



*New York Sea Grant and sport fishing businesses are developing a vision for economic resiliency*

## Working with Sport Fishing Businesses to Build a Vision for Growth

Anglers paid just less than \$294 million in New York State taxes in 2011; their spending sustains coastal economies and supports 29,000 jobs in the state. Continued decline in angler participation has noticeably impacted sport fishing businesses in New York. Presently, no organization exists to develop programs that cooperatively market New York's sport fishing to encourage angler participation and ultimately grow this industry.

Since 2013, New York Sea Grant applied a collaborative learning approach to initiate and lead a dialogue with sport fishing industry leadership on Long Island, highlighting the need for a vision and strategic plan to grow the angler market. Under this visioning exercise, participants used their experience and expertise to develop content for a plan that was used to engage key elected representatives in this critical dialogue.

The 3-tier strategic plan outline developed in 2015 identified crucial needs for action and monetary investment focused on media & promotion, grassroots engagement, and improvements in conservation & data collection.

If successfully addressed, these actions will help to rebuild angler participation, gain approval from groups affiliated with sport fishing, and enhance the aquatic resources enjoyed by anglers.

Such improvements would strengthen sport fishing businesses and make NY's coastal economies more resilient. The industry presented this plan outline to several elected representatives, and used the content to prepare a written testimony that was submitted at a field hearing of the federal natural resources committee.



*New York Sea Grant is working with sport fishing industry leaders to encourage growth in the recreational angling sector. Photos: top: Antoinette Clemetson; right: John Mantione*



New York Sea Grant utilizes its diverse resources to help the sport fishing industry develop a targeted program to address the continued decline in angler participation that is hurting sport fishing businesses and reducing New York State revenues.

### ***The Sea Grant Focus Area for this project is Sustainable NY Fisheries & NY Seafood Businesses***

New York Sea Grant is a joint program of Cornell University, the State University of New York, and NOAA.

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1/2016