Reel Fun Vermont was promoted heavily before and during Free Fishing Day, June 13, 2015.

Held a special “Reel Fun Fishing in State Parks” week during the third week of July; and created a photo contest (#ReelFunVT) with giveaways ending on Labor Day.

Promotions Included:

- Social media
- Newspaper
- Television
- YouTube ads
- Radio
- Web ads
- Magazine
- Grassroots outreach
- Word of mouth

The new “Reel Fun Vermont” campaign was created to attract both existing and new anglers to fishing in Vermont, educate anglers of Vermont’s diverse, quality fishing opportunities, and lay the groundwork for an annual loaner tackle program aimed at boosting fishing participation and subsequent fishing license sales in Vermont State Parks.

The Recreational Boating & Fishing Foundation (RBFF) granted $17,005, which the agency matched, to create this campaign. Vermont had recently seen small increases in license purchases of those in the urban area and in the 20 to 30 age range. “Reel Fun Vermont” focused on increasing this trend.
RESULTS

- Need to engage earlier and more thoroughly with state park interpreters during their orientation period.
- Park staff had a hard time remembering where fishing kits were. Next year, will create Reel Fun kiosks that will house the rods, tackle, and brochures all in a central, visible location.
- Park visitors need better and earlier notice of the program. Next year, will incorporate more material on the program in FPR website and social media, particularly the reservation packet that visitors receive.
- License requirement for adults was a barrier to participation for adults, but not for kids. Next year, will investigate methods to overcome this obstacle.
- Broaden the use of bus ads to more routes in Chittenden County.
- Work with Department of Tourism & Marketing to brand Reel Fun in statewide tourism materials, including at visitor’s centers.

Future Goal:
Expand the program so it becomes recognizable as a year-round statewide promotion rather than limited to state parks and Chittenden County during the summer.

CALL TO ACTION

- CUSTOMIZED PARK BROCHURE
  Susan Warner
  Director of Public Affairs
  Vermont Fish & Wildlife
  susan.warner@vermont.gov
  (802) 595-2470

- CONTACT INFO

CALL TO ACTION

- BENEFITS
  - New partnerships between departments within the state agency
  - Increased visibility of fishing in state parks, as well as conservation awareness
  - Ability to build on the trend of increased interest in local foods and outdoor activities among the urban Chittenden County residents
  - Working with local media and the county bus company provided additional ideas for cross promotions, which will be expanded in the year ahead

- SUPPORT

  "The Reel Fun Vermont program brings together Vermont’s strong history of recreational angling and the fun of staying at our amazing state parks,” said Louis Porter, Vermont Fish & Wildlife Commissioner. “We appreciate RBFF’s role in making this new collaboration a success and expect Reel Fun will be a tradition for years to come.”