

**BBRSDA 2017 Funded Projects**

11/8/2017

Project Name	Purpose	Strategy	Total
KDLG – Support	Expanded coverage of the commercial fishery.	Organization	\$25,000.00
2017 Town Hall Meetings Series	Encourage dialog with members about current and potential future projects and further organizational outreach.	Organization	\$11,300.00
Rising Tide Communications – Marketing Program 2.0	Expand brand reach and further develop 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	\$275,000.00
Retail Marketing Partners	Support for retail promotions of Bristol Bay Sockeye Salmon (BBSS), including use of BBSS promotional materials, retail training, retail demos.	Marketing	\$40,000.00
MRJ & Associates – Retail Promotions Consultant	Build brand awareness in the U.S. by establishing retail relationships and the execution of Bristol Bay Sockeye salmon promotions with partner retailers in collaboration with Rising Tide Communications and on behalf of BBRSDA.	Marketing	\$38,500.00
McDowell – Salmon Market Reports	Annual spring and fall research report to analyze Bristol Bay sockeye markets and distribution channels.	Marketing	\$56,145.00
Retail Marketing Videos	Produce 3 short promotional videos for use by retailers, direct marketers.	Marketing	\$12,000.00
Bristol Bay Sockeye Salmon Trademark	Fees for federal trademarking of the Bristol Bay logo and tagline	Marketing	\$12,000.00
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$20,000.00
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$20,000.00
Northern Economics – Processor Quality Survey	Determine the level of chilled fish reaching processors in 2016.	Quality	\$12,300.00
Rising Tide Communications – Quality Campaign	Develop and execute a campaign to increase the number of Bristol Bay gillnetters that chill their salmon at the point of harvest and encourage best fish handling practices.	Quality	\$50,000.00
BBMRI/BBFC Salmon Assessment	Provide funding for the Bristol Bay Fisheries Collaborative that in turn funds the ADF&G to conduct salmon assessment projects and other activities in Bristol Bay.	Sustainability	\$91,103.00

<b>Organization</b>	<b>\$36,300.00</b>
<b>Marketing</b>	<b>\$433,645.00</b>
<b>Quality</b>	<b>\$102,300.00</b>
<b>Sustainability</b>	<b>\$91,103.00</b>
<b>TOTAL</b>	<b>\$663,348.00</b>

