

FY15 ASMI Budget (*proposed*)



FY 15 Appropriation (Operating Budget *proposed*)

- GFPR \$14,826,500
- GF \$ 6,995,000
- MAP \$ 4,500,000
- **TOTAL \$26,321,500**
- 19 PCNs

FY15 Intent language restricting expense

- GFPR \$ 12,203,440
- GF \$ 6,995,000
- MAP \$ 4,500,000
- TOTAL \$ 23,698,440**



- (i) The following amounts are appropriated from the specified sources to the Alaska Seafood Marketing Institute for seafood marketing activities for the fiscal year ending June 30, 2014:
 - (1) the unexpended and unobligated balance, estimated to be \$13,115,300, of
 - the Statutory designated program receipts from the seafood marketing assessment (AS 16.51.120) and other program receipts of the Alaska Seafood Marketing Institute on June 30, 2014;
 - (2) the sum of \$1,711,200 from the Statutory designated program receipts of the Alaska Seafood Marketing Institute for the fiscal year ending June 30, 2014, which is approximately equal to 20 percent of the program receipts of the Alaska Seafood Marketing Institute for the fiscal year ending June 30, 2015;
 - (3) the sum of \$2,495,000 from the general fund, for the purpose of matching industry contributions collected by the Alaska Seafood Marketing Institute for the fiscal year ending June 30, 2013;
 - (4) the sum of \$ 4,500,000 from the general funds to match the federal receipts appropriated in (5) of this subsection
 - (5) the sum of \$4,500,000 from federal receipts.
 - (j) It is the intent of the legislature¹ (1) that the Alaska Seafood Marketing Institute limit expenditure of the appropriation in (i)(1) of this section to 80 percent of the program receipts collected for the fiscal year ending June 30, 2014;
 - (2) to limit the amount appropriated from the general fund to the Alaska Seafood Marketing Institute for the purpose of matching industry contributions for seafood marketing activities to not more than \$9,000,000 in a fiscal year, regardless of the amount of industry contributions; and
 - (3) that the Alaska Seafood Marketing Institute evaluate and consider in-state advertising firms to provide advertising services before using an out-of-state advertising firm.



FY 14 Appropriation from Capital Budget *continues*

- GF \$ 159,000

Earmarked specifically for the Canned Salmon, Herring and Protein Powder projects being undertaken by the ASMI Global Food Aid program





Overall ASMI FY15 proposed budget

<i><u>BUDGET CATEGORY</u></i>	<i><u>FY14 Budget</u></i>		<i><u>BUDGET CATEGORY</u></i>	<i><u>FY15 Budget (proposed)</u></i>	
Executive Admin & Consolidated	\$2,651,000	11%	Executive Admin & Consolidated	\$2,856,000	13%
CORE	\$220,000	1%	CORE	\$220,000	1%
Promotional Fullfillment	\$400,000	2%	Promotional Fullfillment	\$400,000	2%
Board & Committee	\$400,000	2%	Board & Committee	\$400,000	2%
Communication	\$1,200,000	5%	Communication	\$1,200,000	5%
Technical	\$900,000	4%	Technical	\$900,000	4%
Retail	\$3,333,100	14%	Retail	\$2,000,000	9%
Foodservice	\$2,225,000	9%	Foodservice	\$2,200,000	10%
International	\$7,970,000	34%	International	\$7,905,000	35%
Global Food Aid	\$407,000	2%	Global Food Aid	\$350,000	2%
RFM	\$452,000	2%	RFM	\$500,000	2%
Advertising	\$1,800,000	8%	Advertising (TBD)	\$2,569,000	11%
Consumer PR	\$800,000	3%	Consumer PR (RFP)	\$1,000,000	4%
AFA (sustainability)	\$500,000	2%	AFA (sustainability)	\$0	
Canned Salmon Phillipines	\$265,000	1%	Canned Salmon Phillipines	\$0	
Grand Total	\$23,523,100	100%	Grand Total	\$22,500,000	100%

FY15 proposed appropriation	26,321,300
FY15 proposed spend 'intent'	<u>23,698,240</u>
RESERVE	\$1,198,240

FY15 (proposed) ASMI Overall Budget

Operating Budget spend planned= \$ 22,500,000.00

Capital Budget spend planned = \$ 159,000.00

