



# Economic Stabilization Task Force

Appointed by the City & Borough of Juneau's Mayor

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**Date:** June 26, 2020

**To:** City & Borough of Juneau Assembly

**From:** Economic Stabilization Task Force

**Regarding:** Recommendation for 2020 Juneau ArtWorks Program: Creating for the Future

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The Juneau Arts and Humanities Council proposes a program to support artists and bolster the “social infrastructure” of our community, and at the same time creating a lasting documentation of this strange time in our history.

In the spirit of the Work Projects Administration of the 1930s, this program delivers funding to artists who have lost gigs, had contracts or events cancelled, been laid off, or have otherwise been put in a vulnerable position due to the necessary restrictions to control the COVID-19 Pandemic. At the same time, the projects will leverage the talent of artists to unite and vitalize our neighborhoods with the goal of either a) helping their neighbors stay connected during the restrictions, or b) helping people to reconnect, recover and adjust to new social conditions after restrictions are lifted.

The Council has effectively managed the distribution of the City’s arts funding since 2006, and proposes a similar process for this fund: It will post a call for proposals with a straightforward application process that is easy for artists to complete, adjudicated by a neutral panel representing the community. The Council will oversee the management of the process through to completion of the projects.

The artists / creative workers in Juneau face serious losses this year with loss of opportunities to sell their artwork and loss of performance opportunities. Many of the workers in the creative sector are sole proprietors or are dependent on gig work. While the numbers of these workers are not clear, the Council has over 300 artists on its list. The vitality brought to our community through the work, energy, and creativity of Juneau’s artists and art groups is essential to sustaining Juneau’s ability to attract and retain families to our community. This sector of our work force literally “makes” Juneau the attractive destination and home that it is for so many people. It is essential that we invest in it now.

The application process will be simple to make the funds accessible to artists quickly. The Council will field a panel representing the spectrum of the community to adjudicate the applications for selection. Selection criteria will place priority on those artists or groups for whom other funding has not been

forthcoming, projects that engage the greatest number of unemployed or underemployed creative workers, and projects that result in lasting benefit for the community.

The specific project proposals will come from the artists, art groups, and creative workers, with all genres welcomed. The ESTF recommend that artists or entities assisted by this program be able to assert significant impact from the COVID-19 pandemic.

Ownership of the artwork will be negotiated according to the type of artwork it is, with the default being the City or other public entity, and with the intention that this body of work give our community opportunities to reflect on and come to terms with the strange times these are. These are times of significant social upheaval: This creative endeavor can help us toward positive growth and healing.

### **Funding Request**

The amount of this could range from \$250,000 to \$500,000

88% to the creation of the art

12% to the Arts Council for administration of the project

### **Appointed Task Force Members**

Max Mertz, Co-Chair • Linda Thomas, Co-Chair • Susan Bell • Theresa Belton • Bruce Botelho

Eric Forst • Ken Koelsch • Lauren MacVay • Laura Martinson • Terra Peters