

TN Community Fishing Program, Geofenced and Measurable

RBFF State R3 Program Grants



RECREATIONAL
BOATING & FISHING
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TAKEMEFISHING™.org



Overview

Tennessee Wildlife Resources Agency (TWRA) piloted a community fishing program with stocked lakes, in park like areas where families of all demographics can go that are less than ten (10) miles from home in two (2) cities- Nashville and Chattanooga. TWRA targeted residents in and around these areas with a marketing campaign for these community fishing lakes to recruit and reactivate people within a ten (10) mile radius. By focusing efforts on community lakes Tennessee successfully promoted convenient close to home fishing opportunities to a diverse audience, thereby, increasing overall fishing participation in underserved demographic groups located in Nashville and Chattanooga, TN.

Results

TWRA was successful in demonstrating that creating places to fish where large populations reside is a good R3 strategy. TWRA's advertising efforts consisted of a geofencing campaign targeting those individuals residing and working in the areas immediately adjacent to the community fishing lakes. They also used targeted promotions on social media for Fishing 101 events in the neighborhoods around the program lakes.

During the program, they spent \$17,500 on direct advertising to lapsed anglers and realized revenues of \$39,788. In total, Tennessee's advertising and stocking efforts resulted in over 1,000 lapsed anglers to purchase a license. Tennessee saw this program turn local metropolitan residents into community anglers.

Creel surveys were conducted to learn more about the participants at these events. Many attendees reported that they were moved to fish as a result of TWRA's direct advertising campaign using Nextdoor and Facebook. Of those surveyed, 99.1% said they would fish the site again and 76% of all anglers reported being at least somewhat satisfied with their experience. Those under 16 or hadn't purchased a license in two years said a primary motivation for fishing at one of these ponds was because it was "close to home."

Partners

- Recreational Boating & Fishing Foundation (RBFF)
- Nashville Metropolitan Parks
- Chattanooga City Parks Department

Support

"The TWRA has long believed that recruitment, reactivation, and retention of hunters and anglers is at the core of conservation efforts. The Community Fishing Lake Program is an outward sign of our focus on R3. I am overjoyed with the good work that RBFF does every year and incredibly delighted that they are our ongoing partner in our endeavors."

-Bobby Wilson, Executive Director, TWRA

R3 event manager David Lowrie teaches participants to fish at Cedar Hill Park located in Nashville, TN.



Benefits

There have been numerous benefits as a result of the creation of Tennessee's Community Fishing Program. Tennessee has been able to recruit and reactivate anglers through a close-by fishing opportunity. In addition, the creation of the Program has supplied the TWRA with a way to reach potential anglers that it would not otherwise be reaching as they are now able to meet urban, metropolitan anglers in their neighborhoods around a community fishing lake. This has allowed the TWRA to teach Fishing 101 to new recruits and reactivate those that have left the angling sport.

Another benefit of the program was that it supplied a way in which the TWRA can be relevant to diverse communities in and around metropolitan areas where it normally would not reach these underserved communities.

Success from this project has helped provide the impetus to expand in 2021 and TWRA envisions the program growing every year.

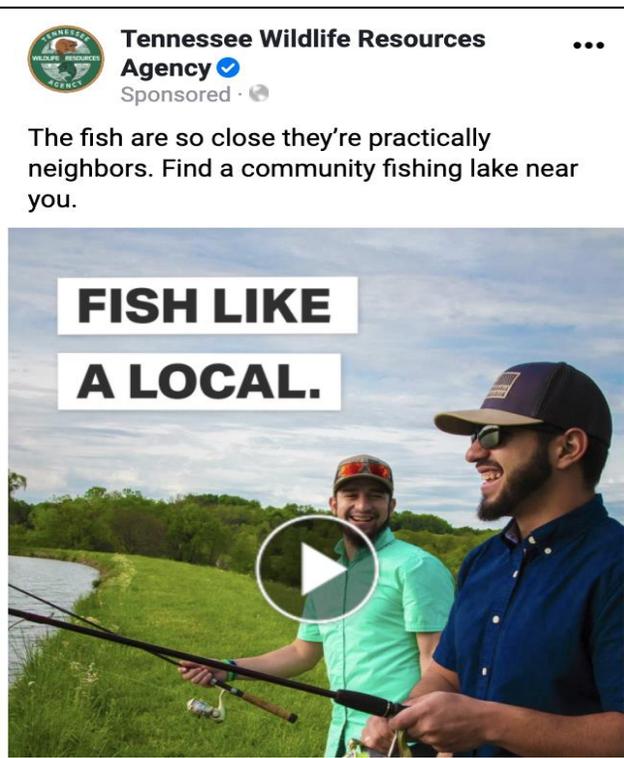
Methodology

Tennessee created a Community Fishing Program centered around two (2) small lakes in the metropolitan areas of Nashville, TN and Chattanooga, TN. In order to drive attendance at the lakes, Tennessee stocked each of the lakes on multiple occasions.

Tennessee attempted two (2) different advertising campaigns. Initially, Tennessee used geofencing ads to target potential anglers in neighborhoods around the community fishing lakes. Midway through the program, Tennessee began targeting event based promotion centered around twenty (20) Fishing 101 workshops held at each Community Fishing Lake. These events were promoted via Nextdoor and Facebook.

Creel surveys were conducted to determine angler success, angler effort, prior fishing experience, prior license purchasing behavior, and above all angler enjoyment.

Example of Facebook ad for Community Fishing Program pop-up learn to fish event. Participants could easily click the link and register on TWRA's event system at GOFISHTENNESSEE.COM.



Future Plans/Lessons Learned

Tennessee experienced great success with its Community Fishing Program. As a result, the Community Fishing Program is being continued.

Beginning in December, 2020 Tennessee will stock trout in the two (2) Community Fishing Lakes and hold a number of targeted Fishing 101 courses at each respective lake.

Likewise, Tennessee plans on expanding the Community Fishing Program with stockings and Fishing 101 courses in Memphis and Knoxville in the spring and summer of 2021.

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This grant program was conducted in 2020 and partially funded by the Recreational Boating & Fishing Foundation (RBFF) through a USFWS financial assistance award (#F18AC00145). For more information on RBFF's State R3 Program Grants, please visit www.takemefishing.org/r3.

