



**RBFF STATE
MARKETING
WORKSHOP**

REELING IN & LEVERAGING A FIRST CATCH CENTER

Joanne Martonik
Senior State Marketing Manager

First Catch Centers Background



First Catch Centers

What is it?

Goal:

To provide hands-on opportunities where kids and families can learn basic fishing and boating skills along with conservation ethics. These fishing and boating educational programs will provide positive and fun experiences to families in metropolitan areas and offer an opportunity for a return visit to apply the skills learned without further instruction.





LOCATIONS

- | | | |
|----|------------|----------|
| AL | MA | OK |
| AZ | MD | PA |
| CT | MD/USFWS | RI/USFWS |
| CA | NE | SC |
| DC | NC | TN |
| GA | NM | TX |
| IA | NJ (fixed) | VA |
| IL | NY | WA |
| KS | | WI |

First Catch Centers Benefits



Partnerships



Event promotion



Advice/Feedback



Presence in the area



Equipment



Easy set up and take down



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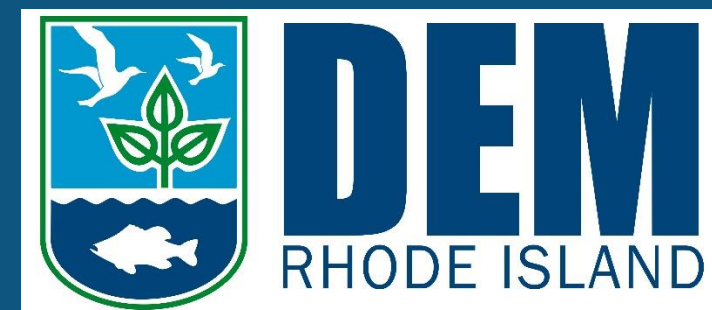
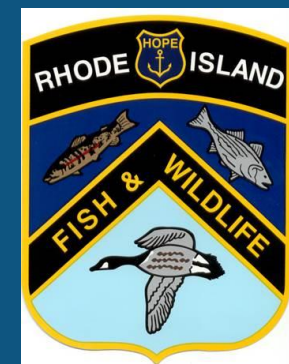
jmartonik@rbff.org

Eric Wilson

State Marketing Coordinator

ewilson@rbff.org

Rhode Island's Mobile First Catch Center



Rhode Island

- ▶ Smallest state in the union
- ▶ Population: 1.096 million
- ▶ Second most urbanized state

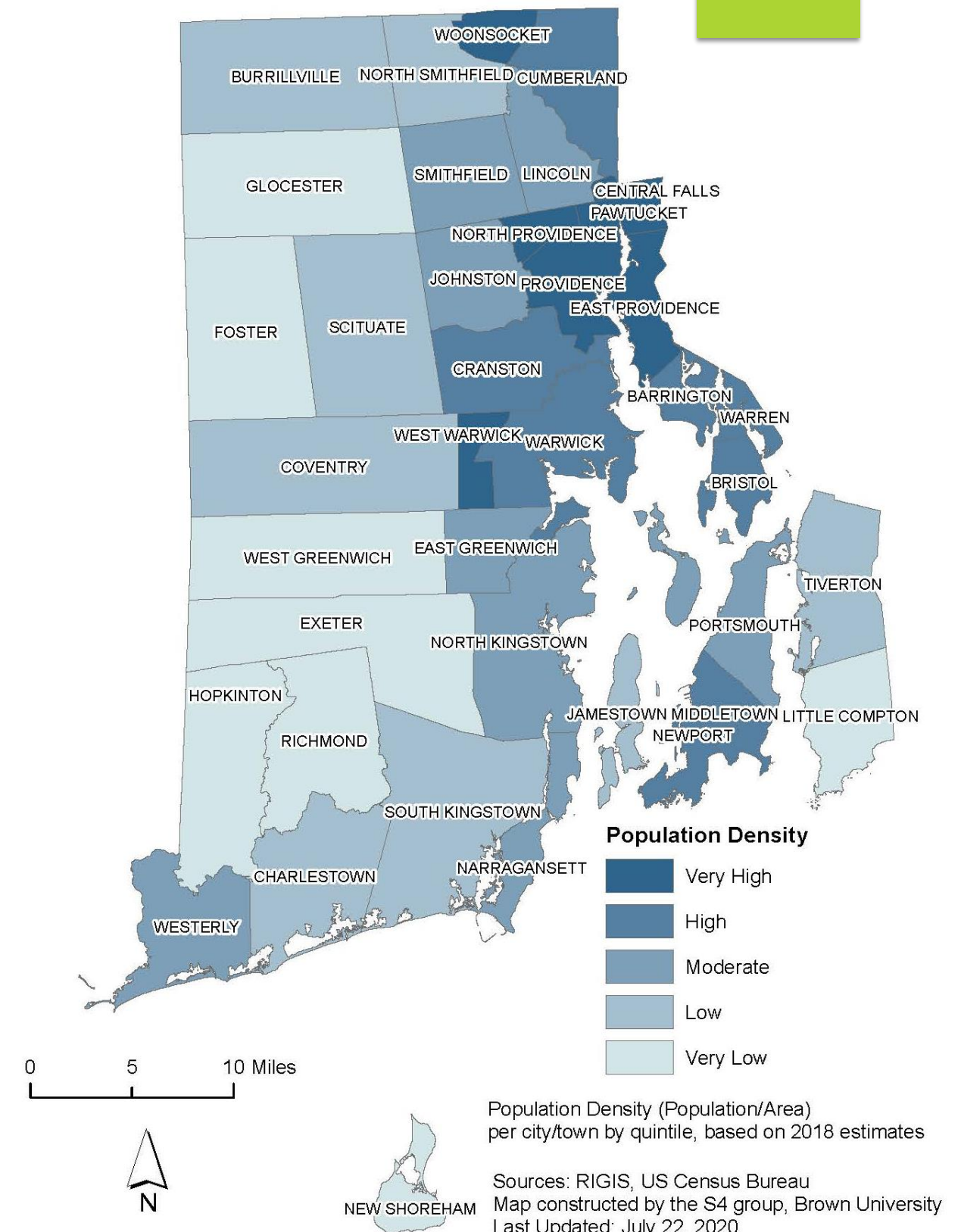
Challenges:

- ▶ Small population = competing for relevancy
- ▶ Similar programming goals among organizations
- ▶ New populations – language barriers
- ▶ Travel barriers

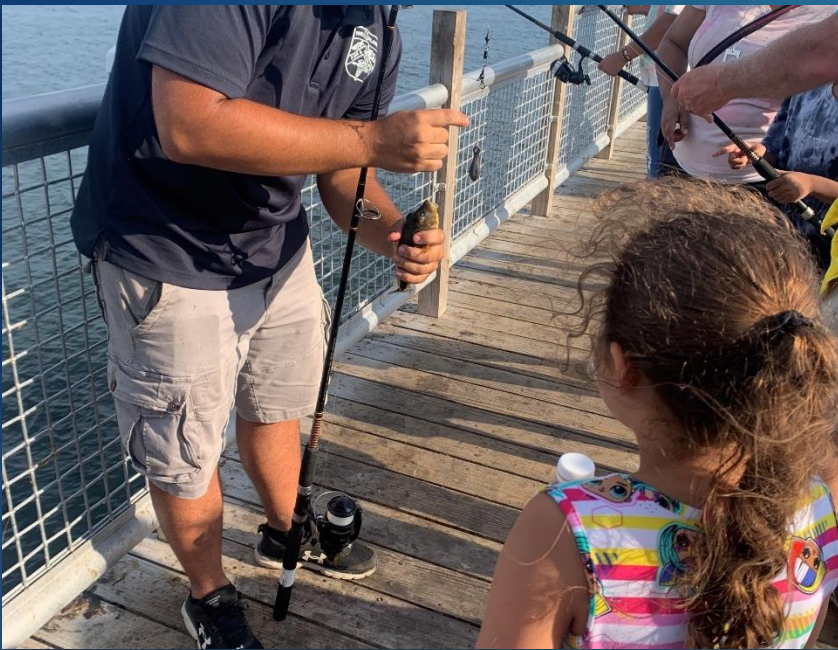
Solutions:

- ▶ Create partnerships
- ▶ Bring the fishing programs to them - FCC

A Map of Population Density in RI Cities



Strength in Partnerships – RIDEM DFW, USFWS Refuge, Providence Parks



USFWS/RIDEM Partnership began with *Take Me Fishing Day* ~ 2004

- ▶ DEM - fishing expertise, equipment, advertising and staff
- ▶ USFWS – coordinated, volunteers, staff, fishing activities and fish from National fish hatchery

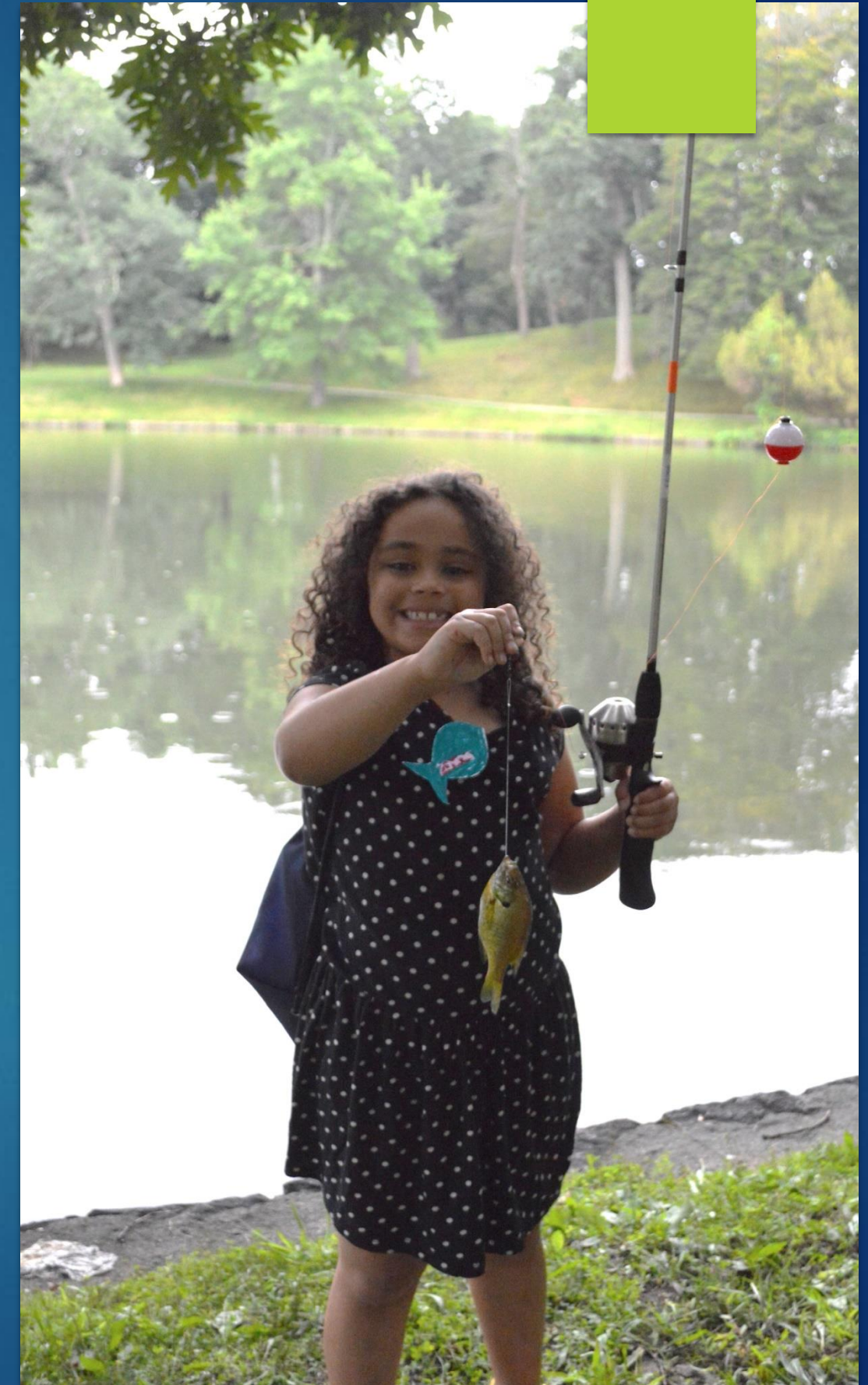
Additional fishing events added over years

- ▶ Specialty Fly Tying/ Fly Fishing Programs
- ▶ Cops and Bobbers
- ▶ Latino Conservation Weeks

Building on Success

Needed to reach underserved audiences:

- ▶ 2013 Providence Parks Urban Wildlife Partnership – RI DEM invited to partner with Teacher Training Academy and bussing for Providence students to visit USFWS Refuge System.
- ▶ Worked with Providence Parks to incorporate fishing programs into Providence Kids Camps – 2019 Cops and Bobbers Pilot





April Alix – Conservation Program Coordinator
Providence Parks Urban Wildlife Refuge Partnership

And then...
Providence Parks
applies for
George HW Bush
Vamos a Pescar
Education Grant

Next Step in USFWS, RIDEM. Providence Parks partnership:

- ▶ Rhode Island's
Mobile First Catch
Center



Janis Nepshinsky – Visitor Services Manager
USFWS RI National Wildlife Refuge

Rhode Island's First Catch Center

STATUS: Scheduled to arrive in MD today!

Stocking with both freshwater and saltwater rods and gear

Fishing activities already scheduled for trailer:

- ▶ *Vamos a Pescar* Cops and Bobbers – Roger Williams Park
- ▶ *Vamos a Pescar* Saltwater Fishing – Rocky Point
- ▶ USFWS Take Me Fishing Day – Satchuest Point
- ▶ NPS Take Me Fishing Day – Kelly House in Lincoln
- ▶ Newport PD Kids Camp – Fort Adams in Newport
- ▶ Fall Pop-up Fishing Event – Lincoln Woods



Advice?

Create strong partnerships

Give time for all entities to review legal agreements

Figure out logistics beforehand: registration, transport, etc.

Use FCC to accentuate current programming

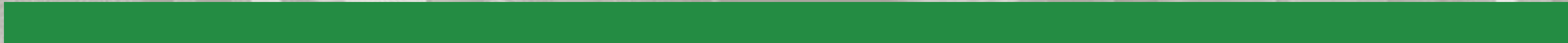
Reeling in and Leveraging a First Catch Center

RBFF State Marketing Workshop 2023

★ ★ ★ DEPARTMENT
OF ENERGY &
ENVIRONMENT



GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR



OUTLINE



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History

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Benefits

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Creating Partnerships

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Looking Ahead - 2023 and Beyond



Brief History of DOEE's MFCC

When

- Donation discussions began in late 2020, completed trailer delivered and operational by mid-April 2021

Why

- RBFF had additional funding following initial trailer rollout in ~10 states; District of Columbia fit the bill as a textbook urban fishery

How

- Worked directly with RBFF, regional trailer distributor, DOEE's Office of Communications, Engagement, and Outreach (OCEO), and a graphics specialist to coordinate purchase, custom wrapping, and pick-up of MFCC trailer



Benefits

In one word, the MFCC has been a gamechanger for our angling education program. How?

- Modular, rapidly deployable, with all necessary tackle and equipment in one consolidated location
 - RBFF provided us with the specific equipment we needed
- RBFF worked with DOEE to ensure trailer wrap/graphics are representative of the community they serve
- MFCC's all-encompassing nature makes collaborative events even more appealing to prospective partner organizations, allowing our small staff to scale our reach considerably



Creating Partnerships

- Non-profit and federal/local government partners are often eager to collaborate, but lack necessary gear and know-how
 - MFCC helps cement new partnerships, bridging the gap between partner organizations which may lack gear and know-how, and our team, which has limited staffing capabilities
- Planning phase begins in early Q2
 - We reach out to past and potential new partners, securing weekend fishing dates on a first-come, first-served basis
 - 4-to-6-month lead time allows for necessary planning, permitting, and promotion
 - Majority of events occur in Q3 and Q4 (Apr. - Sept.)



Partners We Work With

Federal Government

- National Park Service



Local Government

- Metropolitan Police Department, DCPS

Non-Profit

- Anacostia Riverkeeper, Anacostia Watershed Society, Boy Scouts of America, Code 3 Association, Living Classrooms Foundation, Metropolitan Washington Council of Governments, National Park Foundation, National Park Trust, TAPS



Noteworthy Partnerships

DOEE, in partnership with NPF, NPS, and NPT, hosted two *Junior Ranger ASL Angler* events at the Tidal Basin during National Fishing and Boating Week 2022. Staff and volunteers provided fishing instruction, via ASL translators, to members of the local Deaf Community.

These first-of-their-kind events were so popular that we hosted an additional event in September 2022. One attendee caught a 21lb blue catfish at the September event!



National Park Service
U.S. Department of the Interior



Photo courtesy of RBFF, Recreational Boating & Fishing Foundation

Fishing in America's Front Yard Event

Junior Ranger    **Angler Fishing Day**

Bring your family to learn to fish at the Tidal Basin during this free fishing event! All equipment and instruction will be provided to attendees! ASL interpreters will be onsite for this d/Deaf-friendly event. A District of Columbia fishing license is required for this event for people 16 years old and up and can be obtained here:

<https://doee.dc.gov/service/get-fishing-license>

Saturday September 24, 2022
Tidal Basin Parking Lot
1501 Maine Ave. SW
8:30am-10:30am

Email: NAMA_ResourceManagement@nps.gov to register for this event!



Photo: Dave Moeny



NATIONAL PARK TRUST
TREASURE FOREVER



National Park Foundation
EXPERIENCE YOUR AMERICA™



RECREATIONAL BOATING & FISHING FOUNDATION



DEPARTMENT OF ENERGY & ENVIRONMENT



GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR



Noteworthy Partnerships (cont.)

DOEE partnered with MPD's Criminal Apprehension Unit to provide spring and fall fishing trips for local public charter school students at MPD's Harbor Patrol HQ. Code 3 Association generously provided lunch for both outings.

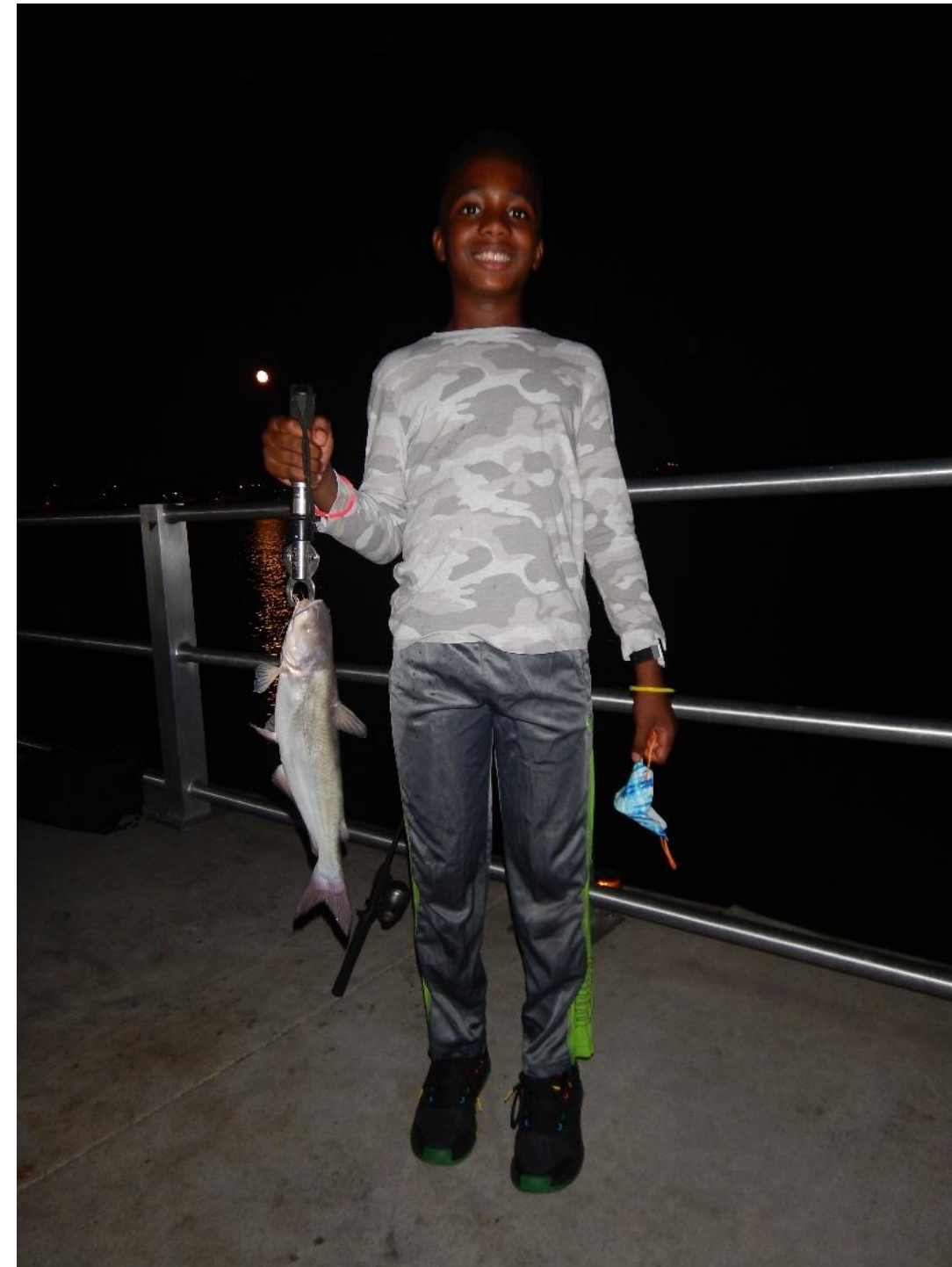
One student caught an 18lb blue catfish during our fall trip!



Noteworthy Partnerships (cont.)

DOEE provided two fishing trips for Cub Scouts of Pack 230, NCAC in fall 2021 and spring 2022.

DOEE, in partnership with LCF, hosted a full moon catfishing event at Navy Yard in August.



2021 *Fishing in the District* Series



- 12 events, Q3 - Q4
- Four locations
- Nearly 400 attendees across all events



2022 Fishing Events



- 14 events, Q1 - Q4
- Seven locations
- Nearly 450 attendees across all events



Looking Ahead – 2023 and Beyond

Upcoming Events:

April 23rd - Hains Point Community Day

April 29th - Shad Fishing at Fletcher's Cove with Howard University, NPT, NPS-CHOH

May 11th/12th - EW Stokes PCS Fishing Days at Kingman Island with NPT

May 20th - Shad Fishing at Fletcher's Cove with Joint Base Myer-Henderson Hall, NPT, NPS-CHOH

May 24th - MPD CAU Spring Fishing Trip with WGPCS, Code 3 Association

May 27th - TAPS National Military Survivor Seminar Good Grief Camp Fishing Sessions at Tidal Basin with NPT, NPS



RBFF can make this happen for your agency!

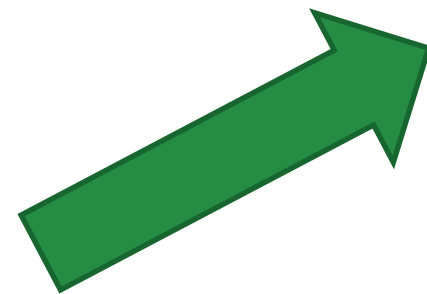


Contact Info

Questions? Email, call, or text any time at:

christopher.campo@dc.gov

202-440-3951 (Cell)



My amazing co-worker Kalie, who helps make all our piscatorial pursuits possible!

