

ASMI Board of Directors Meeting Juneau-April 23-24, 2014

**ASMI Budget Presentation
Naresh Shrestha – Fiscal Officer**



FY15 Overall ASMI Budget (*proposed*)



FY 15 Legislative Appropriation (Operating Budget *proposed*)

- SDPR \$14,826,500
- GF \$ 7,383,600
- MAP \$ 4,500,000
- **TOTAL** **\$26,710,100**
- 19 PCNs

<u>FY 14 Legislative Appropriation</u>		
GFPR	\$	17,335,700
GF	\$	7,772,200
<u>MAP</u>	<u>\$</u>	<u>4,500,000</u>
TOTAL	\$	29,607,900

FY15 Intent language restricting expense

- SDPR \$ 12,203,440
- GF \$ 7,383,700
- MAP \$ 4,500,000
- TOTAL** **\$ 24,087,440**

<u>Intent Language Restricting Expense for FY14</u>		
GFPR	\$	14,225,840
GF	\$	7,772,200
<u>MAP</u>	<u>\$</u>	<u>4,500,000</u>
TOTAL	\$	26,498,040



- (h) The following amounts are appropriated from the specified sources to the Alaska Seafood Marketing Institute for seafood marketing activities for the fiscal year ending 11 June 30, 2015:
- (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 statutory designated 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, 2015, which is approximately equal to 20 percent of the statutory designated program receipts of the Alaska Seafood Marketing Institute for the fiscal year ending June 30, 2015;
 - (3) the sum of \$2,883,600 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 fund to match the federal receipts appropriated in (5) of this subsection;**
 - (5) the sum of \$4,500,000 from federal receipts.
 - (i) It is the intent of the legislature
 - (1) that the Alaska Seafood Marketing Institute limit expenditure of the appropriation in (h)(1) of this section to 80 percent of the statutory designated 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 and federal receipts for seafood marketing activities to not more than \$9,000,000 in a fiscal year, regardless of the amount of industry contributions and federal receipts;
 - (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;
 - and
 - (4) that the appropriations made in (h) of this section are included in the base budget of the Alaska Seafood Marketing Institute.**



FY 14 Appropriation from Capital Budget *continues*

- GF \$ 159,000 (app.,)

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

FY15 proposed appropriation \$ 26,710,100

FY15 proposed spend 'intent' \$ 24,087,440

<u>BUDGET CATEGORY</u>	<u>FY14 Budget</u>		<u>BUDGET CATEGORY</u>	<u>FY15 Budget (proposed)</u>	
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 spend 'intent' \$ 24,087,440

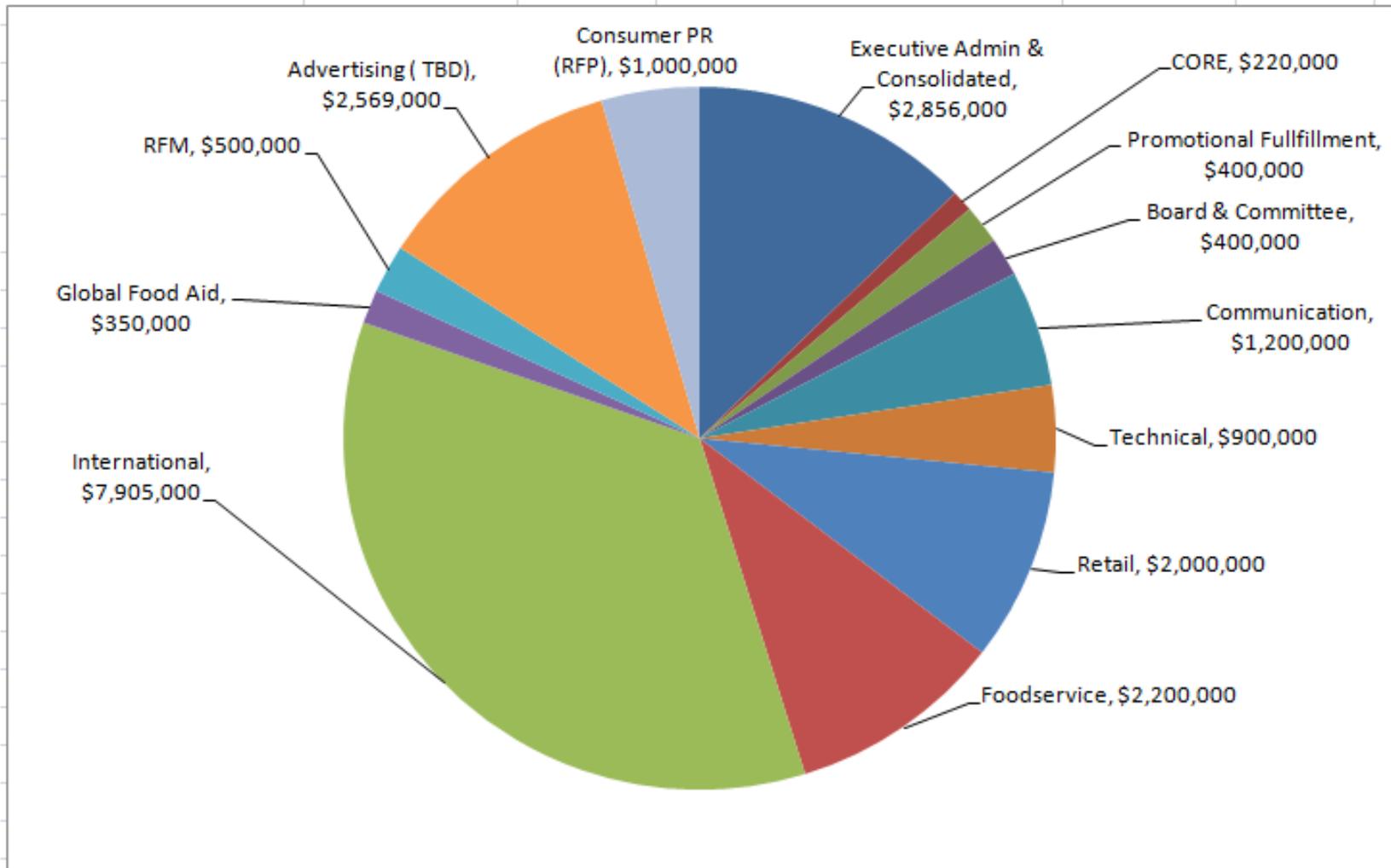
FY15 ASMO proposed budget \$ 22,500,000

Reserve \$ 1,587,440

FY15 (proposed) ASMI Overall Budget

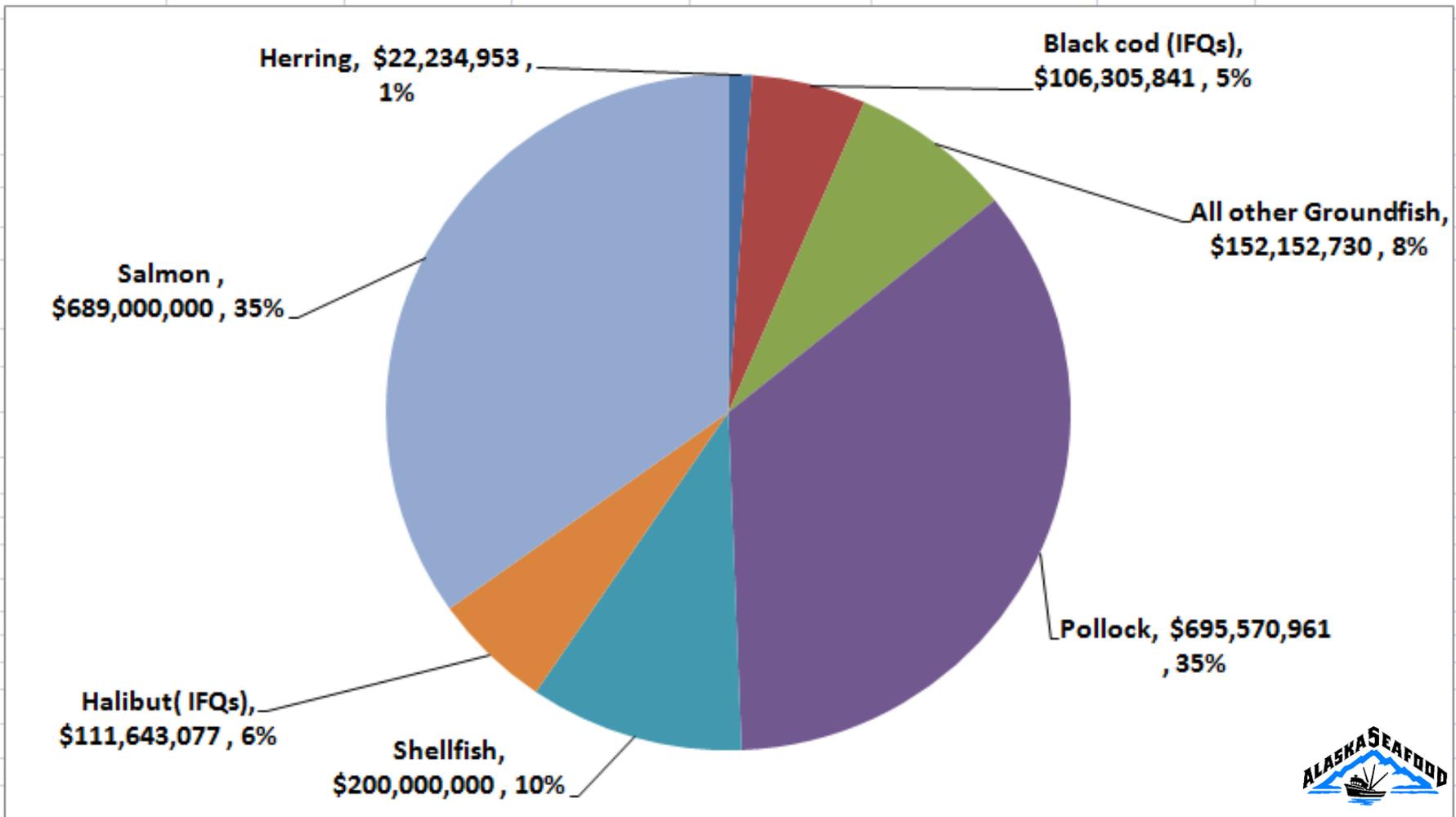
Operating Budget spend planned= \$ 22,500,000.00

Capital Budget spend planned = \$ 159,000.00





2013 harvest run ex vessel value *preliminary* projected at \$ 1.9 billion



A **Fisheries Business Tax** is levied on persons who process or export fisheries resources from Alaska. The tax is based on the price paid to commercial fishers or fair market value when there is not an arms length transaction. Fisheries business tax is collected primarily from licensed processors and persons who export fish from Alaska. AS. 43.75

A **Fishery Resource Landing Tax** is levied on fishery resources processed outside the 3-mile limit and first landed in Alaska or any processed fishery resource subject to sec. 210(f) of the [American Fisheries Act](#). The tax is based on the unprocessed value of the resource, which is determined by multiplying a statewide average price (determined by the Alaska Department of Fish and Game data) by the unprocessed weight. The Fishery Resource Landing Tax is collected primarily from factory trawlers and floating processors which process fishery resources outside of the state's 3-mile limit and bring their products into Alaska for transshipment. AS. 43.77

ASMI

A **Seafood Marketing Assessment** is levied at a rate of 0.5% of the value of seafood products processed first landed in, or exported from Alaska.



FY 15 (proposed) Executive,
Consolidated Costs & Admin



Comparison of FY 14 and FY 15 Executive, Admin & Consolidated Program Budgets

<i>BUDGET CATEGORY</i>	<i><u>FY14</u> Budget</i>	<i><u>%</u> Budget</i>	<i>BUDGET CATEGORY</i>	<i><u>FY15</u> Budget</i>	<i><u>%</u> Budget</i>
Admin Executive office P/S-	\$656,000	13%	Admin Executive office P/S-	\$656,000	15%
Executive Office Travel	\$150,000	3%	Executive Office Travel	\$150,000	3%
Fulfillment House	\$400,000	8%	Fulfillment House	\$400,000	9%
Board & Committees	\$400,000	8%	Board & Committees	\$400,000	9%
SMIS	\$184,500	4%	SMIS	\$184,500	4%
Consolidated Costs	\$1,165,500	24%	Consolidated Costs	\$1,315,500	30%
CORE Costs	\$220,000	5%	CORE Costs	\$220,000	5%
Boston Go Wild/ N.O. Show	\$150,000	3%	Boston Go Wild/ N.O. Show	\$150,000	3%
Website/IT support contract	\$295,000	6%	Website/IT support contract	\$350,000	8%
RFM	\$452,000	9%	RFM	\$500,000	11%
Canned Salmon Philippines	\$265,000	5%			
Adam Friedman @ Associates (Sustainability)	\$500,000				
Trademark costs	\$50,000	1%	Trademark costs	\$50,000	1%
Grand Total	\$4,888,000	100%	Grand Total	\$4,376,000	100%

Admin Consolidated FY15 Proposed Budget

