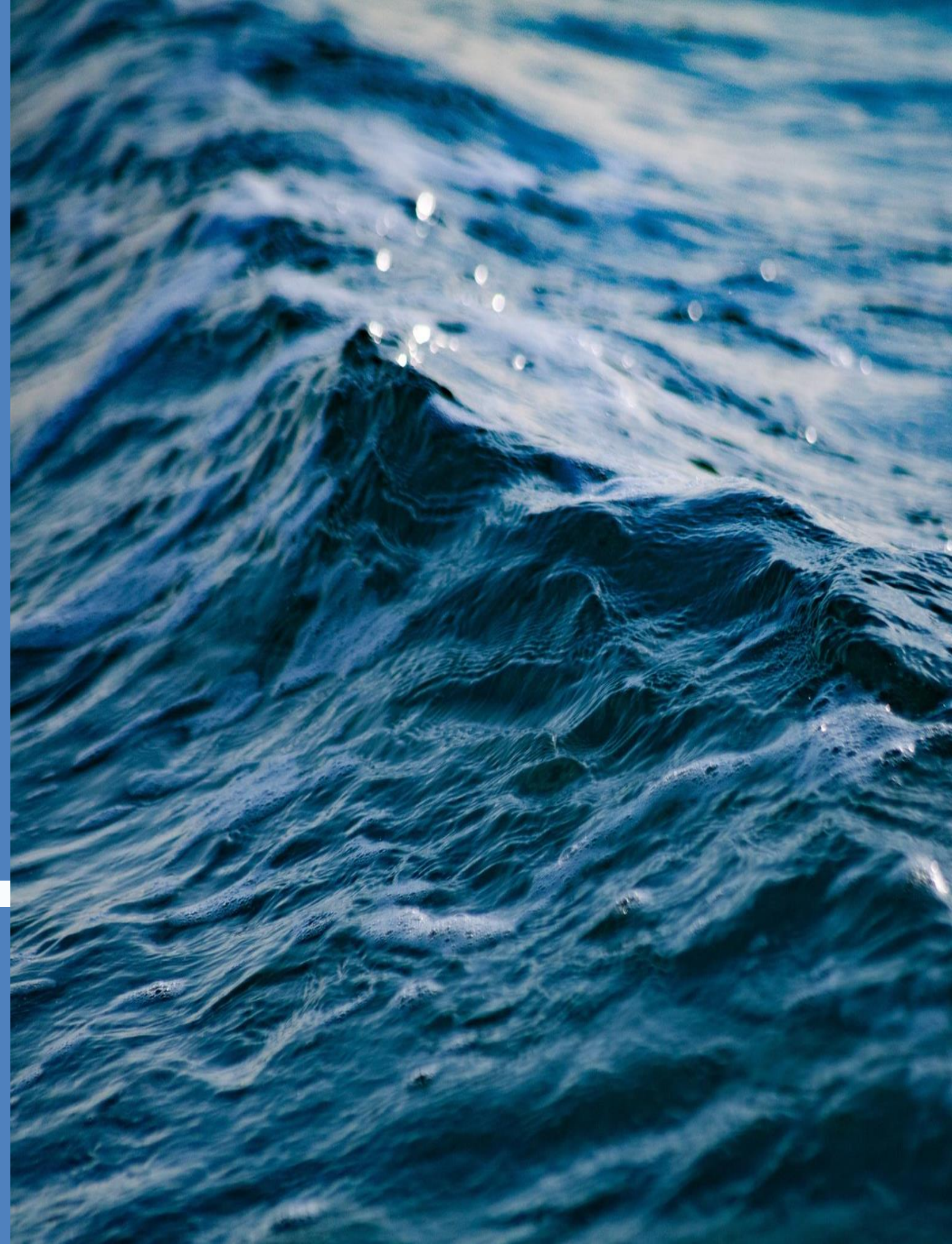


Let's Grow Boating and Fishing

a Maryland Approach



Background

- 2020 Industry led partnership.
- Retaining boaters important to both industry and government.
- Focused on the skills that frustrate boaters the most.





Boating 101 Clinics



Safety Equipment Demos



Launching and Retrieving

2023 Welcome to Boating & Fishing Goals

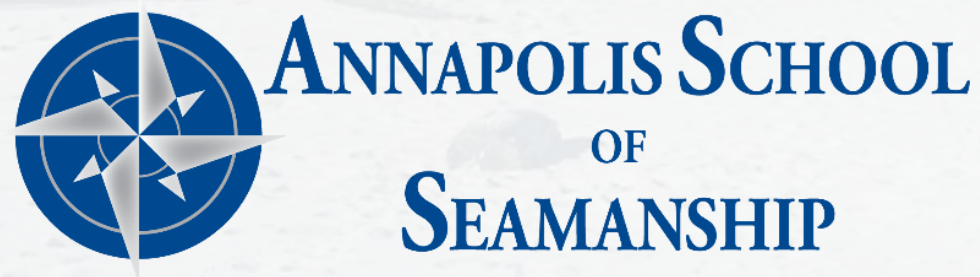
Goal 1: Increase participation in boating and fishing by building skills in a social environment.

Goal 2: Increase participation in boating and fishing by women by providing hands-on training in women-only groups.

Goal 3: Demonstrate the relevance of boating and fishing to new groups and increase participation in boating by removing barriers to boat ownership.

Strategy

Partnerships!



On Water Boat-Handling Co-ed and “Women at the Wheel”



Safety Demos and Trailerling



Seminar Tent

Angler's Outfitters



Exhibitors



Ladies, Let's Fish!

RBFF "First Catch" Trailer
Letha Grimes, Instructor



Fishing Practice Head Boat



Marketing

- DNR Social Media Channels
- ASOS subscribers
- Chesapeake Bay Media–eBlast
- Fish Talk and Prop Talk Magazines
- Angler's Outfitters
- No radio or TV



Free Boating Clinic!

May 12 and 13

Come to Sandy Point State Park

New and returning boaters will see free demonstrations of docking, launching and safety, taught by Annapolis School of Seamanship and Boat US Foundation.

MARYLAND
DEPARTMENT OF
NATURAL RESOURCES



discover BOATING

TAKEMEFISHING™



Dry Bags

All participants



Tech Shirts

Shirts sized/cut for women with
UV Protection



“Women on the Water”

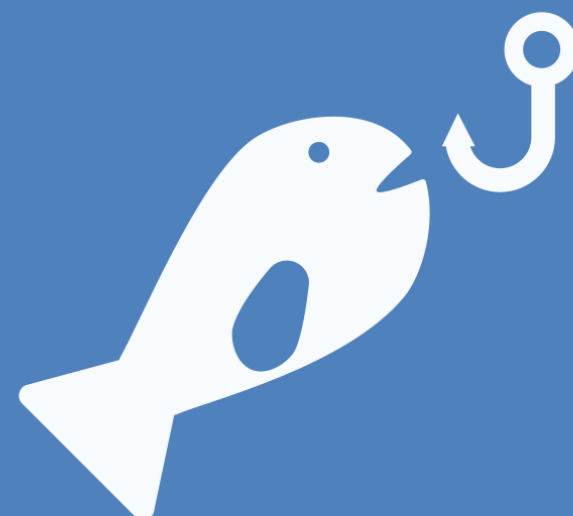
- Not originally planned
- Used leftover promotional items
- Short program weeknight evening
- Boating and Fishing Intro.



Results



24 Co-ed On water
18 Women at the Wheel



37 women received
basic fishing
instruction

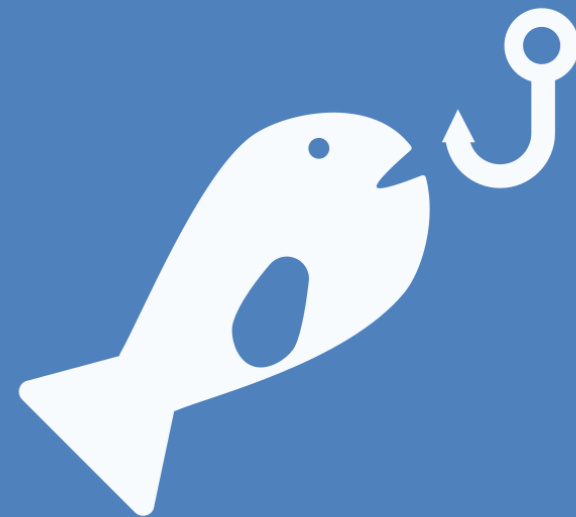


61 Registrations for
Demonstrations and
Seminars

Lessons Learned



Partnerships—a mixed bag



Marketing



K.I.S.S.

Timing

Considerations

Post Event Feedback

“Welcome to Boating & Fishing”



- 83% of women who had fishing instruction said it increased their knowledge and confidence to go fishing again (six respondents)
- 77% of participants felt they learned a lot by watching boat launching & retrieving and safety equipment demonstrations. (nine respondents)
- 92% felt much more confident in their skills and abilities after taking on-water boat handling instruction. (13 respondents)

Post Event Feedback “Women on the Water”

- 80% expected to take introductory boating instruction in the next 12 months using the information they received at the event.
- 80% had already gone fishing in the one week since the event.



Future Plans

-DNR

“Women on the Water” Continues
K.I.S.S.

Connecting Fishing & Boating in 2024

-Marine Trades Association of Maryland
TBD





Thank You!

Questions?

donna.morrow@maryland.gov

Maryland Department of Natural Resources

Chesapeake and Coastal Service

580 Taylor Ave., E-2 Annapolis, Md. 21401

410-260-8773

dnr.maryland.gov

Wes Moore, Governor | Josh Kurtz, Secretary

