

FY23 FUNDED PROJECTS

As of 06/12/23

	Title	Amount	Description
ORG	KDLG Fish Reports	\$ 60,000	2023 Bristol Bay Fisheries Report
	Setnet Inclusion	\$ 30,000	Funding to inform and initiate a vote for setnet membership into the BBRSDA
	Merch Store	\$ 15,000	Operating costs for BB Merch store - offset by purchase credits
	Ocean Strategies Price Report	\$ 12,500	Research and publish ex-vessel pricing report for the 2023 season
	Crew Training Project	\$ 10,000	A one-season pilot program to train 4-6 new entrants to the fishery in deck skills, safety, net repair, and other relevant topics
	Townhalls (Homer, Astoria, xx)	\$ 7,500	To inform BBRSDA members of current BBRSDA projects and encourage member participation in the organization.
	Bristol Baybes Magazine	\$ 7,000	Funding support for future editions
	Informational Webinars	\$ 5,000	TBD
	AMSEA Safety Classes	\$ 2,500	AMSEA Drill Conductor classes for fishermen in Naknek, Dillingham and Togiak, AK

MARKETING	Retail Promotions	\$ 900,000	Support for retail promotions for in store demos, sales contests, or merchandising - expanded in 2023 to increase sales velocity
	Edelman PR Services	\$ 400,000	Multichannel and media relations marketing firm. Multichannel approach to create awareness of the attributes and values of BB Sockeye Salmon to reach trade and consumer audiences in the US.
	RTC Marketing	\$ 283,750	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
	Point of Sales Costs (POS)	\$ 70,000	Costs of point of sale assets used in retail promotions including recipe cards, branded aprons, ice sign, info cards, and on pack stickers
	MRJ & Associates	\$ 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
	DC & Seattle Salmon Week Foodservice Consultants	\$ 60,000	Consultant working to coordinate DC Restaurant Week / Salmon Week
	Christine Fanning Communications	\$ 53,000	Retail marketing support bringing awareness in the U.S. by establishing retail relationships and execution of Bristol Bay Sockeye salmon promotions with partner retailers.
	AFDF Symphony of Seafoods Expansion	\$ 50,000	Contribute to expand the scope and impact of Symphony of Seafood annual event
	BBNC / Kraken Partnership	\$ 50,000	Marketing partnership with BBNC at Climate Pledge Arena - Bristol Bay Wild Market
	Digital Advertising Boosts	\$ 18,000	Support retail marketing events

QUALITY	Digital Observers CQR Project	\$ 40,000	Deployment of CQRs and development a workable system of extracting quantitative analysis
	RSW Apprentice Program	\$ 30,000	RSW apprentice program to expand RSW technicians in BB
	Fleet Scholarships for RSW Courses	\$ 27,000	Partial reimbursement for members who attend the RSW courses
	Northline SM3 Ice Barge	\$ 20,000	Support Ice Barge operating costs
	Trident Bristol Maid Ice Barge	\$ 20,000	Support Ice Barge operating costs
	Certified Quality Foods CQR Project	\$ 20,000	Utilize Certified Quality Readers to provide digital data to objectively identify good, better, and best quality fish for the Bristol Bay fishery
	FY23 Captn. Jack's Tide & Current Almanac	\$ 18,500	Bristol Bay edition of Captn. Jack's Tide & current Almanac to include special sections on quality handling practices and organizational information

SUSTAINABILITY	BBSRI/BBFC PMTF Salmon Assessment	\$ 90,468	Jointly partner to fund the Port Moller Test Fishery
	UW Research Proposal - Climate Change on Nush Sockeye	\$ 83,256	TBD
	CFBB Habitat Protection Outreach & Communication	\$ 45,000	Funding support for CFBB Habitat Protection
	Grad Student Research Program	\$ 35,000	TBD
	BBSRI On-vessel Genetic Analysis Project	\$ 27,725	Funding support for BBSRI On-vessel genetic analysis during the season
	Skipper Science App	\$ 11,000	Collaboration to work with Nushagak fishermen to assess travel corridors and run timing for Nushagak Chinook salmon

ORG	\$ 149,500
MKT	\$ 1,950,750
QTY	\$ 175,500
SUS	\$ 292,449
TOTAL	\$ 2,568,199