

## **EXPANSION OF COOPERATION BETWEEN NATIONAL PARK HOSPITALITY ASSOCIATION AND INDIAN ARTS AND CRAFTS BOARD**

**BACKGROUND:** The U.S. Department of the Interior's Indian Arts and Crafts Board (IACB) promotes the economic development of American Indians and Alaska Natives of federally recognized Tribes through the expansion of the Indian arts and crafts market. The IACB provides promotional opportunities, general business advice, and information on the Indian Arts and Crafts Act to Native American artists, craftspeople, businesses, museums, and cultural centers of federally recognized Tribes. Additionally, the IACB operates three regional museums, conducts a promotional museum exhibition program, produces a "Source Directory of American Indian and Alaska Native Owned and Operated Arts and Crafts Businesses," and oversees the implementation of the Indian Arts and Crafts Act. The National Park Hospitality Association (NPHA) represents businesses which serve some 100 million park visitors annually in approximately 160 park units. NPHA members have a combined workforce of nearly 25,000 persons - mostly front-line, visitor contact jobs - and provide in excess of \$1 billion in goods and services to visitors annually. Concessioner marketing and promotion efforts total more than \$10 million, and are coordinated with the marketing and promotion efforts of state and gateway communities that equal that amount. Concessioners provide a major channel of commerce for Indian arts and crafts and federal legislation and policies encourage concessioner sales of qualifying items.

**GOALS:** IACB and NPHA seek to expand cooperation in 2011 in the following ways:

- (1) increase concessioner staff and public awareness of genuine Indian crafts and arts through educational efforts and signage;
- (2) promote labeling of genuine Indian arts and crafts and additional information;
- (3) seek to create value associated with genuine Indian arts and crafts by using national park venues to showcase Indian artists, and making Indian arts and crafts a more prominent element in national park experiences;
- (4) highlighting in-park retail operations as significant and unique opportunities for acquiring Indian arts and crafts through coordinated communications efforts, including in pre-visit communications with guests;
- (5) complementing in-park showcasing of Indian arts and crafts with selling of these items on-line; and
- (6) expanded cooperation with American Indian and Native Alaskan Tourism Association (AIANTA) and regional state tourism associations to create awareness of museums and other Indian and Native Alaskan arts and crafts resources.

**ACTIONS:** IACB, NPHA and AIANTA will meet together on March 16 in Washington to finalize and announce joint actions.

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