



A Decade of Delivering R3 Support to States

December 12, 2017





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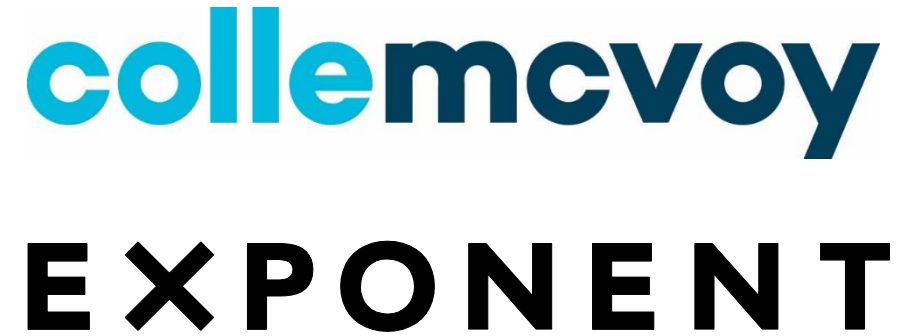


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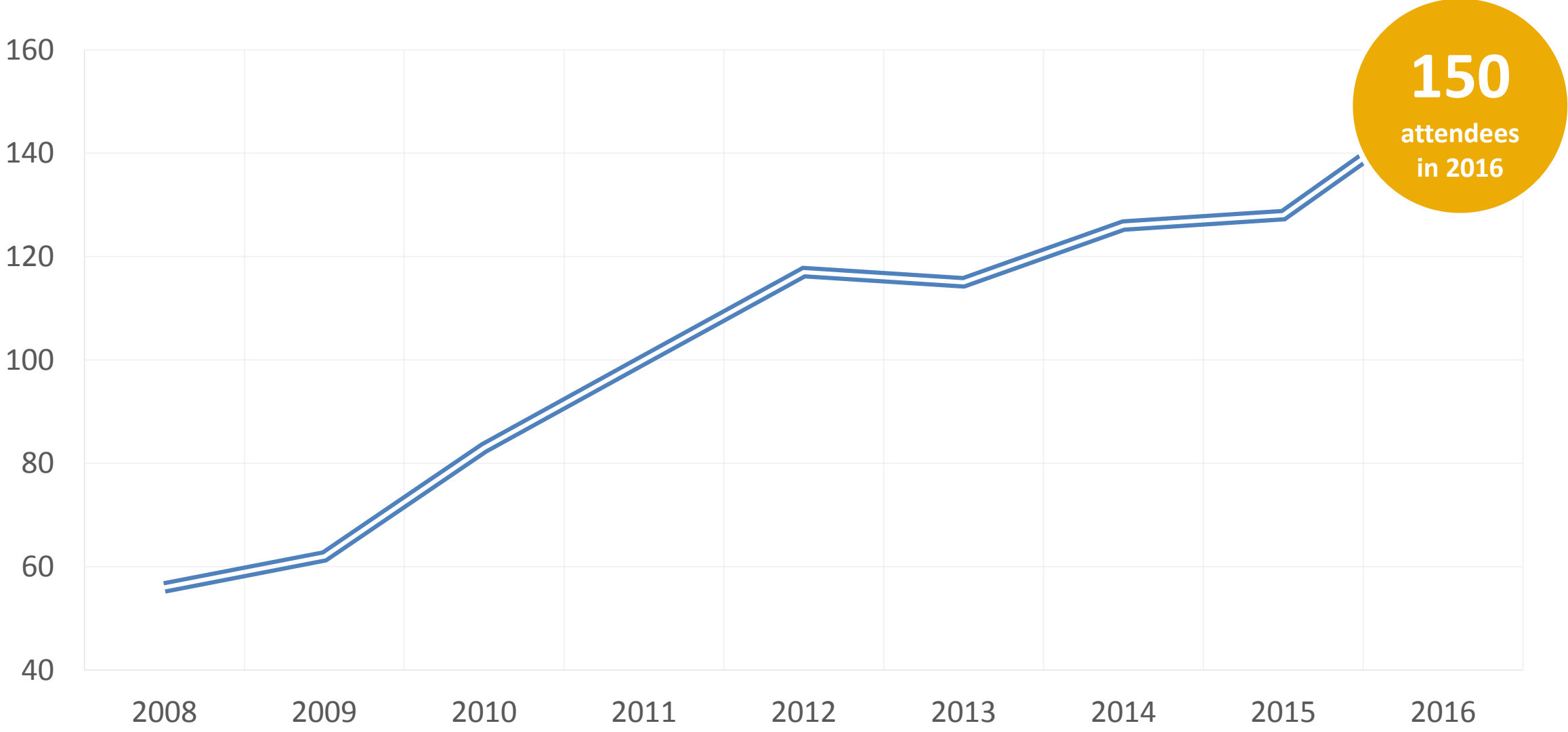


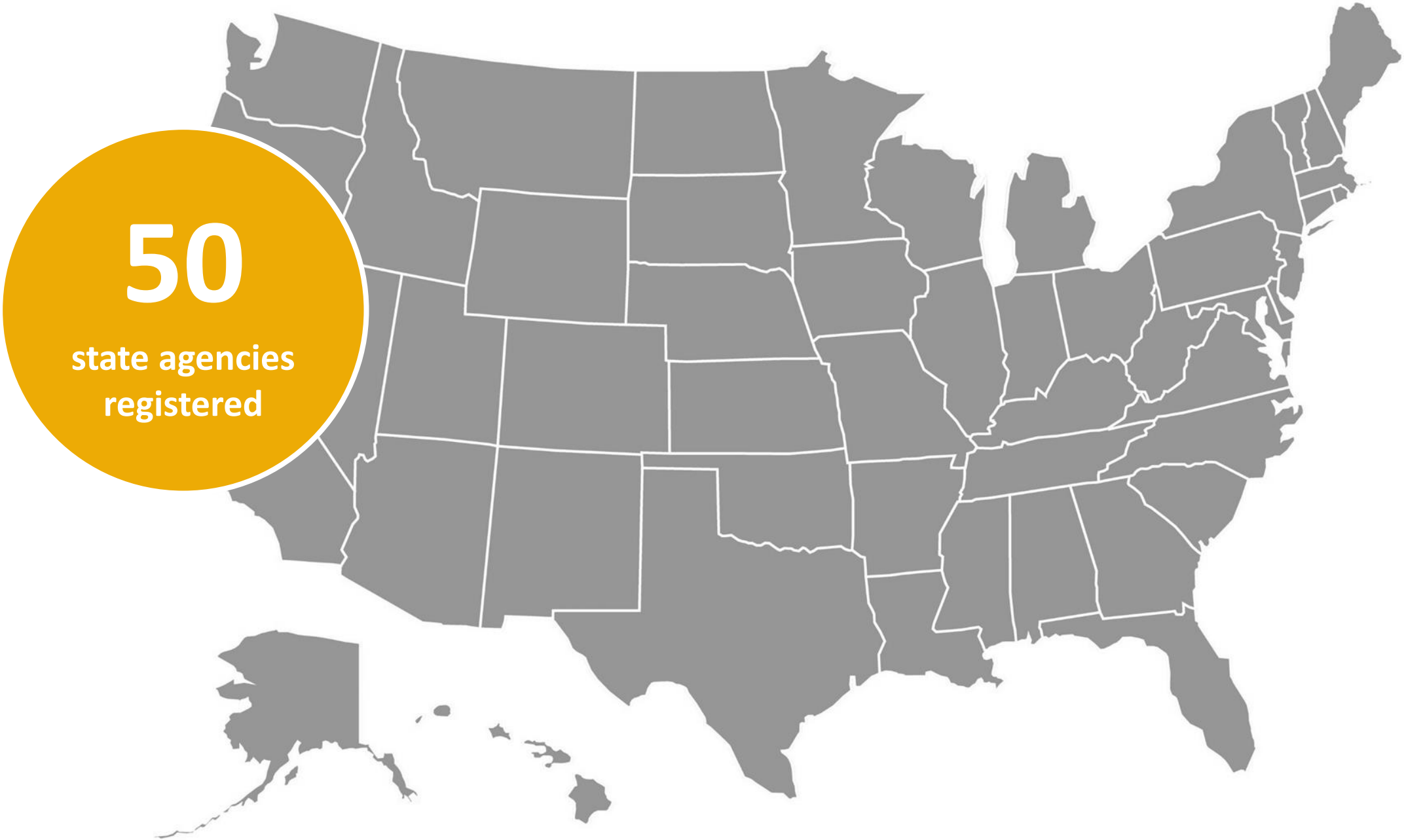
10 YEARS OF WORKSHOPS

2008 vs. 2017



State Marketing Workshop Attendance





50

state agencies
registered

Tools & Trends

RBFF State Agency Tools

2008



2017







State R3 Program Grants

Webinars

Angler/Boater
R3
Resources



Trends in Participation and Demographics

2008	2017
Participation down 7% 	Participation up 3% 
Youth participation important	Youth participation important
Family plays a role 	Families are changing 

Trends in Participation and Demographics

2008	2017
Less than 30% of participants are female	Women (including Moms) play an important role
4.9% Hispanics fishing participants	8.2% Hispanic fishing participants
Adults spend 8 hours a day on screens	People fitting 22 hours of media into 24-hour day with multiple devices



10 YEARS OF RESULTS

A scenic view of a lake with a wooden dock in the foreground, a forest in the background, and a blue sky with clouds. The text "10 YEARS OF RESULTS" is overlaid in the center.

Fishing Participation Up in 2016!

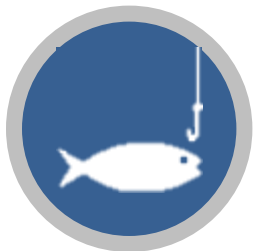
Americans age 16+



Participation up 8.2% in the last 5 years

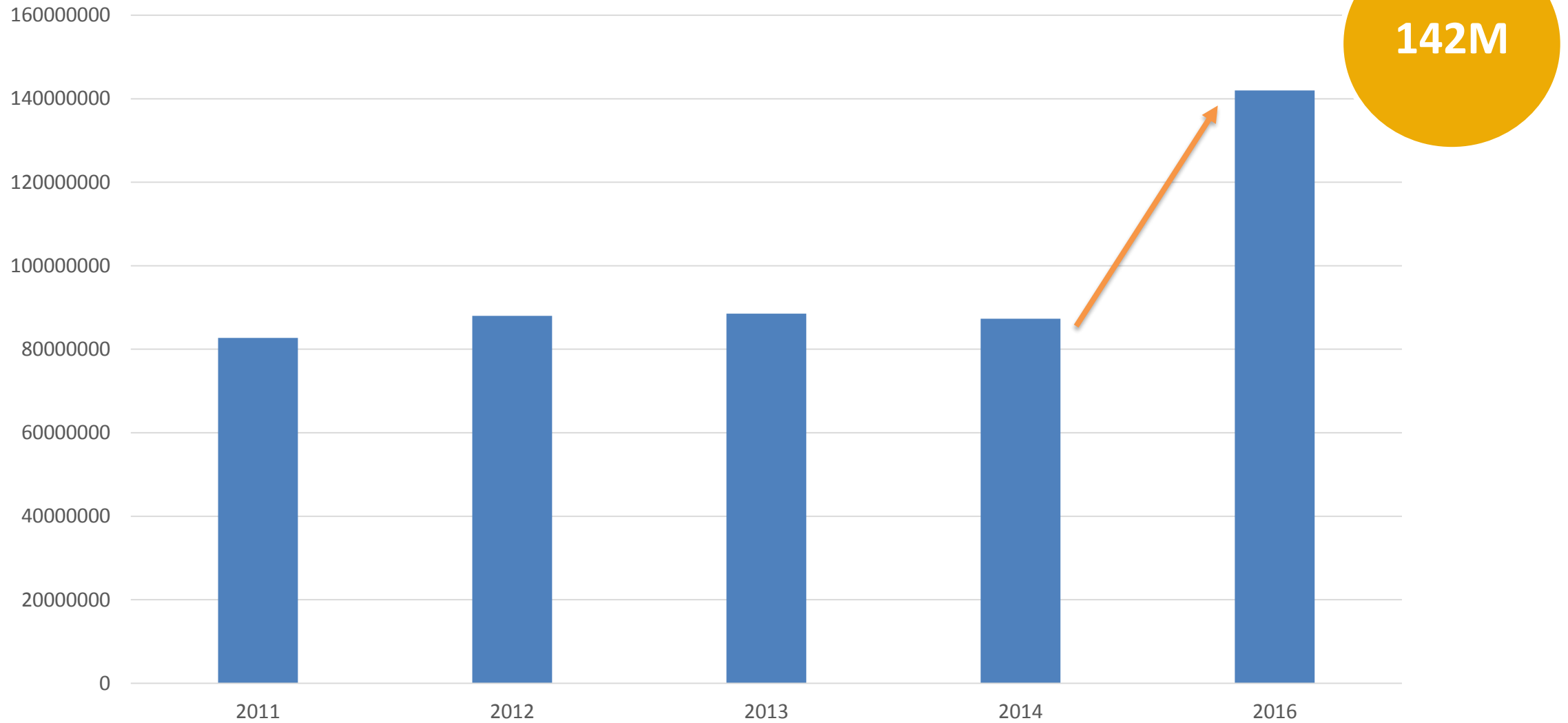


Participation up nearly 20% in last 10 years



Highest participation # since 1991

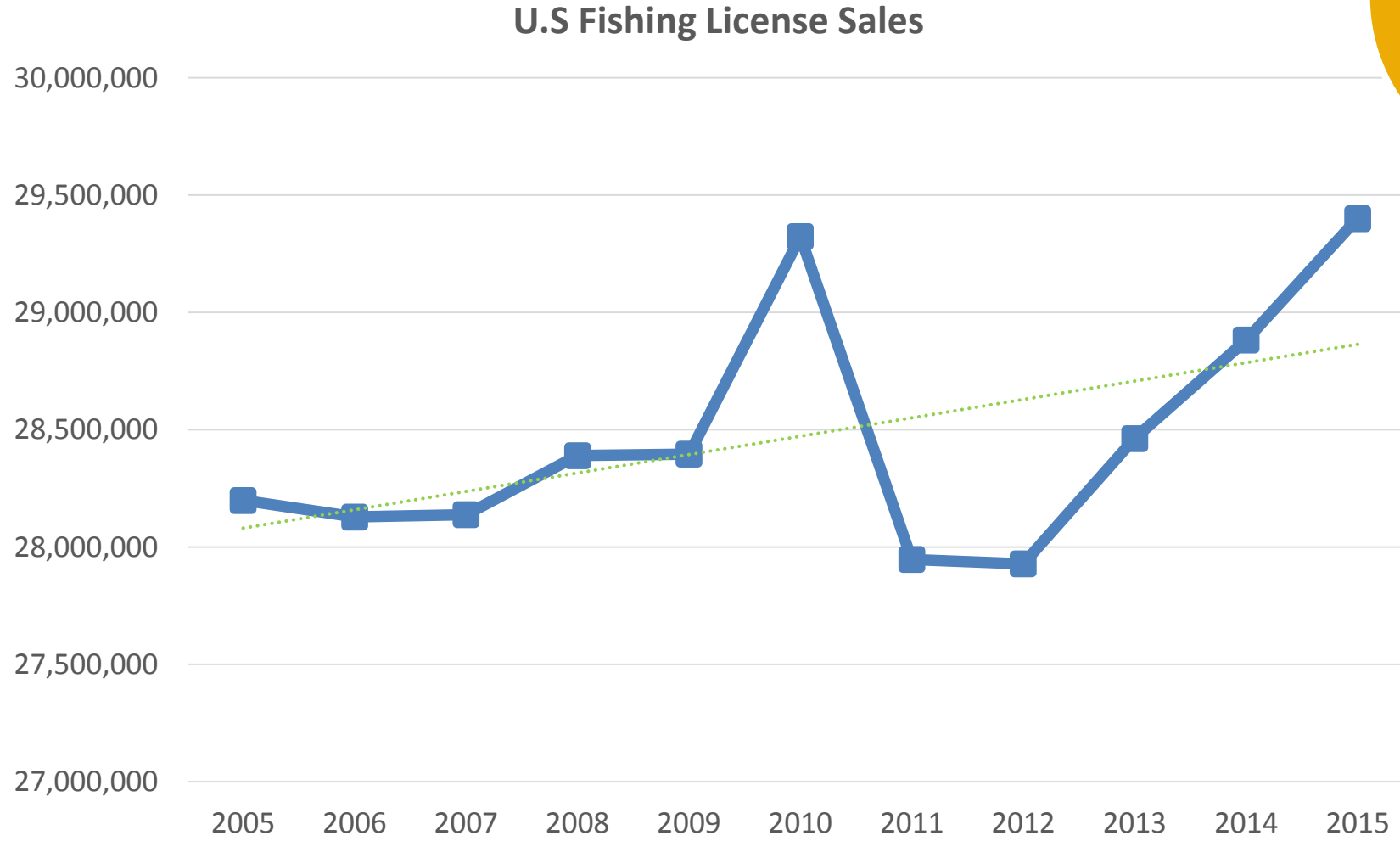
Boating Participation Strong in Recent Years



Source: NMMA

Fishing License Sales Up!

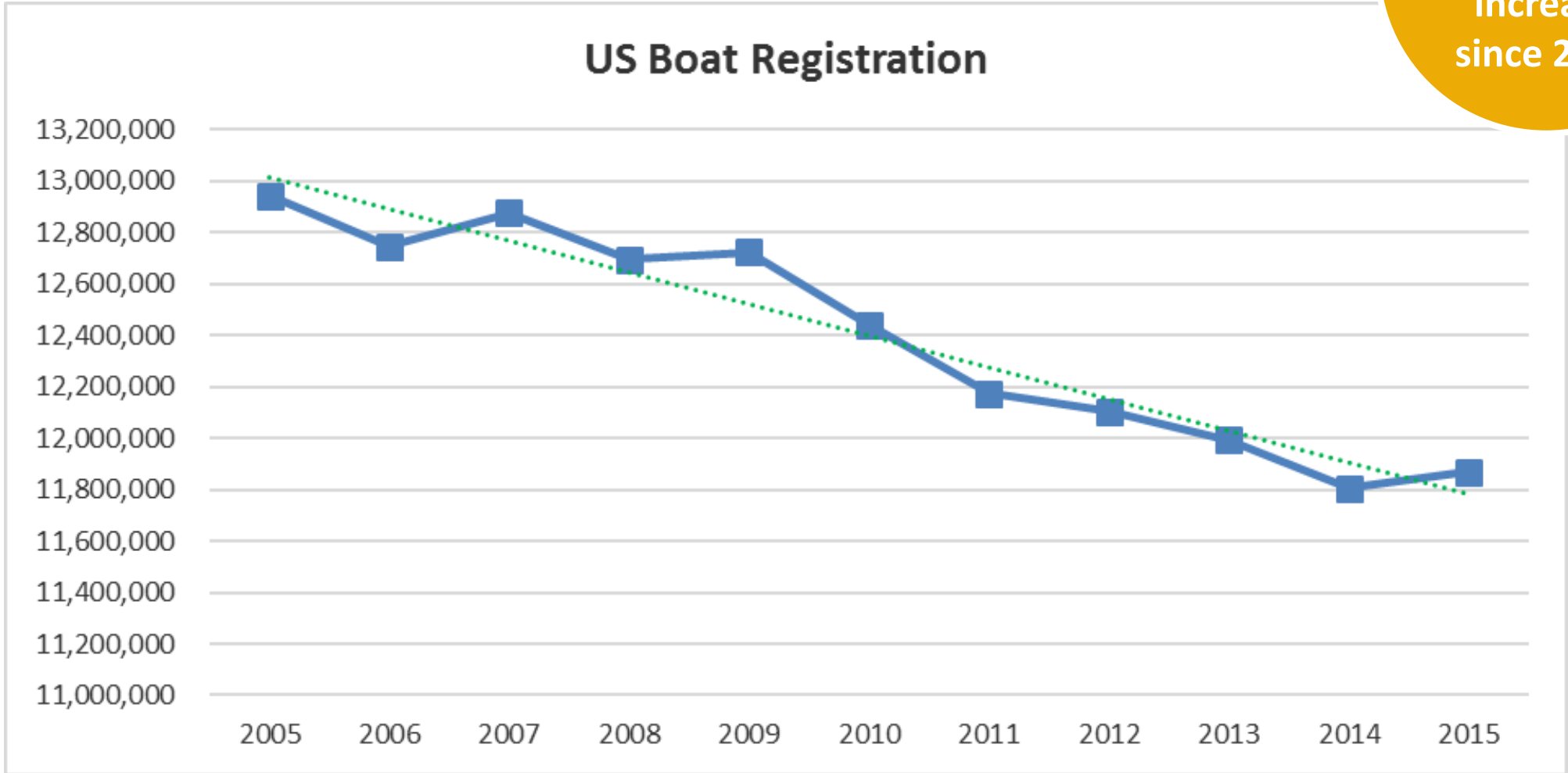
4.26%
increase
since 2005



Source: USFWS

Boat Registrations Up!

1st
increase
since 2009



Source: USCG

State Lapsed Angler & Boater Programs



766K

licenses



271K

registrations

\$25.4M
in revenue
for states

State License & Registration Referrals



3.54M

referrals to state agency license
purchase pages



440K

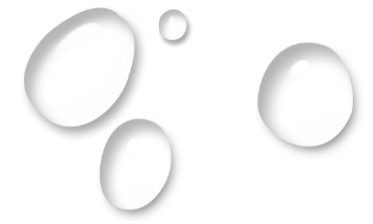
referrals to state agency boat
registration pages

\$8M

in revenue
for states

Revenue calculated using 8% conversion rate from RBFF state agency programs, \$23.76 avg. license cost and \$37.42 avg. registration cost.

Education Grants



\$330K

granted to state agencies in the last 3
years as part of State R3 Grants
Program

\$83K

granted to state agencies in the last 2
years as part of George H.W. Bush
Vamos A Pescar[™] Education Fund

Total Revenue Generated for States

PROGRAM	DIRECT STATE REVENUE
Lapsed Angler	\$15.63 million
Lapsed Boater	\$9.8 million
License Referrals	\$6.7 million
Registration Referrals	\$1.3 million

TOTAL

\$33.4 million

License and registration referral revenue calculated using 8% conversion rate from RBF state agency programs, \$23.76 avg. license fees and \$37.42 avg. registration cost.



ACTIVATING R3 STRATEGIES TO ACHIEVE SUCCESS

2015 vs. 2016. Source: RBF & The Outdoor Foundation



THANK YOU



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING.org



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