Grant Funded Project Proposal – BRISTOL BAY HERITAGE LAND TRUST

Proposer: Bristol Bay Heritage Land Trust.

Project Title: Sailing for Salmon – Pacific Northwest Tour

BBRSDA Strategies and Bylaws: The Executive Director of the Land Trust, Tim Troll, has read the strategies and bylaws of BBRSDA.

BBRSDA Strategy #3: Conduct Marketing and Promotion - Promote and market the Bristol Bay wild salmon resource in the domestic and global markets.

BBRSDA Strategy #4: Maintain Sustainability of the Fishery - Promote activities that assure the continuation of a biologically and economically healthy and productive commercial fishery. **Focus**: Raise awareness of the sustainable Bristol Bay wild salmon resource.

Concept: Sailing for Salmon is a photographic exhibit of the history of the Bristol Bay commercial drift fishery. The exhibit was developed to promote awareness of the fishery by celebrating and spreading the word about its longevity, colorful history and continuing viability. The exhibit has been on display throughout Alaska and was seen by several thousand people over the course of four years. It will begin its tour Outside with an opening at the Alaska Packers Museum in Blaine WA. The target is four to six possible venues in Oregon, Washington and California.

This request, if granted, would provide funds to do a second printing of the book *Sailing for Salmon: The Early Years of Commercial Fishing in Alaska's Bristol Bay: 1884 – 1951* and help defray the cost of shipping, setting-up, breaking-down, storing and transporting the exhibit to Blaine WA and other potential venues in the Pacific Northwest.

Although the focus of the exhibit is Bristol Bay's colorful fishing history and the use and demise of the Bristol Bay double-ended gillnetter, the message of the project is that the Bristol Bay commercial fishery is one of the longest established and continuously productive wild fisheries in the world – one worth protecting from habitat destruction and one worth supporting with a fork.

The exhibit is currently in storage at a warehouse in Kenmore WA provided courtesy of Alaska General Seafoods.

The exhibit also creates an opportunity at each venue to host other events that promote the Bristol Bay brand – films, lectures, presentations and product promotion.

Total Project Costs and BBRSDA Request: The Land Trust is requesting $25,000. An outside tour to venues in Oregon, Washington and California is expected to cost about $5,000 per venue.

Match: It took approximately $50,000 in cash and in-kind help to do the research and put the exhibit together, publish the book, open the exhibit in Dillingham and travel it to Homer, Anchorage, Cordova, Juneau and Naknek. Partners helping put the project together included Peter Pan Seafoods, U.S fish & Wildlife Service, Lake Clark National Park, Bristol Bay Native Corporation, and Peter Pan Seafoods among others. BBRSDA helped sponsor a reception for the exhibit in Juneau.

Approximate Date of Completion: December 2014 for completion of exhibit in Blaine and transfer of exhibit to another venue