

**FY22 FUNDED PROJECTS**

As of 12/31/22

	<b>Title</b>	<b>Amount</b>	<b>Notes</b>
<b>ORG</b>	KDLG Fisheries Report	\$ 50,000	2022 Bristol Bay Fisheries Report
	Ocean Strategies - Setnet inclusion	\$ 17,421	Consultant support to implement a winning campaign for voter participation and favorable vote for setnettesr to join the BBRSDA.
	Brist Merch Store	\$ 15,855	Operating costs for BB Merch store - offset by purchase credits
	Ocean Strategies - General	\$ 4,880	Government policy analysis, communications, and as-needed assistance activities that impact BBRSDA members
	Tax Services / Outreach	\$ 1,500	Funding of 2 Tax presentation webinars
	Crew Training Project	\$ 1,440	A program to train 4-6 new entrants to the fishery in deck skills, safety, net repair, and other relevant topics

<b>MARKETING</b>	FY 22-23 RTC Marketing (2022 portion)	\$ 497,964	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
	Retail Promotions	\$ 212,851	Support for retail promotions for in store demos, sales contests, or merchandising
	Edelman Agency (2022 portion)	\$ 90,400	Multichannel and media relations marketing firm, 3 of 12 months billed in 2022. Multichannel approach to create awareness of the attributes and values of BB Sockeye Salmon to reach trade and consumer audiences in the US.
	FY 22 MRJ & Associates Retail Chain Promotions Project (2022 portion)	\$ 66,000	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
	Point of Sales Costs (POS)	\$ 61,049	Costs of point of sale assets used in retail promotions including recipe cards, branded aprons, ice sign, info cards, and on pack stickers
	Salmon Week - Seattle & DC	\$ 55,471	Consultant work to coordinate DC and Seattle Restaurant Week / Salmon Week
	BBNC Marketing - Kraken	\$ 50,000	Marketing partnership with BBNC
	Action Mary PR Retainer	\$ 15,450	Public Relations Services during fresh Bristol Bay Sockeye Salmon summer promotion period.
	Marketing Events & Digital Boosts	\$ 13,389	Direct Marketer support and digital boosts.

<b>QUALITY</b>	RSW Apprentice Training Program	\$ 47,044	RSW apprentice program to expand RSW technicians in BB
	OBSI Ice Barge	\$ 20,000	Support Ice Barge operating costs
	Trident Ice Barge	\$ 20,000	Support Ice Barge operating costs
	Seafood Analytics / Digital Observer CQR Project	\$ 17,500	Deployment of CQRs and development a workable system of extracting quantitative analysis
	Capt'n Jack's Tidebook	\$ 17,500	Bristol Bay edition of Captn. Jack's Tide & current Almanac to include special sections on quality handling practices and organizational information
	RSW Class Scholarships	\$ 1,200	Partial reimbursement for RSW class participants.

<b>SUSTAINABILITY</b>	Pedro Bay Conservation Easement	\$ 1,000,000	Donation to Pedro Bay Conservation Fund on behalf of the Bristol Bay driftnet fleet, to preserve critical salmon spawning habitat and invest in the fleet's future.
	CFBB Habitat Protection	\$ 60,000	Funding support for CFBB Habitat Protection
	BBSRI - Replace Pandalus	\$ 56,442	Partner with BBSRI to split costs of expanding the Port Moller test fishery, providing more information about the run
	BBSRI - On-vessel genetics	\$ 40,983	Funding support to test BBSRI On-vessel genetic analysis during the season
	Ocean Strategies - Sustainability	\$ 5,507	Consultant work to investigate, draft and finalize for board review a Sustainability Policy to be integrated into BBRSDA's long-term strategic planning and operations.

<b>ORG</b>	\$ 91,096
<b>MKT</b>	\$ 1,062,574
<b>QTY</b>	\$ 123,244
<b>SUS</b>	\$ 1,162,932
<b>TOTAL</b>	<b>\$ 2,439,846</b>