



Fish Washington Inland Fish Initiative

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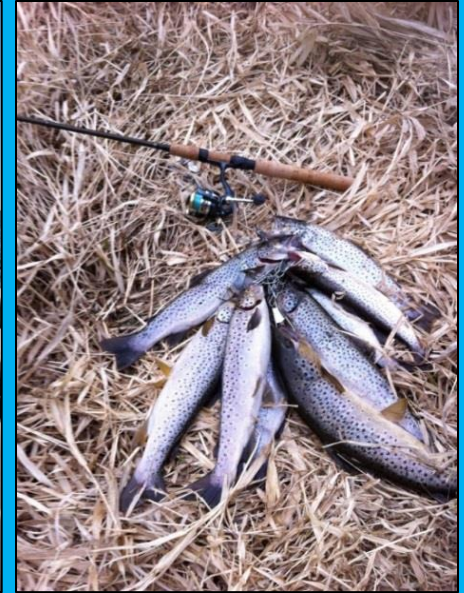
Outline

What is the Inland Fish Initiative

- Progress to date
 - Marketing plan and recommendations
 - Fish Washington
 - Social Media
 - Target Market Promotions

Hatchery Production and Management Changes

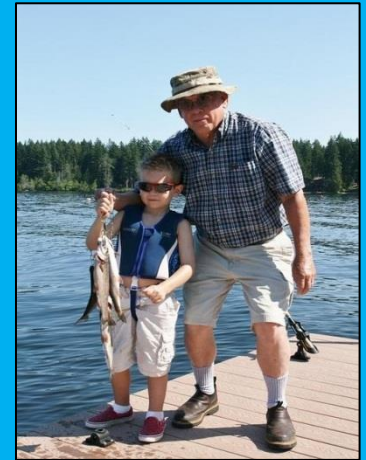
- Triploid Trout Program



What is the Inland fish Initiative?

The problem –

“How can the Inland Fish Program recruit and retain our angling base, and increase revenue to the agency?”



Goals



Increase angler satisfaction, retention and recruitment

10% increase in freshwater & combination license sales

\$1M increase in revenue annually



Why Inland Fish?



High Angler Interest

- 58% of angling days target trout & warmwater fish in lowland lakes
- 77% anglers fished for trout in the last license year
- 31% of anglers prefer to fish for trout

Growth Capacity

Less Restrictions

Revenue Opportunity

What do anglers want?

1. “Tell me where, when and how to catch fish.”
2. More and Bigger Fish!
3. Lots of opportunity!



Marketing Plan

Recommendations in the plan (18 total)

- 1. Develop an overall theme**
- 2. Marketing “opportunity” to fish for game fish in Washington**
- 3. Take advantage of unique fishing opportunities**
- 4. Develop high quality, easily navigable online information**
- 5. Implement a low-cost but high profile effort**
- 6. Develop an online mapping application**
- 7. Evaluate the outcomes of marketing efforts**

1. Develop an overall theme

2. Implement a low-cost but high profile effort



- 3. Develop high quality, easily navigable online information
- 4. Develop an online mapping application



- Queriable database for low lakes, high lakes and Marine Areas – includes the Where's and When's
- Online Mapping application – driving directions for low lakes, section, township and range for high lakes
- Fishing 101 – basic how to information
- Use of social Media – Facebook, Twitter and Youtube

5. Marketing “opportunity” to fish for game fish in Washington

6. Take advantage of unique fishing opportunities

- Promotions to Target Markets – Hunters, Campers
Boaters, Intermittent license Buyers
- Measure efficacy
 - Lowland Lake Opener
 - Father’s Day
 - Black Friday
 - Fall into Fishing



Key Promotable Product is trout

5. Marketing “opportunity” to fish for game fish in Washington

6. Take advantage of unique fishing opportunities

Series of Trout Summit Meetings

- 600 lowland lakes managed for trout, 12 trout hatcheries, produce 9 million trout annually
- Trout Management was “regionalized”

Standardize product – address the “more and bigger”

- Catchable trout were most important to the program
- Fish Size: 10”-13” or 2.5 fpp
- Stocking Densities – minimum of 70 fish per surface acre at catchable size on OD waters
- Harvest rates – 3 fish per angler OD waters, 1.5 on YR waters
- Catch rates – 5 fish per angler on OD waters, 3 fish per angler on YR waters

Identify where to stock

- redistribute trout assets
- Increase trout stocking where affordable



Improving our product

- All fish stocked as catchables statewide are stocked at standardized size and density
- Adjusted stocking plan to maximize use of catchables
 - 115,000 additional catchable trout to Puget Sound Trough
- Invested \$75,000, increased catchable production by 160,000 fish - to Puget Sound Trough – Regions 4 and 6



What are Anglers Experiencing?

Larger and **more** consistent size catchable trout

Longer fishery duration and **consistent** catch rates

Good fishing opportunities across state - **urban** and rural areas

Increased Promotion of an improved product



7. Evaluate the outcomes of marketing efforts



Creel surveys

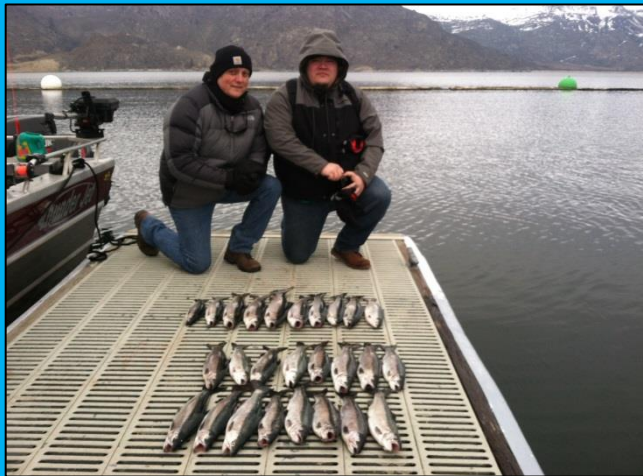
Lowland Lake opener participation is stable or increasing?

Angler Preference Survey

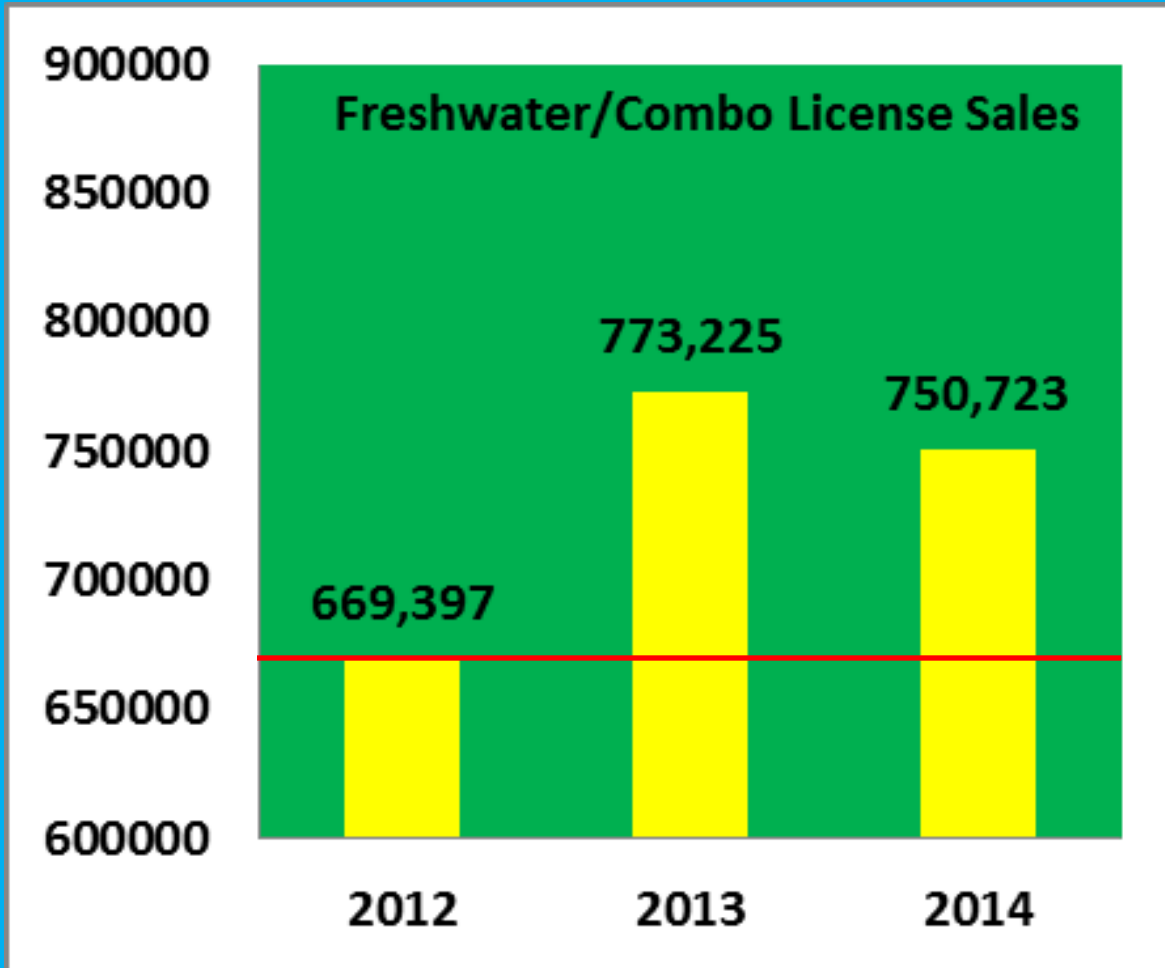
Do anglers perceive a difference on our inland fisheries?

License sales

Are sales and revenue increasing?



7. Evaluate the outcomes of marketing efforts

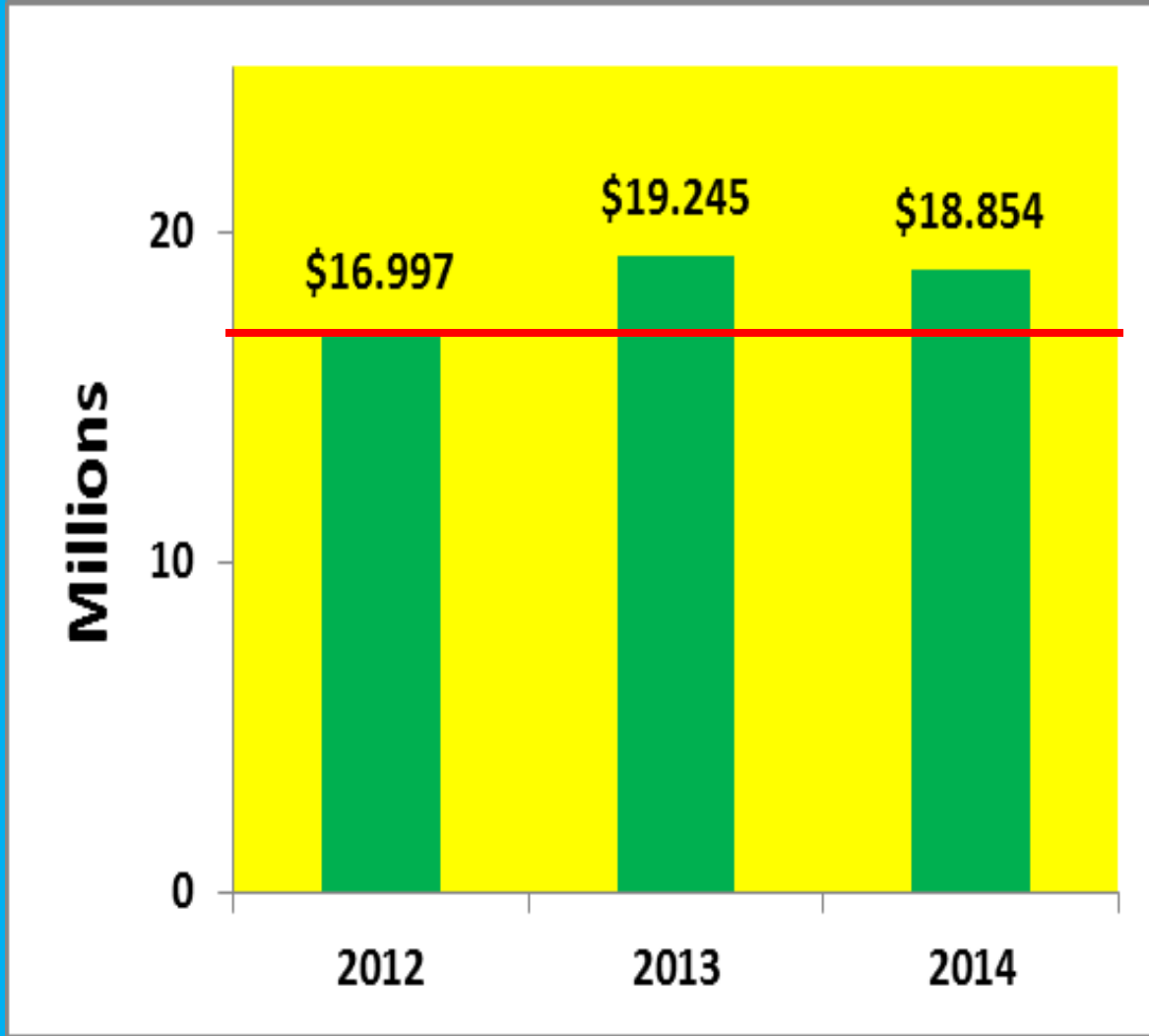


Goal – 10 percent increase in Freshwater and Combination license sales

2013 – 13.2 percent increase

2014 – 10.9 percent increase

7. Evaluate the outcomes of marketing efforts.



Goal – \$1 million increase in revenue annually

2013 – \$2.248 million increase

2014 – \$1.857 million increase

Fish and Wildlife Commission Upcoming Action in Fish Washington Promotion

RCW 77.18.050 - 1999 the Legislature gave the Department the authority to purchase triploid rainbow trout from private growers to supplement existing departmental hatchery trout production

- Subject to annual Commission approval
- Annual stocking plan
 - 42,000 fish,
 - 1.5 lbs./fish

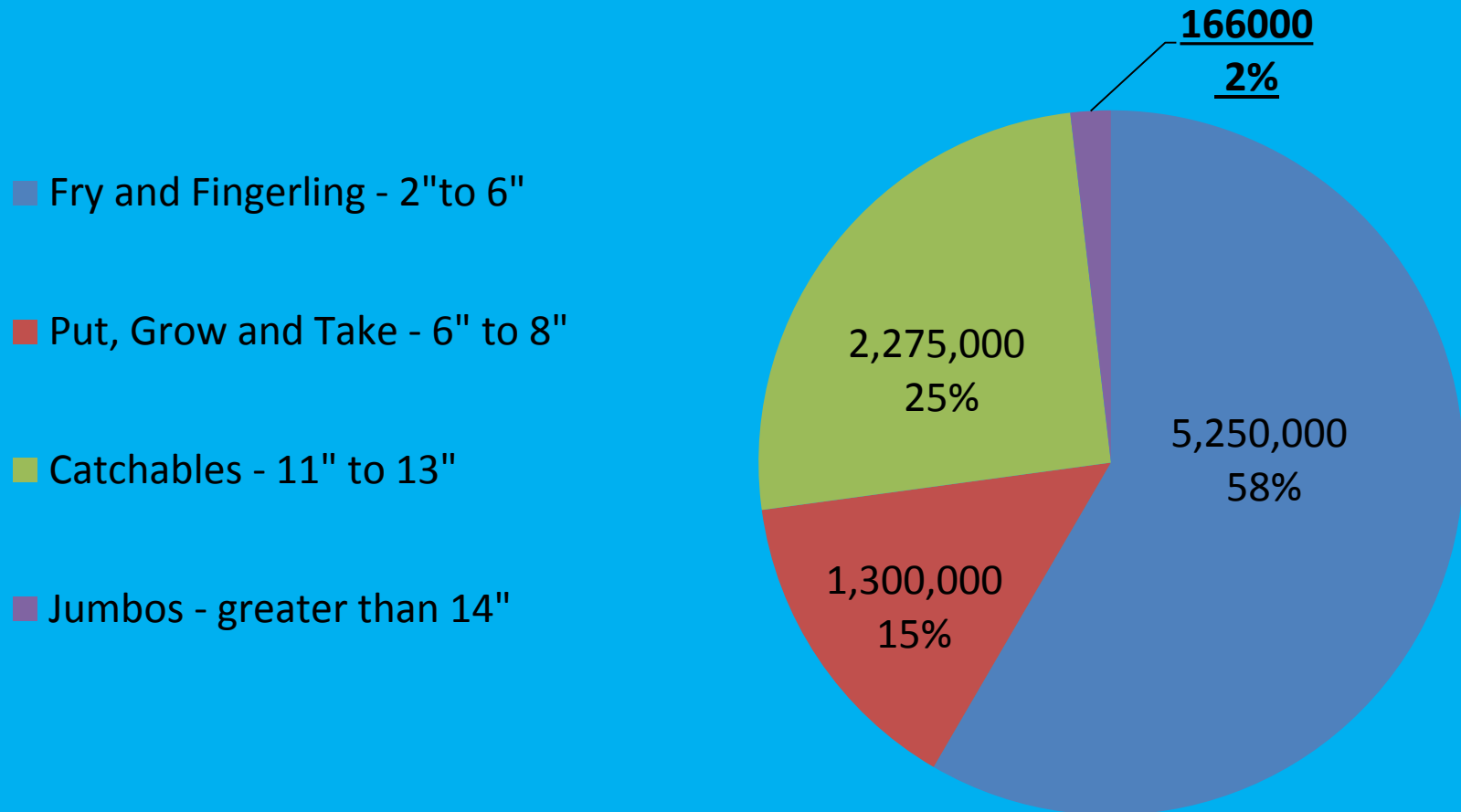
2015 Triploid Trout Stocking Plan:

- Increase angler satisfaction in “large trout” limited Western Washington lakes
- Increase opening day marketability for Western Washington lakes
- Commission approval in April



Trout Program

Relative importance of Triploid Trout



Questions?

