



Alaska Seafood Marketing Institute

TO: ASMI Board of Directors

FROM: ASMI Communications Committee

DATE: April 29, 2024

SUBJECT: Communications Committee Budget Priorities If State of Alaska Funds Are Received

If State of Alaska funding for ASMI is received for FY25, the expectation is that a significant portion would go toward marketing in the U.S. The Communications Committee supports restoration of the Communications Program budget (with \$25k previously budgeted for Arctic Winter Games to go toward new visitor outreach) and restoration of the Consumer PR budget for FY25. Should sufficient funds be received to allow for increases in these budgets, the Communications Committee further recommends increases (compared to FY24) for the paid digital social media amplification, paid influencer program, sample product and miscellaneous media, and FAM trips budget line items.