

## RBFF State R3 Program Grants Massachusetts Marine Trades Association/Mass KIDS Boating & Fishing Week



### Overview

The goal of the Massachusetts Marine Trades Association (MMTA) Mass KIDS boating initiative RBFF Grant was to increase the participation in boating and fishing by introducing kids to the water through family friendly events by promoting and highlighting Mass KIDS Boating Day/Week in 2018. The Massachusetts KIDS Boating Day was created by the MMTA in 2017 to support and promote youth boating events around the state with the goal of introducing younger people to recreational boating in Massachusetts.

The 2018 objective was to double the number of participants and events.

The Recreational Boating and Fishing Foundation (RBFF) granted the MMTA \$4,000 to provide small grants to event hosts and to expand promotion efforts.



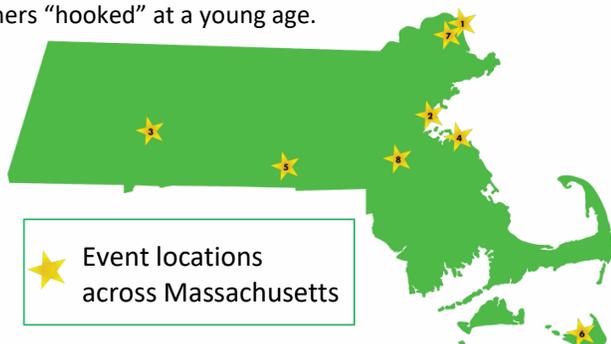
### Partners

Partners included Massachusetts Division of Fisheries & Wildlife, RBFF, and the Great Outdoors Month team.



### Benefits

Mass KIDS Boating Day will help increase participation in boating and fishing by introducing families to boating and spark an interest through the implementation of family friendly events. The decision to include and promote fishing events this year was driven by the fact that almost 70 percent of boaters use their boats for fishing, and the two industries, boating and fishing, go hand in hand. We believe offering both boating and fishing events will expose younger people to the healthy, family-friendly benefits of both activities. More than 70 percent of adult boaters started boating when they were kids, and the MMTA recognizes the importance of this statistic and is working toward the goal of getting future boaters and fishers "hooked" at a young age.



### Results

The MMTA successfully reached their objective of doubling the number of events and participants during 2018 Mass KIDS Boating & Fishing Week. The total number of registered events went from 4 in 2017 to 8 in 2018 and the total projected attendees went from 2,500 in 2017 to 5,000 in 2018.

All event hosts completed the follow-up survey. Overall the hosts felt all their events went well, and each anticipated planning a similar event in 2019. The largest numbers are attributed to the Newburyport, Hingham and Constitution Marina events, which hosted over 80 percent of the approximate 5,000 attendees. Grant recipients indicated that the financial support for the events was beneficial and would be helpful for planning future events as well. Several suggestions on improving future events included increasing marketing efforts next year, adding more boats, adding additional resources to hand out, and potentially adding a fishing clinic for participants at the fishing tournaments. Suggestions and comments did vary by event.

Attendee surveys included 36 respondents of which >50% from the Newburyport location with advance registration. Advance registration was recommended to conduct future evaluations. Overall results were positive with the majority of responses being very favorable.

Follow up Survey responses:

- 55% of survey respondents learned about future opportunities for their children to get more involved in fishing & boating in MA in the future.
- Approximately 64% of respondents had someone in their household spend time on a recreational boat in the past year.
- Approximately 42% of respondents had someone in their household fish from a boat in the past year.



Constitution Marina Touch a Boat event.

## Support

“Increasing participation in fishing, boating, hunting, and target shooting is a high priority for MassWildlife. We are proud to support the MMTA’s efforts to increase participation in boating and fishing through the creation of family friendly events. The MMTA’s commitment to introduce youth and families to recreational boating is praiseworthy, and we look forward to working with the MMTA and other partners to address this important conservation need for years to come.”

– Mark Tisa, MassWildlife Director

## Lessons Learned & Future Plans

The goal for 2019 and beyond is to continue to increase the number of events and attendees. Mass KIDS Boating Day unofficially became Mass KIDS Boating & Fishing Week in 2018. This change becomes official in 2019 with another objective to keep the same timeframe for the event in mind — i.e., to have Mass KIDS Boating & Fishing Week overlap with National Fishing & Boating Week and Great Outdoors Month — perhaps taking place from June 1 to June 9, 2019. Efforts will continue to look at this initiative on a national level and get more states to participate. Meanwhile, the MMTA will continue their sponsorship and support as they look to the future and expanding the initiative.

Using results for 2018 survey MMTA plans to work on expanding the following in 2019: event registration, boat rides, vendor outreach, t-shirts/giveaways, and food options/partnerships.

## Methodology

In an effort to expand upon the 2017 MassKIDS Boating and Fishing Day the initiative was extended from a single day to 9 consecutive days, from June 2 - June 10 unofficially becoming the MassKIDS Boating and Fishing Week. The dates coincide with Great Outdoors Month & National Fishing & Boating Week.

The MMTA registered MassKIDS’s Boating & Fishing Events and worked with event hosts to create engaging family friendly events across the state. The events included Touch A Boat events in Newburyport, Hingham, Charlestown, Nantucket and South Hadley; a lakeside event in Webster; and two youth fishing tournaments, one in Newburyport and one in Foxboro. Event activities included: boat trips, boat tours, fishing tournaments and demos, kid-friendly vendor tables, critter cruise, games, arts and crafts, life jacket and boating safety information, diving lessons, music, roving pirates, touch tanks, tall ship tours, police, fire and Coast Guard boats, and more.

The MMTA Educational Trust created a grant program in Massachusetts to focus on supporting non-profit youth boating programs in the state of Massachusetts. The focus of the grant program is to work with youth boating programs to get more kids on the water: <https://www.boatma.com/ma-kids-in-boating.html>

New in 2018 the MMTA developed a follow up survey for event hosts and attendees when possible. After the events the MMTA followed up with the participating event leaders to determine the success of their events.



Constitution Marina Touch a Boat event.



Lakeside Kids Event – Webster, MA



## Contact Info

Massachusetts Marine Trades Association

Randall Lyons, [Randall@boatma.com](mailto:Randall@boatma.com)

[www.boatma.com](http://www.boatma.com) or [www.masskidsboatingday.org](http://www.masskidsboatingday.org)

Massachusetts Division of Fisheries and Wildlife

Kris McCarthy, [Kris.mccarthy@state.ma.us](mailto:Kris.mccarthy@state.ma.us)