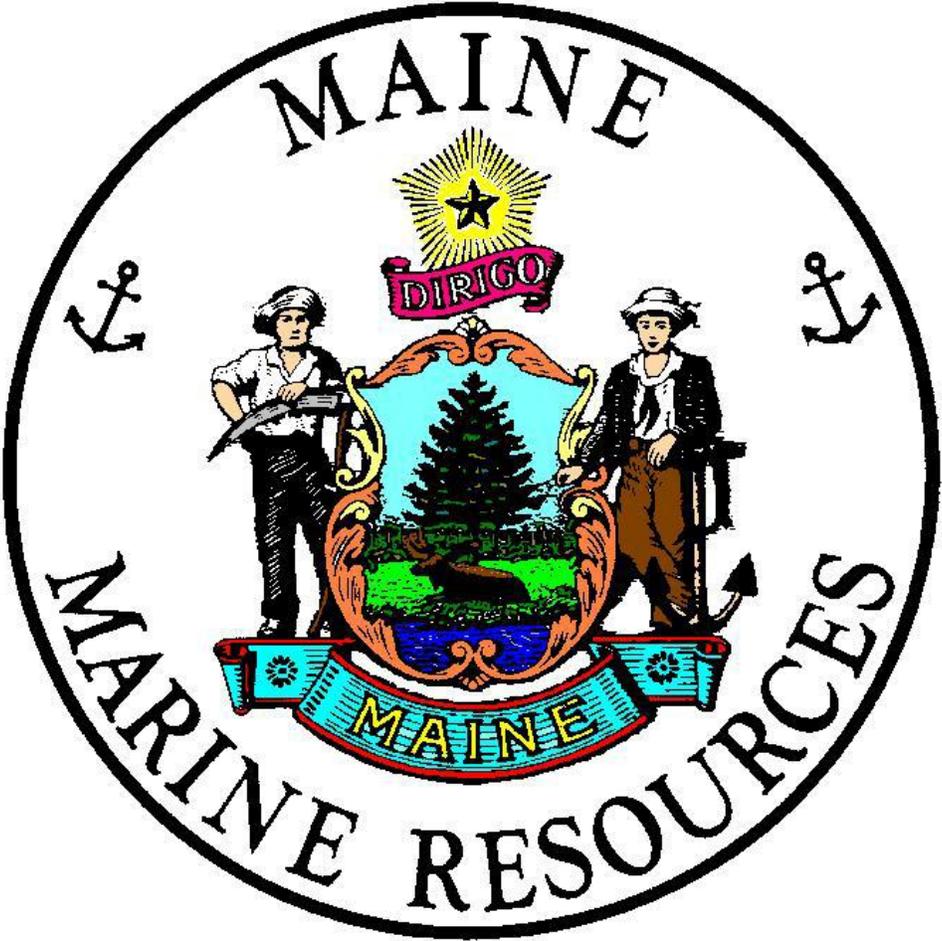


**Coronavirus Aid, Relief and Economic Security (CARES) Act
Section 12005
State of Maine Spending Plan for Fisheries Relief**



**Submitted by
Patrick C. Keliher
Commissioner
Maine Department of Marine Resources
September 17, 2020**

Introduction

The Coronavirus Aid, Relief, and Economic Security (CARES) Act authorized the U.S. Secretary of Commerce to provide \$300 million for economic assistance to participants in the U.S. seafood industry affected by the coronavirus (COVID-19) pandemic. On May 7, 2020 the Secretary of Commerce announced the specific allocation of those funds to states, Tribes and territories with coastal and marine fisheries participants, based on historical revenues associated with eligible sectors. Maine's allocation from the \$300 million is \$20,146,310, after removal of administrative fees by NOAA (0.7%) and ASMFC (0.1%). In disbursing these funds, the Act requires the State demonstrate that recipients of funds meet the threshold of economic revenue losses greater than 35 percent as compared to the prior five-year average. It also requires that recipients of the funds affirm that they are not making themselves "more than whole" for their revenues for the entirety of 2020 through receipt of these funds, when considered in combination with other sources of relief they may have received, as well as their traditional revenue.

The methodology in the Spend Plan once reviewed and approved by NOAA, may be used for any future funds appropriated by Congress for the same purpose.

Due to limitations on public gatherings during the spring and summer of 2020, Maine DMR was unable to hold industry meetings to collect input on disbursement of the funds. In lieu of meetings, on May 13 Maine DMR sent an online survey to all license holders for whom the Department held an email address (of which there are 9,485) soliciting input on the best use of Maine's CARES Act funding, with responses due by 5 pm on May 22. Maine DMR received 883 responses, a response rate of just under 10%.

Amongst other questions, Maine DMR requested input on the merit of one-time direct payments (with the understanding that the payment was likely to amount to a small percentage of their actual loss) versus distribution of funds to support the future viability of the industry or sector. Respondents were also able to select both of those options. The vast majority of respondents (79%) favored a one-time direct payment only. 12% favored putting the money toward another purpose (no direct payments) and 9% favored a combination of the two uses. Proposed other uses of the money included securing legal support for the lobster industry in lawsuits regarding right whales, various suggestions regarding increased seafood marketing, as well as infrastructure projects, such as new cold storage facilities.

Maine's fishing related businesses have suffered significantly since the beginning of the Coronavirus pandemic. The earliest impacts were felt by those businesses with markets in Asian countries, which became constrained as early as January 2020. As the virus began to spread in Europe and the U.S. the closure of restaurants dramatically reduced the demand for seafood. Concurrently, other major avenues for seafood sales were also shuttered, including cruise lines and casinos. At times, some Maine seafood dealers told their harvesters they could not continue to buy product, because they could not move what they already had in inventory. As a result, some harvesters delayed the beginning of their spring activities so as not to contribute further to the supply problem. Shellfish aquaculturists have been particularly hard hit, as their product is sold primarily in restaurants. The lack of market has meant they have much less ability to move product off their lease and license sites, which affects their ability to stock the site for future seasons. Finally, the for hire industry has been hard hit by the challenges of social distancing requirements, reduced tourism, and mandatory quarantines for visitors from out of state.

Maine DMR is grateful for the opportunity to provide some measure of relief to impacted businesses which rely on Maine's marine economy. However, just the landed value of Maine's commercial fishing

and aquaculture industries is nearly \$600 million annually. There is an additional \$1.5 billion in economic activity associated with shoreside lobster businesses alone. We anticipate the impacts from the pandemic will continue long after the spring and summer of 2020. A 35% reduction of revenues for these industries, which likely have a combined value of close to \$3 billion, is over \$1 billion. While Maine DMR has sought to fairly and efficiently distribute the available \$20 million across the eligible sectors and individuals, it is clear that \$20 million cannot come close to addressing the impacts that are currently being endured.

Maine DMR intends to allocate the vast majority of these funds (\$19.1 million) to direct payments to eligible recipients in each of the four sectors. The remainder of the funds (\$1 million) will be used for a targeted marketing campaign to promote Maine seafood from the fall of 2020 through the fall of 2021, with the goal of improving domestic markets. An additional \$39,250 will be reserved for costs associated with the administration of the eligibility, application, and appeals process, as outlined in the Overall Budget section.

DIRECT PAYMENTS

Funds for direct payments are apportioned amongst sectors consistent with the percentages that NOAA used when making its determination of the total revenue generated from these sectors in Maine, published May 22. The for hire sector (0.4%) has been included with the commercial fishing and aquaculture sectors (81.5%). All recipients receiving funding from the same sector (either the combined commercial fishing/aquaculture/for-hire sector OR the seafood sector) will receive the same amount of direct payment.

Commercial fishing/Aquaculture/For Hire	Seafood Sector (Dealer/Processor)	Total
81.9%	18.1%	100%
\$15,648,682	\$3,458,377	\$19,107,059

Proposed Application Process by Sector

Atlantic coastal states may choose to have their funds administered by the Atlantic States Marine Fisheries Commission (ASMFC). Maine DMR is requesting that ASMFC issue the checks to those entities that Maine DMR submits as having met the criteria to receive a payment.

General eligibility requirements across all sectors include:

1. Must be a Maine resident
2. Must be 18 years of age or older at the closure of application process
3. Must have held a lease or license or been otherwise authorized to participate in your sector (for the for hire sector) in 2019.¹

Applicants will also be required to self-certify certain statements to affirm eligibility, as specified below.

The application will explain that knowing or intentional falsification of the application would make the applicant subject to Class D crimes under Title 17-A of Maine Statute, including Unsworn Falsification

¹ Individuals who did not hold a license in 2019, but held a license in 2018 and in 2020 and can document that they did not hold a license in 2019 due to medical or military reasons may appeal to be exempted from this eligibility criteria.

and Theft by Deception. Class D crimes are punishable by up to one year in jail and a fine of up to \$2000. Applicants will be notified that the assistance provided will be subject to state and federal tax requirements, and that state or federal agencies can audit records of those who receive funds through this program.

Some Maine businesses derive their income from multiple sectors. Because the commercial fishing, aquaculture and for hire charter businesses have been grouped, individuals within these sectors will only be eligible for one payment, regardless if they participate in more than one activity. However, those individuals will also be eligible to apply within the dealer/processor sector if they are also licensed in shoreside businesses and can demonstrate a revenue loss from those activities of greater than 35%.

There are four federally recognized Native American Tribes in Maine: the Passamaquoddy Tribe, the Penobscot Nation, the Aroostook Band of Micmacs, and the Houlton Band of Maliseet Indians. A member of the Passamaquoddy Tribe, Penobscot Nation, Aroostook Band of Micmacs or Houlton Band of Maliseet Indians who is a resident of the State is not required to hold certain state licenses or permits necessary to harvest marine organisms if that member holds a valid license issued by the tribe, nation, or band or the agent of the band to conduct the activities authorized under the state license or permit (12 MRS §6302-A sub-§1). A copy of the tribal harvesting license or permit must be filed with the DMR commissioner by the tribal licensing agency (12 MRS §6302-A sub-§5). Leases and licenses to participate in other sectors eligible for relief (e.g. aquaculture and wholesale seafood dealers) are issued only by Maine DMR. For hire guides are not required to hold a license from Maine DMR, however, tribal members participating in for hire guiding activities will be identified using the same methodology as non-tribal participants. All members of the Passamaquoddy Tribe, Penobscot Nation, Aroostook Band of Micmacs and Houlton Band of Maliseet Indians who meet the general eligibility criteria and the sector specific criteria described below will receive a letter from Maine DMR regarding the application and appeal processes. The Passamaquoddy Tribe, the Penobscot Nation, the Aroostook Band of Micmacs, and the Houlton Band of Maliseet Indians may also license their members for sustenance or ceremonial tribal use. DMR also receives license information regarding the issuance of sustenance licenses. No regulatory actions were taken to constrain saltwater sustenance or ceremonial tribal use as a result of the coronavirus.

1. Commercial Fishing/Aquaculture/For Hire: \$15,648,682

All individuals qualifying under this grouping of activities will receive the same payment, which will be the total amount of funding available for this sector (\$15.6 million) divided by the number of individuals (or entities, in the case of aquaculture lease holders) determined eligible. This determination of equal payments was based on an assessment that Maine DMR does not have the ability to distinguish the size of the need amongst all the different “on the water” sectors, and that absent any other basis for distinguishing between individuals, the fairest thing to do would be to give each participant the same payment.

Commercial Fishing (Estimated 8900 licensed commercial harvesters in 2019)

- To be eligible to submit an application in this sector, individuals must have held a commercial, non-student harvesting license in 2019 and be 18 years of age or older by the end of the application period.²
- Maine DMR will use data from its Landings Program to determine whether or not each harvester meeting the above criteria individually experienced a greater than 35% revenue loss in any of the fisheries in which they participate from January 2020-June 2020, as compared to their previous 5-year average. In determining the prior 5-year average, DMR intends to treat those years in which an individual held a license, but had no landings, as a zero. The average will not include years for which an individual did not hold a license. At a minimum, the individual must have held a license in 2019. Maine will use the annual average price for each species in each of the years of the analysis (2015-2019, and 2020). Based on the results of this analysis, the state will attest to this eligibility requirement for those individuals who qualify as having experienced a greater than 35% revenue loss.
- All individuals who held a commercial, non-student harvesting license in 2019 will receive a communication from Maine DMR which will inform them if the Department believes them to be eligible or ineligible for application, based on whether the landings records held by the Department indicate the individual experienced a greater than 35% revenue loss. This includes individuals meeting the same criteria whose license was issued by the Passamaquoddy Tribe, the Penobscot Nation, the Aroostook Band of Micmacs, and the Houlton Band of Maliseet Indians and submitted to Maine DMR in accordance with 12 MRS §6302-A sub-§ 5.
- Every individual will receive a letter at the address that DMR currently has on record for that license holder. Individuals who also provided an email address will also receive an email.
- If an individual receives a communication informing them that they are eligible to submit an application, they will be directed to complete an application by a date certain (anticipated ~2-4 weeks from when the communications are sent). The communication will explain the options for submitting an application (online, or over the phone).
- When applying, individuals in the commercial fishing sector will need to self-certify their eligibility in accordance with general requirements for Federal assistance and the CARES Act requirements, including the following:
 - The payment anticipated to be received will not make the recipient “more than whole” for their annual income in 2020 when considered in combination with their income, and/or other payments from other forms of COVID-19 related aid (e.g. the Payment Protection Plan, Unemployment, etc.), as compared to their previous 5-year annual average. For the purpose of aiding the applicant in making this determination, DMR will provide their best estimate of the likely maximum check amount.
- If an individual receives a letter informing them that they are not eligible because DMR’s landings records do not show they experienced a greater than 35% revenue loss from January 2020-June 2020, they will be notified of the opportunity to complete an appeal by a date certain (anticipated ~1-2 weeks from when the communications are sent). They may appeal by doing their own analysis of their 2020 fishing income against the prior 5-year average for a time period of their own choosing (no less than one month between January 2020 and the last complete

² An exception to the requirement to have held a 2019 commercial harvesting license are those individuals who are Maine residents and who hold federal permits but who do not land in Maine and therefore do not hold a license issued by DMR. DMR will consult with Massachusetts and New Hampshire to determine if there are Maine residents holding licenses from those states to land their catch, and contact those individuals accordingly.

month of 2020 at the time they submit their application) and self-certifying that they have experienced a greater than 35% revenue loss. Applicants who did not hold commercial fishing license in each of the previous 5 years will be allowed to make the comparison against the average of the years for which they did hold a commercial fishing license, with the minimum requirement of holding a license for at least one year (2019) prior to the period of impact. They will be required to specify the timeframe of their analysis and the species for which it was performed. If their analysis is based on landings in a fishery with mandatory harvester reporting that they did not report to the Department, they may not amend their landings records for the purpose of becoming eligible. If the appeal is approved, they will be directed to complete an application by a published due date. Applications received after this date will not be reviewed or considered.

- Appeals will not be accepted for applications received after the published application due date.
- All eligible commercial fishing applicants will receive the same payment as an eligible aquaculturist or eligible for hire guide, and every eligible commercial fishing applicant will receive the same payment as every other eligible commercial fishing applicant.
- Participation in multiple fisheries does not qualify an individual for multiple payments.
- An individual determined to be eligible through their commercial fishing activity will not be eligible for additional payments for aquaculture activity, or for hire activity.
- An individual who would otherwise be eligible, but whose license was suspended for the duration of the period of impact in 2020 will not receive a payment.

Aquaculture (Estimated 170 active commercial Limited Purpose Aquaculture license holders and 90 active lease holders in 2019, although there is overlap of lease and license holders):

- To be eligible to submit an application in this sector, individuals (or other entities holding leases) must have held a lease or limited purpose aquaculture license in 2019.
- Individuals holding aquaculture leases or licenses (LPAs) only for scientific or recreational (personal use) purposes, or LPAs held by municipalities, will not be eligible to receive a payment.
- All individuals or entities who held a lease or limited purpose aquaculture license for commercial purposes in 2019 will receive a communication from Maine DMR.
- Every individual will receive a letter at the address DMR currently has on record. Individuals who also provided an email address will also receive an email. The communication will explain the options for submitting an application (online, or over the phone).
- If an individual receives a communication informing them that they are eligible to submit an application, they will be directed to complete an application by a date certain (anticipated ~2-4 weeks from when the communications are sent).
- When applying, individuals in the aquaculture sector will need to self-certify their eligibility in accordance with general requirements for Federal assistance and the CARES Act requirements, including the following:
 - He/she suffered a greater than 35% revenue loss in 2020 caused by COVID-19 relative to the average for the same period in the previous 5-years (2015-2019).
 - Applicants must specify the time frame over which the loss occurred, which must not be less than one month between January 2020 and the last complete month of 2020 at the time they submit their application.
 - Businesses that have not been in existence for the previous 5 years will be allowed to make the comparison against the years for which they did exist, with the minimum requirement of being in business for at least one year (2019) prior to the period of impact.

- The payment anticipated to be received will not make the recipient “more than whole” for their annual income in 2020 when considered in combination with their income, and/or other payments from other forms of COVID-19 related aid (e.g. the Payment Protection Plan, Unemployment, etc.), as compared to their previous 5-year annual average. For the purpose of aiding the applicant in making this determination, DMR will provide their best estimate of the likely maximum check amount.
- All eligible aquaculture applicants will receive the same payment as an eligible commercial fisherman or eligible for hire guide, and every eligible aquaculturist will receive the same payment as every other eligible aquaculturist.
- Holding multiple leases or limited purpose aquaculture licenses does not qualify an individual for multiple payments. Maine DMR will make a determination regarding how to handle individuals who hold a license in their name and a lease in a corporate name, or in combination with other individuals. An individual who holds a lease and a license will only receive one payment. If an individual holds a license as an individual and a lease as a member of a corporation in combination with other individuals, they may receive multiple payments (one to the individual and one to the corporation).
- An individual determined to be eligible through their aquaculture activity will not be eligible for additional payments for commercial fishing activity or for hire activity.

For Hire (Estimated 130 active for hire operations):

- Individuals active in this capacity are not required to be licensed by Maine DMR, although DMR does issue a saltwater registry operator’s license, which exempts their clients from having to have an individual saltwater registration. That license list, in combination with information from NOAA’s recreational fishing program, and information from trade associations (e.g., Maine Association of Charterboat Captains) will be used to ensure DMR is contacting all potential applicants within this sector.
- All individuals will receive a communication at the address DMR currently has on record. Individuals who also provided an email address will also receive an email. The communication will explain the options for submitting an application (online, or over the phone).
- All individuals will receive the same communication, which will inform them of the eligibility criteria. If they believe they are eligible and wish to apply, they will be directed to complete an application by a date certain (anticipated 2-4 weeks from when the communications are sent).
- When applying, individuals in the for-hire sector will need to self-certify their eligibility in accordance with general requirements for Federal assistance and the CARES Act requirements, including the following:
 - He/she suffered a greater than 35% revenue loss in 2020 caused by COVID-19 relative to the average for the same period in the previous 5-years (2015-2019).
 - Applicants must specify the time frame over which the loss occurred, which must not be less than one month between January 2020 and the last complete month of 2020 at the time they submit their application.
 - Businesses that have not been in existence for the previous 5 years will be allowed to make the comparison against the years for which they did exist, with the minimum requirement of being in business for at least one year (2019) prior to the period of impact.
 - The payment anticipated to be received will not make the recipient “more than whole” for their annual income in 2020 when considered in combination with their income, and/or other payments from other forms of COVID-19 related aid (e.g. the Payment

Protection Plan, Economic Injury Disaster Loans, Unemployment, etc.), as compared to their previous 5-year annual average. For the purpose of aiding the applicant in making this determination, DMR will provide their best estimate of the likely maximum check amount.

- Appeals will not be accepted for applications received after the published application due date.
 - All eligible for hire applicants will receive the same payment as an eligible commercial fisherman or eligible aquaculturist, and every eligible for hire guide will receive the same payment as every other for hire guide.
 - Participating in multiple for hire business or operating multiple vessels does not qualify an individual for multiple payments.
 - An individual determined to be eligible through their for hire activity will not be eligible for additional payments for commercial fishing activity or aquaculture activity.
2. Dealer/Processor (There were ~550 licensed dealers in 2019. DMR estimates that the majority of these license holders were active): \$3,458,377

All entities qualifying under this sector will receive the same payment, which will be the total amount of funding available for this sector (\$3.4 million) divided by the number of entities determined eligible.

- Maine DMR licenses entities to participate in the wholesale trade of seafood through a variety of licenses, including the wholesale seafood dealer license, as well as certain species-specific dealer licenses, such as elver or worm dealers. In addition, Maine DMR licenses lobster processors.
- All individuals who held a dealer or processor license for the 2019 dealer licensing year (April 1, 2019 to March 31, 2020) will receive a communication from Maine DMR.
- All individuals will receive a communication at the address DMR currently has on record. Individuals who also provided an email address will also receive an email. The communication will explain the options for submitting an application (online, or over the phone).
- All individuals will receive the same communication, which will inform them of the eligibility criteria. If they believe they are eligible and wish to apply, they will be directed to complete an application by a date certain (anticipated 2-4 weeks from when the communications are sent).
- When applying, individuals in the dealer/processor sector will have to certify their eligibility in accordance with general requirements for Federal assistance and the CARES Act requirements, including the following:
 - He/she suffered a greater than 35% revenue loss in 2020 caused by COVID-19 relative to the average for the same period in the previous 5-years (2015-2019).
 - Applicants must specify the time frame over which the loss occurred, which must not be less than one month between January 2020 and the last complete month of 2020 at the time they submit their application.
 - Businesses that have not been in existence for the previous 5 years will be allowed to make the comparison against the years for which they did exist, with the minimum requirement of being in business for at least one year (2019) prior to the period of impact.
 - The payment anticipated to be received will not make the recipient “more than whole” for their annual income in 2020 when considered in combination with their income, and/or other payments from other forms of COVID-19 related aid (e.g. the Payment Protection Plan, Unemployment, etc.), as compared to their previous 5-year annual

average. For the purpose of aiding the applicant in making this determination, DMR will provide their best estimate of the likely maximum check amount.

- All eligible dealer/processor applicants will receive the same payment.
- Holding multiple dealer licenses or supplemental licenses under the same business does not qualify an individual for multiple payments.
- An individual who would otherwise be eligible, but whose license was suspended during the period of impact (March 1, 2020-May 31, 2020) will not receive a payment.

Appeals:

Maine DMR intends to deal with appeals during the application process, prior to the calculation of individual payments. Any issues that remain unresolved at the time the calculations are done for individual payments will be assumed to be successful, and funds reserved as though those payments will be made. If the appeals are subsequently not successful, any remaining unused funds will be put toward the Maine Seafood Marketing initiative. It is anticipated that appeals may take one of two forms:

- An individual who was not licensed in their sector in 2019 and therefore determined to be not eligible to apply can document that they did not purchase a license in that year due to medical or military reasons.
- An individual in the commercial fishing sector may appeal DMR’s determination that they are not eligible because the Department’s analysis did not find a greater than 35% reduction in revenue in 2020 as compared to their prior 5-year average over the same period.

Estimated Direct Payments

	Commercial Fishing/AQ/For Hire	Dealer/Processor
Funds Available	\$15,648,682	\$3,458,377
Estimated Eligible*	6000	550
Estimated Payment	\$2,608	\$6,287

*Eligibility has been estimated on the higher side, and does not account for overlap within the commercial fishing/AQ/For Hire sectors. Further, all licensed dealers are assumed to have some level of activity, but not all active dealers will necessarily be able to demonstrate the required impact. For these reasons, these are only estimated payment amounts and subject to change.

MAINE SEAFOOD MARKETING PLAN

Background

Maine DMR has reached out to Weber Shandwick, the agency of record for the Maine Lobster Marketing Collaborative, to begin discussions about marketing strategies and tactics to brand and promote Maine seafood. As part of the initial research process, Weber Shandwick has interviewed Maine seafood industry representatives and state tourism officials. Based on those initial conversations, plus additional research, Weber Shandwick has developed a draft plan that was presented to Maine Department of Marine Resources and Department of Economic and Community Development Officials on Friday, July 31. Feedback from that presentation will be incorporated into ongoing revisions.

Key Personnel and Partners

Maine DMR intends to sign a contract with Weber Shandwick to carry out the tasks specified in the budget for the marketing plan (Appendix A). Maine DMR Communications Director Jeff Nichols will serve as project lead, while DMR Commissioner Patrick Keliher will approve all plans, strategies, tactics and expenditures.

An advisory panel comprised of industry representatives with marketing expertise in shellfish, lobster, finfish, aquaculture, and tourism was convened in August to review and provide input/feedback on the plan and any updates or revisions to the plan.

Weber Shandwick has served as the agency of record for the Maine Lobster Marketing Collaborative for seven years and will bring to this project a team of industry professionals with extensive background on marketing Maine lobster and a unique understanding of the challenges and opportunities facing the Maine seafood industry.

Methodology

Initially, the objective of the plan will be to build awareness and demand for Maine seafood amongst consumers who tend to frequent restaurants but are unable to dine out as a result of COVID-19 restrictions. The program will target people who are most likely to purchase seafood because of demographics including income, social profile, and seafood preference. Branding and promotion will capitalize on the increased desire for Maine-style escapism through food experiences that can be had at home.

Building consumer demand and a recognizable brand they can look and ask for will also drive demand at retail, and ultimately food service demand once COVID-19 restrictions are lifted.

The program will build demand for Maine seafood through a branding strategy which evokes the attributes of freshness, a clean environment, and sustainable fisheries.

The strategy will include the development of a logo which will become the graphic embodiment of the brand and will be made available to all Maine seafood dealers and marketers.

The program will also use earned, owned, and paid media (social and traditional) and influencers to build appreciation and demand for Maine seafood, with an emphasis on helping consumers overcome misgivings about buying and preparing Maine seafood at home.

The plan will also include the development of a web portal for retailers, wholesalers and processors that will include digital assets including visuals and videos to support their marketing efforts and to unite the Maine seafood brand. The web portal will include a Maine Seafood Buyers Guide with information to help distributors appreciate, source, and market Maine seafood.

Timeline (subject to revision following input from the advisory council)

Phase I – August 2020-September 2020 – Develop the brand elements and online resources including web portal and digital assets. Build partnerships with influencers.

Phase II – September 2020-November 2020 – Launch of brand including web portal and social media campaign, implementation of press push, and outreach to influencers

Phase III – November 2020- June 2021 – This phase will be focused on driving consumer demand for Maine seafood. It will include distribution of influencer-developed content, web portal updates to support marketing needs of dealers, wholesalers and distributors, as well as ongoing media outreach

Deliverables

Key performance metrics will include earned and owned media impressions in trade and local media, website and Buyers Guide visits, and interactions with online content that indicate an intent to purchase. A final report of the marketing initiative will be developed to summarize the plan that was executed and outcomes by September 2021 and will be submitted to ASMFC.

Marketing Budget Detail

A budget breakdown for this portion of the grant is included as Appendix A. The cost associated with each task is broken into the fee for Weber-Shandwick and the out of pocket expense associated with carrying out the task, which they will submit for reimbursement. DMR is not proposing to retain any of these funds to cover the work of Department staff, which will include oversight of the campaign and approval of the Weber Shandwick invoices.

The Maine Lobster Marketing Collaborative will serve as the fiscal agent for the funds.

Total Project Budget

Description	Amount	Percentage
Maine Seafood Marketing	\$1,000,000	5%
Administration		
<ul style="list-style-type: none"> ● Temp Staff contracts for application and appeal process. These individuals will answer questions and take applications and appeals over the phone. (4 individuals for 4 weeks @ \$18.75/hour to temp agency) 	\$12,000	
<ul style="list-style-type: none"> ● Technology for 4 temp staff for 4 weeks (computers, phones, software) 	\$1,000	
<ul style="list-style-type: none"> ● DMR Staff time (salary and fringe) for: <ul style="list-style-type: none"> ○ One Resource Management Coordinator for 4 	\$18,000	

<ul style="list-style-type: none"> ○ weeks to perform oversight of 4 temp workers, resolve questions beyond the knowledge of the temp workers and assist in addressing appeals (\$6000 salary/\$3000 fringe) ○ One Marine Scientist III to perform analysis of landings data for certification of loss for ~8000 commercial fishing license holders, and provide data for appeals (\$6000 salary/\$3000 fringe) 		
<ul style="list-style-type: none"> ● Mailing (~10,000 pieces) 		
<ul style="list-style-type: none"> ○ Envelopes 	\$250	
<ul style="list-style-type: none"> ○ Print job (2 pages; double-sided) 	\$2,500	
<ul style="list-style-type: none"> ○ Postage 	\$5,500	
Total for Administration*	\$39,250	0.019%
*DMR is not charging any indirect		
Direct Payments		
<ul style="list-style-type: none"> ● Commercial Fishing/AQ/For Hire 	\$15,648,682	78%
<ul style="list-style-type: none"> ● Dealers/Processors 	\$3,458,377	17%
TOTAL	\$20,146,310	100%

Schedule

September 2020

Submit Spend Plan for Approval

September 2020
October 2020
November 2020
September 2021

Develop Application Materials/Send Letters
Receive Applications/Determine Eligibility/Resolve Appeals
Direct Payments Mailed by ASMFC
Develop Report and Submit to ASMFC