

## 2019 BBRSDA Projects

Project Name	Purpose	Strategy	Total
KDLG	2019 Bristol Bay Fisheries Report & Barge PSAs.	Organization	\$36,000
Camai ER Doctor	Funding to support costs of board-certified emergency room physician to work during the 2019 fishing season.	Organization	\$5,000
Drill Instructors	Train up to 3 new AMSEA MSIT trainers and hold 4 Drill Conductor AMSEA safety courses in Bristol Bay.	Organization	\$30,000
Fleet Team	Develop a team of fishermen ambassadors to support program activities, stimulate effective proposals and enhance BBRSDA outreach.	Organization	\$30,000
Town Hall Series	To inform BBRSDA members of current BBRSDA projects and encourage member participation in the organization.	Organization	\$19,340
Rising Tide Communications – Marketing Program	Increase consumer demand for Bristol Bay Sockeye through domestic marketing campaign that includes, supply chain and retail engagement, in store promotions, food service, content creation, PR, social media, and advertising.	Marketing	\$455,000
Retail Marketing Partners	Support for retail promotions for in store demos, sales contests, or merchandising.	Marketing	\$125,000
Point of Sales Costs	Costs of point of sale assets used in retail promotions including recipe cards, branded aprons, ice sign, info cards, and on pack stickers.	Marketing	\$60,000
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 RTC.	Marketing	\$60,000
Crooked Footprint Video	Generate video content from the Bay in 2019 for future Marketing activities.	Marketing	\$9,500
SeaFeast Festival 2019	Sponsor the 'Skill of the Grill' at the popular SeaFeast festival in Bellingham, WA.	Marketing	\$5,000
OBSI – Bristol Lady	Support ice barge operating costs.	Quality	\$20,000
Trident – Bristol Maid	Support ice barge operating costs.	Quality	\$20,000
Northern Economics – Processor Quality Survey	Survey processors about quality and chilling performance in the 2018 fishery.	Quality	\$13,000
Ice Making & Delivery RFP	Provide up to a 100% reimbursement to purchase new equipment or distribution equipment and refurbish previously acquired equipment.	Quality	\$112,500
Insulated Ice Bag RFP	Support the purchase of insulated ice bags to be utilized on tenders to increase the quality and quantity of ice delivered on the fishing grounds.	Quality	\$50,000
Ice Distribution RFP	Support operating costs of producing and distributing quality ice on the fishing grounds.	Quality	\$50,000
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	\$21,000
Capt'n Jack's Tidebook	Bristol Bay edition of Capt'n. Jack's Tide & current Almanac to include special sections on quality handling practices and organizational information.	Quality	\$17,500
RSW Discount Program	Provide bulk discount purchase of Refrigerated Seawater (RSW) equipment to the Bristol Bay salmon fishery. (Note: dollar figure represents value of unsold units).	Quality	\$169,400
BBFC Salmon Assessment	Jointly partner to fund the ADF&G to conduct salmon assessment projects and as identified by the Bristol Bay Fisheries Collaborative (BBFC).	Sustainability	TBD
TNC & Lynker Technologies - Pebble Mine Tailings Dam Failure Model	Use a hydraulic modeling software tool to estimate the downstream extent and thickness of tailings that might be deposited by a potential Pebble Mine tailing dam failure which may affect salmon populations and habitats in the Bristol Bay region.	Sustainability	\$73,644
BBSRI – Port Moller Expansion	Partner with BBSRI to split costs of expanding the 2019 Port Moller test fishery to include a second research vessel, providing more information about the run.	Sustainability	TBD
UTBB - Pebble Outreach and Permitting Process	UTBB to perform outreach and education activities related to the National Environmental Policy Act (NEPA) permitting process for the proposed Pebble Mine.	Sustainability	\$225,000
CFBB Pebble Mine DEIS Technical Review	Salmon State - to hire sub-contractors to perform technical analysis and review information related to the Pebble Mine Draft EIS.	Sustainability	\$27,383
Faegre, Baker, Daniels LLP - Pebble Mine Comment	Work with an experienced law firm to assist BBRSDA in preparing public comments on Pebble Mine Draft EIS.	Sustainability	\$20,000
BBFA Legal Research	Assist Bristol Bay Fisherman's Association with legal research regarding Pebble Mine.	Sustainability	\$12,500
TNC - GIS Analysis	Perform research related to forthcoming Pebble Mine comment.	Sustainability	\$20,000
Dr. Jardine Pebble Research	Perform research related to forthcoming Pebble Mine comment.	Sustainability	\$7,200

<b>Organization</b>	<b>\$120,340</b>
<b>Marketing</b>	<b>\$714,500</b>
<b>Quality</b>	<b>\$473,400</b>
<b>Sustainability</b>	<b>\$385,727</b>
<b>TOTAL</b>	<b>\$1,693,967</b>

