

Arts, Entertainment and Recreation

A small part of economy but big in everyday life

By NEAL FRIED

Arts, entertainment, and recreation jobs represent just 1.4 percent of all Alaska employment, but it's highly visible work to many Alaskans and visitors alike. There also appears to be an increasing demand for its services.

This tiny industry, which generated about 4,800 jobs in 2013, grew by nearly 23 percent over the past decade across all its categories — and its categories are broad. (See exhibits 1 through 3.)

Most jobs in gambling and 'amusements'

The largest subcategory by far is "amusement, gambling, and recreation," which has more than three-quarters of industry jobs and 426 separate businesses. The bulk of these jobs are in skiing facilities, golf courses, bowling alleys, billiard parlors, gyms, and all kinds of backcountry guiding operations.

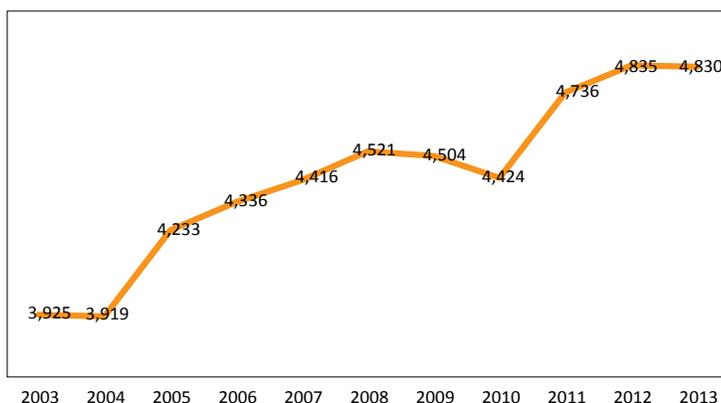
Gambling is the second-largest piece of the amusements, gambling, and recreation category and includes bingo and pull tab parlors as well as the well-known Nenana Ice Classic, for which patrons pay to guess the date and time the ice will break up on the Nenana River each spring.

By law, revenue from these activities, which are licensed by the Alaska Department of Revenue, goes to charity or other public purposes such as fire departments, school activities, and community budgets.

These gaming operations are spread throughout the

1 Small Industry With Steady Growth

ALASKA ARTS, ENTERTAINMENT, AND RECREATION, 2003–13



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

state, from the smallest villages to major operations in urban areas, and they generate impressive receipts. In 2010, the most current year available, more than 1,000 game permittees grossed more than \$361 million. Pull tab parlors alone accounted for \$281 million, and bingo came in a distant second at \$68 million.

Performing arts mainly in sports

The performing arts are a small part of the industry, with 99 establishments in the state that are mainly non-profits with five or fewer employees. Most are tied to sporting events such as spectator sports, participation sports, and sports promotion, from referee organizations and private club sports to professional sports such as hockey, baseball and, yes, dog mushing.

The balance is mostly performance art such as com-

munity theater groups but also concert, dance, and other performers.

Museums bring in stream of visitors

The smallest industry grouping is museums, zoos, and parks. Alaska isn't known for zoos, but museums are found throughout the state, from one-person operations to those with large, full-time staffs.

According to Museums Alaska, Alaska's 50-plus museums had more than 300,000 visitors in 2013 — and the museum job count is even bigger than shown here, as some museums are government-run and don't show up in this article's employment data.

Growing fast, but earnings low

This industry's 23 percent growth over the decade far eclipses Alaska's 13 percent overall job growth. Population increases and expansion of the state's visitor sector are two factors that bumped up this growth. These jobs are also well-represented across the state. (See Exhibit 4.)

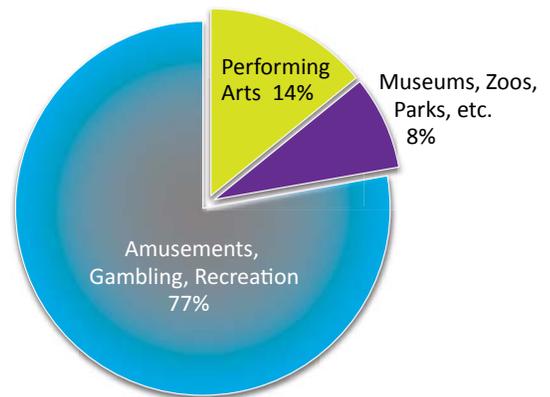
Wages tend to be low, however. (See Exhibit 5.) Average annual earnings in 2013 were \$19,920, less than half the state average of \$51,036 for all industries. The wages per job are below average, and many of these jobs are also part-time, which brings down the average.

Many jobs hard to capture

This industry's reach is broader than these numbers

2 Types of Jobs

ARTS AND ENTERTAINMENT, 2013



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

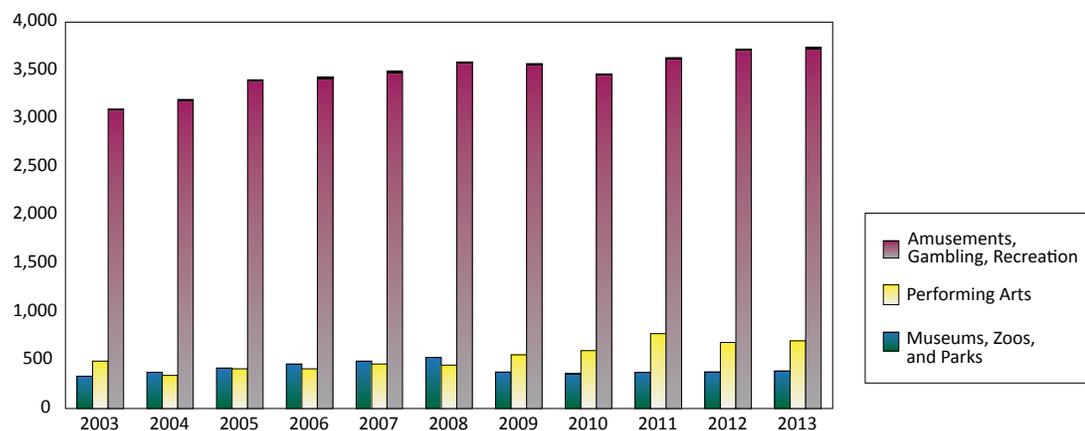
suggest. Many of these workers might identify as artists or entertainers but earn their wages in another industry. These data don't capture the self-employed. Regular employment data are based on employers' payroll reports and few visual artists, for example, are on someone's payroll.

According to the U.S. Census Bureau, 16 percent of those working in the industry were self-employed from 2010 to 2012, compared to 10 percent of the entire civilian workforce. That's the largest self-employment percentage among all Alaska industries.

Some information on these freelancers is available through the Census Bureau's "nonemployer statistics," which look at businesses with no employees.

3 Gains Mainly in Recreation, Gambling

ARTS, ENTERTAINMENT, AND RECREATION JOBS, 2003 TO 2013



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

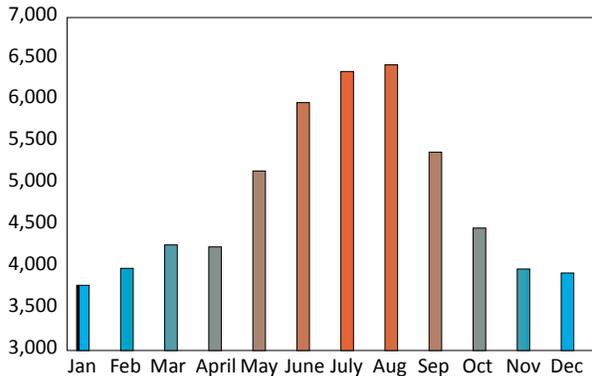
These statistics are based on tax records that show at least \$1,000 in yearly receipts. In 2012, they included 3,140 firms that generated \$62 million.

Finally, volunteers aren't included in employment data, but they play a key role in keeping many of these institutions operating. For example, the Baranov Museum in Kodiak has two full-time and five part-time staffers but about 50 volunteers.

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6 Its Jobs Are Highly Seasonal

ARTS, ENTERTAINMENT, AND RECREATION, 2013



Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

GUSTAVUS

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original flavor of a friendly homesteading community.

Although Gustavus seems frozen in time in some ways, its residents are getting older. Like many Southeast communities, the median age in Gustavus is much higher than the statewide average, at 49 compared to 34. The Gustavus population is much more heavily weighted in the 45 through 69 age brackets than the state, and has far fewer young people as a percent of its population. (See Exhibit 4.)

Gustavus' racial makeup also stands out from the rest of the state in that residents are nearly all Caucasian, at 91 percent. Alaska Natives make up roughly 7 percent.

As the baby boomers age into retirement, the question remains whether they stay in Gustavus and who will replace them. Although the town attracts adventurous young people, year-round employment is hard to come by and services can't compete with cosmopolitan Juneau. The community may be more attractive to older people who want a summer home in a peaceful place.

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4 Most Jobs in Cities

ARTS AND ENTERTAINMENT, 2013

| | 2013 jobs | Percent of state |
|------------------------------|-----------|------------------|
| Alaska | 4,830 | 100.0% |
| Anchorage, Municipality | 2,317 | 48.0% |
| Fairbanks North Star Borough | 455 | 9.4% |
| Matanuska-Susitna Borough | 386 | 8.0% |
| Juneau, City and Borough | 369 | 7.6% |
| Kenai Peninsula Borough | 254 | 5.3% |
| Ketchikan Gateway Borough | 186 | 3.9% |
| Skagway, Municipality | 128 | 2.7% |
| Haines Borough | 83 | 1.7% |
| Denali Borough | 83 | 1.7% |
| Bethel Census Area | 71 | 1.5% |
| Nome Census Area | 69 | 1.4% |
| Valdez-Cordova Census Area | 61 | 1.3% |
| Kodiak Island Borough | 44 | 0.9% |
| North Slope Borough | 36 | 0.7% |
| Sitka, City and Borough | 32 | 0.7% |
| Prince of Wales-Hyder CA | 7 | 0.1% |
| Petersburg Borough | 6 | 0.1% |

Note: Doesn't sum to 100 percent because of a small number of jobs in unknown locations.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section

5 Earnings and Job Counts

ARTS AND ENTERTAINMENT, 2013

| | Jobs | Average annual earnings |
|---|--------------|-------------------------|
| All Arts, Entertainment and Recreation | 4,830 | \$19,920 |
| Performing Arts | 700 | \$23,148 |
| Performing Arts Companies | 177 | \$26,640 |
| Spectator Sports | 294 | \$17,556 |
| Promoters, Sports Events | 171 | \$21,720 |
| Agents, Managers | - | - |
| Artists, Writers, Performers | - | - |
| Museums, Zoos, Parks | 389 | \$31,428 |
| Amusements, Gambling, Recreation | 3,742 | \$18,108 |
| Amusement Parks, Arcades | 116 | \$22,932 |
| Gambling Industries | 747 | \$16,200 |
| Other Amusement, Recreation | 2,879 | \$18,408 |

Note: A dash means values can't be disclosed for confidentiality reasons.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section