



RBFF STATE INNOVATIVE R3 PROGRAM GRANTS VERMONT FISH & WILDLIFE REEL FUN VERMONT

PARTNERS

- Vermont Department of Forests, Parks and Recreation (FPR)
- Vermont Department of Tourism & Marketing

MEDIA CHANNELS

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

OVERVIEW

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.

TARGET AUDIENCE

Chittenden County Target Audience: Young single residents of Chittenden County and the I-91 corridor

A multipronged approach was applied to Chittenden County and the I-91 corridor, which included a series of print and web ads, as well as very short video spots that ran on local mainstream broadcast and select YouTube markets. Bus ads were produced and ran in the Burlington area, and secured both web and print ad space in the regional fishing media outlet “On the Water” magazine.

State Parks Target Audience: Young families (parents aged 35-44) who visit Vermont State Parks annually

Ten state parks were targeted based on the fishing opportunities present. Each was equipped with three sets of loaner fishing rods and accompanying tackle with detailed instructions. Each of the 10 state parks was also supplied with individual brochures that provided information on fishing opportunities specific to that park, as well as instructions on how to purchase a license online. A photo contest using #ReelFunVT was created throughout state parks for winners to receive state park passes and fishing kits.

Bus ads in the Burlington area:

Fishing in Chittenden County is REEL FUN

Check out these great spots!

- Oak Ledge Park
- Salmon Hole in Winooski
- Lower Lamoille River
- Colchester Pond
- Shelburne Pond

#ReelFunVT

BUY YOUR LICENSE TODAY
www.vtfishandwildlife.com

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.”

Customized park brochure:



CONTACT INFO

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RESULTS

Resident license sales: (2015 versus 2014)

Resident fishing: +1.08%
Resident youth fishing: +2.54%

Non-resident license sales

Non-resident fishing: +1.46%
Non-resident youth fishing: +9.84%
Non-resident 1 day fishing: +4.65%

Chittenden County license sales (Summer 2015 versus Summer 2014)

Chittenden County women anglers 65 or older: +24%
Chittenden County youth fishing: +11%
Chittenden County anglers 65 or older: +16%

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

LESSONS LEARNED/FUTURE PLANS

- 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.