



RBFF Vision & Strategic Direction

STATE MARKETING WORKSHOP

December 9, 2015



TAKEME FISHING.org



VAMOS APESCAR.org

THE CURRENT SITUATION



46m ANGLERS

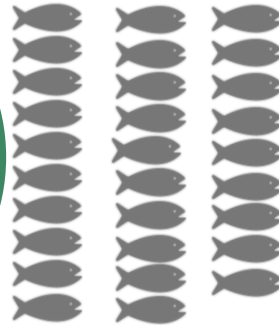
15% of the U.S. Population

87m BOATERS

27% of the U.S. Population

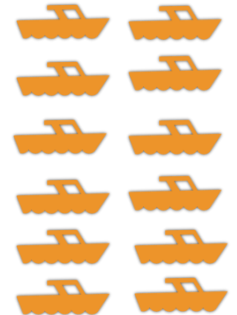
29m

fishing
license sales



12m

registered
boats



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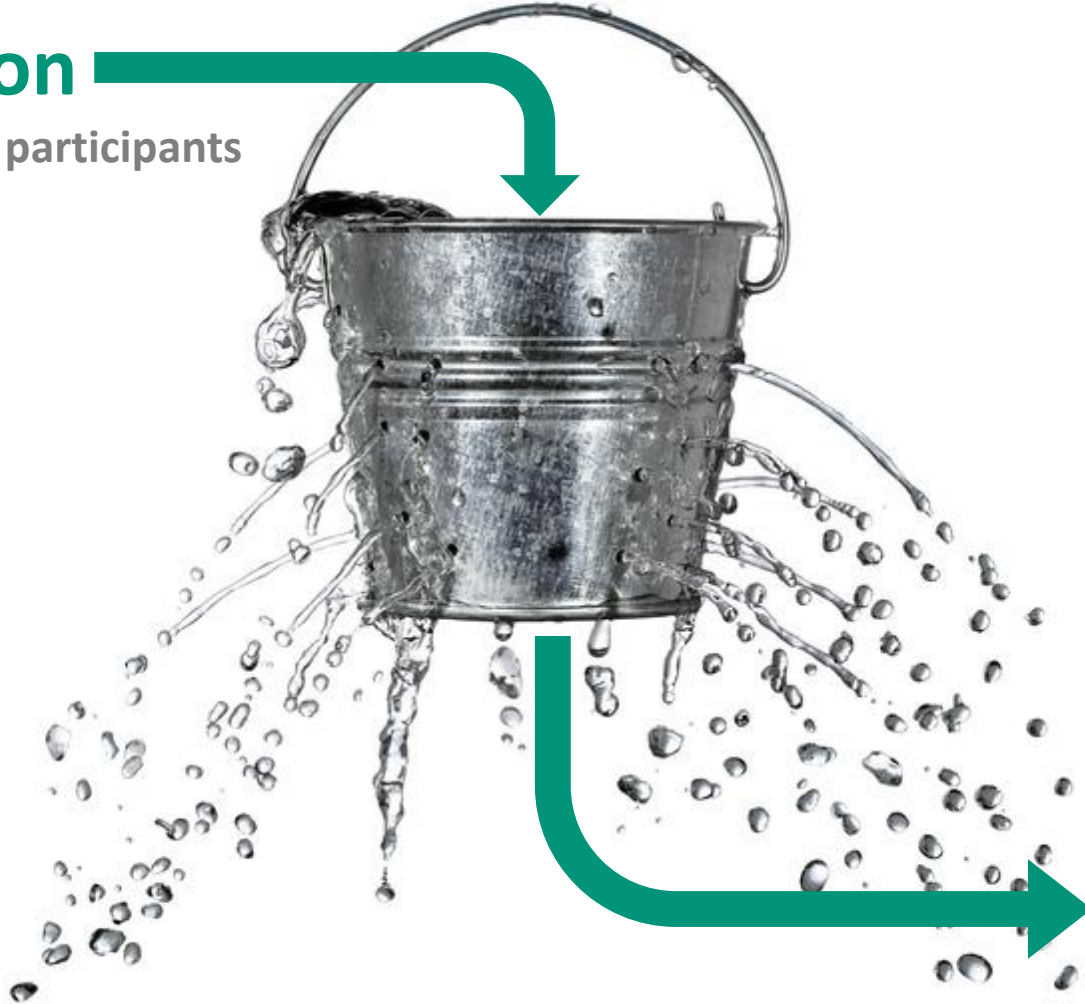


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THE CHALLENGE

5.9 million

new/returning participants
in 2014



5.8 million

lost participants in
2014

RBFF Strategic Plan



**Consumer
Engagement**



**State
Engagement**



**Industry
Engagement**

OUR VISION

*RBFF is committed to spreading the joy of fishing and boating to **all ages, genders and cultures**; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.*



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60M ANGLERS IN 60 MONTHS



Double the number of first-time anglers:
2.4 M to 5 M

Engage **younger, more diverse** audiences



Starts **April 1, 2016**



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Consumer Engagement

CONSUMER OUTREACH & EDUCATION



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State Engagement

R3: RECRUIT, RETAIN, REACTIVATE



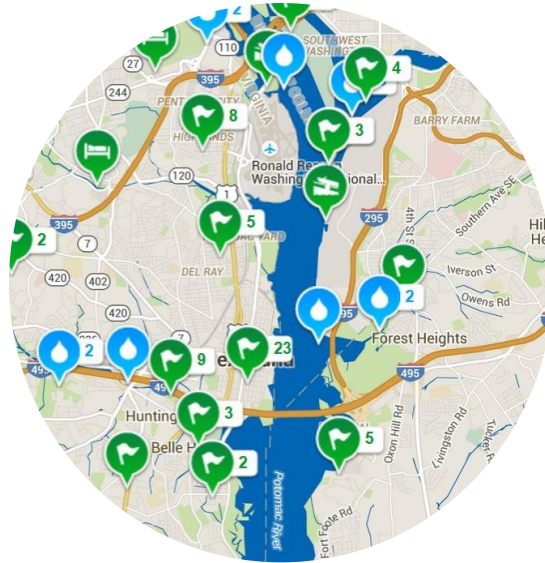
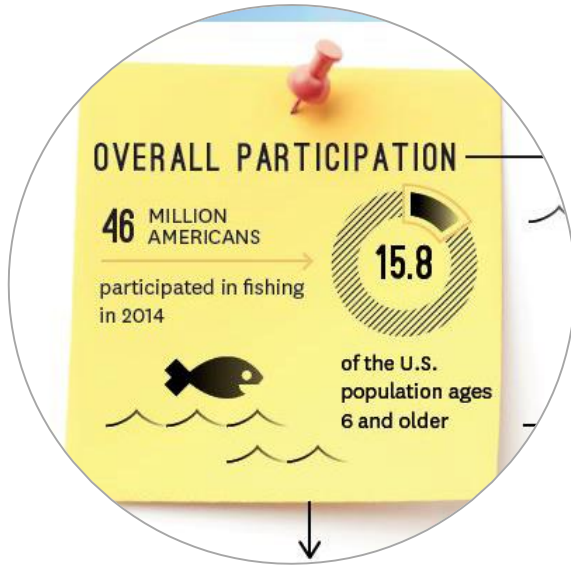
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Industry Engagement

RESEARCH & PARTNERSHIPS



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Collaborate, Relate and Innovate to Redefine the Customer Experience



49

state agencies



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View this video here: <https://www.youtube.com/watch?v=JzY5tJxpdY0>

Thank You



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