



2023 ECONOMIC IMPACTS OF SEALASKA HERITAGE

ECONOMIC IMPACTS

Sealaska Heritage Institute (SHI) spending circulates in the local, regional, and state economy, generating direct, indirect, and induced economic impacts.

In Juneau, in 2023, SHI spending supported 175 jobs and \$16 million in labor income, including multiplier effects.*
Economic activity in the borough totaled \$30.1 million.

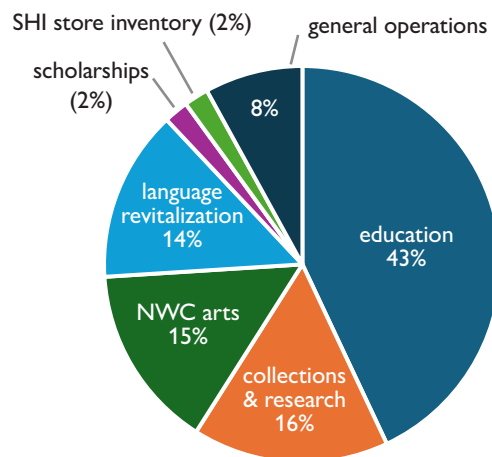
- Statewide, in 2023, SHI supported 210 jobs and \$20 million in labor income, including multiplier effects. In total **SHI generated \$39.1 million in economic activity in the state.**

* Direct impacts include SHI employment, payroll, and goods and services spending. When employees and vendors spend money they receive from SHI, indirect and induced impacts (or "multiplier effects") occur.

DIRECT SPENDING

- SHI spent \$20.4 million in Alaska** in 2023. About 80% of spending occurred in Juneau.
- SHI spending in Alaska not related to labor was \$12.9 million. Almost half of this spending occurred on education programs.

SHI SPENDING, STATEWIDE, BY CATEGORY, 2023



SHI ECONOMIC IMPACTS 2023 — HIGHLIGHTS

\$30.1 million

in economic activity generated by SHI in Juneau (includes multiplier effects)

175 jobs & \$16 million

in labor income supported by SHI spending in Juneau (includes multiplier effects)

\$16.3 million

in direct spending by SHI in Juneau

\$1.9 million

in spending on Northwest Coast art-related activity

75 people

employed on average (94% in Juneau)

\$20.4 million

in direct spending in Alaska. This spending occurred with businesses and contractors and on scholarships, payments to local governments, and payments to SHI employees.

\$2.7 million

in direct spending with the Juneau School District and University of Alaska Southeast, including direct support for teacher salaries

\$1.9 million

in direct payments to more than 300 local artists, educators, and other individual contractors

DIRECT SPENDING: JUNEAU

SHI direct spending in the City and Borough of Juneau totaled \$16.3 million in 2023.

- **Spending on goods and services totaled \$6.7 million**, including expenditures with local businesses and school district and university support.
- Spending also included **\$1.9 million in direct payments** to more than 300 local artists, educators, and other individual contractors.

A DECADE OF GROWTH

- As an indication of SHI growth over the past decade, a 2014 economic impacts report by McDowell Group found SHI created about 23
- jobs and spent \$2.5 million statewide. A 2018 study found SHI employed 54 staff and direct operational expenditures totaled \$7.1 million.
- Development of SHI's Walter Soboleff Building (2015), the Arts Campus (2022), and the Indigenous Science Building (2024) allowed for significant operations and programming expansion over the past decade and a subsequent increased economic contribution to the City and Borough of Juneau, Southeast Alaska, and Alaska as a whole.
- Over the past decade, **SHI invested a combined \$13 million in the district and UAS.**
- In 2014, SHI paid for two positions in the district. By 2022-23, SHI funding supported **19 district positions.**