



The Impact of the Anchorage Music Ecosystem

AKIMI partnered with [Sound Diplomacy](#) to complete a comprehensive study of the Anchorage music economy. These figures are reported from Sound Diplomacy's final assessment, [available here](#).

In 2019, the music ecosystem in Anchorage generated a total output of **\$221.3 million** and contributed a **total GVA of \$139.6 million** to the local economy.

AKIMI identified **at least 280 businesses and organizations** active in the music ecosystem, and we're certain there are more.

Many people work in music -- not just performing on stages, but teaching lessons, crafting instruments, selling records and music gear, hosting radio shows, working in places of worship, designing posters, filming concerts, recording in studios, and composing music for film and video games, among many, many other music careers.

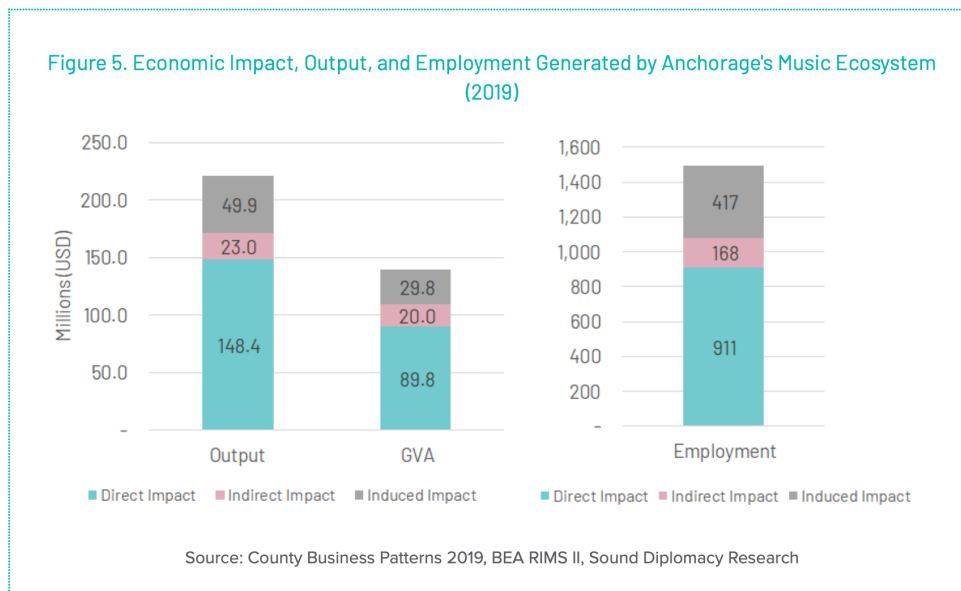
Additionally, jobs in bars, restaurants, A/V services, security, and more are created by musicians. The total employment generated and supported by the music ecosystem in Anchorage: **1,496 jobs**.

When examining...direct, indirect, and induced employment, Anchorage's music ecosystem generated and supported **1.01% of the local workforce**, which is slightly lower than the national average of 1.66%.

The total output multiplier effect of the music ecosystem in Anchorage equaled 1.491. This means that **for every \$1,000 of output generated by the music ecosystem, an additional \$491 of output was generated in the local economy**.

At **\$374**, the music output per capita in Anchorage falls well below the national average of **\$541**.

AKIMI sees this as an opportunity to get organized, invest, and grow a stronger music sector.





What does good music policy look like?

Models: Iceland, Greenland, Faroe Islands, Boise ID, Austin TX, Seattle WA, Memphis TN

Music Tourism & Festival Strategy

Sound ordinances in line with best practices

Strong, well-funded state and local arts agencies

Alaskan music in all our retail and tourism spaces

Event insurance and licensing policies that allow small businesses to thrive

Equitable statute enforcement across demographics and music genres

Arts in the schools and support for arts educators

Designated entertainment districts and zones

Support for all-ages spaces

Relationships between Assembly, Mayor's office, and arts groups

The Work of AKIMI / MusicAlaska

The Alaska Independent Musicians Initiative

AKIMI / MusicAlaska is a non-profit program of Northern Culture Exchange. Our mission is to Elevate Alaskan Music and Support Alaska Musicians. Our 2024-25 projects include:

- Promoting Alaskan music and performance of all kinds, in and out of state
- Hosting the Alaska Music Summit, a statewide convening of all music makers, educators, and music business owners
- Collaborating with WA, OR, and ID on fighting talent drain and improving travel & career opportunities across the Cascadia Music Corridor
- Creating reports on the Alaskan music economy and ecosystems, including assessing the size of unmeasured and underground "indie" music scenes
- Creating databases of active artists and music businesses, and turning those into playlists on Spotify and Youtube for retail and tourism spaces
- Helping businesses know their rights and responsibilities when they play music or hire musicians
- Creating "trade routes" and funding sources within Alaska and Outside to make it easier for music and musicians to circulate
- Acting as the Alaska State Council for the Arts' outreach arm to the independent music community

More information at AKIMIMusic.org and AlaskaPlaylistProject.com

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