

**Alaska Fisheries Marketing Board
Request for Proposal
February 2008**

A. General Objectives:

The Alaska Fisheries Marketing Board (AFMB) is accepting funding proposals for projects that promote Alaska seafood. Proposals submitted to the Board should be reasonably able to achieve one or more of the following objectives:

1. Expand sales of Alaska seafood
2. Open new markets for Alaska seafood
3. Increase the ex vessel value of Alaska seafood
4. Increase the consumption of Alaska seafood
5. Create new, economically viable, Alaska seafood products

B. Available Funds:

The AFMB has allocated a total of \$500,000.00 to be distributed in increments of up to \$50,000 each on at least a dollar for dollar match basis through the RFP process.

C. Proposal Requirements:

Each proposal submitted to the AFMB shall include the following:

1. A detailed description of the proposal
2. The amount of funding requested – not to exceed \$50,000.
3. A project schedule including an estimated date of completion – no later than 12-31-08.
4. An assessment of how to satisfy one or more of the objectives listed in section 1
5. Name of entity to receive and administer funds
6. Primary contact for proposal
7. Entity owners, officers, and/or board members
8. Employment Identification Number of entity
9. Mailing and physical address(es) of entity
10. Phone number, fax number, e-mail address of entity and cell phone number (if applicable)
11. Disclosure of any financial interest in the proposal by an AFMB board member, their organization in which an AFMB board member serves as an officer, director, trustee, partner, shareholder, member or employee
12. An applicant that has not filed a “final report” for an existing AFMB grant must indicate why the “final report” has not been filed and when the “final report” for any existing grant will be filed.

D. Matching Funds:

Applicants will provide 1/1 matching funds for all grant monies. **Matching dollars can include any expense that is “tax deductible” to the applicant.** Therefore, each proposal will provide a budget showing both the grant expense commitment and an equal matching fund expense commitment.

E. Proposal Review:

Proposals must be submitted no later than March 14, 2008 to:

Alaska Fisheries Marketing Board
Attention: RFP Submission
725 Christensen Drive, Suite 4
Anchorage, Alaska 99501
Electronic transmittals may be sent to: afmb@gci.net

F. The AFMB Will Use the Following Criteria in Evaluating Proposals:

1. Leverage of dollars / potential for self-sustaining marketing initiative

- Project includes 1/1 match funding
- Project has potential to continue without AFMB dollars over the long-term
- Project has long-term growth potential

2. Incremental Alaska seafood sales per ASMB dollar spent

- Proposal includes forecast of the incremental sales per AFMB dollar spent
- Proposal documents reasonable assumptions for projected sales impact
- Proposal includes plan to track, measure and report results
- Incremental sales per ASMB dollar relative to other proposals

3. Development of new customers and markets for Alaska seafood

- Proposal increases sales by developing new customers for Alaska seafood
- Proposal targets new demographic groups potentially receptive to Alaska seafood
- Proposal develops new marketing and distribution channels to extend the availability of Alaska seafood
- Proposal includes a range of Alaskan seafood products or uniquely addresses a specific species, product form or marketing initiative

4. Clarity, quality, and organization of proposal – is there an effective business plan?

- Clear description of project and how money will increase consumption and sales of Alaska seafood products
- Proposal is logical and reflects sound understanding of market conditions and business environment
- Proposal approach shows creative and innovative seafood marketing

5. Experience and qualifications of team

- Project team demonstrates experience with similar projects
- Team members have requisite education and training
- Project team has demonstrated marketing success

6. Relative merit of proposal compared to other funding requests --- breadth of AFMB proposals funded

- Proposal has high probability of effectiveness and success when compared with other proposals
- Proposal addresses needs or concerns of a particular stakeholder group within the Alaska seafood industry

If you have any additional questions regarding this AFMB RFP, please contact Bill Hines, AFMB Executive Director, at (907) 351-3998.