

**2016 Funded Projects**

11/7/16

Project Name	Purpose	Strategy	Total
KDLG – Support	Expanded coverage of the commercial fishery.	Organization	\$20,000.00
Camai Community Health Center - ER Doctor	Funding to hire a board-certified emergency room physician to work during the 2016 fishing season.	Organization	\$5,000.00
Jackson – Town Hall Meetings	Encourage dialog with members about current and potential future projects and further organizational outreach.	Organization	\$12,830.20
Mosness – Slow Food USA	Attend 2016 Slow Food USA to share important policy and other information about Bristol Bay's fishery with other activists.	Marketing	\$1,800.00
ResilienSea – Marketing Plan Development	Develop plans and map out strategy for implementation of a targeted Bristol Bay salmon marketing plan for BBRSDA board.	Marketing	\$3,516.85
ResilienSea – Branding and Marketing	Develop and execute a branding and marketing program for Bristol Bay salmon products in the global food market.	Marketing	\$45,833.34
Rising Tide Communications – Marketing Program	Develop and implement a marketing campaign for Bristol Bay Sockeye that includes consumer marketing efforts, company employee-facing training and support, and retail and supply chain-facing outreach.	Marketing	\$349,000.00
Rising Tide Communications – Marketing Program 1.5	Interim marketing projects - trade show booth design and production, web updates, direct marketing materials, organization logo design, e-news templates, new letterhead, event supplies design and production, business card design/printing.	Marketing	\$25,000.00
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00
Chefs Collaborative Sponsorship	Leverage Chefs Collaborative's Boulder/Denver, CO network of chefs, key influencers, and media to strengthen and enhance the impact of BBRSDA's Boulder consumer retail strategy.	Marketing	\$20,000.00
Nielsen Perishables Group - Salmon Point-of-Sale Data	Provide a year of U.S. point-of-sale salmon data.	Marketing	\$20,500.00
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$16,400.00
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$16,400.00
Digital Observers – Chilling Coordinator and Outreach	Coordinate and assist with development and implementation of quality projects in 2016.	Quality	\$40,262.00
OBSI – Ice Barge Delivery Modification	Improve ice barge delivery system.	Quality	\$20,000.00
Icicle Seafoods - Ice Refurbishing	Refurbish a Northstar 20 ice machine for use in the Bristol Bay salmon fishery.	Quality	\$9,983.00
Big Creek Fisheries – Ice Tote	Provide additional ice in the Ugashik District through purchase of additional ice totes.	Quality	\$5,400.00
KLDG – Quality PSAs Underwriting	Provide airtime for quality public service announcements.	Quality	\$3,050.00
Bob King – Quality Public Service Announcements	Develop and record quality public service announcements.	Quality	\$2,000.00
Northern Economics – Processor Quality Survey	Determine the level of chilled fish reaching processors in 2016.	Quality	\$12,300.00
BBSRI – Port Moller Test	Support test fishery.	Sustainability	\$40,000.00
ADF&G – Port Moller and Inriver Test	Support Port Moller and Inriver test fisheries projects.	Sustainability	\$226,327.00
ADF&G Electronic Measurement Boards	Support to improve the hardware and software used for the sampling of the commercial harvest in Bristol Bay.	Sustainability	\$10,000.00
ADF&G – Escapement Tracking	Early counting in five districts and late tower operations in four in 2016.	Sustainability	\$43,200.00
		<b>Organization</b>	<b>\$37,830.20</b>
		<b>Marketing</b>	<b>\$521,795.19</b>
		<b>Quality</b>	<b>\$125,795.00</b>
		<b>Sustainability</b>	<b>\$319,527.00</b>
		<b>TOTAL</b>	<b>\$1,004,947.39</b>