

DEPARTMENT OF COMMERCE, COMMUNITY AND ECONOMIC DEVELOPMENT

4. **Tourism Marketing** / Tourism Marketing Operating/Capital Budget (CCS HB 268 (Corrected))

Is it the intent of the legislature that \$1,500,000 of the unrestricted general funds appropriated to the Alaska Seafood Marketing Institute and \$1,500,000 of the unrestricted general funds appropriated to the Alaska Travel Industry Association be used by both recipients to cooperate and collaborate together to efficiently deploy marketing dollars to both support Alaska seafood and Alaska as a destination for tourism.

A grant was issued to the Alaska Travel Industry Association (ATIA) for \$5,000,000 in unrestricted general funds for marketing efforts to support Alaska as a destination for tourism. The corresponding funding for the Alaska Seafood Marketing Institute (ASMI) was not enacted, so matching funds were not available for collaborative efforts. However, multiple efforts by the ATIA are complementary to seafood marketing, and the ATIA has identified efforts under this grant that promote Alaska seafood. These efforts include:

- **Paid Media Campaign**
 - o The updated FY2025 marketing campaign will include imagery and video components of seafood. Advertising tactics include digital display, online video, paid social media, search engine marketing, and print placements.

- **Owned Content**
 - o Three pages of the Official State Vacation Planner are dedicated to wild Alaska seafood and distributed to high-potential visitors requesting travel planning information.
 - o Articles, imagery, and video content are being created about Alaska seafood for placement on TravelAlaska.com.
 - o The July 2024 Travel Alaska E-newsletter was dedicated to Alaska seafood and distributed to 500,000 opt-in subscribers.
 - o Organic social media channels feature a weekly post about Alaska seafood called “Catch of the Week.”
 - o The ATIA and the ASMI share video and image libraries to co-promote tourism and seafood assets.

- **Public Relations**
 - o Media pitches and editorial briefings include seafood content.
 - o The ATIA and the ASMI co-hosted a writer for feature stories in the Travel & Leisure and the Food & Wine magazines.
 - o Annual Alaska Media Road Show event will feature wild Alaska seafood during meals.

- **Travel Trade and International**

- The ATIA will feature Alaska seafood and the ASMI promotional material at the ATIA-sponsored trade events such as the Alaska reception at Seatrade and the new Amazing Alaska Experience being held in Anchorage in February 2025.
- Alaska seafood is promoted in educational training seminars and through the Alaska Certified Expert program to help travel advisors sell Alaska tour packages.
- The ATIA includes seafood meals during familiarization tours (FAM) of Alaska with tour operators and travel agents. The FAM tour participants also receive ASMI branded items.

5. Alaska Gasline Development Corporation / Alaska Gasline Development Corporation Operating/Capital Budget (CCS HB 268 (Corrected))

It is the intent of the legislature that the Alaska Gasline Development Corporation continue to work towards meeting the critical energy needs of Alaskans by advancing a pipeline project proposal which would deliver North Slope natural gas to Alaska's utilities, businesses, and homeowners. Further, it is the intent of the legislature that the Alaska Gasline Development Corporation complete an independent third-party review of a project proposal that would commercialize North Slope gas and present that analysis to the legislature by December 20, 2024. It is the further intent of the legislature that if analysis shows a positive economic value to the state, all parties would work toward Front End Engineering and Design for Phase 1 of a pipeline project.

Wood Mackenzie presented their preliminary information at the Alaska Gasline Development Corporation (AGDC) September 2024 Board Meeting. Their presentation is available at <https://agdc.us/wp-content/uploads/2024/09/2024.09.10-WM-AGDC-Alaska-LNG-Phase-1.pdf>.

In addition, on November 12, 2024, the Office of the Governor provided a memorandum and report to members and members-elect of the Alaska State Legislature in response to this intent language.

Finally, on November 19, 2024, the AGDC and Wood Mackenzie presented an update and the report to the House Resources Committee. The recording and presentation materials are available at <https://www.akleg.gov/basis/Meeting/Detail?Meeting=HRES%202024-11-19%2013:00:00#tab4> 4.

6. Alaska Seafood Marketing Institute Operating/Capital Budget (CCS HB 268 (Corrected))

NON-COMPLIANCE DUE TO VETO

Is it the intent of the legislature that \$1,500,000 of the unrestricted general funds appropriated to the Alaska Seafood Marketing Institute and \$1,500,000 of the unrestricted general funds appropriated to the Alaska Travel Industry Association be used by both recipients to cooperate and collaborate together to efficiently deploy marketing dollars to both support Alaska seafood

and Alaska as a destination for tourism.

7. Alaska Seafood Marketing Institute

Operating/Capital Budget (CCS HB 268 (Corrected))

It is the intent of the legislature to match the level of seafood industry contributions from the most recent closed fiscal year in an amount not to exceed \$10 million and that the Alaska Seafood Marketing Institute (ASMI) limit expenditures of Statutory Designated Program Receipts to \$10 million. It is further the intent that ASMI manage available resources to have between \$10 million and \$15 million for non-international marketing purposes available annually for the fiscal years 2025 through 2027.

The \$10 million in unrestricted general funds for the Alaska Seafood Marketing Institute (ASMI) in HB268 was not enacted. The agency's statutory designated program receipts have been utilized to support the Alaska seafood industry. The ASMI continues to collaborate with the Alaska Travel Industry Association (ATIA) using existing marketing efforts. For example, the ASMI presented an educational session about Alaska seafood during the ATIA's Annual Convention and Trade Show in Juneau and sponsored the ATIA's Opening Night Reception with Alaska seafood. The ASMI anticipates sponsoring and participating in future ATIA events to ensure broader awareness and exposure to Alaska seafood as a benefit to the tourism sector.

The ASMI and ATIA will maintain their established partnership in FY2025 by continuing to share access to each other's asset libraries, share/cross-pointing on social media and other channels where appropriate, and displaying the other organization's materials at trade and consumer shows.

The ASMI's existing relationships with various cruise lines and other tour operators, such as Allen Marine, will be further expanded in the new fiscal year. The ASMI became a member of the Cruise Lines International Association (CLIA) Alaska in 2024 and will continue this membership in 2025. The ASMI resources, like the "Seafood U" training course, "Seafood 101" informational brochure, the "Sustainability Story" brochure, and food service recipes, etc., are promoted and made available to all visitor industry partners. The ASMI also frequently shares suppliers of Alaska seafood with members of the visitor industry.

8. Department of Commerce, Community, and Economic Development

Operating/Capital Budget (CCS HB 268 (Corrected))

The sum of \$4,000,000 is appropriated from the general fund to the Department of Commerce, Community, and Economic Development for payment as a grant under AS 37.05.315 to the Municipality of Anchorage for the costs of operating a low-barrier shelter on East 56th Avenue in Anchorage for the fiscal year ending June 30, 2025. It is the intent of the legislature that the Municipality of Anchorage declare the area within a 200-yard radius of the shelter to be a drug-free zone.

The Division of Community and Regional Affairs issued a grant to the Municipality of Anchorage for the costs of operating a low-barrier shelter on East 56th Avenue. The grant scope includes the legislative intent that the area around the shelter be designated as a drug-free zone.