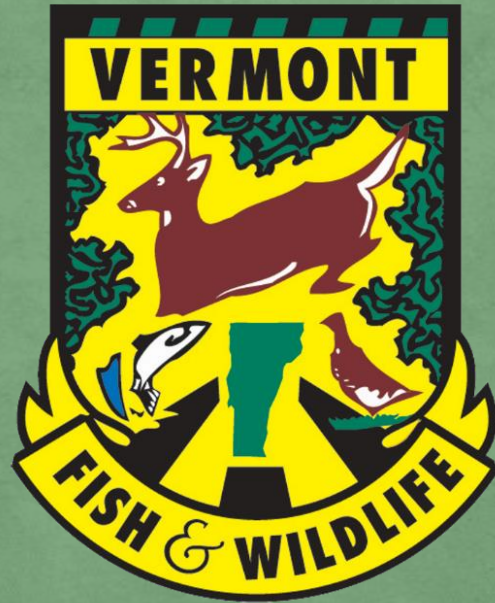




TAKEMEFISHING.org



RECREATIONAL
BOATING & FISHING
FOUNDATION



Reel Fun Vermont 2015

An RBFF State Innovative R3
Grant-based Initiative



#ReelFunVT photo contest winner, Calvin Trudo

Program Overview & Objectives

- New to Vermont for 2015; Summer campaign June - September
- Multi-agency initiative – Vermont Fish & Wildlife, Vermont State Parks, Vermont Tourism & Marketing, Recreational Boating & Fishing Foundation
- Goals:
 - Attract both existing and new anglers to fishing in Vermont
 - Educate anglers of Vermont's diverse fishing opportunities
 - Create annual program aimed at boosting fishing participation, and fishing license sales, in Vermont State Parks

Recreational Fishing Landscape in Vermont

- Participation relatively stable across the last decade
- Small increases in license purchases among:
 - 20 to 30 year olds - particularly in Chittenden County, 25% of state's population
 - Youth anglers – resident and non-resident
 - Adult non-resident licenses of all types – e.g. season, 1-day, 3-day, 7-day, combination etc.
- Decline in sales of resident combination hunting and fishing licenses
- Minimal past effort to target specific audiences in order to boost participation

Target Audiences

- **State park visitors** – primarily young families, parents ages 35-44
 - Captive audience; Record attendance in 2015 – 1 million visitors
- **Chittenden county residents** – primarily young singles
 - Area home to highest number of young residents in Vermont; numerous colleges / universities
 - Large section of world-renowned Lake Champlain falls in this county
 - Strong outdoor recreation scene across various activities
- **Residents of Massachusetts, Connecticut, Albany NY along I-91 corridor**
 - Past license sales data shows consistent trend of fishing license purchases by residents of this area

Methodology

- Collaborative effort – F&W, Vermont FPR and Tourism & Marketing
- Advertising vehicles:
 - YouTube – regional
 - Print media – local, regional and national; general news media and fishing-specific
 - Radio – local
 - Web / digital – local, regional and national; Department website
 - Television – local
 - Public transportation – local
- Earned media via news releases, story pitches etc.
- Social media – Facebook, Twitter and Instagram, both F&W and FPR
- Grassroots, word-of-mouth promotion by staff at Vermont State Parks
- Signage and brochures at Vermont State Parks

Strategic Promotions

- Reel Fun program promoted heavily in conjunction with Vermont's Free Fishing Day – June 13
- Held “Reel Fun Fishing in State Parks” week in late July
- Created season-long #ReelFunVT photo contest

Ad Examples

Fishing in Chittenden County is **REEL FUN**

Get out and try these great spots!

- Oakledge Park
- Salmon Hole in Winooski
- Lower Lamoille River
- Colchester Pond
- Shelburne Pond

#ReelFunVT

BUY YOUR LICENSE ONLINE TODAY

www.vtfishandwildlife.com

Chittenden County Print Ad

Fishing in Chittenden County is **REEL FUN**

Check out these great spots!

- Oak Ledge Park
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#ReelFunVT

BUY YOUR LICENSE TODAY

www.vtfishandwildlife.com

Chittenden County Bus Ad

Burlington Free Press

SEARCH

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BREAKING NEWS Shumlin: Escaped New York killers planned to flee to Vermont | [Read Story](#)

SPORTS Middlebury roars into

VERMONT FISH & WILDLIFE Catch some fish

YOU KNOW YOU WANT TO... 802-828-1000 MON-FRI 7 AM - 4:30 PM

Digital Web Ad



REEL FUN!

Fishing in Vermont State Parks

Fishing in Vermont State Parks Reel Fun for All Ages and Anglers!

Vermont has some of the highest-quality and most-diverse freshwater fishing opportunities in New England with great fishing to offer at most Vermont State Parks.

Forty-six of Vermont's state parks have fishing opportunities directly on site or within a short walk. And, the remaining six parks have fishing opportunities within a 5-mile drive.

We hope you will consider taking advantage of the phenomenal fishing that Vermont State Parks have to offer.

New to fishing? No fishing gear? No worries – we've got you covered!

Several Vermont State Parks offer "Let's Go Fishing" clinics where trained instructors teach and encourage beginners how to fish. The instructors teach fishing skills, how to use different types of tackle, the importance of good aquatic habitat, fishing ethics and fishing regulations.

Some Vermont State Parks are also participating in the "Reel Fun" Initiative, a cooperative effort between Vermont Fish & Wildlife and Vermont State Parks to provide loaner fishing equipment—including rods, reels, line and tackle as well as guides to the local fishing—to help provide park visitors instant access to the sport of fishing.

Additionally, Vermont State Parks offer a range of rental boats for anglers to use including rowboats, canoes, kayaks and pedal boats.

Visit the contact station at your state park to find out more about how you can get started on a Vermont fishing adventure!



Tips on handling and releasing fish

While harvesting and eating freshly caught fish is an enjoyable part of the angling experience, catch and release angling can also be a rewarding pastime. In certain instances, regulations may actually require you to release your catch (see Vermont Fish & Wildlife Regulations Guide). Using the proper techniques when releasing fish will help ensure the fish will survive to be caught again. Here are some tips:

- Don't play the fish to complete exhaustion.
- Minimize the fish's time out of the water. If at all possible, keep the fish in the water while you remove the hook.
- Consider punching down the barbs on your hooks to make hook removal much easier.
- If the fish is hooked deep in the throat, gills, or stomach, simply cut the line close to the fish's mouth. The fish may have a good chance of surviving, and the hook will eventually rust out.

Show off your catch and win a prize!

Be eligible to win free passes to the state parks and fishing gear! Send your fishing in state parks photos to fwinformation@state.vt.us or parks@state.vt.us, or tag #ReelFunVT on Twitter by Labor Day.



TAKEHEREFISHING.org 06.15.2008



Branbury State Park



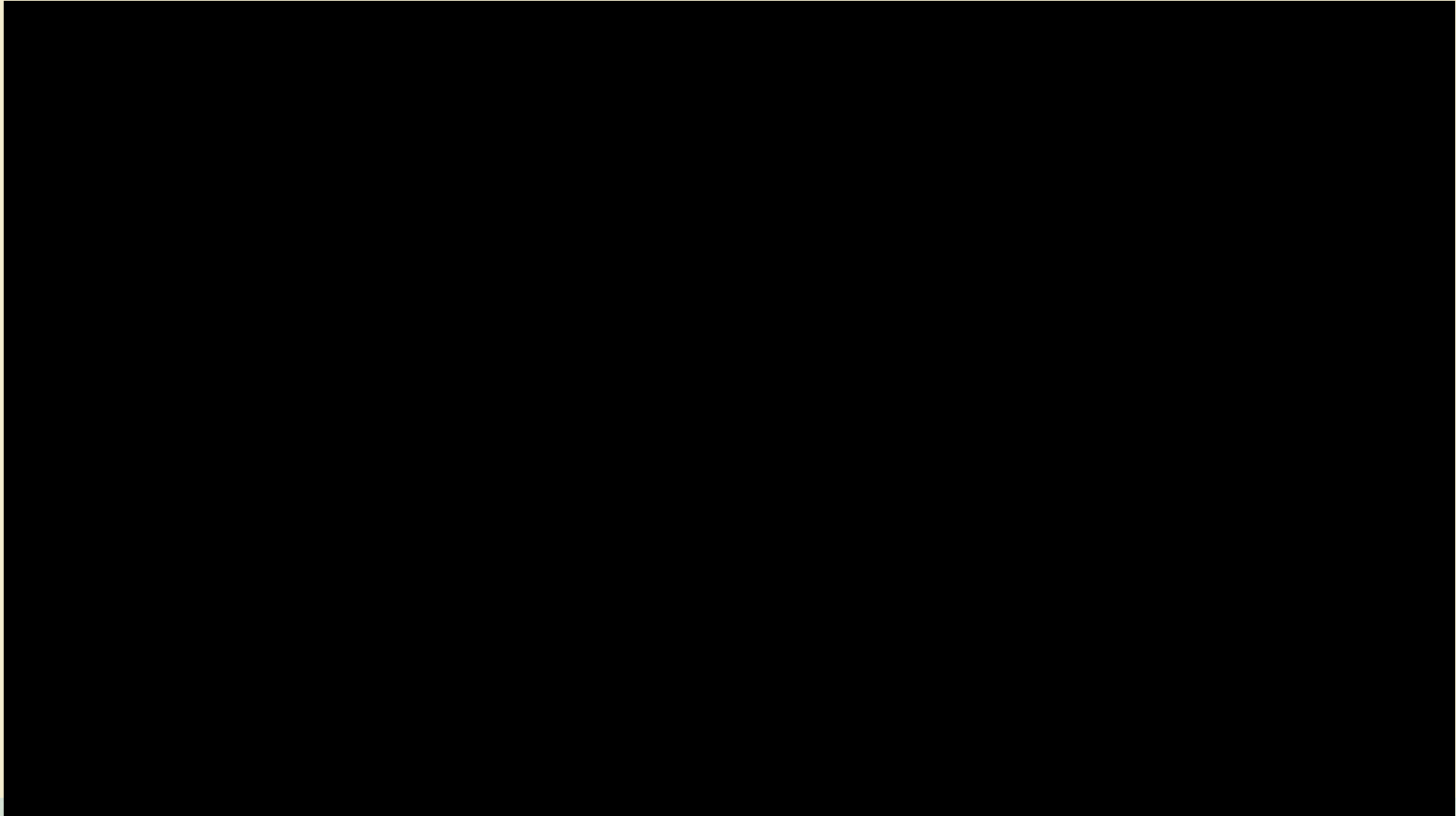
www.vtfishandwildlife.com www.vtstateparks.com

802-828-1000

Park-specific fishing brochure

- Brochures tailored for each of the 10 participating state parks
- Info on loaner tackle kits
- Fishing tips
- Info on how to purchase a license
- Info on ReelFunVT photo contest

:30 Television Ad*



* A 15-second version was also utilized during the campaign on YouTube

Press Releases



Posted on 11/02/2015

Media Contact: Susan Warner, Vermont Fish & Wildlife Department, 802-595-2470

Rochelle Skinner, Vermont Department of Forests, Parks & Recreation, 802-522-0841

2015 Reel Fun Vermont photo contest winners announced

MONTPELIER, Vt. – Vermont Fish & Wildlife Department and Vermont Department of Forests, Parks & Recreation today announced the winners of the 2015 Reel Fun Vermont photo contest, a component of the recently-created Reel Fun Vermont fishing program aimed at making fishing in Vermont State Parks more accessible to park visitors.



Posted on 05/27/2015

Media Contact:

Rochelle Skinner, Vermont Department of Forests, Parks & Recreation, 802-522-0841

Susan Warner, Vermont Fish & Wildlife Department, 802-595-2470

Vermont State Parks and Vermont Fish & Wildlife announce “Reel Fun” program for 2015

MONTPELIER, Vt. – Vermont State Parks and the Vermont Fish & Wildlife Department are teaming up this season to promote and enhance fishing opportunities for campers and visitors at state parks across Vermont through the recently created “Reel Fun” program.

News Clips & Social Media



THE FISHING WIRE



TELL-A-FRIEND : SUBSCRIBE : SUBMIT RELEASES : ADVERTISE : CONTACT : ARCHIVES

Vermont Reel Fun Photo Contest Winners

November 9, 2015

MONTPELIER, Vt. – Vermont Fish & Wildlife Department and Vermont Department of Forests, Parks & Recreation today announced the winners of the 2015 Reel Fun Vermont photo contest, a component of the recently-created Reel Fun Vermont fishing program aimed at making fishing in Vermont State Parks more accessible to park visitors.

"We received dozens of great photo entries from anglers across the state who went fishing in a Vermont State Park this summer," said Michael Snyder, commissioner of Vermont Department of Forests, Parks & Recreation. "From first-time anglers and family fishing adventures, to avid



Vermont anglers reel in awards

Posted: Nov 02, 2015 6:23 PM EST
Updated: Nov 02, 2015 6:23 PM EST

By WCAAX News [CONNECT](#)

BURLINGTON, Vt. - Vermont anglers reeled in some big catches this year and some are being showcased by the state.

It's part of Vermont Fish and Wildlife's "Reel Fun Vermont Photo" contest where anglers submitted pictures of their catch.

The winners this year, Calvin Trudo and his bluegill, Peter and Lucie Armata with a largemouth bass and yellow perch and Marielle Welch also with a largemouth bass.

They won a variety of prizes.



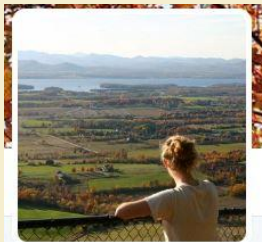
1st Place: Calvin Trudo



VT Fish & Wildlife
@VTFishWildlife



VT Fish & Wildlife @VTFishWildlife - Jun 5
We're collaborating w/our BFFs @VTStateParks : #ReelFunVT !
Borrow fishing gear, submit pics, win! More: bit.ly/1RFCKBf
#FishyFriday



Vermont State Parks
@VTStateParks



Vermont State Parks @VTStateParks - Jul 9
Win a weekend stay + fishing gear. Take a photo of yourself fishing in @VTStateParks, tweet & tag #ReelFunVT



Vermont State Parks @VTStateParks - Jun 19
Check out fishing gear for FREE in parks. Win camping weekend & gear. More: bit.ly/1GwFMu #ReelFunVT

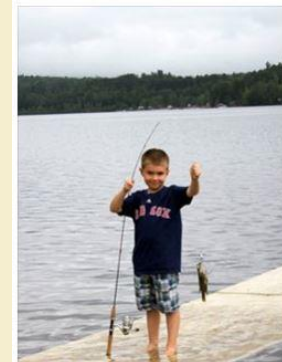


Vermont State Parks
Public Places & Attractions



Vermont State Parks
August 14 - @

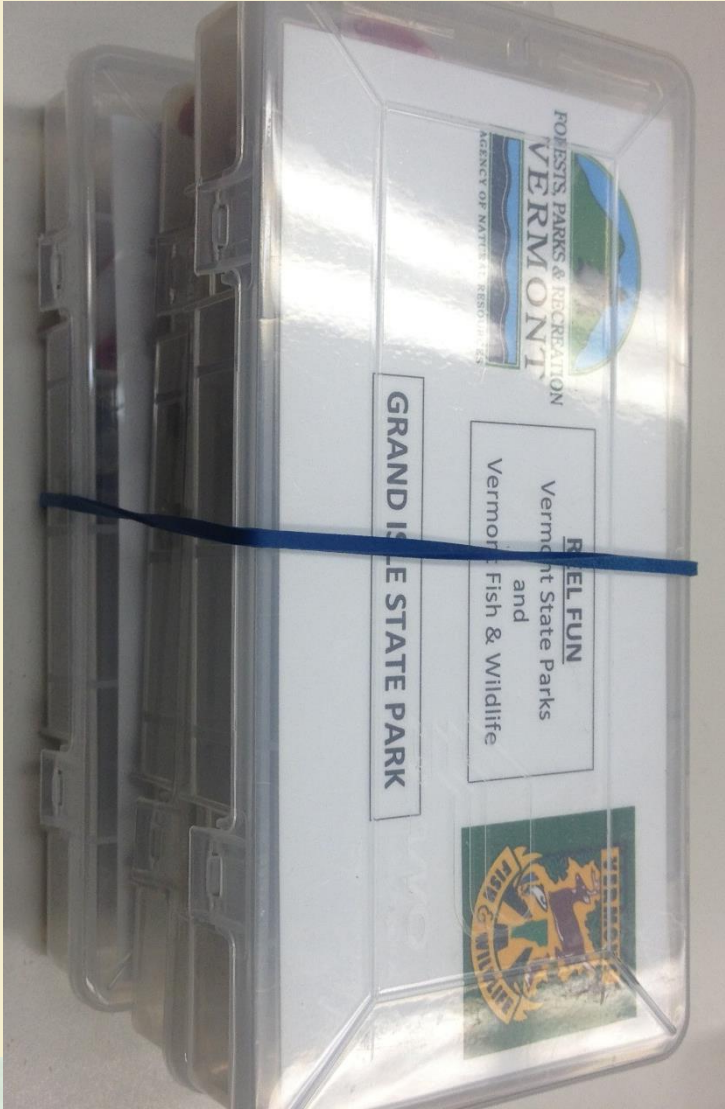
REEL FUN WEEK continues through this Sunday...we want to see your pictures! What have you been catching in the parks? Submit your photos here with #ReelFunVT for a chance to win free fishing gear and camping in the Vermont State Parks!



Results - YouTube Ad Component

- **Duration:** June 3 – June 30, 2015
- **Total views:** 130,142 **Minutes watched:** 32,212
- 76% male viewership, 24% female
- 14-second average view duration
- **Top states by views:** Massachusetts – 52,253; Connecticut – 19,783; New York – 15,091; Vermont – 15,091; New Hampshire – 10,361
- **Viewership by age:** 25-34 (40%), 35-44 (31%), 13-17 (23%)
- **Top 3 viewing devices:** Mobile phone (38%, 49,462), computer (35%, 45,586), tablet (19%, 25,110)

Loaner Tackle Kits



Reel Fun in Vermont State Parks – Tackle Component

- 10 high-traffic, fishing-oriented parks selected for year one
- 3 loaner, user-friendly fishing rods and tackle kits provided to each park
- Park-specific fishing brochure – tips, license info
- Support to park staff

Results - Tackle Kit Usage Highlights

- 150 tackle kit sign-outs from 8 reporting parks
- 90 rods signed out at Silver Lake State Park
- Visitors excited and appreciative of kits – some even surprised by their availability
- Mix of use by kids & adults, as well as family use
- Purchase of fishing license a common deterrent for adults across various parks

2015 Fishing License Sales Highlights

- Resident Fishing: + 1.22%
- Resident Youth Fishing: + 2.8 %

- Non-Res. Fishing: + 1.28 %
- Non-Res. Youth Fishing: + 10.11%
- Non-Res. 1 Day Fishing: + 4.27 %

2015 Resident Fishing License Sales Highlights

- Dramatic increase in women anglers over the age of 65: + 24%
- Chittenden County women over 65: + 86%
- Chittenden County youth anglers: + 11%

2015 Nonresident Fishing License Sales Highlights

Out-of-state audiences targeted through YouTube ads, state park promotions and range of advertising / communication strategies

State	License	Gender	Increase
Massachusetts	Youth	Women	14%
	7 Day	Women	13.7%
Connecticut	Adult	Women	22.8%
	Youth	Overall	4.2%
	1 Day	Overall	8.1%
	3 Day	Overall	10.5% (women 12.5%)
	All	Overall	4.1%
New York	Youth	Overall	28% (women 13%)
	All	Overall	3.5% (women 12%)

Conclusions

- Modest resident license sales gains
- Strong s non-resident license sales increase
- Strong increase in participation by youth and women; More research needed on these trends
- Opportunity to expand Reel Fun campaign to year-round, statewide program
- Potential correlation between promotional strategies / state park resources, and nonresident license sales increases

Future Planning

- Positive feedback & upward trending license sales means program continuation in 2016 and 2017
- Strengthen state park component:
 - Enhanced training for park staff; Improved signage of program / equipment
 - Explore Reel Fun ice fishing opportunities
 - Advertise program more broadly – e.g. camping / tourism guides
 - Explore Reel Fun “day pass” options and other supportive license options to further increase accessibility to fishing
 - Better incorporate Reel Fun program & VT fishing license info into visitor reservation process
 - Gather better contact information from tackle kit users
- Continue & expand Chittenden County & I-91 corridor outreach strategies; range of initiatives proposed
 - Promote in local venues (ReelFun Day with minor league baseball team --Lake Monsters)



#ReelFunVT photo contest 3rd place winner, Marielle Welch



#ReelFunVT photo contest 2nd place winners, Peter & Lucie Armata



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Specialist

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