

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaskan Marine Dealers Association****Federal Tax ID: 943065247****Project Title:****Project Type: Information Systems and Technology**

Alaskan Marine Dealers Association - Float Plan/Weather Digital App

State Funding Requested: \$25,000**House District: Anchorage Areawide (11-27)**

One-Time Need

Brief Project Description:

Design and community promotion of boating safety smartphone and tablet app to be used by boaters on Alaskan waters with information including customizable float plans and details, tide tables, weather, dock and emergency contact information.

Funding Plan:

Total Project Cost:	\$25,000
Funding Already Secured:	(\$0)
FY2015 State Funding Request:	<u>(\$25,000)</u>
Project Deficit:	\$0

*Funding Details:**First request***Detailed Project Description and Justification:**

The Alaskan Marine Dealers Association (AMDA) is a three-decade old non-profit trade association advocating for marine boating safety and responsibility. AMDA has been partnering with Alaskan non-profits, communities and government organizations to inform the public about precautions and observance of hazards when operating equipment in Alaskan waters. AMDA has 35+ members ranging from boat dealers and suppliers to the U.S. Coast Guard Auxiliary Reserve. Our membership is spread throughout Alaska from the Kenai Peninsula and Anchorage, north to Mat-Su and Fairbanks.

AMDA has never received a grant from the Alaska State Legislature. AMDA's mission and philosophy have always been to generate revenue from members, events ("Anchors Aweigh" Boat Show held annually in Anchorage, Mat-Su and Kenai Peninsula), and from public contributions. For the most part, our funding from the private sector has been successful. However, our membership is growing concerned about the escalation of injuries and death from recreational water use in the state. We do not have a budget large enough to support messaging statewide on boating/marine safety and education.

In Alaska, over the last 10 years ending in 2012, there were 159 fatalities from sport and recreational boating. 99 of those deaths occurred between 2005 and 2011. Over the same six years 39 injuries were reported. In FY2012 the DNR's Office of Boating Safety reported 23 marine recreation fatalities (10 in Southcentral Alaska, 8 in Western Alaska and 5 in Southeast Alaska).

AMDA believes these deaths and injury numbers are too high and can be reduced with enhanced advocacy and information

distribution about safety and awareness.

Development of a comprehensive smartphone and electronic tablet application ("app") that offers information on the following to boaters and tourists:

▪Float plan details and acknowledgement (comparable to a flight plan)

▪Weather and temperature hyperlink to national website

▪Dock and harbor contact information throughout Alaska

▪Tide tables and times

▪Link to Alaska's State Division of Boating Safety

AMDA's premise is that fishermen and water enthusiasts who plan to travel on Alaskan waterways may not have a comprehensive source for information, in addition to memorializing their plans in case of emergency or assistance needed. This particular app will be available to and utilized by water users similar to airplane pilots logging a flight plan in advance of their trip, detailing destination(s) and travel time.

Project Timeline:

June-July 2014 - App Development

July-August 2014 -- App Promotion and Public Communications Encouraging Use

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Alaska Marine Dealers Association

Grant Recipient Contact Information:

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Has this project been through a public review process at the local level and is it a community priority? Yes No