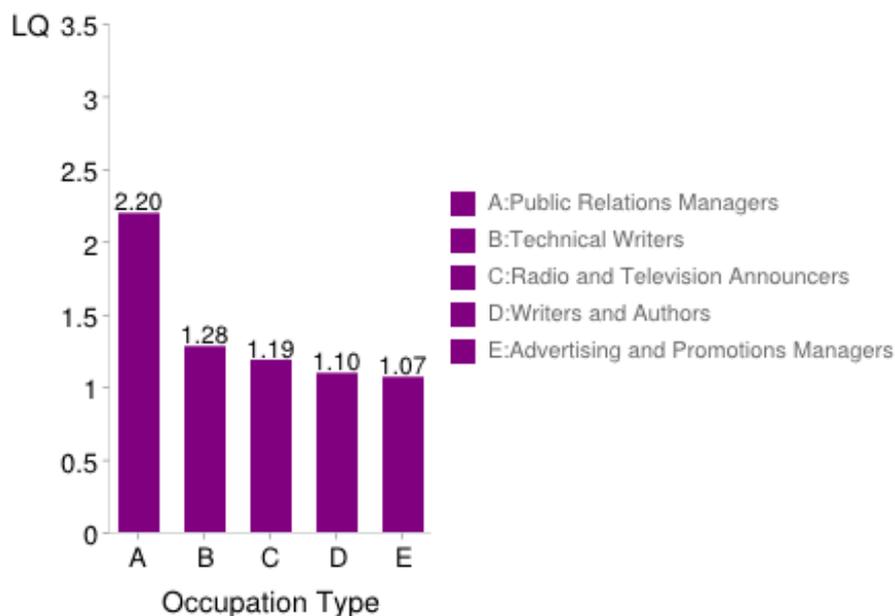
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #81

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Northern Region Occupational Information

In 2011, the Northern Region had 182 creative positions and generated 30 new creative jobs between 2010 and 2011. Among the fastest growing occupations in the region were audio and video equipment technicians and graphic designers. Landscape architects and musical directors and composers experienced declines in the number of jobs in 2011. When compared to Alaska, librarians, technical writers, and public relations managers had the three highest location quotients for the Northern Region in 2011.

Table #46

Northern Region Creative Jobs by Occupation 2010-2011

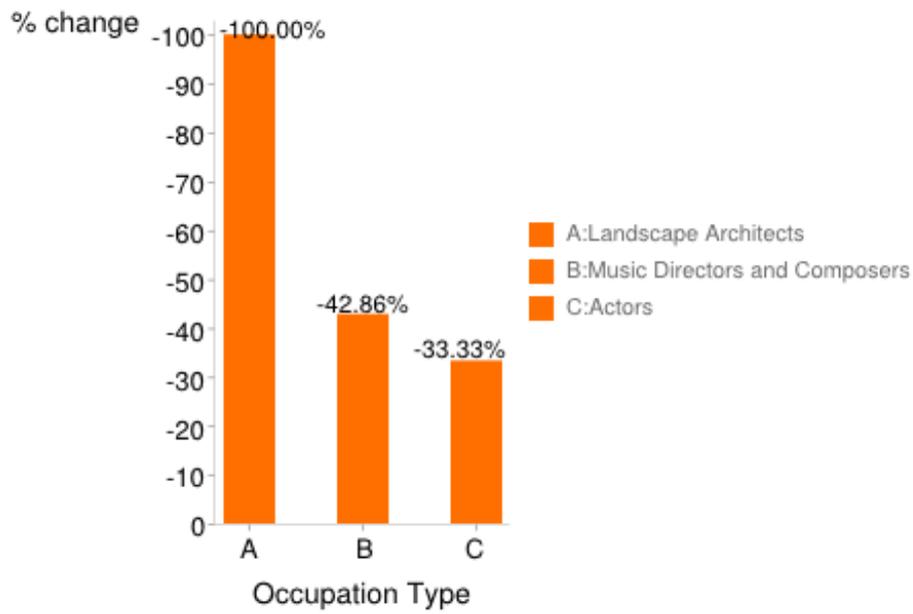
Regions: Northwest Arctic Borough, North Slope Borough, Nome Census Area

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	3	2	-33.33
Advertising and Promotions Managers	3	3	0.00
Agents and Business Managers of Artists, Performers, and Athletes	3	4	33.33
Architects, Except Landscape and Naval	2	2	0.00
Art Directors	5	6	20.00
Audio and Video Equipment Technicians	1	3	200.00
Broadcast Technicians	2	3	50.00
Camera Operators, Television, Video, and Motion Picture	0	0	0.00
Choreographers	0	0	0.00
Commercial and Industrial Designers	0	0	0.00
Dancers	0	0	0.00
Directors, Religious Activities	3	3	0.00
Editors	2	2	0.00
Fashion Designers	0	0	0.00
Film and Video Editors	0	0	0.00
Fine Artists including Painters, Sculptors, and Illustrators	4	3	-25.00
Floral Designers	0	4	0.00
Graphic Designers	3	6	100.00
Interior Designers	0	0	0.00
Landscape Architects	2	0	-100.00
Librarians	25	25	0.00
Media and Communication Equipment Workers, All Other	0	0	0.00
Media and Communication Workers, All Other	5	5	0.00
Multi-Media Artists and Animators	4	5	25.00
Music Directors and Composers	7	4	-42.86
Musical Instrument Repairers and Tuners	0	0	0.00
Musicians and Singers	9	17	88.89
Photographers	22	35	59.09
Producers and Directors	3	3	0.00
Public Relations Managers	8	9	12.50
Public Relations Specialists	8	8	0.00
Radio and Television Announcers	7	9	28.57
Set and Exhibit Designers	0	0	0.00
Sound Engineering Technicians	0	0	0.00
Technical Writers	5	5	0.00
Writers and Authors	16	16	0.00
Total	152	182	19.74

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #82

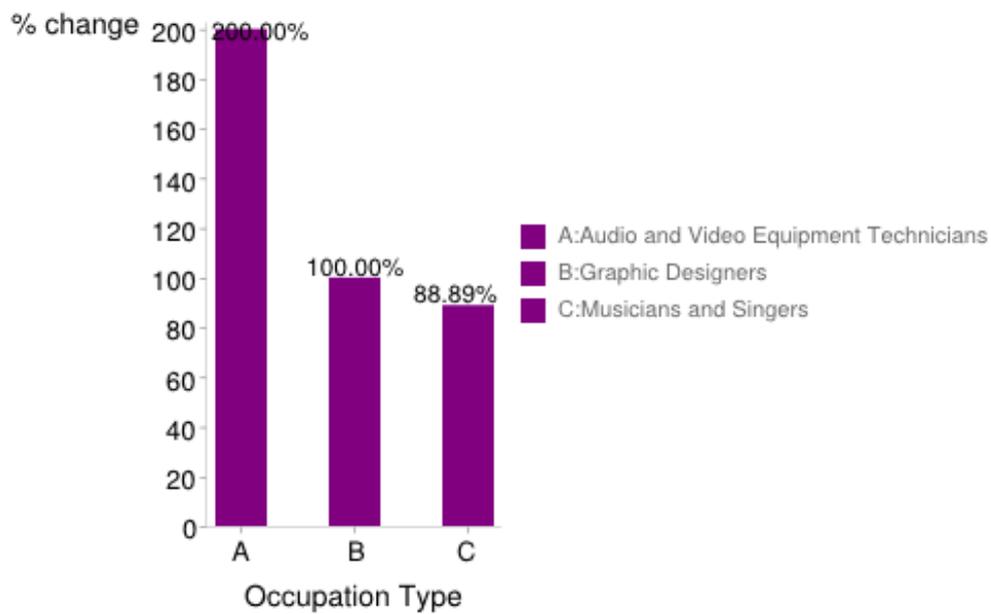
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #83

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #47

Northern Region Creative Jobs by Location Quotient 2010-2011

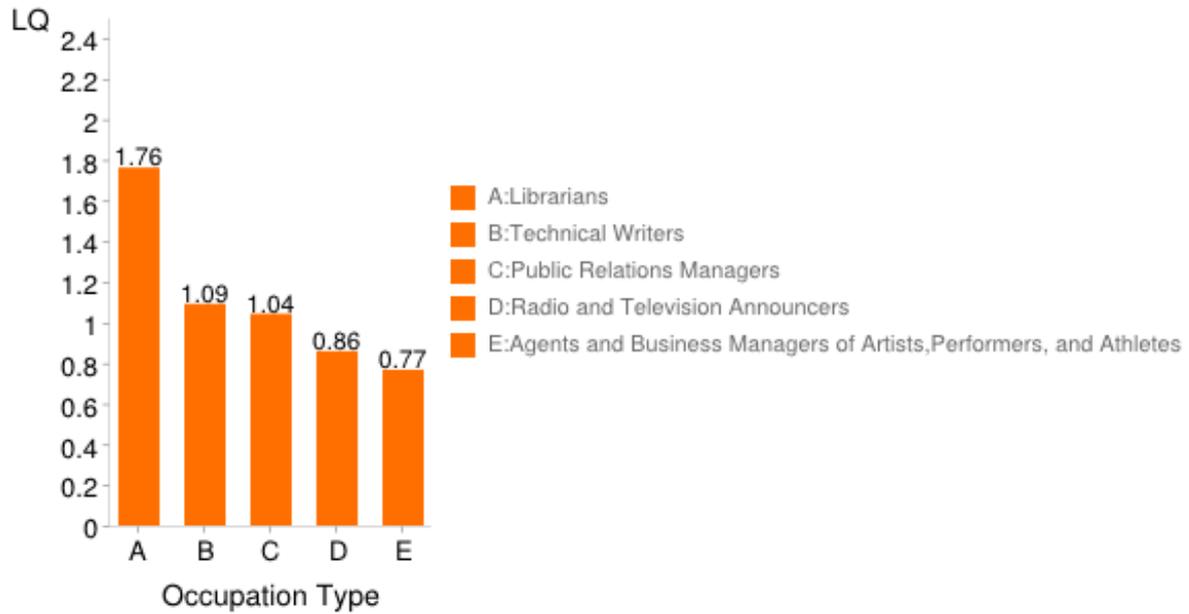
Regions: Northwest Arctic Borough, North Slope Borough, Nome Census Area

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.40	0.35	0.36	0.29
Advertising and Promotions Managers	0.55	0.50	0.71	0.62
Agents and Business Managers of Artists, Performers, and Athletes	0.77	0.72	0.70	0.74
Architects, Except Landscape and Naval	0.20	0.14	0.17	0.14
Art Directors	0.43	0.37	0.44	0.36
Audio and Video Equipment Technicians	0.21	0.46	0.21	0.54
Broadcast Technicians	0.47	0.65	0.67	0.90
Camera Operators, Television, Video, and Motion Picture	0.00	0.00	0.00	0.00
Choreographers	0.00	0.00	0.00	0.00
Commercial and Industrial Designers	0.00	0.00	0.00	0.00
Dancers	0.00	0.00	0.00	0.00
Directors, Religious Activities	0.41	0.45	0.27	0.31
Editors	0.23	0.25	0.15	0.15
Fashion Designers	0.00	0.00	0.00	0.00
Film and Video Editors	0.00	0.00	0.00	0.00
Fine Artists including Painters, Sculptors, and Illustrators	0.37	0.54	0.43	0.58
Floral Designers	0.00	0.75	0.00	0.52
Graphic Designers	0.27	0.28	0.14	0.18
Interior Designers	0.00	0.00	0.00	0.00
Landscape Architects	0.38	0.00	0.41	0.00
Librarians	1.76	1.81	1.82	1.89
Media and Communication Equipment Workers, All Other	0.00	0.00	0.00	0.00
Media and Communication Workers, All Other	0.39	0.72	0.42	0.89
Multi-Media Artists and Animators	0.36	0.33	0.36	0.32
Music Directors and Composers	0.39	0.43	0.37	0.34
Musical Instrument Repairers and Tuners	0.00	0.00	0.00	0.00
Musicians and Singers	0.46	0.42	0.40	0.41
Photographers	0.34	0.48	0.32	0.46
Producers and Directors	0.43	0.54	0.26	0.30
Public Relations Managers	1.04	1.09	1.55	1.62
Public Relations Specialists	0.54	0.49	0.32	0.30
Radio and Television Announcers	0.86	0.82	1.62	1.23
Set and Exhibit Designers	0.00	0.00	0.00	0.00
Sound Engineering Technicians	0.00	0.00	0.00	0.00
Technical Writers	1.09	1.27	1.00	1.14
Writers and Authors	0.44	0.43	0.49	0.46

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #84

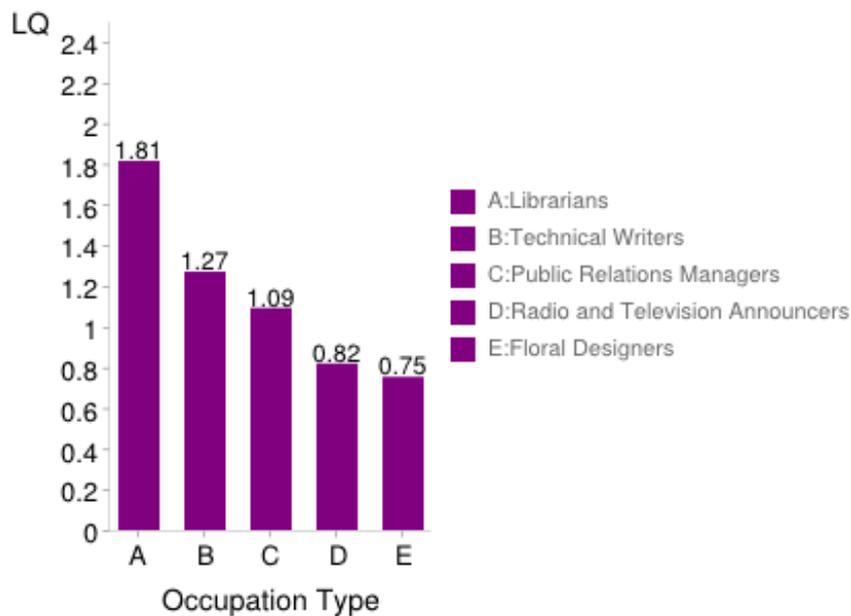
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #85

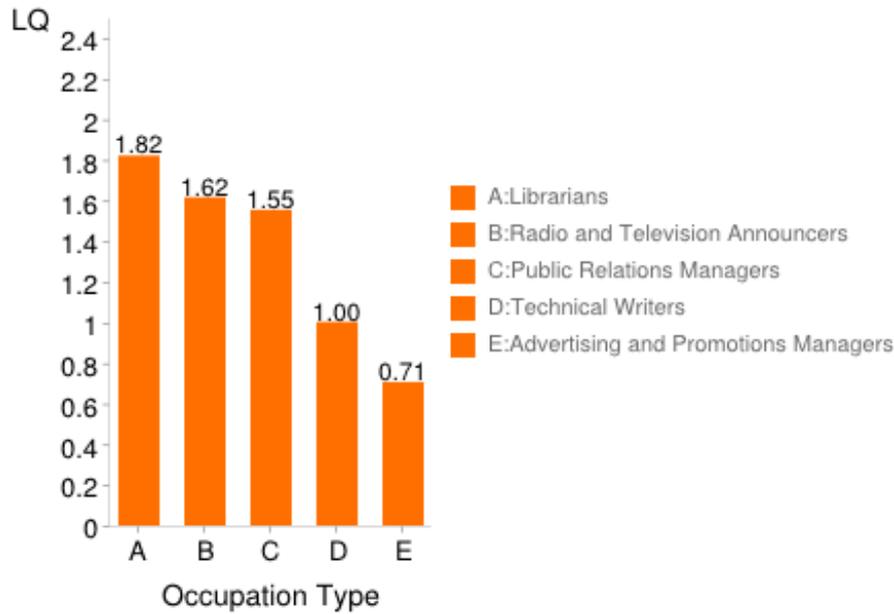
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #86

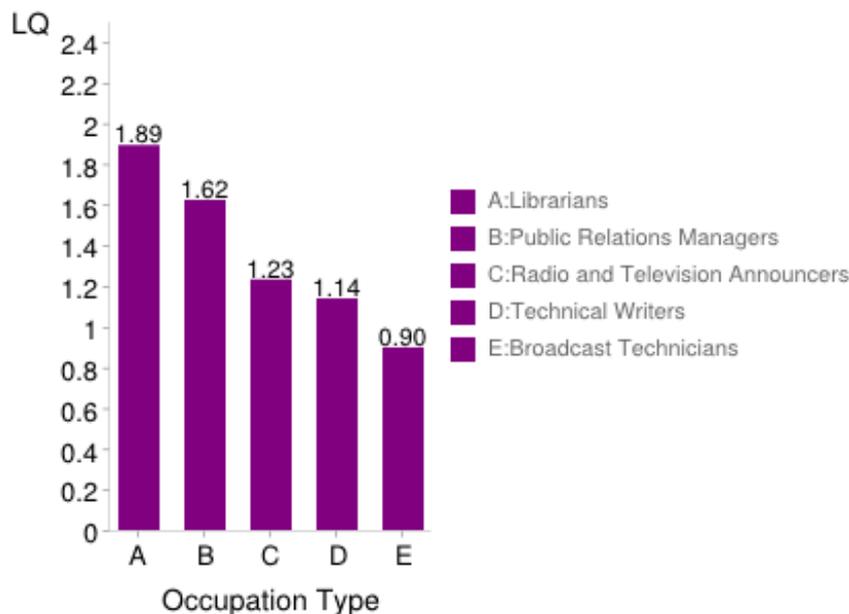
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #87

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Southeast Region Occupational Information

In 2011, this region had 1,078 creative jobs and an occupational index of 0.99. The Southeast Region had a significant job growth rate of 9.00%, with the creation of 89 new positions within the region's creative economy between 2010 and 2011. Graphic designers, musicians and singers, and audio and video equipment technicians contributed to the area's increase in creative jobs. However, some occupations, such as landscape architects, fashion designers, and set and exhibit designers, experienced a decrease in jobs. Librarians, public relations managers, and sound engineering technicians had the highest concentrations of creative employment when the Southeast Region is compared to Alaska in 2011.

Table #48

Southeast Region Creative Jobs by Occupation 2010-2011

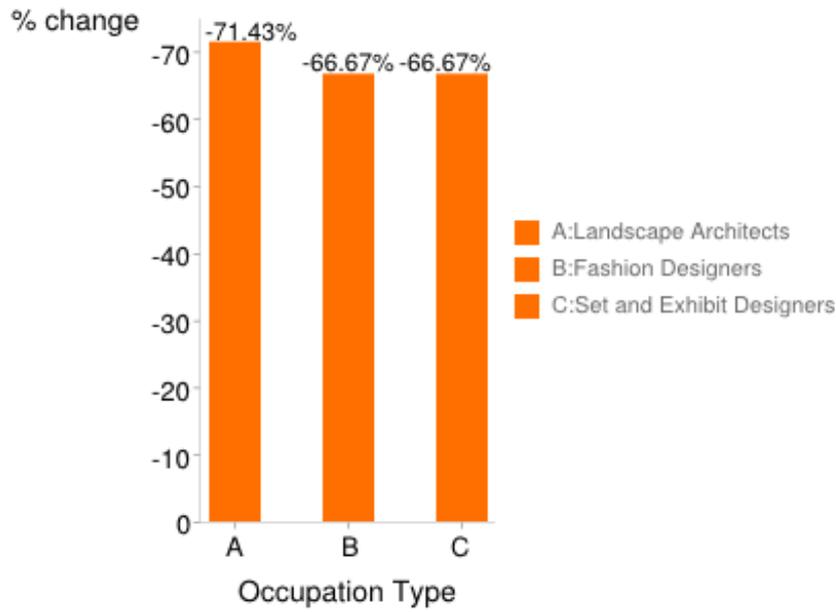
Regions: Skagway Municipality, Sitka Borough, Prince of Wales-Hyder Census Area, Petersburg Census Area, Ketchikan Gateway Borough, Juneau Borough, Hoonah-Angoon Census Area, Haines Borough, Wrangell City and Borough, Yakutat Borough

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	23	17	-26.09
Advertising and Promotions Managers	19	19	0.00
Agents and Business Managers of Artists, Performers, and Athletes	12	20	66.67
Architects, Except Landscape and Naval	19	28	47.37
Art Directors	34	49	44.12
Audio and Video Equipment Technicians	6	11	83.33
Broadcast Technicians	12	12	0.00
Camera Operators, Television, Video, and Motion Picture	3	4	33.33
Choreographers	4	4	0.00
Commercial and Industrial Designers	9	7	-22.22
Dancers	3	3	0.00
Directors, Religious Activities	23	22	-4.35
Editors	19	17	-10.53
Fashion Designers	9	3	-66.67
Film and Video Editors	1	1	0.00
Fine Artists including Painters, Sculptors, and Illustrators	33	17	-48.48
Floral Designers	15	17	13.33
Graphic Designers	20	52	160.00
Interior Designers	9	7	-22.22
Landscape Architects	14	4	-71.43
Librarians	62	63	1.61
Media and Communication Equipment Workers, All Other	2	2	0.00
Media and Communication Workers, All Other	40	22	-45.00
Multi-Media Artists and Animators	33	47	42.42
Music Directors and Composers	56	28	-50.00
Musical Instrument Repairers and Tuners	5	2	-60.00
Musicians and Singers	62	130	109.68
Photographers	181	213	17.68
Producers and Directors	23	15	-34.78
Public Relations Managers	29	30	3.45
Public Relations Specialists	50	52	4.00
Radio and Television Announcers	27	33	22.22
Set and Exhibit Designers	9	3	-66.67
Sound Engineering Technicians	2	2	0.00
Technical Writers	14	13	-7.14
Writers and Authors	107	109	1.87
Total	989	1,078	9.00

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #88

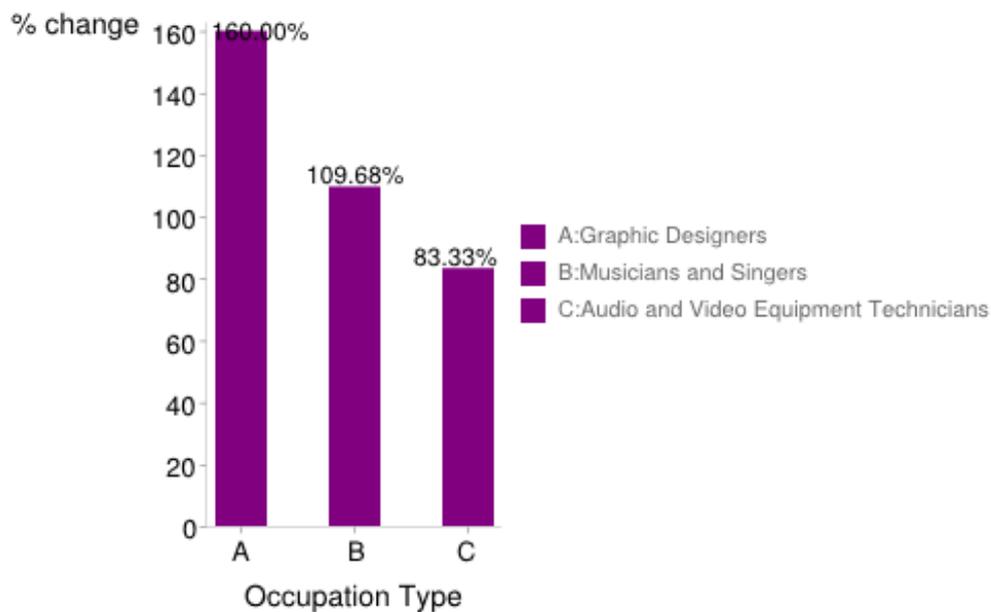
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #89

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #49

Southeast Region Creative Jobs by Location Quotient 2010-2011

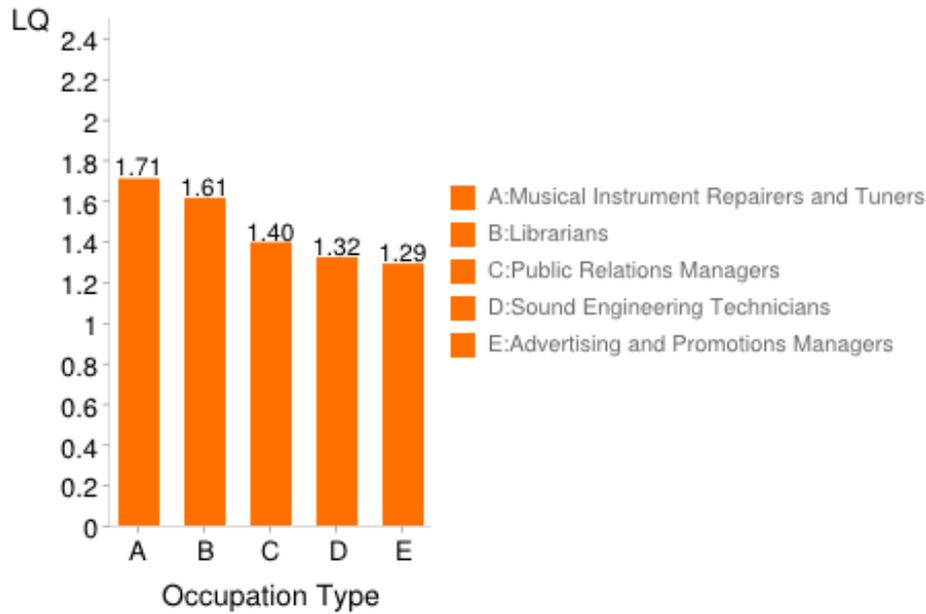
Regions: Skagway Municipality, Sitka Borough, Prince of Wales-Hyder Census Area, Petersburg Census Area, Ketchikan Gateway Borough, Juneau Borough, Hoonah-Angoon Census Area, Haines Borough, Wrangell City and Borough, Yakutat Borough

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	1.15	1.10	1.01	0.91
Advertising and Promotions Managers	1.29	1.18	1.65	1.47
Agents and Business Managers of Artists, Performers, and Athletes	1.13	1.34	1.04	1.39
Architects, Except Landscape and Naval	0.69	0.73	0.60	0.74
Art Directors	1.08	1.13	1.11	1.09
Audio and Video Equipment Technicians	0.46	0.63	0.47	0.73
Broadcast Technicians	1.03	0.96	1.48	1.34
Camera Operators, Television, Video, and Motion Picture	0.87	0.87	0.49	0.57
Choreographers	1.02	1.22	0.70	0.77
Commercial and Industrial Designers	0.77	0.93	0.51	0.56
Dancers	0.99	1.21	0.65	0.76
Directors, Religious Activities	1.15	1.23	0.76	0.84
Editors	0.79	0.79	0.52	0.49
Fashion Designers	0.85	0.84	0.61	0.44
Film and Video Editors	0.43	0.37	0.16	0.16
Fine Artists including Painters, Sculptors, and Illustrators	1.13	1.15	1.31	1.22
Floral Designers	0.86	1.19	0.66	0.82
Graphic Designers	0.65	0.90	0.34	0.59
Interior Designers	0.69	0.69	0.41	0.37
Landscape Architects	0.97	0.61	1.07	0.59
Librarians	1.61	1.71	1.67	1.78
Media and Communication Equipment Workers, All Other	0.37	0.37	0.39	0.41
Media and Communication Workers, All Other	1.15	1.18	1.25	1.45
Multi-Media Artists and Animators	1.10	1.14	1.10	1.13
Music Directors and Composers	1.14	1.13	1.09	0.90
Musical Instrument Repairers and Tuners	1.71	1.06	1.60	0.88
Musicians and Singers	1.16	1.19	1.01	1.18
Photographers	1.02	1.08	0.98	1.04
Producers and Directors	1.21	1.00	0.75	0.56
Public Relations Managers	1.40	1.36	2.08	2.02
Public Relations Specialists	1.25	1.18	0.75	0.74
Radio and Television Announcers	1.22	1.12	2.30	1.69
Set and Exhibit Designers	0.85	1.04	0.69	0.75
Sound Engineering Technicians	1.32	1.34	0.42	0.43
Technical Writers	1.13	1.23	1.04	1.10
Writers and Authors	1.08	1.10	1.20	1.17

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #90

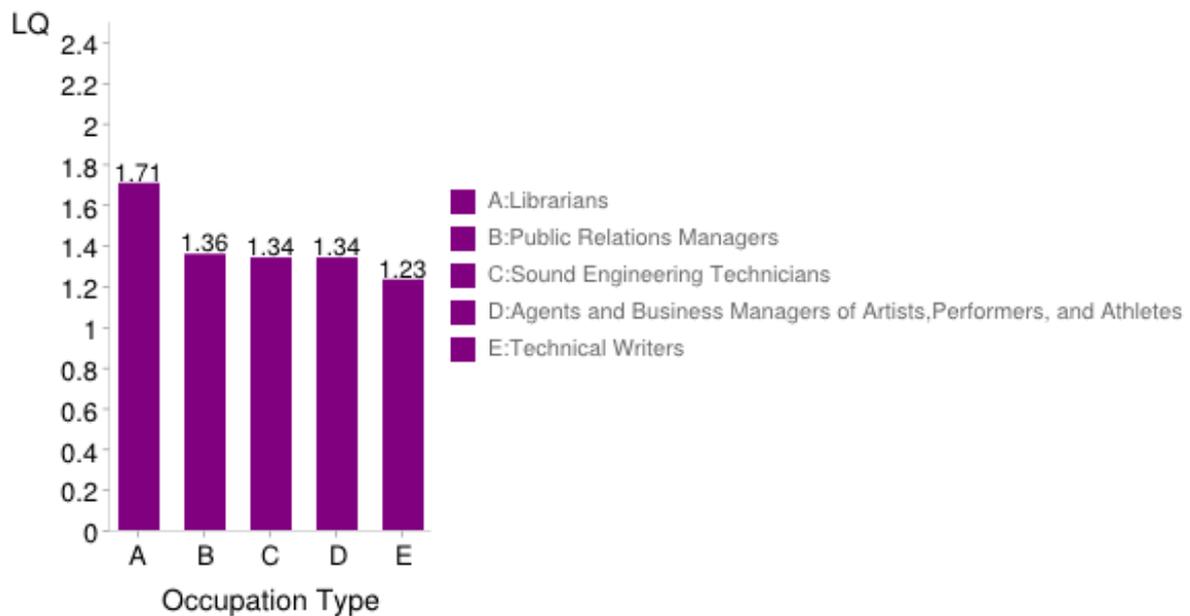
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #91

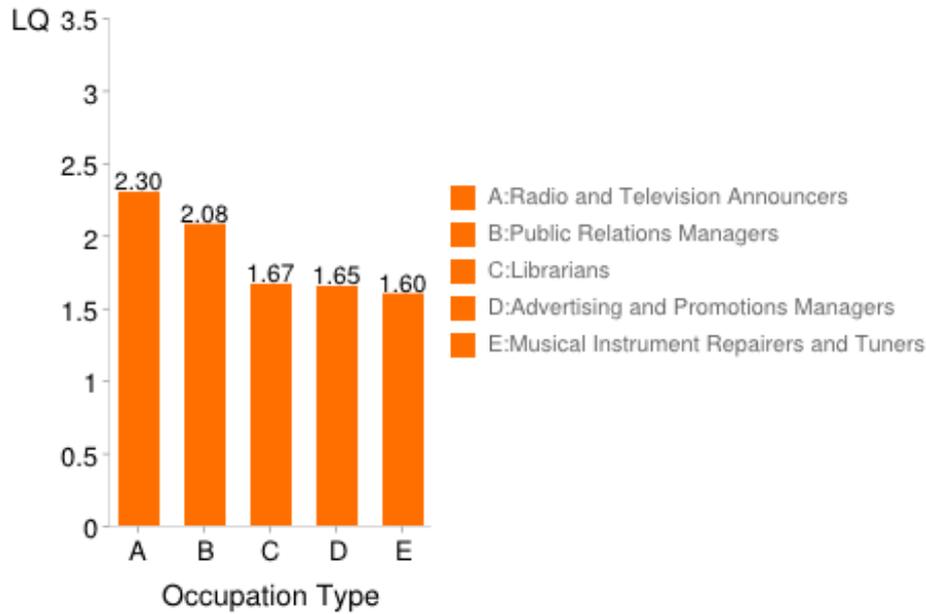
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #92

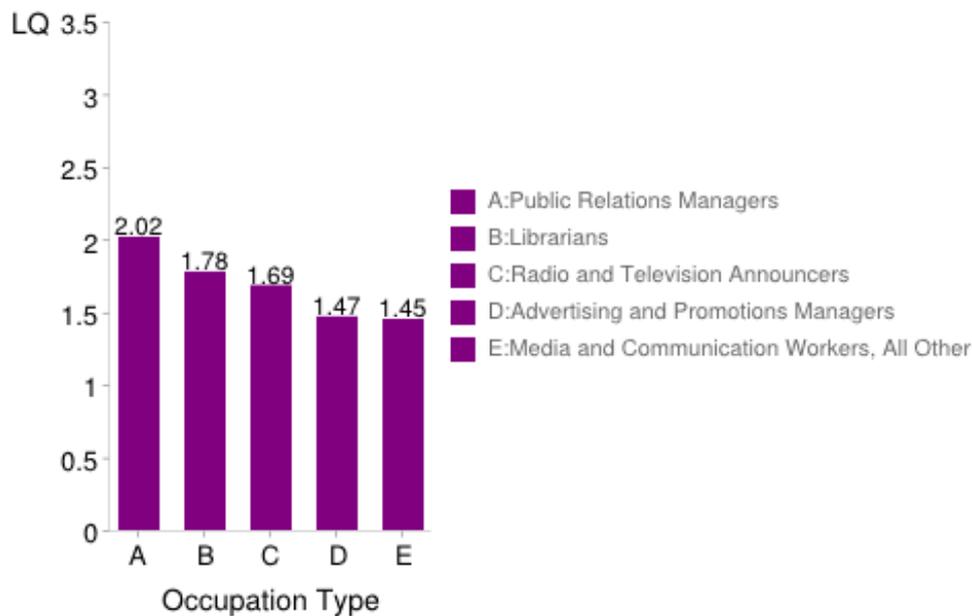
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #93

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Southwest Region Occupational Information

Between 2010 and 2011, the Southwest Region generated 12 new creative jobs at a rate of 4.35%. In 2011, this region had more than 280 jobs within the creative economy. Landscape artists and fine artists lost jobs at a significant rate, while audio and video equipment technicians and graphic designers contributed to the area's creative job growth rate. In 2011, librarians and agents and business managers of artists, performers, and athletes had high concentrations of employment when this region is compared to the state.

Table #50

Southwest Region Creative Jobs by Occupation 2010-2011

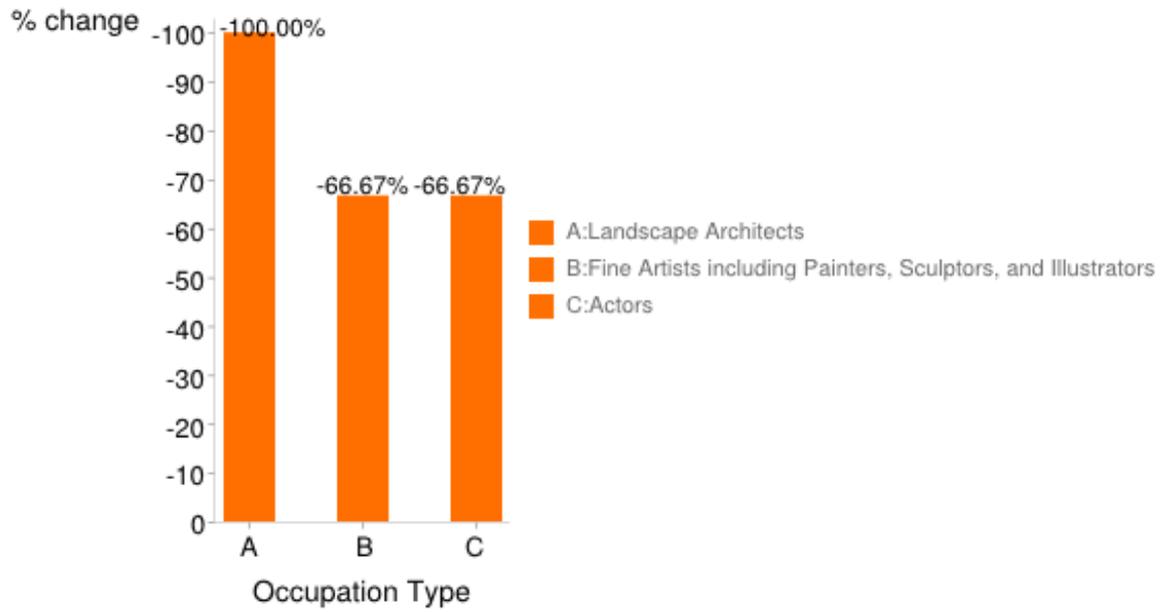
Regions: Wade Hampton Census Area, Lake and Peninsula Borough, Dillingham Census Area, Bristol Bay Borough, Bethel Census Area, Aleutians West Census Area, Aleutians East Borough

Occupation Type	2010 Jobs	2011 Jobs	%Change
Actors	6	2	-66.67
Advertising and Promotions Managers	5	6	20.00
Agents and Business Managers of Artists, Performers, and Athletes	5	11	120.00
Architects, Except Landscape and Naval	4	7	75.00
Art Directors	9	9	0.00
Audio and Video Equipment Technicians	1	5	400.00
Broadcast Technicians	3	5	66.67
Camera Operators, Television, Video, and Motion Picture	0	1	0.00
Choreographers	2	1	-50.00
Commercial and Industrial Designers	0	0	0.00
Dancers	0	0	0.00
Directors, Religious Activities	3	6	100.00
Editors	4	5	25.00
Fashion Designers	0	0	0.00
Film and Video Editors	0	0	0.00
Fine Artists including Painters, Sculptors, and Illustrators	9	3	-66.67
Floral Designers	3	3	0.00
Graphic Designers	4	10	150.00
Interior Designers	0	1	0.00
Landscape Architects	3	0	-100.00
Librarians	34	36	5.88
Media and Communication Equipment Workers, All Other	0	0	0.00
Media and Communication Workers, All Other	13	8	-38.46
Multi-Media Artists and Animators	9	8	-11.11
Music Directors and Composers	14	6	-57.14
Musical Instrument Repairers and Tuners	0	0	0.00
Musicians and Singers	15	24	60.00
Photographers	63	67	6.35
Producers and Directors	4	3	-25.00
Public Relations Managers	11	13	18.18
Public Relations Specialists	11	13	18.18
Radio and Television Announcers	6	7	16.67
Set and Exhibit Designers	0	0	0.00
Sound Engineering Technicians	0	0	0.00
Technical Writers	4	4	0.00
Writers and Authors	31	24	-22.58
Total	276	288	4.35

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #94

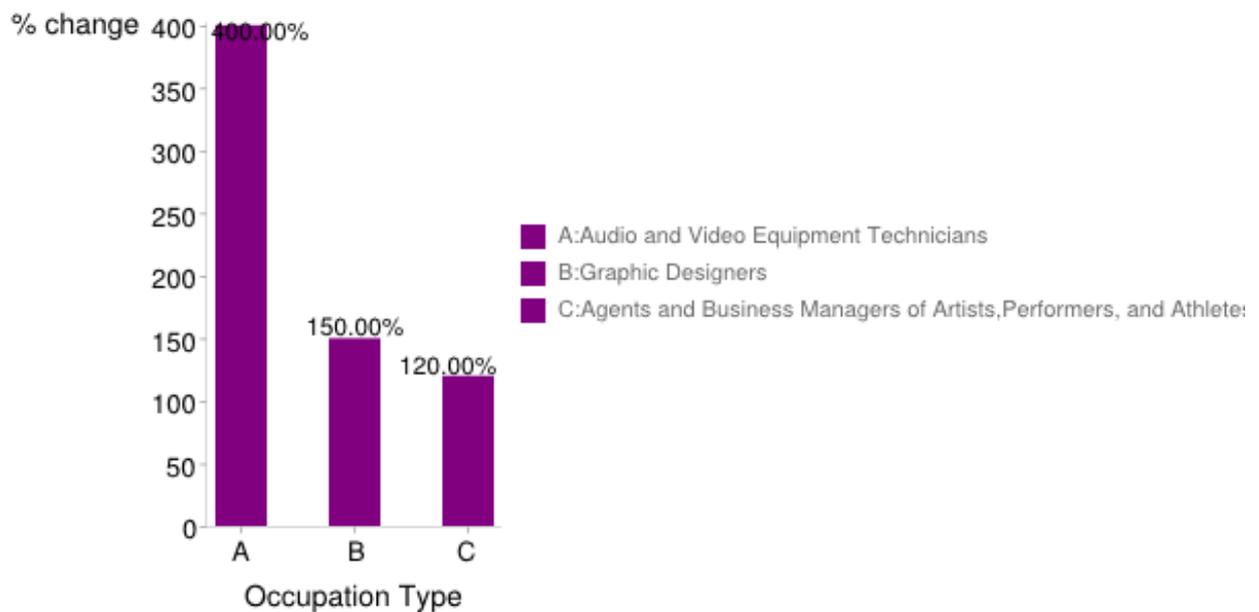
Top 3 Negative % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #95

Top 3 Positive % Change by Occupation 2010-2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Table #51

Southwest Region Creative Jobs by Location Quotient 2010-2011

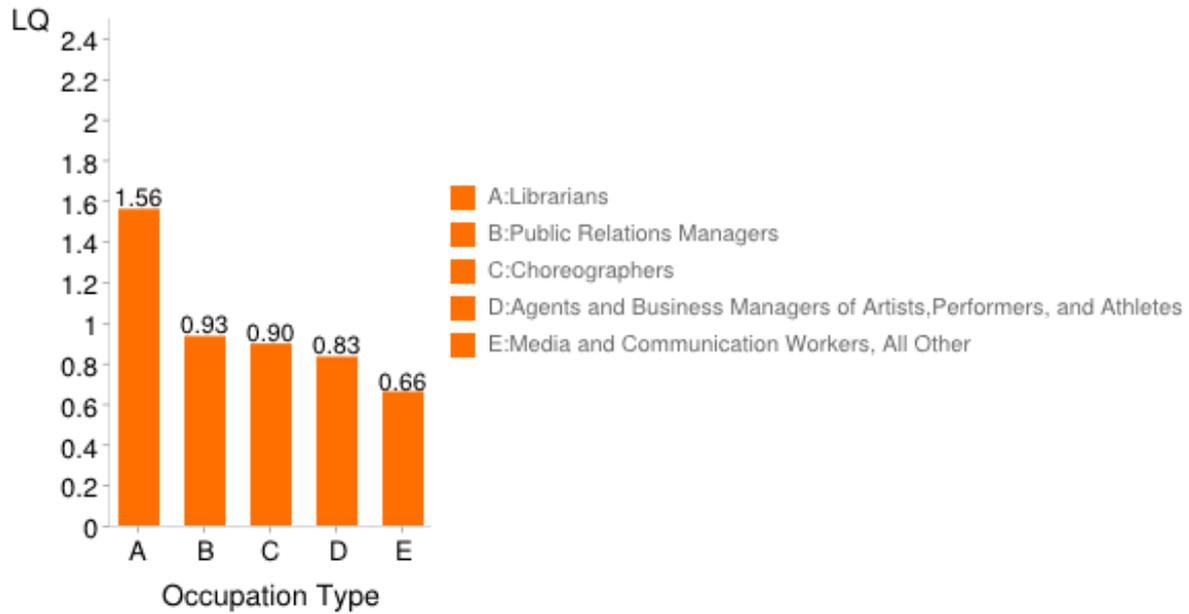
Regions: Wade Hampton Census Area, Lake and Peninsula Borough, Dillingham Census Area, Bristol Bay Borough, Bethel Census Area, Aleutians West Census Area, Aleutians East Borough

Occupation Type	2010 State LQ	2011 State LQ	2010 National LQ	2011 National LQ
Actors	0.53	0.23	0.47	0.19
Advertising and Promotions Managers	0.60	0.65	0.77	0.82
Agents and Business Managers of Artists, Performers, and Athletes	0.83	1.30	0.76	1.34
Architects, Except Landscape and Naval	0.26	0.32	0.22	0.32
Art Directors	0.50	0.36	0.52	0.35
Audio and Video Equipment Technicians	0.13	0.50	0.14	0.59
Broadcast Technicians	0.46	0.71	0.65	0.98
Camera Operators, Television, Video, and Motion Picture	0.00	0.38	0.00	0.25
Choreographers	0.90	0.54	0.62	0.34
Commercial and Industrial Designers	0.00	0.00	0.00	0.00
Dancers	0.00	0.00	0.00	0.00
Directors, Religious Activities	0.26	0.59	0.18	0.40
Editors	0.29	0.41	0.19	0.25
Fashion Designers	0.00	0.00	0.00	0.00
Film and Video Editors	0.00	0.00	0.00	0.00
Fine Artists including Painters, Sculptors, and Illustrators	0.54	0.36	0.63	0.38
Floral Designers	0.30	0.37	0.23	0.25
Graphic Designers	0.23	0.30	0.12	0.20
Interior Designers	0.00	0.17	0.00	0.09
Landscape Architects	0.37	0.00	0.40	0.00
Librarians	1.56	1.71	1.61	1.79
Media and Communication Equipment Workers, All Other	0.00	0.00	0.00	0.00
Media and Communication Workers, All Other	0.66	0.76	0.71	0.93
Multi-Media Artists and Animators	0.53	0.34	0.53	0.34
Music Directors and Composers	0.50	0.43	0.48	0.34
Musical Instrument Repairers and Tuners	0.00	0.00	0.00	0.00
Musicians and Singers	0.49	0.39	0.43	0.38
Photographers	0.63	0.60	0.60	0.58
Producers and Directors	0.37	0.35	0.23	0.20
Public Relations Managers	0.93	1.03	1.39	1.54
Public Relations Specialists	0.48	0.52	0.29	0.32
Radio and Television Announcers	0.48	0.42	0.90	0.63
Set and Exhibit Designers	0.00	0.00	0.00	0.00
Sound Engineering Technicians	0.00	0.00	0.00	0.00
Technical Writers	0.57	0.67	0.52	0.60
Writers and Authors	0.55	0.43	0.61	0.45

Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #96

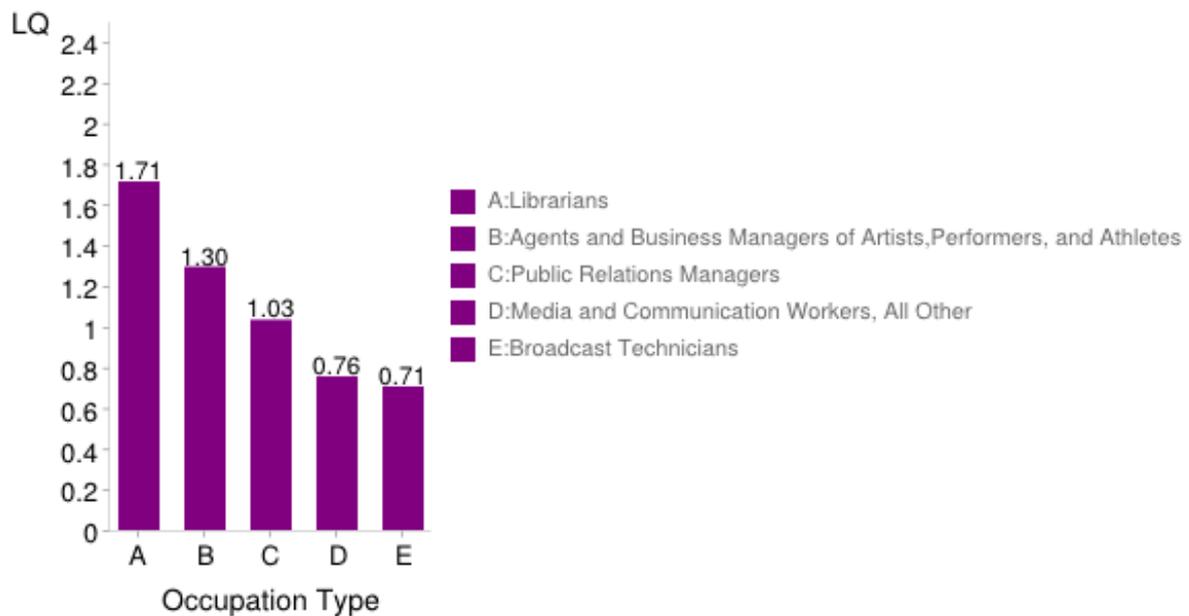
Top 5 Location Quotients by Occupation vs. Statewide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #97

Top 5 Location Quotients by Occupation vs. Statewide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #98

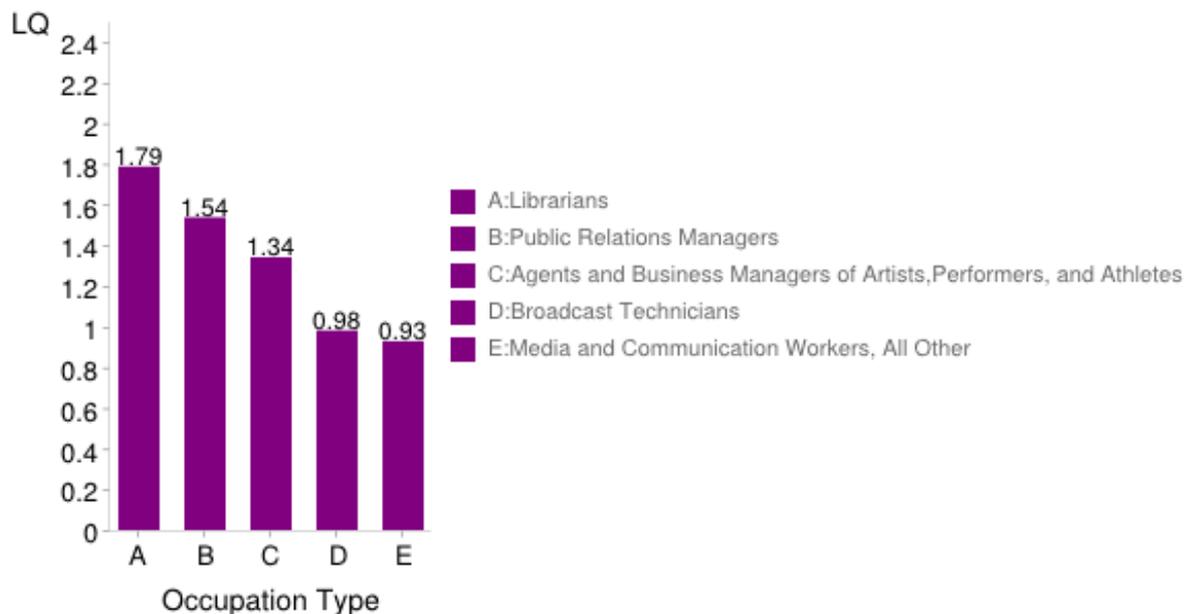
Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2010



Source: Economic Modeling Specialists, Inc. Complete Employment

Chart #99

Top 5 Location Quotients by Occupation vs. Nationwide Occupations 2011



Source: Economic Modeling Specialists, Inc. Complete Employment

2011 Photography Store Sales

This category comprises establishments primarily engaged in either retailing new cameras, photographic equipment and photographic supplies or retailing new cameras and photographic equipment in combination with activities such as repair services and film developing (U.S. Census Bureau). Tables #51 and #52 summarize sales for these types of businesses within Alaska and the Extracted Urban Regions for 2011. The state generated total sales of \$3.20 million, \$4.45 per capita, and had a CVI™ value of 1.20 in this category. The Extracted Urban Regions generated \$2.54 million in sales, \$5.97 per capita and had a 2011 CVI™ value above the national average for photography store sales: 1.61.

Table #52
Regional Photography Store Sales 2011 (Summary)

Region	Photography Store Sales	Per Capita	Index
AK Anchorage/MatSu Region	\$1,905,000	4.92	1.32
AK Gulf Coast Region	\$322,000	4.08	1.10
AK Interior Region	\$394,000	3.46	0.93
AK Northern Region	\$0	0.00	0.00
AK Southeast Region	\$579,000	8.09	2.18
AK Southwest Region	\$0	0.00	0.00
Totals	\$3,200,000	4.45	1.20

Source: Economic Modeling Specialists, Inc.

Table #53
Extracted Urban Regions Photography Store Sales 2011

Region	Photography Store Sales	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$522,000	16.64	4.48
Fairbanks North Star Borough	\$394,000	3.96	1.07
Anchorage Borough	\$1,628,000	5.52	1.48
Totals	\$2,544,000	5.97	1.61

Source: Economic Modeling Specialists, Inc.

2011 Music Store Sales

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music and related supplies, or retailing new products in combination with musical instrument repair, rental, or music instruction (U.S. Census Bureau). Tables #53 and #54 summarize sales within these types of businesses in the state and the Extracted Urban Regions. In Alaska, music store sales generated \$6.95 million in revenue, \$9.66 per capita, and had a CVI™ value of 1.02 in 2011. Most of the sales in this category were concentrated within the Extracted Urban Regions, which generated \$5.79 in sales and had a high CVI™ value of 1.43.

Table #54
Regional Music Store Sales 2011 (Summary)

Region	Music Store Sales	Per Capita	Index
AK Anchorage/MatSu Region	\$4,793,000	12.38	1.30
AK Gulf Coast Region	\$158,000	2.00	0.21
AK Interior Region	\$1,444,000	12.66	1.33
AK Northern Region	\$0	0.00	0.00
AK Southeast Region	\$553,000	7.73	0.81
AK Southwest Region	\$0	0.00	0.00
Totals	\$6,948,000	9.66	1.02

Source: Economic Modeling Specialists, Inc.

Table #55
Extracted Urban Regions Music Store Sales 2011

Region	Music Store Sales	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$205,000	6.54	0.69
Fairbanks North Star Borough	\$1,444,000	14.51	1.53
Anchorage Borough	\$4,145,000	14.04	1.48
Totals	\$5,794,000	13.60	1.43

Source: Economic Modeling Specialists, Inc.

2011 Book and Record Store Sales

This CVI™ category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, CDs, and records (U.S. Census Bureau). Tables #55 and #56 summarize sales within these types of businesses within the State of Alaska and the Extracted Urban Regions. Book and record store sales within the state generated \$16.8 million in revenue, \$23.41 per capita and had an index value slightly below the national average of 0.92. The Extracted Urban Regions reported \$13.4 million in sales and a 2011 individual CVI™ value of 1.23.

Table #56
Regional Book and Record Store Sales 2011 (Summary)

Region	Bookstore and Record Store Sales	Per Capita	Index
AK Anchorage/MatSu Region	\$9,383,000	24.23	0.95
AK Gulf Coast Region	\$1,045,000	13.25	0.52
AK Interior Region	\$4,259,000	37.35	1.47
AK Northern Region	\$0	0.00	0.00
AK Southeast Region	\$1,923,000	26.87	1.06
AK Southwest Region	\$221,000	5.43	0.21
Totals	\$16,831,000	23.41	0.92

Source: Economic Modeling Specialists, Inc.

Table #57
Extracted Urban Regions Book and Record Store Sales 2011

Region	Bookstore and Record Store Sales	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$416,000	13.26	0.52
Fairbanks North Star Borough	\$4,162,000	41.81	1.64
Anchorage Borough	\$8,786,000	29.77	1.17
Totals	\$13,364,000	31.37	1.23

Source: Economic Modeling Specialists, Inc.

2011 Art Dealer Revenues

This category includes establishments primarily engaged in retailing original and limited edition artworks (U.S. Census Bureau). Tables #57 and #58 summarize sales within these types of businesses in the state and the Extracted Urban Regions. Alaska generated \$14.0 million and \$19.50 per capita in art dealer revenue, resulting in an above-average CVI™ value of 1.42 in this category. The Extracted Urban Regions reported \$6.89 million in sales and had a 2011 index value of 1.18.

Table #58
Regional Art Dealer Revenues 2011 (Summary)

Region	Art dealers	Per Capita	Index
AK Anchorage/MatSu Region	\$6,446,000	16.65	1.21
AK Gulf Coast Region	\$3,112,000	39.45	2.87
AK Interior Region	\$574,000	5.03	0.37
AK Northern Region	\$320,000	11.99	0.87
AK Southeast Region	\$3,421,000	47.81	3.48
AK Southwest Region	\$147,000	3.61	0.26
Totals	\$14,020,000	19.50	1.42

Source: Economic Modeling Specialists, Inc.

Table #59
Extracted Urban Regions Art Dealer Revenues 2011

Region	Art dealers	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$1,570,000	50.06	3.65
Fairbanks North Star Borough	\$532,000	5.34	0.39
Anchorage Borough	\$4,792,000	16.24	1.18
Totals	\$6,894,000	16.18	1.18

Source: Economic Modeling Specialists, Inc.

2011 Independent Artist, Writer, and Performer Revenues

This category includes independent (i.e. freelance) individuals primarily engaged in performing in artistic productions, creating artistic and cultural works or productions, or providing the technical expertise necessary for these productions (U.S. Census Bureau). Tables #59 and #60 summarize sales for these types of businesses within the State of Alaska and the Extracted Urban Regions. In 2011, this category generated the highest revenues and per capita spending of all the industries measured by the CVI. Alaska generated \$103.20 million in total revenues, \$143.53 per capita, and had an index value of 1.33 in independent artist, writer, and performer revenues. The Extracted Urban Regions generated \$73.5 million in sales and had an index value of 1.60 in this category.

Table #60
Regional Independent Artist Revenues 2011 (Summary)

Region	Independent artists, writers, and performers	Per Capita	Index
AK Anchorage/MatSu Region	\$67,729,000	174.90	1.62
AK Gulf Coast Region	\$11,621,000	147.33	1.37
AK Interior Region	\$9,574,000	83.97	0.78
AK Northern Region	\$897,000	33.60	0.31
AK Southeast Region	\$12,237,000	171.01	1.59
AK Southwest Region	\$1,160,000	28.49	0.27
Totals	\$103,218,000	143.53	1.33

Source: Economic Modeling Specialists, Inc.

Table #61
Extracted Urban Regions Independent Artist Revenues 2011

Region	Independent artists, writers, and performers	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$3,438,000	109.62	1.02
Fairbanks North Star Borough	\$9,107,000	91.48	0.85
Anchorage Borough	\$60,983,000	206.62	1.92
Totals	\$73,528,000	172.58	1.60

Source: Economic Modeling Specialists, Inc.

2011 Performing Arts Participation Revenues

This category includes theater companies and dinner theaters, musical groups and artists, and other performing arts companies primarily engaged in producing live theatrical productions (U.S. Census Bureau). Tables #61 and #62 summarize sales within these types of businesses in the state and the Extracted Urban Regions. This category had the lowest individual CVI™ value in the state and the Extracted Urban Regions. Alaska generated \$14.9 million in revenue, \$20.76 per capita, and had an individual CVI™ value of 0.42 in this category, while the Extracted Urban Regions had \$10.9 in sales and an individual CVI™ value of 0.52 in performing arts participation revenues.

Table #62

Regional Performing Arts Participation Revenues 2011 (Summary)

Region	Performing Arts Participation	Per Capita	Index
AK Anchorage/MatSu Region	\$8,487,000	21.92	0.44
AK Gulf Coast Region	\$1,034,000	13.11	0.27
AK Interior Region	\$2,254,000	19.77	0.40
AK Northern Region	\$27,000	1.01	0.02
AK Southeast Region	\$3,127,000	43.70	0.88
AK Southwest Region	\$0	0.00	0.00
Totals	\$14,929,000	20.76	0.42

Source: Economic Modeling Specialists, Inc.

Table #63

Extracted Urban Regions Performing Arts Participation Revenues 2011

Region	Performing Arts Participation	Per Capita	Index
AK Extracted Urban Regions			
Juneau Borough	\$533,000	16.99	0.34
Fairbanks North Star Borough	\$2,208,000	22.18	0.45
Anchorage Borough	\$8,157,000	27.64	0.56
Totals	\$10,898,000	25.58	0.52

Source: Economic Modeling Specialists, Inc.

Technical Report and Understanding the CVI™

While the informational value of this report is immense, the potential benefit to arts advocacy, planning, and policy-making is equally great. In order to realize the practical value of this research, it is important to review and consider the history of the CVI™ and its differentiation from economic impact studies. Some suggestions for making use of the research are also presented here to encourage immediate application of the research. Finally, the sources of CVI™ data are itemized to provide transparency of the research process.

Developing the Creative Vitality™ Index

The CVI™ was developed in the context of innovations in cultural policy and economic development. The CVI™ was initially conceived to help public sector arts agencies clearly communicate that their work encompasses a much larger segment of creative economic activity than had previously been the case. This was necessary because, beginning in the mid 1960s, when state arts agencies were established and city arts agencies were either founded or expanded, the primary focus of these entities was on the growth of the supply and quality of primarily non-profit-based arts activities.

These entities made great progress in this area. Once the supply and quality of non-profit arts activities was greatly bolstered, however, the public sector funders of the non-profit arts field began to consider how their goals and the work of the non-profit arts were part of a much larger creative system. They also became aware that the non-profit arts and public arts policy depended on the health of that larger system to survive in the present and thrive in the future.

Simultaneous with these developments, practitioners from fields representing for-profit

creative activities and occupations began to discuss the creative economy in broad, highly inclusionary terms. The arts field and public sector arts funders embraced this broader concept as reflective of how they envisioned their work—as a stimulative part of an overall creative system and not simply as suppliers of funding to maintain a supply of non-profit-sourced arts opportunities. The CVI™ reflects this broader systems-oriented thinking and reinforces the fact that the non-profit arts and public arts agencies are part of an interdependent whole called “the creative sector.”

The CVI™ grew out of a conversation about whether to undertake an economic impact study of the arts. The staff leadership of the Washington State Arts Commission and the Seattle Office of Arts & Cultural Affairs, in collaboration with others, explored ways to expand and enrich the economic argument for support of the arts and especially public funding of the arts. In doing so, the group was influenced by two national conversations concerning economic development: the defining of a creative economy and the outlining of the concept of economic development clusters. Those conversations did something the non-profit arts community was very late in doing—they included the related for-profit creative sector in a universe normally reserved for non-profits.

The public value work articulated by Mark Moore also played a role in the development of the CVI™. That work helped the public sector component of the non-profit arts funding community move away from a perspective oriented toward saving the arts to considering ways to be responsive to what citizens wanted in the arts. The approach also worked to shape agency deliverables to reflect their actual value to the public rather than the value arts aficionados considered them to have for the public. One result of this influence was that the CVI™ was developed in a context of thinking in which individuals are assumed to have choices and that, to remain viable, public sector arts funders need to offer choices the public will value and thus select. In this concept of selection is the understanding that choice in the arts ranges outside the non-profit arts and that the public sector arts agency needs to ensure that such choice is available.

The Relationship of the CVI™ to Economic Impact Studies

Although it evolved from a discussion of whether to commission an economic impact study, the CVI™ is not an economic impact study of the arts. Economic impact studies are enumerations of the total economic value and impact of a specific basket of arts activities on the community, taking into account estimates of the ripple effect on jobs and revenues in other non-related industries. The majority of such studies focus on the non-profit art sector and either measure its impact exclusively or introduce measures of the impact of selected for-profit activities in a supplementary manner. The CVI™ utilizes some of the data typically included in arts economic impact studies; however, it draws on many more data streams, and its goal is quite different in that it seeks to provide an indicator of the relative health of the economic elements of the creative economy.

Economic impact studies are rooted in advocacy and generally have as a core purpose the definition of the non-profit arts sector as a meaningful component of the larger economic system. The results of such studies are commonly used to argue for the allocation of scarce budget dollars to the arts because a dollar invested in the arts multiplies many times over and helps nurture a more robust overall economy. These studies have also been used to help the arts compete with other discretionary forms of government spending--and often these other interests have their own economic impact studies. The studies have been used most effectively to counteract the misguided notion that funds invested in the non-profit arts are removed from the economy and thus play no role in building or sustaining it.

Economic impact studies have also been commissioned to call attention to the size and scope of arts and culture as a component of the overall economic activity of an area. Often community leaders and the public are only familiar with one segment of the arts through their

personal acquaintance with a single institution or discipline. The economic impact study aggregates information in ways that call attention to the size and scope of a cluster of endeavors that are often considered to be of minor importance in economic terms. As a result, the prestige of the arts and culture community in an area is enhanced, and the ability of the sector to be heard is often increased.

Although the CVI™ can partially address each of the uses to which economic impact studies are employed, it has a different purpose. The CVI™ is about exploring a complex set of relationships and changes in the dynamics of those relationships over time. It is not a replacement for economic impact studies, but can be a complement to them.

Making Use of the Creative Vitality™ Index

The Creative Vitality™ Index is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. Here are some of the major uses of the CVI™: as a definitional tool, the index can be used to call attention to and educate the community at-large concerning the components and dynamics of the creative economy. Of particular significance is the promotion of the concept that the creative economy includes both the for-profit and the non-profit arts-related activities of an area. Many economic impact studies centered on the arts have focused almost entirely on the non-profit sector, and the inclusion of for-profit activities is, for many, a new conceptualization of the role of the arts in an economy. This approach locates all arts and arts-related creative activities in a continuum of creative activities.

The index can serve as a source of information for advocacy messaging. Individuals engaged in advocacy on behalf of the creative economy as a whole or elements of it can use the index to do some of the following:

Call the attention of the public to significant changes in the creative economy ecosystem. For example, if contributions from private foundations drop substantially in a year and three major architectural firms leave the area, advocates for a healthy creative economy can call attention to those factors as negative elements that will affect an overall ecosystem. Similarly, if non-profit arts groups at the same time experience increases in income from individuals and there are substantial increases in employment within other major creative occupations such as graphic design and advertising, the negative impact of the events noted above may be cushioned or alleviated altogether.

Underscore the economic relationships between the for-profit sector and the non-profit sector and make the point that a healthy non-profit arts sector is important to the development of a healthy for-profit sector.

Advocate for improvements to the allocation of resources or the creation of policies that will increase the index values through the expansion of the role of a creative economy in a region.

Serve as a framework upon which to define and build a creative coalition. With the components of the index setting forth a vision for a creative community rather than a non-profit arts community, those who wish to build coalitions to influence change for the benefit of the development of the creative economy have a broader and deeper platform from which to begin the conversation.

Benchmark an area of endeavor and lay the groundwork for the improvement of one or more aspects of the creative economy. The index can serve as an initial diagnostic tool to create a baseline and then can be used to measure progress in that area. Elected officials and civic leaders can use the index as a starting point for discussing ways in which an area's local economy can be enriched through the development of the creative-economy segment of that

community.

More on the CVI™ Data Sources

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics and Economic Modeling Specialists, Inc. (EMSI).

The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by non-profit 501(c) organizations with annual gross receipts of \$25,000 or more. Organizations with more than \$25,000 but less than \$250,000 in annual gross receipts can file a 990 EZ form that collects less information. The CVI™ uses the information contained in the 990 forms to identify changes in charitable giving in an area. These numbers are the best available but are not absolute. Some numbers may not be reported because of errors made in the completion of the form. These include nested fund transfers within larger fund allocations that include the arts in a significant way but are not broken out and/or the failure to capture data because an organization is either not required to file a 990 or does not file the full 990 form, thus limiting the level of data available.

Economic Modeling Specialists, Inc.'s (EMSI) expertise is centered on regional economics, data analysis, programming, and design so that it can provide the best available products and services for regional decision makers. In an effort to present the most complete possible picture of local economies, EMSI estimates jobs and earnings for all workers using Bureau of Labor Statistics data, data from the U.S. Bureau of Economic Analysis, and information from the U.S. Census Bureau. Because the number of non-covered workers in a given area can be large, job figures from EMSI will often be much larger than those in state LMI data. In order to estimate occupation employment numbers for a region, EMSI first calculates industry employment, then uses regionalized staffing patterns for every industry and applies the staffing patterns to the jobs by industry employment data in order to convert industries to occupations. EMSI bases occupation data on industry data because it is generally more reliable and is always published at the county level, whereas occupation data is only published by Occupational Employment Statistics (OES) region (usually 4-6 economically similar counties). Occupation employment data includes proprietors and self-employed workers. EMSI uses nearly 90 federal, state and private sources including the U.S. Department of Commerce, the U.S. Department of Labor, The U.S. Department of Education, the U.S. Department of Housing and Urban Development, The U.S. Department of Health and Human Services, the U.S. Postal Service, and the Internal Revenue Service. (Partially Reprinted from www.economicmodeling.com)

Getting More Out of the CVI™

WESTAF's research and development team is committed to delivering the highest quality research in broadly accessible formats. Please visit cvi.westaf.org to learn more about the CVI™ and how it can be additionally useful.