

HB

177

<TARGET><BILL>HB 177</BILL><SUBJECT>HB
177</SUBJECT><COMM>HRES29</COMM></TARGET>

ALASKA STATE LEGISLATURE

Interim:

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Session:

**State Capitol Building
Juneau, Alaska 99801-1182
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REPRESENTATIVE WES KELLER DISTRICT 10

SPONSOR STATEMENT

HB 177

"An Act relating to king salmon tags and king salmon tag designs."

Alaska, it is still the Land of mystery to millions of people. Almost anyone who has heard anything at all about Alaska are fascinated by the vastness of the state and our abundance of resources. Around the world Alaska salmon is considered the only premier salmon to eat. Alaska's Kings (Chinook) are some of the largest in the world and anglers come here every year just to hook one for the fight of their lives.

Alaska is also a place that has become well-known for unique and talented artists. In shops from Ketchikan to Fairbanks art is sold that was created in and funneled down from rural Alaska. HB 177 is an opportunity for us to take advantage of our king salmon resource and provide an opportunity for our artistic community at the same time.

HB 177 takes an existing program, the Alaska King Salmon angler authorization stamp and expands it into an annual artist event. It turns the salmon stamp into a piece of collectable art and provides an opportunity for posters and signed prints with proceeds potentially being funneled into the Department.

This bill will take a lesson from Alaska's Duck stamps. Opening the design from the current basic tag to something many will purchase even if they never wet a line or come to the state. HB 177 is an opportunity to seek alternative methods of funding for the continued advancement of our fish and game resource while promoting those resources around the world.

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Fiscal Note

State of Alaska
2016 Legislative Session

Bill Version: HB 177
Fiscal Note Number: _____
() Publish Date: _____

Identifier: HB177-DFG-DSF-01-22-16
Title: KING SALMON TAGS AND DESIGNS
Sponsor: KELLER
Requester: House Special Committee on Fisheries, Resources

Department: Department of Fish and Game
Appropriation: Sport Fisheries
Allocation: Sport Fisheries
OMB Component Number: 464

Expenditures/Revenues

Note: Amounts do not include inflation unless otherwise noted below. (Thousands of Dollars)

	FY2017 Appropriation Requested	Included in Governor's FY2017 Request	Out-Year Cost Estimates					
			FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
OPERATING EXPENDITURES								
Personal Services	30.0		18.0	18.0	18.0	18.0	18.0	18.0
Travel								
Services	18.8		30.8	30.8	30.8	30.8	30.8	30.8
Commodities								
Capital Outlay								
Grants & Benefits								
Miscellaneous								
Total Operating	48.8	0.0	48.8	48.8	48.8	48.8	48.8	48.8

Fund Source (Operating Only)

1004 Gen Fund	43.8		38.8	28.8	18.8	8.8	
1005 GF/Prgm	5.0		10.0	20.0	30.0	40.0	48.8
Total	48.8	0.0	48.8	48.8	48.8	48.8	48.8

Positions

Full-time							
Part-time							
Temporary							

Change in Revenues	5.0		10.0	20.0	30.0	40.0	50.0
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Estimated SUPPLEMENTAL (FY2016) cost: 0.0 *(separate supplemental appropriation required)*
(discuss reasons and fund source(s) in analysis section)

Estimated CAPITAL (FY2017) cost: 0.0 *(separate capital appropriation required)*
(discuss reasons and fund source(s) in analysis section)

ASSOCIATED REGULATIONS

Does the bill direct, or will the bill result in, regulation changes adopted by your agency? No
If yes, by what date are the regulations to be adopted, amended or repealed?

Why this fiscal note differs from previous version:

Not applicable, initial version.

Prepared By:	Thomas Brookover, Director	Phone:	(907)267-2150
Division:	Sport Fish	Date:	01/22/2016 06:00 PM
Approved By:	Kevin Brooks, Deputy Commissioner	Date:	01/23/16
Agency:	Department of Fish and Game		

FISCAL NOTE ANALYSIS

STATE OF ALASKA
2016 LEGISLATIVE SESSION

BILL NO. HB 177

Analysis

This Bill creates a king salmon tag program , making stamps available for the creation of king salmon limited edition prints and provide for the sale of stamps and prints to the public.

This analysis takes into account all foreseen costs to coordinate a new program including staff time, artist contracting, printing, and shipping costs. We anticipate printing 500 limited edition prints the first year and 1,000 each year after that.

Personnel costs cover salary for a portion of a position (Range 18) to lead and coordinate the program including developing and administering artist and printing contracts. This position is expected to work 4 months the first year (\$28,000) and 2 months in subsequent years (\$14,000) on this program. The department anticipates adding months to an existing seasonal position. Personnel costs also include staff time spent on sales and distribution of stamps and prints; these costs are estimated at \$1,800 for 500 prints, and \$3,600 for 1,000 prints.

Costs for services include:

- contract with artist: \$2,500 - \$5,000 per year
- printing contract for prints: \$8,000 (500 prints) - \$16,000 (1,000 prints)
- mailing supplies/postage: \$4,000 (500 prints) - \$8,000 (1,000 prints)
- increased cost for stamps: \$1,800

Sale of prints would generate an unknown level of revenue. Based on other similar prints, we expect a price in the range of \$100/print. If all prints are sold, revenue could reach \$50,000 for 500 prints and \$100,000 for 1,000 prints. However, actual demand for prints is unknown and we assume sales at 100 prints the first year, growing to 500 prints by year five. Revenues generated by similar art print and stamp programs developed by states (including State of Alaska duck stamps) in the 1980s experienced high initial sales and revenues the first year followed by steady annual declines.

Personalized Postage Stamps - Alaska Salmon Stamp



Circles of Salmon Stamp

[See more details at Zazzle »](#)

\$25.75

+\$5.99 shipping. No tax

[Zazzle](#)



Alaska Salmon Stamp

Circles of Salmon Stamp

[See more details at Zazzle »](#)

\$25.75

+\$5.99 shipping. No tax

[Zazzle](#)



Alaska Salmon Circle Stamp

Circles of Salmon Stamp

[See more details at Zazzle »](#)

\$25.75

+\$5.99 shipping. No tax

[Zazzle](#)

Alaska Railroad Annual Art Program

Summary of Costs

Compiled for Rep. Wes Keller's Office
By ARRC Corporate Communications Officer Stephenie Wheeler
who administers this program for railroad

Program Timeline

Call For ArtistsNovember
Artist Submission deadlineMid-February
Artwork Selection / Artist NotificationEnd of March
Contract with Artist.....mid-April
Deadline for Artist to Complete Artwork.....end of August
Art Print / Poster / Pin production.....Sept – Nov
Sign and Sale Events.....mid-Nov – mid December

Production Costs

3,000 16-by-20-inch (standard size) posters	\$2,300
800 23-by-28-inch prints	\$2,600
2,000 lapel pins	<u>\$2,250</u>
Total Production Costs	<u>\$7,150</u>

Advertising / PR Agency time

Art Scan	\$500
Poster / Print layout and liaison with printer	\$2,000
Advertising layout and media insertion order	<u>\$1,500</u>
Total Advertising / PR Agency Time	<u>\$4,000</u>

Artist payment

Initial payment (when contract is signed)	\$1,000
Subsequent payment (when artwork delivered)	<u>\$2,000</u>
Total Artist payment	<u>\$3,000</u>

Cost for Sign-and-Sale events

When the print/poster are delivered in time for the holidays, we hold sign-and-sale events in Anchorage and Fairbanks at our respective depots, and typically in a public location in the small community featured in the artwork.

- Facility Rentals – Typically the railroad does not have much of an expense here, as we use our depots and/or community spaces that have low to no rental fee.
- Air Fare Anchorage-Fairbanks for Artist and Staff member \$800
- Food for staff manning the event and for the artist \$100
- **Total Sign-and-Sale Costs** **\$900**

Publicity Costs

Advertisements in Anchorage, Fairbanks and small community newspaper

Alaska Dispatch – 2 ads	\$2,000
Fairbanks Daily News Miner – 2 ads	\$800
Frontiersman – 2 ads	<u>\$900</u>
Total Advertising	<u>\$3,700</u>

PR Agency Time to Promote on Social Media \$1,000

Total Publicity Costs **\$4,700**

Hard costs total about \$20,000 annually

Alaska Railroad Staff Time

ARRC Corporate Affairs Staff Time

- Call for Artists – post on several dozen art and community calendar and notify past artists via email. Most of this is “free” but requires staff time 24 hours
- Receive, store and organize 12-30 art entries 6 hours
- Coordinate selection by committee 6 hours
- Notify artists or decision (letter / email), return artwork 12 hours
- Coordinate with Artist (meet, update contract, facilitate photography) 20 hours
- Set up sign-and-sale events (usually at least 3 events) 8 hours
- Call to reserve print numbers, track print numbers, communicate with about 100 folks who previously reserved prints (email/phone) 24 hours
- Coordinate with agency to design poster/pin/print layout and proofs 3 hours
- Coordinate with agency to update advertisements and reserve newspaper space; also post events to about 24 media and community calendars 12 hours
- Coordinate with artist to sign and number 750 prints, separating reserved numbers to ensure these folks can get their prints at window 8 hours
- Coordinate artist travel to sign-and-sale events and attend events 30 hours

Legal Department Staff Time

- Coordinate with Legal to draw up contract 4 hours

Depot Staff

- Prep depots for Sign-and-Sale Events - 2 people 8 hours
- Man Ticket Window / Gift Shop for events; setup/take-down – 2 ppl 20 hours

Total Alaska Railroad Staff Time

185 hours

Revenue Generation

ARRC Ticket window and Gift Shops in Fairbanks and Anchorage sell the print, poster and pin year-round with the big push during the holidays and summer during daily passenger season. Depending on the artwork, some years sell better than others.

- Prints sell for \$55 each
- Posters sell for \$30 each
- Pins sell for \$5 each

Note: the Gift Shop also order other merchandise featuring the artwork (ornaments, coasters, mugs, T-shirts, etc.) that sell pretty well during the holidays and summer season.

Revenues in 2015:

Amounts below include sales of prints/posters from previous years.

- Gift Shop gross sales for prints / posters was about \$21,000
- Ticket Window poster/print sales was about \$2,000

Bottom line: Annual revenues of \$20,000 - \$23,000 generally cover the hard costs of our Annual Art Print/Poster program in addition to some of the staff time.

Questions? Clarification?

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OR

Tim Sullivan, External Affairs Manager

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Cell Phone: (907) 223-7372

Email: SullivanT@akrr.com

271 results for Alaska duck stamps on e-Bay

Follow Alaska duck stamps to get e-mail alerts and updates on your eBay Feed.

Unfollow Alaska duck stamps to stop getting updates on your eBay Feed.

Yay! You're now following Alaska duck stamps in your eBay Feed. You will receive email alerts for new listings.

Alaska duck stamps:

Items in search results



Alaska: 1985 Waterfowl Stamp, #1, MNH (6775)

\$3.95

Buy It Now



Alaska Duck Stamp 2002 \$5.00 *SALE*

\$8.55

1 bid

1d 2h left (Friday, 4PM)



Alaska Duck Stamp 2007 \$5.00 *SALE*

\$9.03

0 bids

1d 2h left (Friday, 4PM)



Alaska Duck Stamp 2010 \$5.00 *SALE*

\$8.55

0 bids

1d 2h left (Friday, 4PM)



Alaska Duck Stamp 2011 \$5.00 *SALE*



Alaska Duck Stamp 1994 \$5.00 *SALE*

\$9.49

0 bids

1d 2h left (Friday, 4PM)



Alaska Duck Stamp 2012 \$5.00 *SALE*

\$7.84

0 bids

1d 2h left (Friday, 4PM)



AK8 1992 Alaska State Duck Stamp DSS

\$7.00

Buy It Now

Free shipping

Only 1 left!

1 watching



Alaska Duck Stamp 1986 \$5.00 *SALE*

\$4.75

0 bids

1d 2h left (Friday, 4PM)



1997 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)



1988 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)

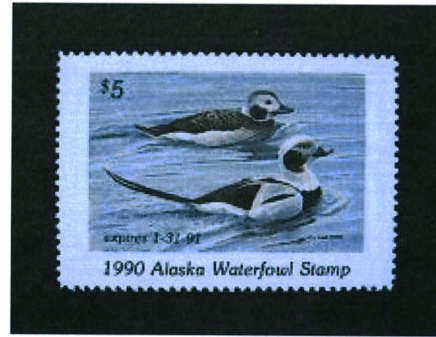


1989 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)



1990 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)

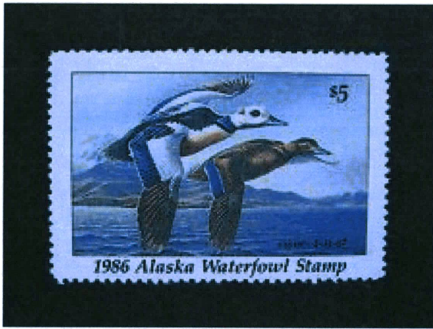


1994 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)



1986 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)



1985 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)



ALASKA #11 1995 STATE DUCK PACIFIC BRANT by Cynthia Fisher

\$17.00

Buy It Now



1987 Alaska State Duck Migratory Waterfowl Stamp MNHOG

\$2.99

0 bids

5d 3h left (Tuesday, 5PM)



1985 Alaska Duck Hunting License Stamp

\$5.00

or Best Offer

Buy It Now

Free shipping

New listing 1985 FOS ALASKA DUCK STAMP
PRINT-NO STAMP INCLUDED-GIANT SALE-
GOOSE-SMITH

\$25.00

Buy It Now



1989 Alaska Duck Hunting License Stamp

\$5.00

or Best Offer

1952-53 Alaska Territory Fishing License Stamp

\$65.00

or Best Offer



1990 Alaska State Duck Stamp Mint Never
Hinged VF

\$6.00

1994 ALASKA WATERFOWL • US DUCK STAMP •
HARLEQUIN DUCK AK-10 • MNH VF

\$9.74

Was: \$17.71

Buy It Now

Free shipping

45% off

From Canada

1986 Alaska State Duck Stamp Mint Never
Hinged VF

\$6.00

Buy It Now

Free shipping

USA DUCK Stamp ALASKA Scott # 3 1987 mint
Lot 3372

\$3.50

Buy It Now

SC# AK4 1988 \$5 Alaska Trumpeter's Swan -
Duck Stamp MNH

\$6.45

Buy It Now

1954-55 Alaska Territory Fishing License Stamp

\$175.00

or Best Offer