

RBFF UPDATE

SFBPC MEETING 6.25.19



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.

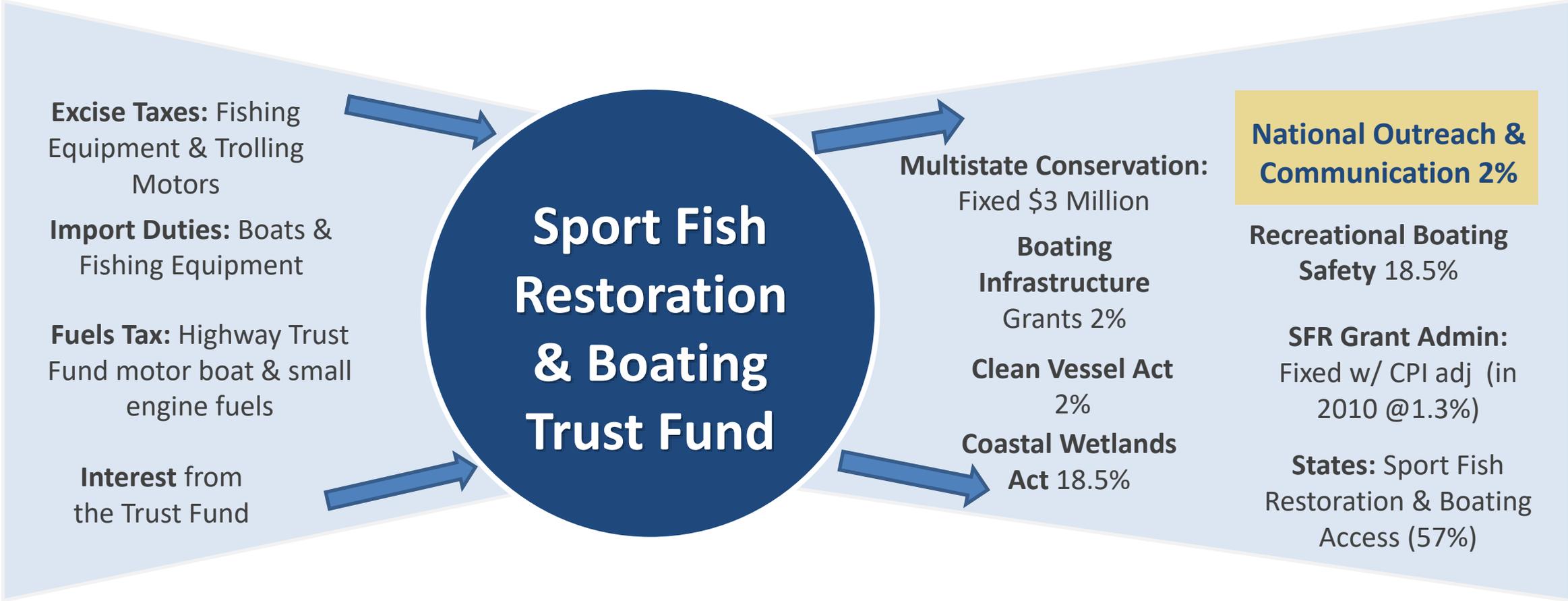


RBFF Vision

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



Strategic Plan



CONSUMER ENGAGEMENT

**STATE
ENGAGEMENT**

INDUSTRY ENGAGEMENT

**FEDERAL AGENCY
ENGAGEMENT**

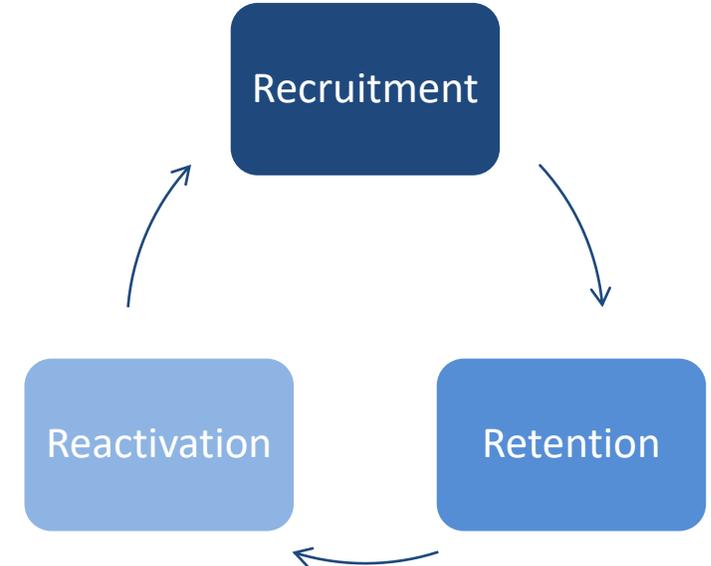
New!



SIXTY IN SIXTY

R3: The Road to 60 in 60

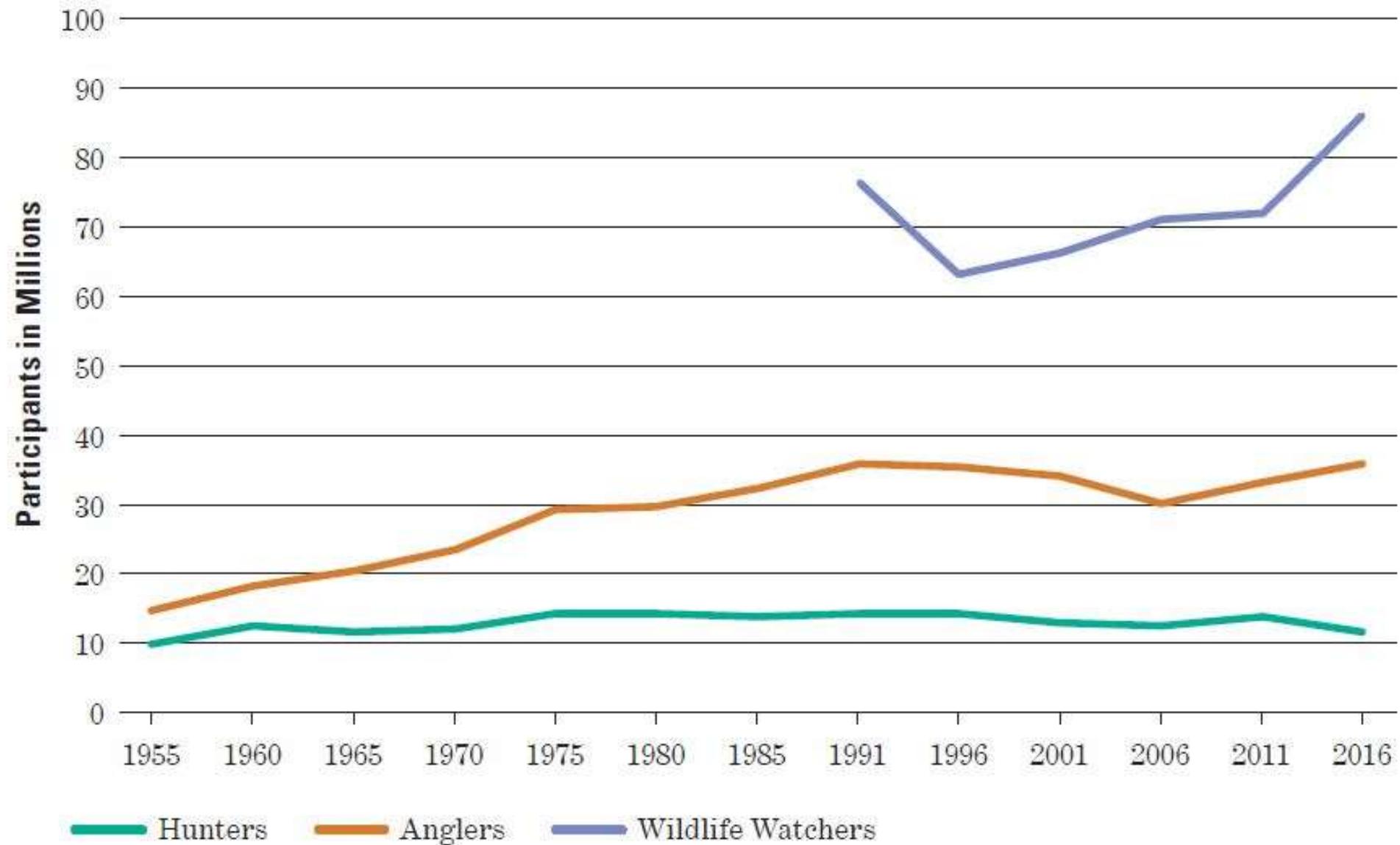
- Utilizing a three-pronged approach – recruitment, retention, reactivation – the state, industry and federal partners will work toward achieving 60 in 60.
- The *main* focus for Take Me Fishing will be on **Recruitment**, while also working with state, industry and federal partners on **Retention** and **Reactivation** activities.



New!

PARTICIPATION UPDATE

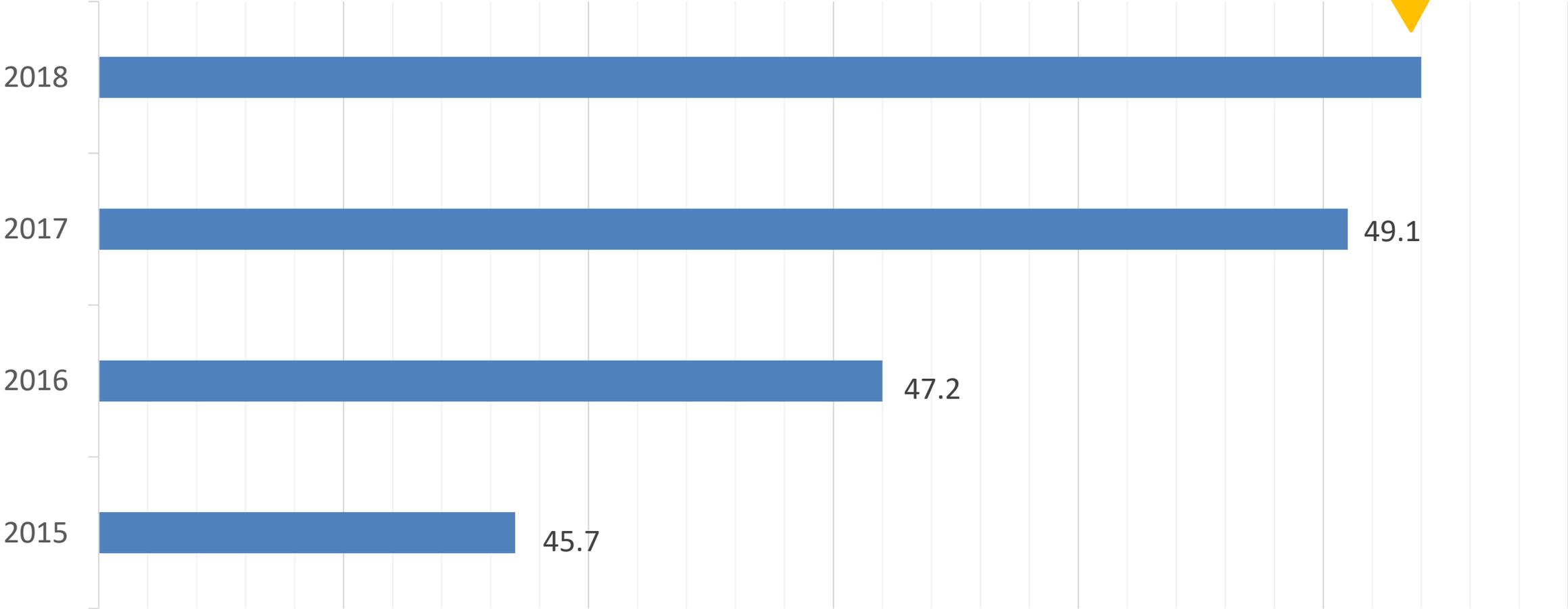
Figure 1. Number of Anglers, Hunters, and Wildlife Watchers: 1955-2016
(Population 16 Years of Age and Older)



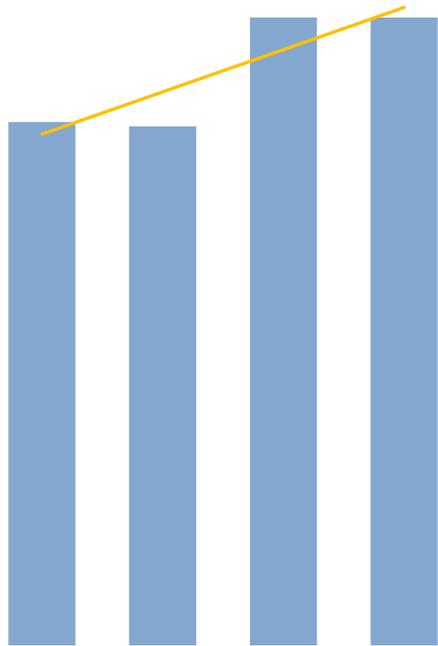
Fishing Participation Up

49.4

of Participants in millions



Key Target Audiences Showing Gains



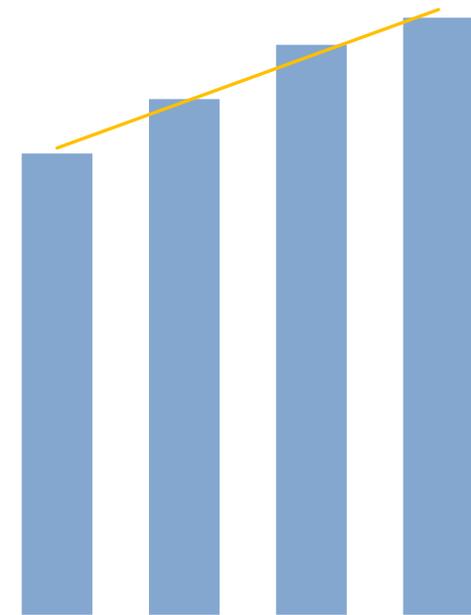
3 Million

First-Time Anglers



11.7 Million

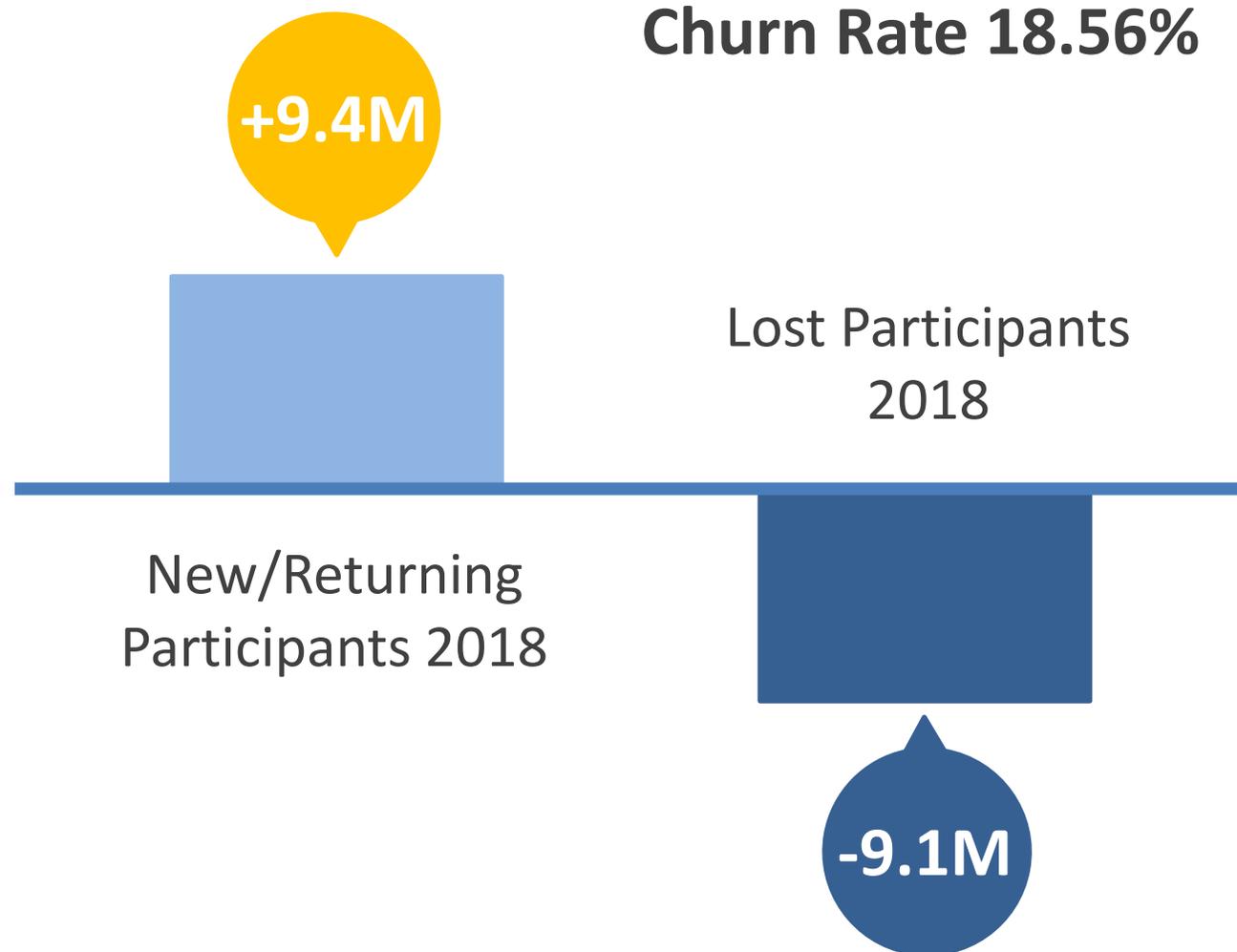
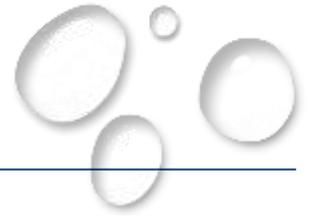
Youth Anglers (6-17)



4.4 Million

Hispanic Anglers

Retention Still an Issue



Boating Participation Strong



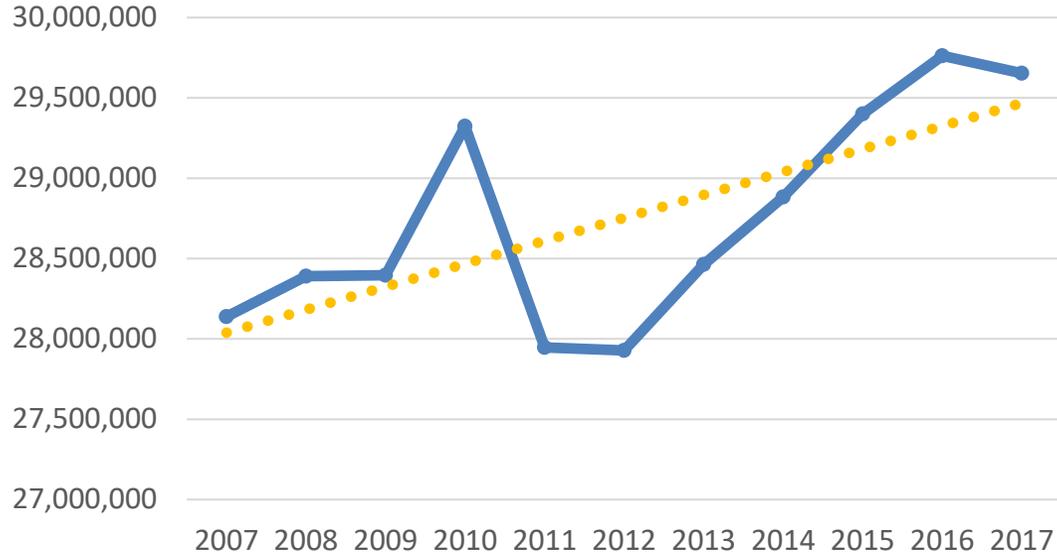
142

million

- Boating participants in 2016
- Set to repeat study in FY20

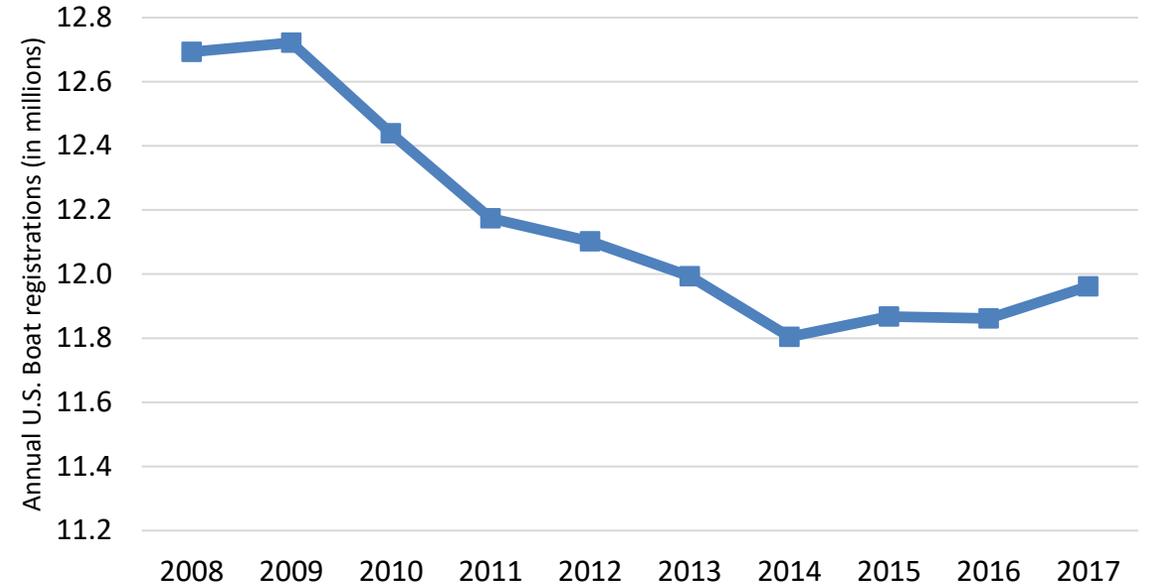
License and Registration #s

Fishing License Sales



Source: U.S. Fish & Wildlife Service

Boat Registration Sales



Source: U.S. Coast Guard

FY20 CAMPAIGN OVERVIEW

Marketing Campaign

PR & Social Media

Influencers

Marketing Projects

CONSUMER ENGAGEMENT







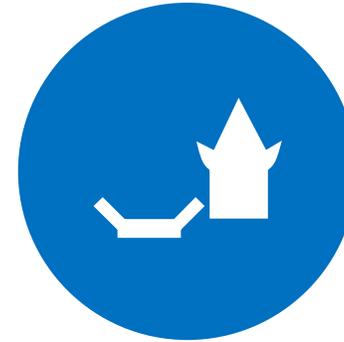
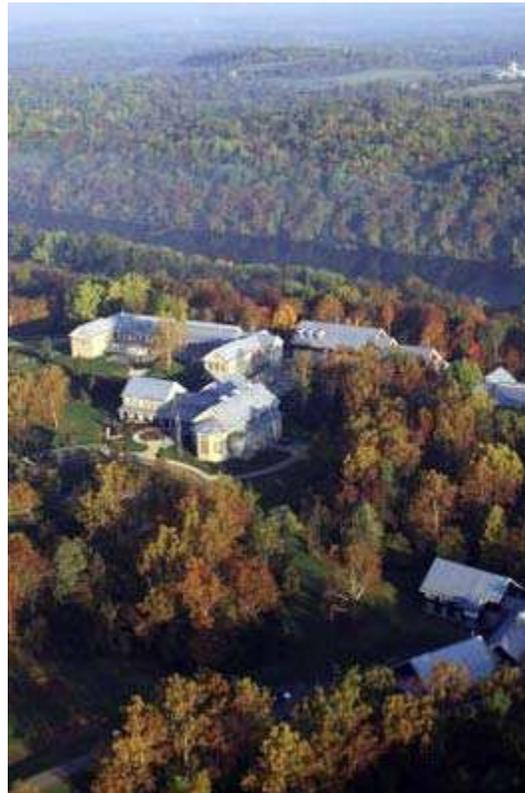
STATE ENGAGEMENT



**21 STATE ANGLER R3
COORDINATORS**

**15 STATE PARTNERS
DEVELOPING R3
PLANS**

**National Conservation
Training Center**



- Surveys and focus group research
- Analyze state fishing license sales
- Develop data dashboards

- Boat Registration Marketing Program
- Retention & Reactivation Toolkits
- Grant Programs
- Fishing License & Boat Registration Referrals
- State Marketing Workshop
- State Webinar Series

INDUSTRY ENGAGEMENT

Existing

Content

Program

Corporate

- ABC
- ICAST
- IBEX
- ASA Summit
- SOBA
- MRAA Dealer Week
- IFTD
- IMBC
- Miami Boat Show
- Bassmaster



- Fishing & Boating Participation
- Market Segmentation
- Conservation Research
- Actionable Strategies for Angler R3
- Fishing License Sales Research
- Fishing in Schools Research

Grow Your Business Through 60 in 60



David Rodgers, Communications Manager, Recreational Boating & Fishing Foundation

The fishing industry is on the way to meeting the Recreational Boating & Fishing Foundation's (RBFF) 60 in 60 goal to achieve fishing participation of 60 million anglers in 60 months, with an end date of December 31, 2021.

Research has shown that the 24 million new anglers needed to meet this goal represent a \$4.5 billion annual opportunity for recreational manufacturers. For anglers, that means more customers and more sales for you and your business. The research results are being used to present anglers, retailers, manufacturers, and related organizations your maximum opportunity.

60 in 60 represents a huge opportunity for our industry. RBFF will continue to engage our manufacturers and coverage teams and work tirelessly and collaboratively to help water users bring our goal to life, but we need your help. From 10 ways you can get started:

Top 10 Tips to Reach 60 in 60

- (1) **Barney Says.** Friends and promotions are great, but are you attracting the right audience and are you converting tag data into customers? If you start out, you'll never know.
- (2) **Know Your Customers.** There

is a variety of reasons why people want to take up fishing. Understanding their different motivations can help you create lasting relationships with new customers.

The DuPont and Shiner Angler clubs are not just there to catch fish, they are there to catch anglers. The Department of the Coast Angler Club is a challenge and the invaluable support of sports events. The Youth and Family Angler is looking for someone to spend time with their loved ones. To have a great time, they need to catch lots of fish, regardless of size.

Another Angler club and promotion is trying to be the DuPont and Family Angler. Both clubs group its events with local supports. The Department of the Coast Angler club partners with local government organizations and related fishing clubs and become the go-to resource for the local fishing community.

49.1

MILLIONS OF ANGLERS

60

WIG WIG GROWERS

Answer the ever-asked question: Is your business a "corner"? Develop the suggestion lines for the American Fishing Association's 60 in 60 campaign. All fishing equipment, gear, accessories and more are under one roof at Barney Blaker and make the campaign all in one place. Know Your Customers. There

BARNEY SAYS!

THE ASSOCIATION OF THE RECREATIONAL BOATING & FISHING FOUNDATION

www.fishingfoundation.org

FEDERAL ENGAGEMENT



COUNCIL METRICS

Council Metrics

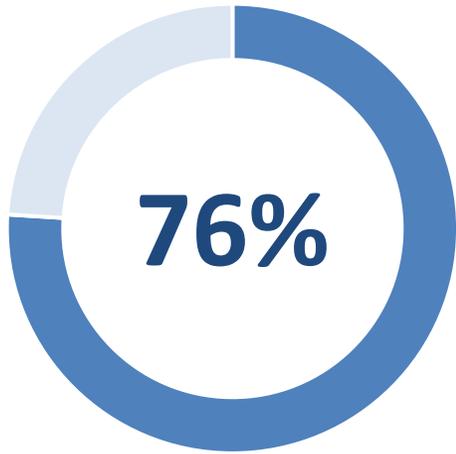
MEASURE	FY19 RESULT	GOAL MET
Demonstrate increase in new recruits to fishing	3.0 million	
Demonstrate increase in youth participation	11.7 million	
Demonstrate increase in Hispanic participation	4.4 million	
Demonstrate trend of increased boating participation	142 million	
Increase in fishing participation (Outdoor Foundation)	49.4 million	
Increase in fishing participation (USFWS)	35.8 million	
Maintain favorable variance in fish/boat intentions	70%	
Maintain or grow awareness of RBFF campaigns	51%	
Achieve annual increase in organic traffic	1.4 million	
At least 25 states adopt new or additional R3 program	26	

Council Metrics Continued

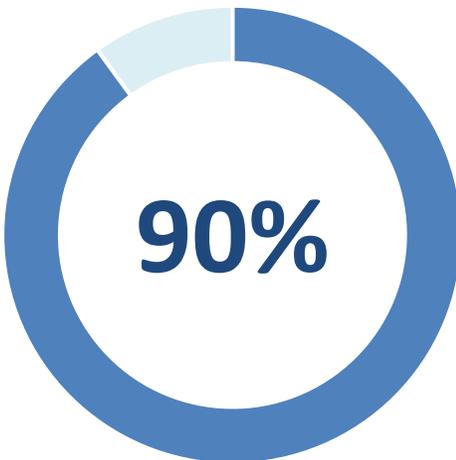
MEASURE	FY19 RESULT	GOAL MET
Maintain state agency satisfaction of 74% or greater	75%	
Maintain industry satisfaction rate of 72% or greater	77%	
Achieve increase in referrals to state agency license pages	769,359	
Achieve increase in referrals to state boat registration pages	103,711	
Achieve increase in referrals to DiscoverBoating.com	150,026	
Achieve increase in registrations sold through BRMP	50,461	
Raise non-Fed \$ and in-kind contributions to equal 25% of grant	\$7.85 million	
Maintain awareness of connection btw licensing & conservation	76%	
Achieve increase in pageviews with conservation messaging	1.9 million	
Achieve increase in fishing and boating safety pageviews	203,147	

CONSERVATION STUDY

Conservation Study Results



Approximately **76%** of respondents are aware of the connection between licensing and conservation.



90% view the link between licenses and conservation as favorable.

WE NEED YOUR HELP



What can we help you with?



Fishing



Hunting



Boating



Recreational Vehicles



Firearms



FAQs



florida fishing license



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A scenic view of a lake surrounded by dense green trees. The water is calm and reflects the surrounding forest. The word "QUESTIONS" is overlaid in large, white, sans-serif capital letters in the center of the image.

QUESTIONS