

# RBFF UPDATE

SPORT FISHING & BOATING PARTNERSHIP COUNCIL MEETING

*July 31, 2014*

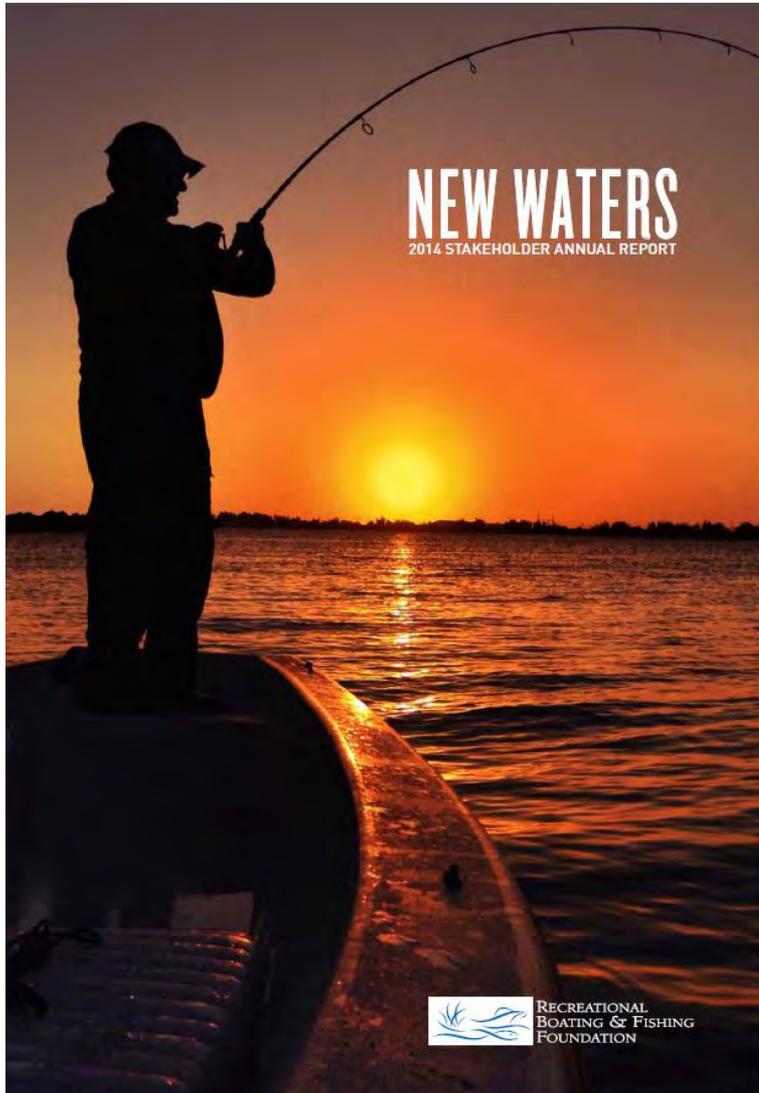


TAKEMEFISHING.org™



VAMOSAPESCAR.org

# KEY FY14 SUCCESSES



- Strong Brand Awareness
- Increased Digital Asset Traffic
- Increased Revenue for States
- Growth in PSA Placements
- Expanded Disney Alliance
- New Hispanic Campaign

# FY 2015 HIGHLIGHTS



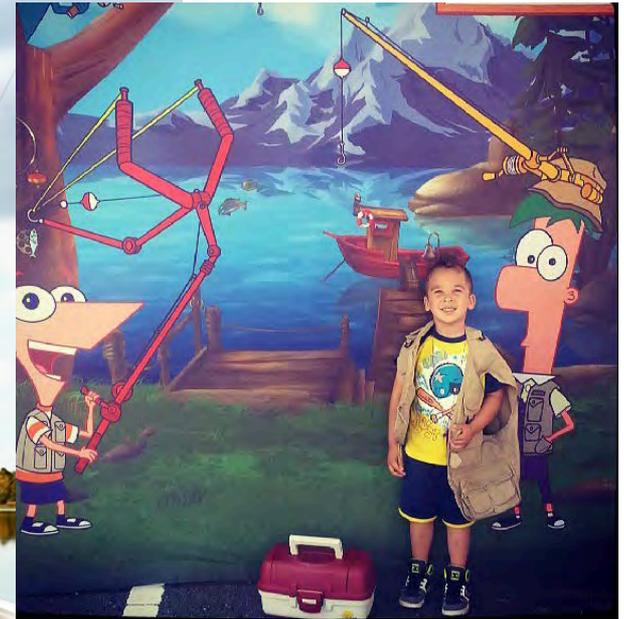
# FY15 METRICS TO-DATE

| Measure                               | FY14 YTD    | FY15 YTD    | % Inc. |
|---------------------------------------|-------------|-------------|--------|
| Unique Visitors to TMF.org            | 1,768,070   | 2,471,609   | 40%    |
| Unique 'Where to' Page Views          | 757,048     | 1,196,797   | 58%    |
| Unique 'How to' Page Views            | 976,034     | 1,549,547   | 59%    |
| Total Visitors to Conservation Pages  | 12,467      | 45,903      | 268%   |
| Boating & Fishing Safety Page Views   | 10,680      | 34,174      | 220%   |
| Earned Media Impressions              | 268 million | 628 million | 134%   |
| Earned Conservation Media Impressions | 201 million | 363 million | 80%    |

# DISNEY ALLIANCE UPDATE



# EXCITEMENT



WALT DISNEY World. Resort



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TMF-PF GENERIC



# EXPOSURE



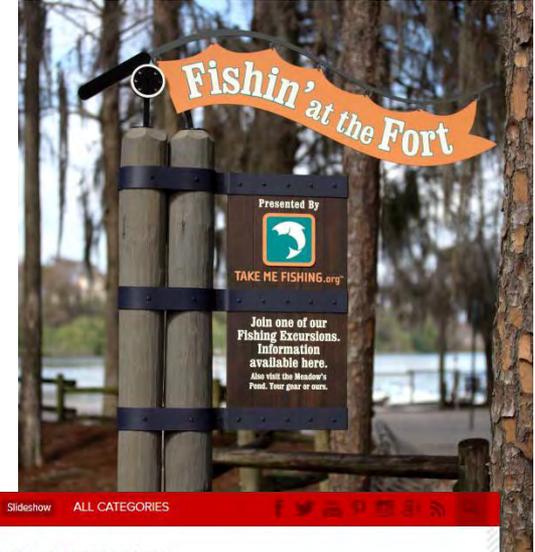
WALT DISNEY World. Resort

OH MY  
DISNEY



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# EXPERIENCE



## VAMOS A PESCAR! 6 REASONS TO GO FISHING

BY CRISTINA ARREOLA · JUNE 3, 2014 · 3:48PM

This **National Fishing & Boating Week**, take the opportunity to get outside with your family and friends for a relaxed bout of fishing or exhilarating boating adventure. Never fished before? No worries. With a little help from **Take Me Fishing** and **Vamos A Pescar**, we'll break down the basics for you -- and hopefully convince you to take a fishing trip of your own this summer!

Get the scoop on why (and how) you and your family should be fishing:

### It's Easy Access...



VIEW ALL SLIDES

3 OF 8

We convinced you to go fishing? Great! Now you're probably wondering: *Where in the world can I even fish near me?*

Did you know that over **90 percent** of Americans live within an hour's drive of navigable water? Take Me Fishing offers a **handy map**, which can help you locate fishing destinations close to you. The organization has also compiled a list of the **Top 100 Family Fishing Spots in America**. These 100 destinations are all part of a state or city park with family-friendly amenities such as parking, bathrooms, playgrounds, boat ramps, and more. Plus, they are guaranteed to be full of great fish -- and they all come highly recommended by other anglers!



thelatinKitchen  
Over **2000+** delicious recipes!

# VAMOS A PESCAR

## UPDATE



# POPULATION GROWTH

## Projected U.S. Population Growth From 2010 to 2050



Total



White  
Non-Hispanic



Black



Asian\*

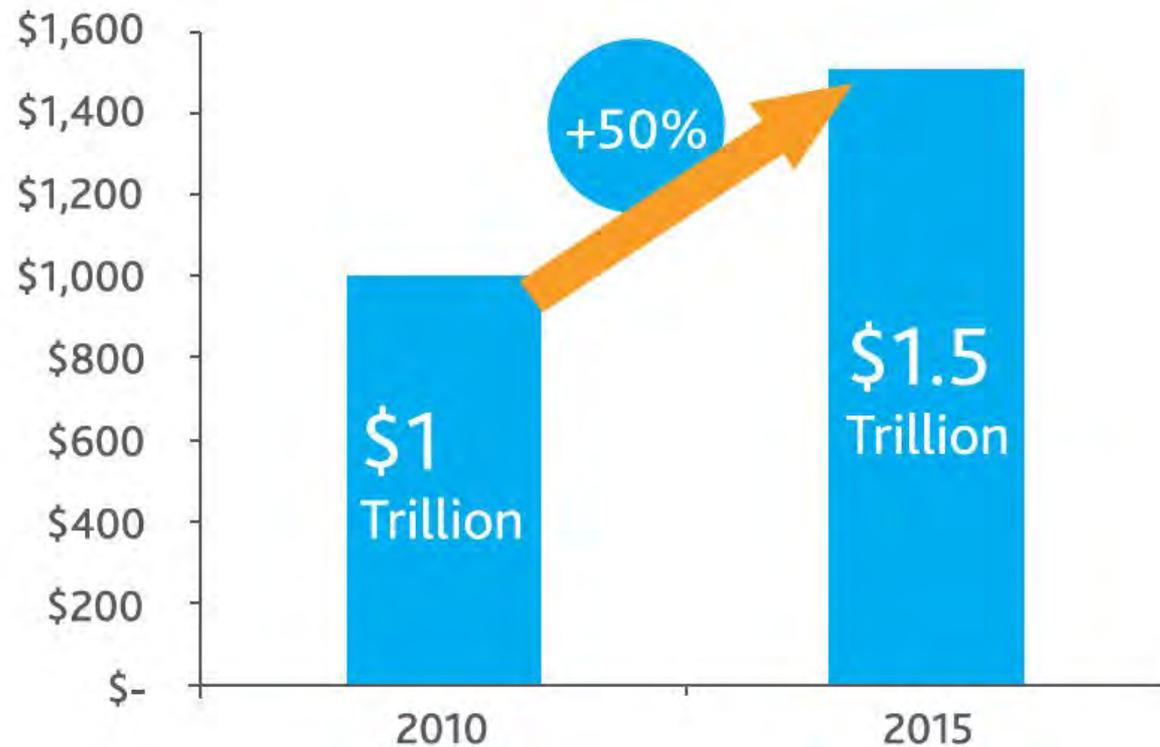


Hispanic

\*Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander  
Source: U.S. Census Bureau Population Projections

# HISPANIC BUYING POWER

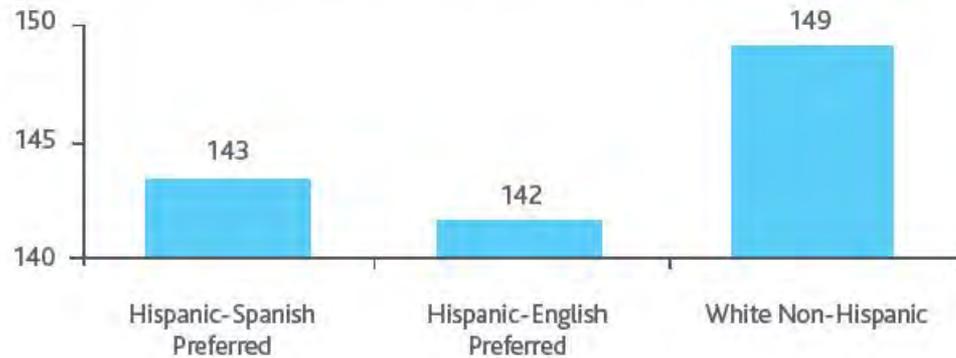
Projected Growth of Hispanic Buying Power



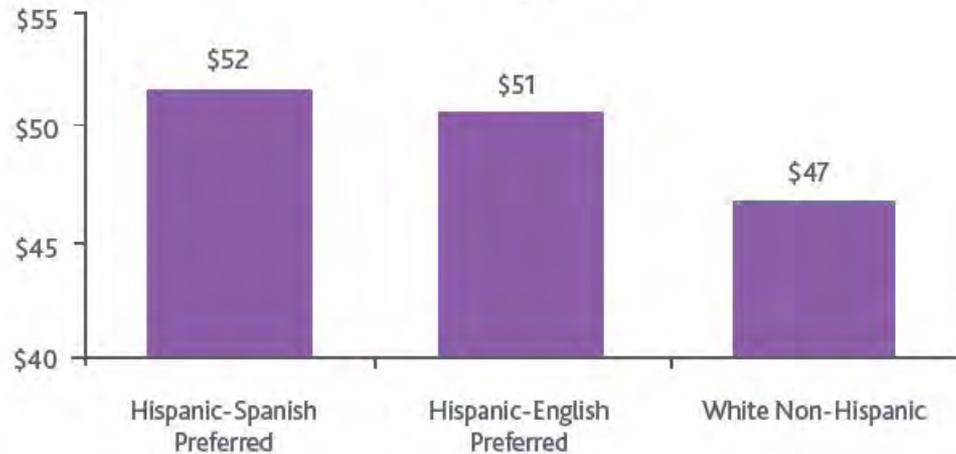
Source: Selig Center for Economic Growth, *The Multicultural Economy*, 2010

# HISPANIC SPENDING

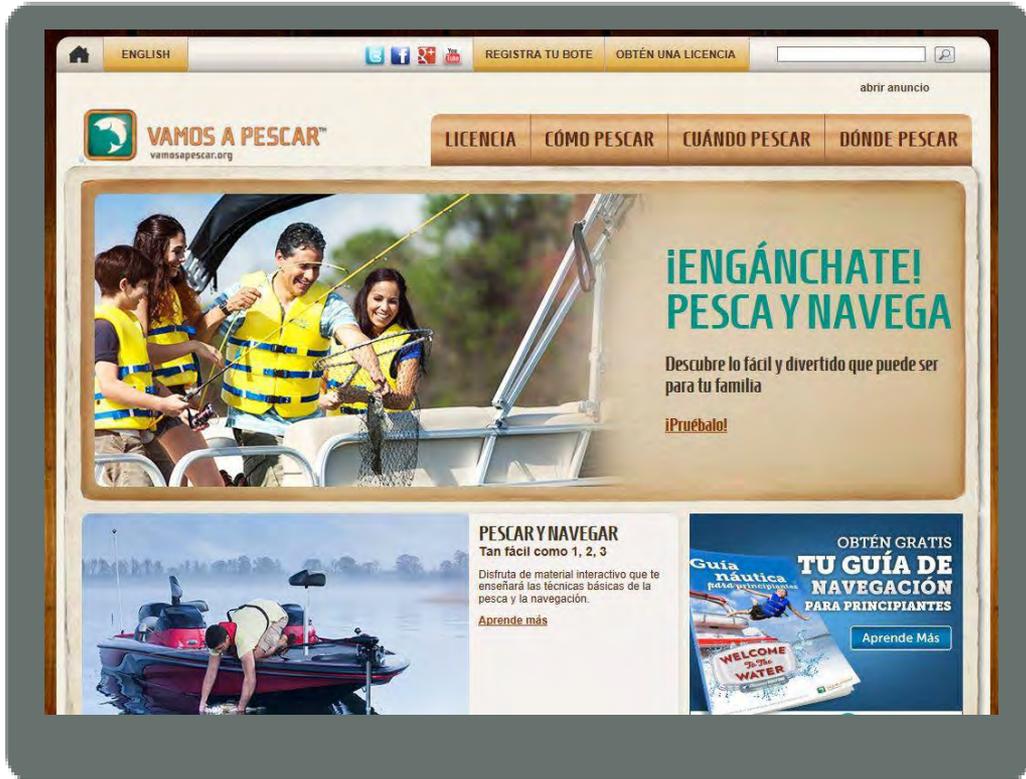
Shopping Trips per Household



Dollars per Trip



# VAMOS A PESCAR

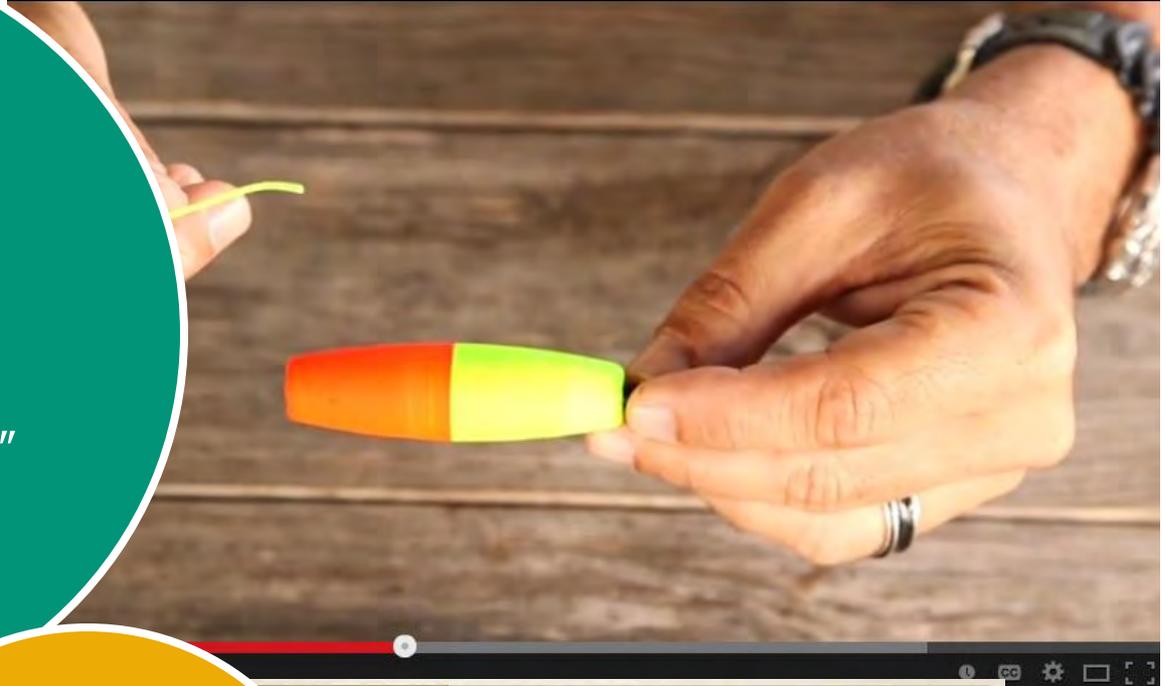


81k Total Visits

# VAMOS A PESCAR

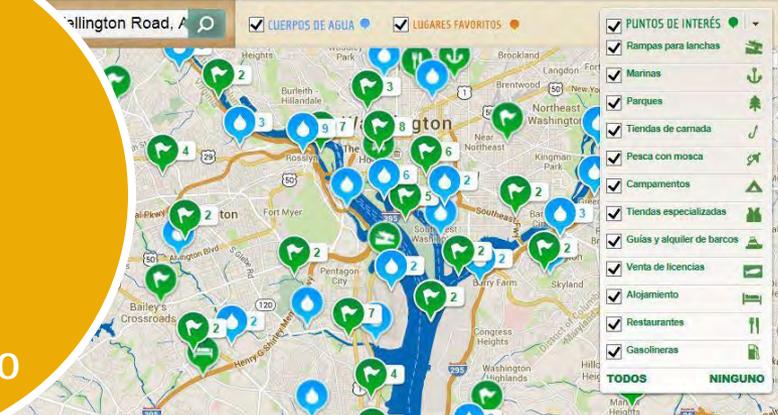
16k

looking for "How to"  
info



2k

looking for  
"Where to" info

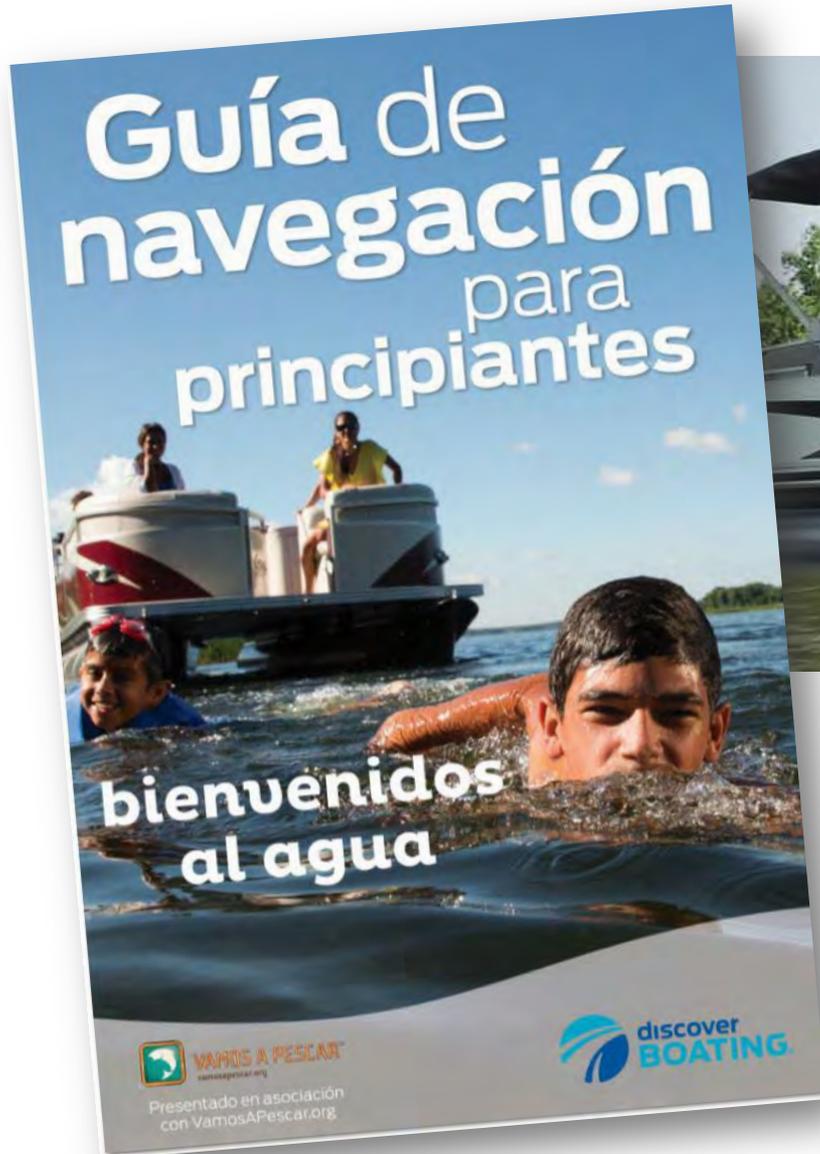


# STAKEHOLDER RESOURCES

- Webinars
- Research & Learnings
- Photo Library
- How-to Videos
- Web Banner
- Spanish Translation Guide
- Quarterly Newsletter



# NEW ASSETS



# STILL TO COME

- ✓ Hispanic Readiness Checklist
- ✓ More How-To Videos
- ✓ Continuing Education & Research – Webinar 2.0
- ✓ Boating Research
- ✓ Expansion Beyond FL & TX
- ✓ Launch VAP Initiative – Bass Pro Donation



# Questions?

