

RBFF Update

SFBPC Meeting
April 4, 2018



RBFF Mission

To implement an informed, consensus-based national outreach strategy that will **increase participation in recreational angling and boating** and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.

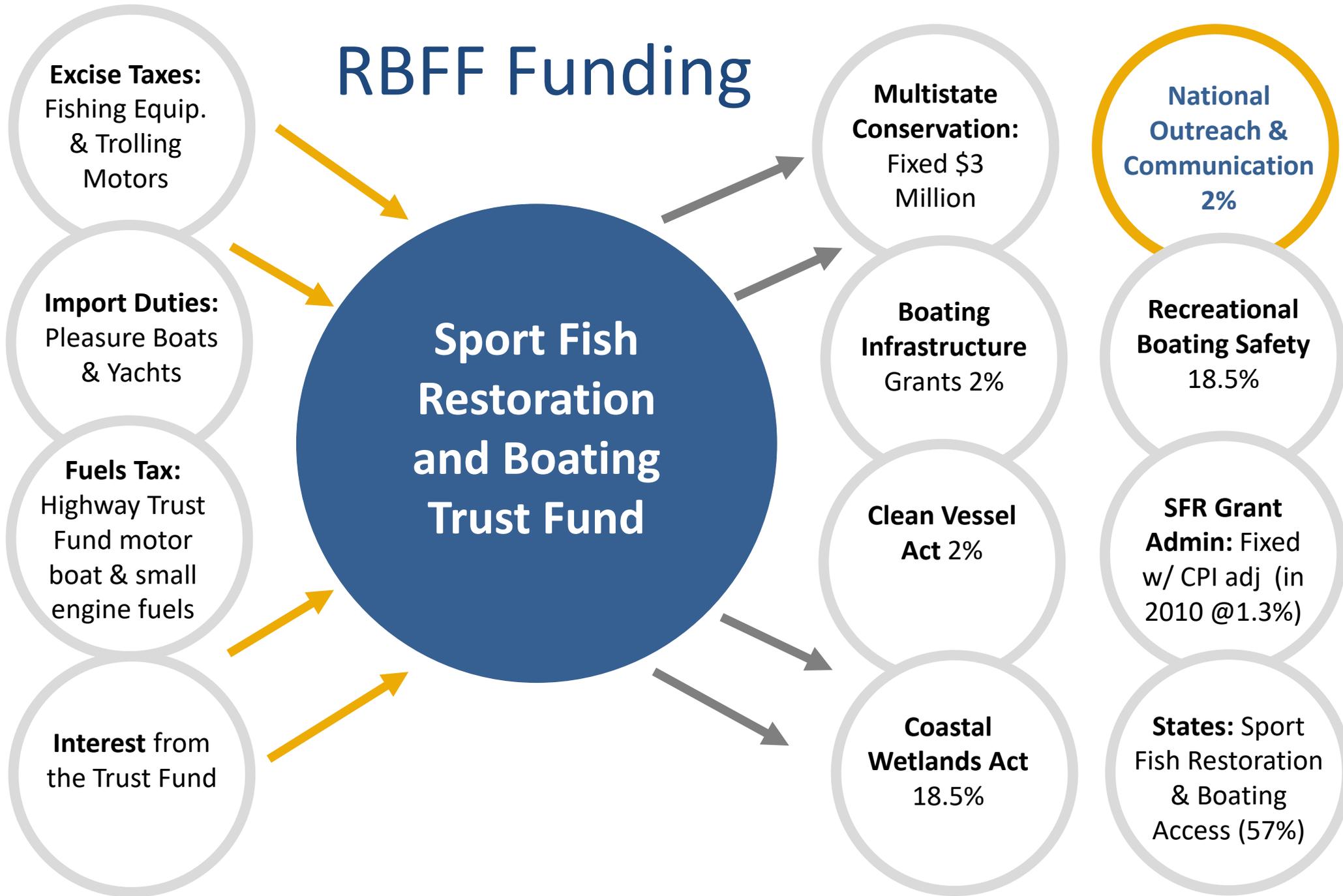


RBFF Vision

RBFF is committed to spreading the **joy of fishing and boating to all ages, genders and cultures**; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.

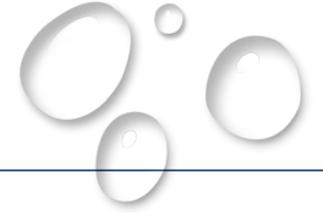


RBFF Funding



BUSINESS GOALS & OBJECTIVES

Business Goals



- Increase participation in recreational boating and fishing to achieve 60 million fishing participants by December 2021 (60 in 60).
- Increase public awareness of fishing, boating and conservation practices.



R3: The Road to 60 in 60

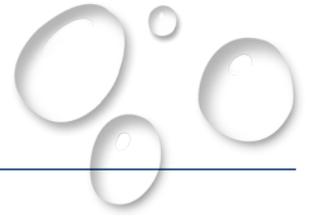


The *main* focus for Take Me Fishing is on **Recruitment**, while also working with state, industry and federal partners on **Retention** and **Reactivation** activities.

'60 in 60' MOU



Business Objectives



Consumer
Engagement



State
Engagement



Industry
Engagement

METRICS

Fishing Participation Up!

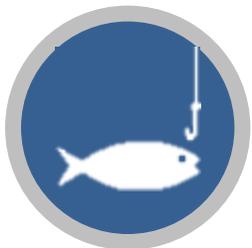
Americans age 16+



Participation up 8.2% in the last 5 years



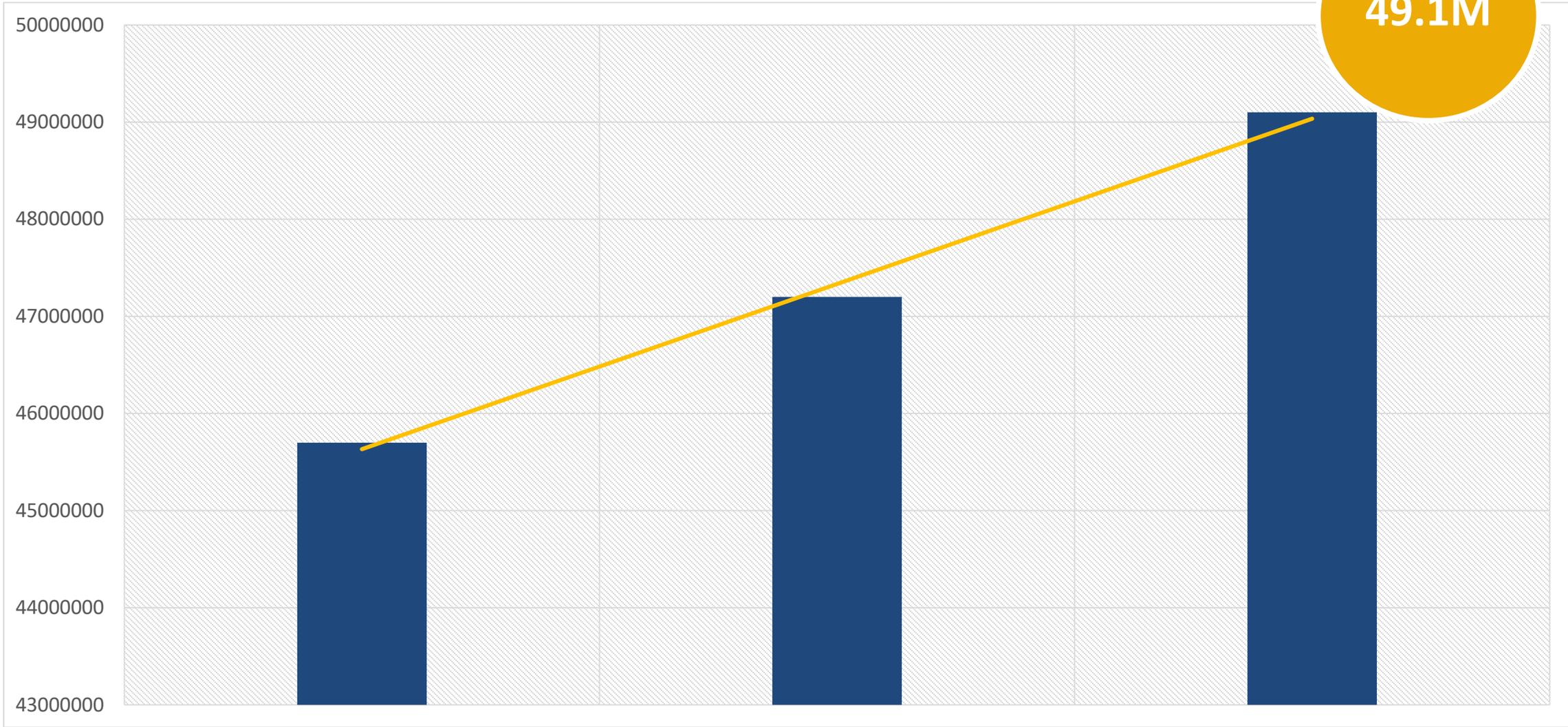
Participation up nearly 20% in last 10 years



Highest participation # since 1991

Overall Participation Trending Upwards

Americans age 6+

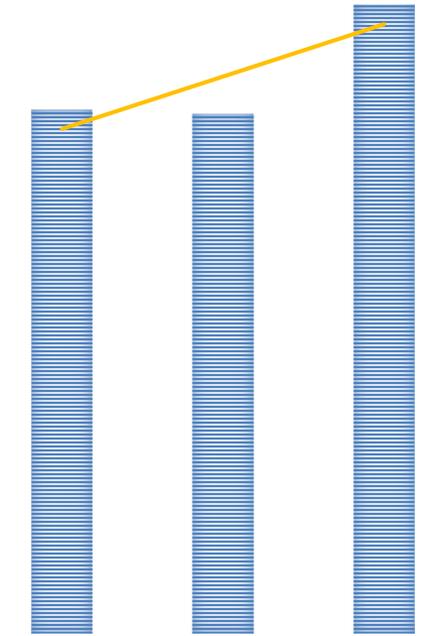


2015

Source: RBFF & The Outdoor Foundation

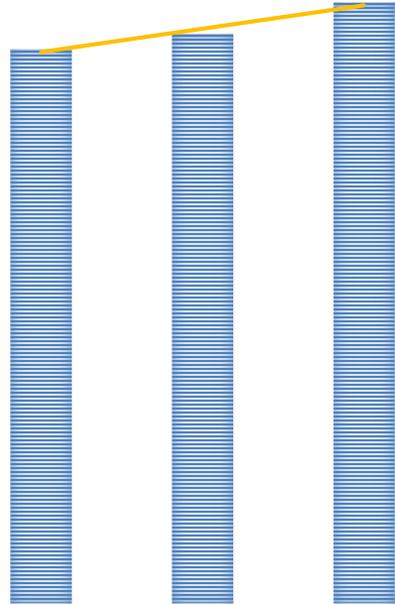
2017

Key Target Audiences Showing Gains



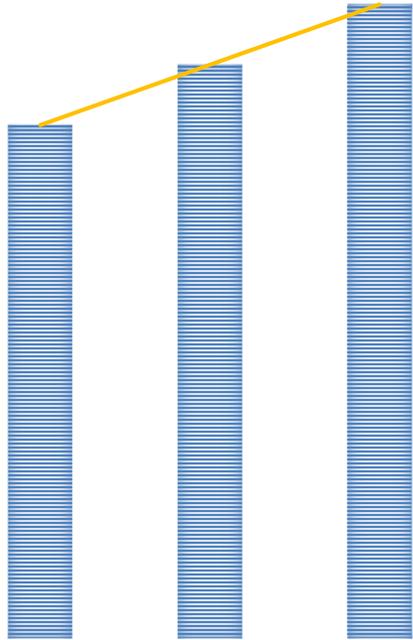
3 Million

First-Time Anglers



11.6 Million

Youth Anglers (6-17)



4.2 Million

Hispanic Anglers

Source: RBFF & The Outdoor Foundation, 2015-2017



FY19 PLANS



CONSUMER ENGAGEMENT



Recruiting New Participants



TAKEMEFISHING[™].org



VAMOSAPESCAR[™].org

Target Audience

Multicultural Family Outdoors

Hispanics

Women

Grandparents



Total audience is over **60 million**

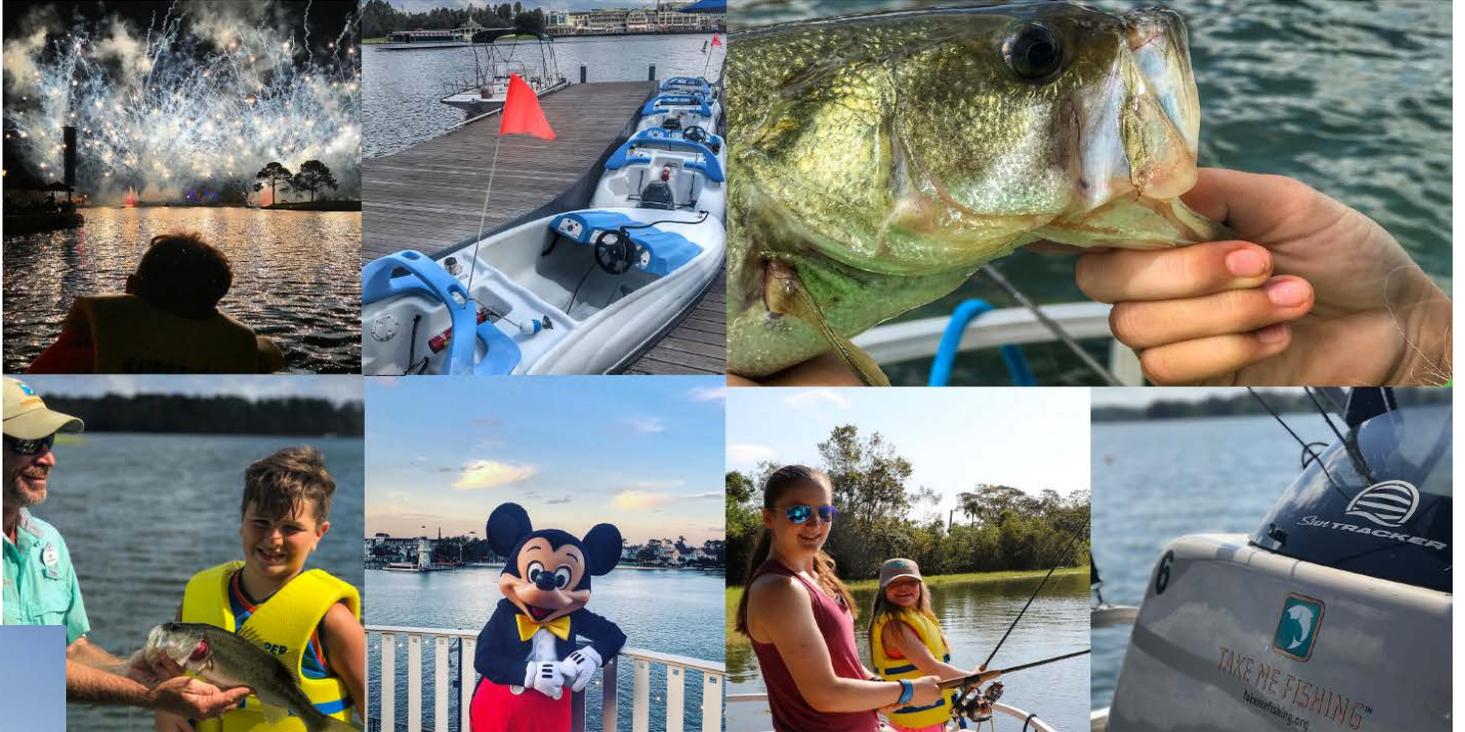
Public Relations & Social Media



PARTNERSHIPS & ALLIANCES

Disney Strategic Alliance

- Media partnership
 - Advertising
 - Content creation
- In-park branding



Disney



Partnerships



First Catch Centers

Fishing's Future:

- 3 Chapters Houston
- 3 Chapters Dallas
- 1 Chapter New Jersey



Pennsylvania Fish & Boat Commission:

- Greater Philly Area
- Future expansion to rest of state



Sponsors:



A wide, calm body of water under a clear blue sky. In the distance, a line of trees is visible on the far shore. The water is a deep blue, and the sky is a lighter blue. The text "STATE ENGAGEMENT" is overlaid in the center in a bold, white, sans-serif font.

STATE ENGAGEMENT

AFWA Task Force Recommendations

STATES COMMIT TO:



1. Develop an Angler R3 Plan
2. Reallocate agency resources to ensure R3 success
3. Establish a full-time Angler R3 Manager
4. Develop CRM system
5. Establish a repository for state agencies to share R3 program learnings



R3 Training

- Partnered with NCTC/USFWS, MAT/AFWA, CAHSS and WMI to develop and offer R3 training
- Budgeted to support travel for state R3 coordinators to attend
- Scheduled for June

Additional State Programs



**Available
to ALL
States**

- Boat Registration Marketing Program
- Retention & Reactivation Toolkits
- George H.W. Bush *Vamos A Pescar*[™] Education Fund Grants
- State R3 Program Grants
- Fishing License & Boat Registration Referrals
- State Marketing Workshop
- State Webinar Series
- Research



INDUSTRY ENGAGEMENT

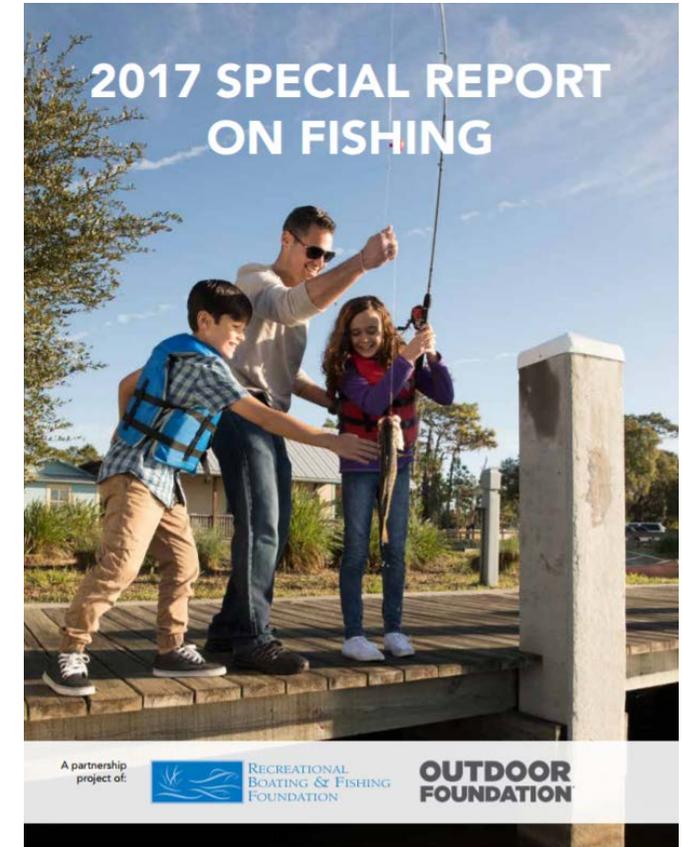
Partnerships



Events

- American Boating Congress
- ICAST
- IBEX
- ASA Summit
- SOBA
- MDCE
- IMBC
- Miami Boat Show
- Bassmaster Classic

Research & Insights





SUPPORTING 60 IN 60

Advise the Secretary to Support R3



1. Support **additional funding for RBFF**
2. Support the expansion of **R3 practitioner training**
3. Support the development of a **Federal R3 plan**
4. Support the development of **simplified regulations**



Questions?