

PI: Southeast Conference (SEC) GAP, Sections B-D
Project Title: 687.PID.02 Governance, Coordination & Outreach
EDA BBB Phase 2 - Alaska Mariculture Cluster
Project Number: 07-79-07899

Component Project #2 - Governance, Coordination, and Outreach

Timeline: October 1, 2022 - September 30, 2026

Description of Goals/Objectives/Tasks	2022	2023				2024				2025				2026			Responsible Party
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	
GOAL: Grow a \$100 million per year mariculture industry in 20 years; in next 4 years, implement 8 component projects funded by \$49 million EDA BBB grant.																	
Component Project #2: Governance, Coordination & Outreach																	
Project 2-1: Create a Governance Body, including membership, mission, structure, and responsibilities																	
Task 2-1-1: Form Governance Body																	KPEDD, SWAMC, PWSEDD, AMA
Task 2-1-2: Develop and produce guidance on the Governance Body																	SEC
Task 2-1-3: Provide administrative support for the Governance Body																	KPEDD, SWAMC, PWSEDD, AMA
Tasks 2-1-4: Regional communication related to work of Governance Body***																	KPEDD, SWAMC, PWSEDD
Project 2-2: Create, implement and evaluate outcomes of a communications and engagement plan																	
Task 2-2-1: Use RFP to hire firm to develop a public relations, outreach and engagement plan																	AMA
Task 2-2-2: Finalize a public relations, outreach and engagement plan for mariculture industry																	AMA, Contractor
Task 2-2-3: Implement public relations, outreach and engagement plan																	AMA, KPEDD, SWAMC, PWSEDD
Project 2-3: Hire regional individuals to serve as mariculture outreach coordinators to underserved populations & communities																	
Task 2-3-1: Develop and post Regional Liaison RFP																	AMA
Task 2-3-2: Select Regional Liaison(s)																	AMA
Task 2-3-3: Outreach materials created																	AMA, KPEDD, SWAMC, PWSEDD, Contractors
Task 2-3-4: Liaisons engage with communities and implement comms plan																	AMA, Contractors
Task 2-3-5: Monthly liaison meetings with AMA including monthly outreach reports																	AMA, Contractors