

Expanding Horizons





Mission

To implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating, and thereby increase public awareness and appreciation of the need for protecting, conserving and restoring this nation's aquatic natural resources.

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Through the Sport Fish Restoration Program, tax dollars from the purchase of rods, reels, lures, flies, motorboat fuel and accessories go toward conducting research, reintroducing sport fish species, restoring habitats, offering aquatic education, and constructing boat ramps and fishing piers.

By incorporating the Sport Fish Restoration logo — a shared symbol of cooperative conservation — in communication materials, RBFF partners and stakeholders can help educate the public about how boaters and anglers contribute to funding conservation in this country.





Ken Hammond

KEN HAMMOND
RBFF Board Chair
President - The Hammond Group

Board Chairman's Message

At the end of this fiscal year, RBFF embarked on the last year of its FY 2014 – FY 2016 Strategic Plan, a good point at which to stop, look around and review exactly how far we have traveled on the route we set for ourselves years ago.

From here, the view is extremely good. In most cases, RBFF has greatly exceeded the plan's consumer marketing goals of increasing brand awareness, earned-media impressions, social media engagement, TakeMeFishing.org traffic and conservation awareness. Our strategic alliance with Disney Media and the *Walt Disney World*® Resort continues to grow in breadth and depth through a variety of outreach and promotional activities.

RBFF also has met and beaten goals for reaching America's growing Hispanic population, and for giving states and industry stakeholders the information and materials that they need to connect with this vital consumer group. The year's customer-experience research, specific Hispanic market research, webinars and presentations are providing stakeholders with pragmatic, actionable guidance for attracting this key market to fishing and boating.

The year's waves of accomplishments have been noticed. Stakeholder satisfaction measures have skyrocketed. RBFF's non-federal funding levels are at record highs, and industry funding of the annual State Marketing Workshop was higher than ever. I'd like also to draw attention to a particularly innovative stakeholder-funded initiative. This

year, Bass Pro Shops founder Johnny Morris made an unprecedented donation to RBFF, which served as seed money for the George H.W. Bush *Vamos a Pescar*™ Education Fund. The fund will award grants to states for multicultural youth and family-focused boating and fishing education. The Walt Disney Company added to Johnny Morris's substantial donation in support of the fund, and we hope other stakeholders will join in as well this coming year.

As RBFF enters the final year of its FY 2014 – FY 2016 Strategic Plan, the board is hard at work on a new multiyear plan, with implementation to begin in FY 2017. Buoyed by gains made in the current plan, the new Strategic Plan will take RBFF, states and industry stakeholders further along the way toward making fishing and boating mainstays of American life.





Frank Peterson
FRANK PETERSON
RBBF President & CEO

President's Message

During the past year, I often asked my team a simple question: "Are we getting more people to participate and how do we know that what we are doing is working?"

We hold monthly meetings to review our results and compare them to our metrics. Based on our FY 2015 results, it was a very successful year. Consumers and stakeholders alike gave us high marks. Awareness of the Take Me Fishing™ brand was up 26 percent, we had more than 9.1 million visits to our digital properties, and individuals from across the country were influenced by our alliance with Walt Disney World® Resort and Disney Media. We successfully launched our new Hispanic campaign, Vamos a Pescar™, and engaged with 400,000 Hispanic consumers on our Spanish-language microsite, VamosAPescar.org. We generated 984,000 referrals to our state and industry partners, and we placed nearly \$13 million in conservation-focused public service announcements (PSAs) on television, on radio and in print, leading to improved results in conservation awareness.

So, are we actually having a positive impact on participation, and on conservation awareness? I believe we are.

It all starts with identifying our audiences, and as we are targeting future growth of the sport, our focus on young families of all ethnic backgrounds is spot on. Our campaigns are resonating with these growth audiences now more than ever before, and we don't need metrics to prove it. I would like to share with you a letter we received from one of our site visitors, a 39-year-old father of four from Houston, Texas.

I want to thank you for this excellent resource [TakeMeFishing.org]. Because of what I found on the site and how good the information was, I was able to take my kids fishing this weekend at a place that I found on your site and we had, in their words, "the best day ever."

I haven't fished since I was a boy. I am not a skilled angler in any way, but on your site I found a map to a community reservoir and some easy-to-understand information on the basics of fishing, like how to identify different types of fish, what lures to use, and how to get a license.

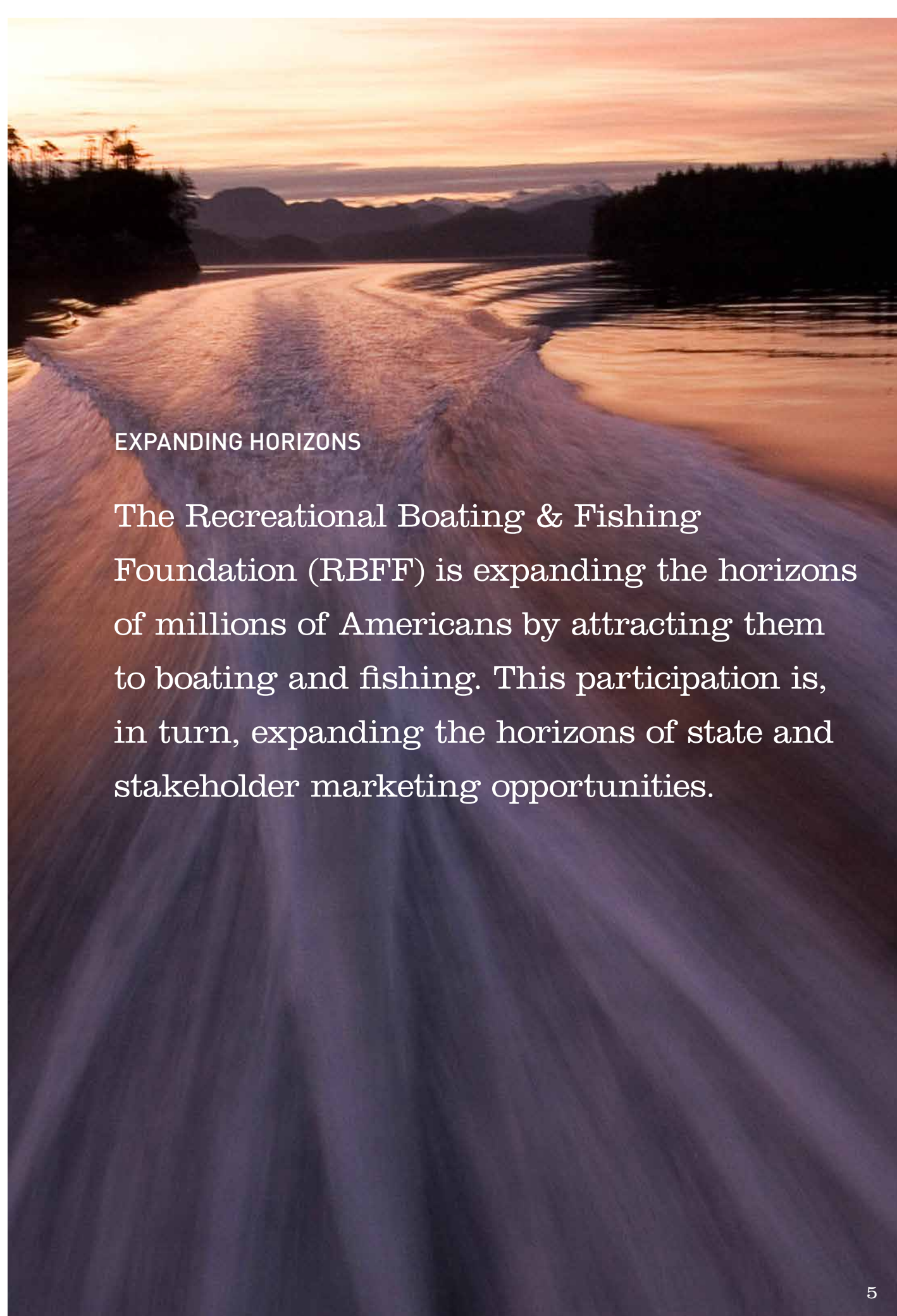
So I went to a local sporting goods store, bought a year-long license, some cheap poles, and some tackle. And then I tackled the trip like a pro.

The site is easy to navigate, relevant, and visually attractive. The links to fishing spots allowed us to go somewhere right away instead of feeling like I wasn't sure where to go. Great resources were posted for neighborhood, community, and state parks.

I want to share this with you because it is exactly the type of effect I believe you are trying to have. I am a dad to four kids, a husband, and a hard working health care professional. At the individual citizen level, I am a 39-year-old male, probably low- to middle- "middle class" and using your site I was able to go from "0 to 60" in nothing flat.

Your hard work to make a quality body of resources allowed me to take my kids fishing and have a great time. Thanks for everything.

This letter, and other messages we receive, proves that what we're doing is producing positive outcomes. And we're going to keep on doing it — "expanding the horizons" of consumers, along with state and industry stakeholders, by increasing the appeal of fishing and boating to even more of our growing, targeted consumer market audiences. We hope to bring millions more people across our country from land to shore to real-life outdoor fun.



EXPANDING HORIZONS

The Recreational Boating & Fishing Foundation (RBBF) is expanding the horizons of millions of Americans by attracting them to boating and fishing. This participation is, in turn, expanding the horizons of state and stakeholder marketing opportunities.

Catch the View

Visits to Digital Assets

9.1
MILLION

Earned Media Impressions

1.3
BILLION

58% Increase

Visits to Conservation Section on TakeMeFishing.org

21.5
PERCENT

Increase

Take Me Fishing™
Brand Awareness

26.5
PERCENT

Increase

\$17

MILLION

Generated From
State Marketing Programs

87.3
MILLION

Boaters

46
MILLION

Anglers



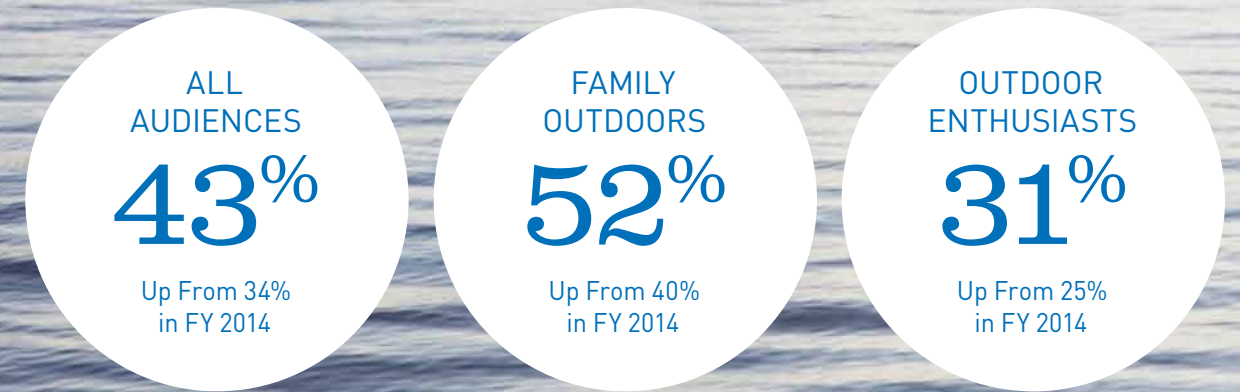
A Brand's True Bearings

By directing Take Me Fishing™ consumer marketing toward Family Outdoors and Outdoor Enthusiast market segments, RBFF has raised brand awareness to new levels and increased the likelihood that millions will give boating and fishing a try.

Behind the labels of Family Outdoors and Outdoor Enthusiasts are families who enjoy exploring the outdoors, are environmentally conscious and are nature-loving adventurers. RBFF research identified these two groups as most likely to respond to Take Me Fishing brand messages, and in FY 2015 they did. Their awareness of the Take Me Fishing brand rose dramatically, contributing to the roughly 8 percent increase in the likelihood that all consumers exposed to Take Me Fishing media will go fishing, take someone else fishing or boat for the purpose of fishing.

The focus on families by RBFF and the *Walt Disney World*® Resort is core to the success of its alliance. Take Me Fishing-branded catch-and-release fishing and boating experiences at three Resort locations delivered the message of boating and fishing and the importance of the outdoors and directed guests to TakeMeFishing.org. The alliance grew to seven locations by year's end. Meanwhile, Take Me Fishing-branded messages have reached families on Disney Media's platforms such as Disney Channel, Disney XD, Radio Disney, Disney Interactive and at Radio Disney events in Texas and Florida.

Take Me Fishing Brand Awareness



Reaching Out & Reeling In

RBFF's consumer websites, public relations and social media campaigns all posted whopping gains.

In FY 2015, unprecedented numbers of consumers visited TakeMeFishing.org to take in the website's rich interactive, video and illustrated content. Thanks to brand awareness and click-throughs from both mobile and desktop versions, more eyes were lured more often to the site's how-to and where-to pages, giving millions of consumers the fishing and boating information and confidence they need to enjoy a day on the water.

Public relations cast 2,600 stories the public's way, resulting in well over a billion impressions across top local daily newspapers, local-market TV network stations and nationwide online sites. RBFF's first Top 100 Family Fishing and Boating Spots promotion alone pulled in 500 stories and 130 million media impressions, while driving new visitors to TakeMeFishing.org and inspiring a second round for FY 2016. Top social media platforms connected 218,000 friends and followers to significantly expand the Take Me Fishing virtual family, while the email database, used for newsletter distribution and ongoing contact, almost doubled.

95

PERCENT
INCREASE

Email Database
41K to 80K

18

PERCENT
INCREASE

Return Visits to
TakeMeFishing.org

42

PERCENT
INCREASE

Boating & Fishing
Safety Page Views

28

PERCENT
INCREASE

Where-To
Page Views

9.1
MILLION

Visits to
Digital Assets

1.3
BILLION

Earned Media
Impressions

Ampliando Horizontes

RBFF's new Spanish-language consumer campaign is getting the message across to America's 53 million Hispanics — especially the 14.2 million who enjoy the outdoors — that fishing and boating are great family fun and right for them.

Launched this year, Vamos a Pescar™ was developed to attract the millions of outdoor enthusiasts among the country's large and growing Hispanic population to boating and fishing. In a year's time, its VamosAPescar.org microsite reeled in 400,000 visits and plenty of "big fish" industry awards. The site is built on a responsive mobile-friendly platform, especially appropriate as 84 percent of visitors use a mobile phone to access it. Thanks to Spanish-language, family-centric instructional videos, interactive where-to maps and practical guidance, site visitors can readily see themselves reeling in a fish or enjoying a day on the boat with their families.

Also part of the campaign are Spanish-language Vamos a Pescar social media communities that were built for Facebook, Twitter, Instagram and Google+, along with ads targeting Hispanic families. A bilingual children's coloring book was produced in partnership with the National Safe Boating Council in addition to a bilingual video produced in partnership with Discover Boating. A groundswell of stakeholder and state support for the program has begun, with Vamos a Pescar marketing campaigns completed in Texas and Florida.

Awards for Vamos a Pescar

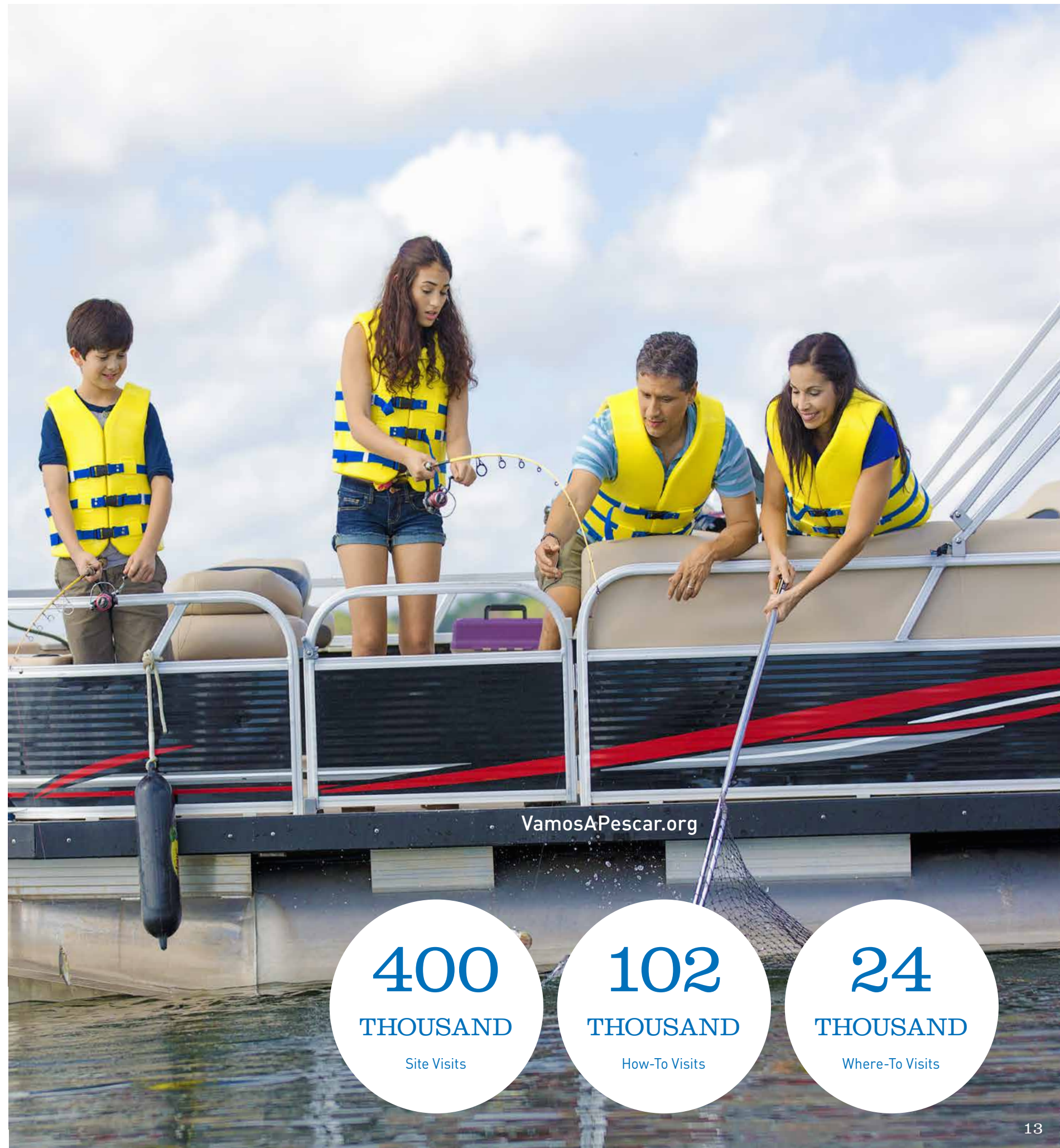
1 David Ogilvy Gold Award, Travel & Leisure Category

This is one of the most prestigious awards in marketing, honoring the creative use of research in advertising development. RBFF's fellow honorees included blue-chip advertisers Bank of America, ESPN, Cox Communications and Toyota.

3 MobileWebAwards, Web Marketing Association

5 Davey Awards, Academy of Interactive and Visual Arts

2 W3 Silver Awards, Academy of Interactive and Visual Arts



Broader Vistas for States

RBFF's state partners realized more revenue than ever from fishing license and boat registration referrals and from marketing programs. They also learned how to appeal to new pools of consumers in the future.

FY 2015 was an excellent year for RBFF's state agency-focused programs. More than 125 representatives from a record 48 states and the District of Columbia attended the eighth annual State Marketing Workshop, where they learned from branding, web marketing and consumer-trend experts how to reach Hispanic customers and attract other key markets.

States also built their marketing capacity through RBFF's quarterly State Webinar Series, while RBFF expanded its state partnerships in state fishing license and boat registration marketing programs. Forty states participated in the program directed to lapsed anglers, and 21 states participated in the program directed to lapsed boat owners. The two programs brought states a combined \$7 million in gross revenue.

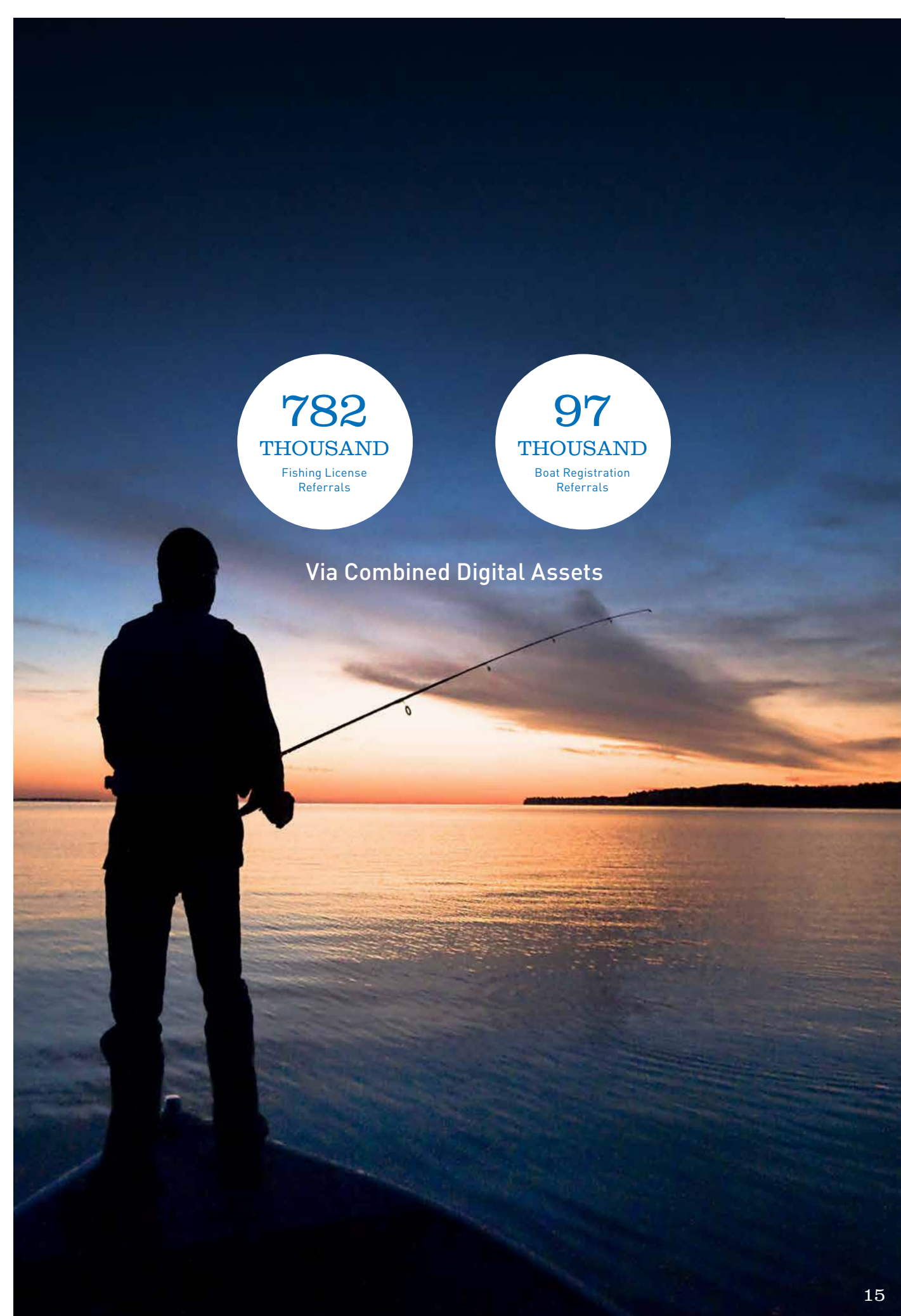


40 States

Fishing License
Marketing Program

21 States

Boat Registration
Marketing Program



Boundless Prospects for Stakeholders

Stakeholders welcomed the year's wave of RBFF studies, how-to's and resources for turning new groups of consumers into a surge of new customers.

As part of its new Hispanic marketing campaign, RBFF commissioned the Hispanic Boating Path to Purchase study and co-developed with Discover Boating a video documentary featuring the boat-owning Vazquez family. Two other studies, RBFF's Retail Customer Experience Assessment (RBFF's "Mystery Shopper" study) and the 2014 Special Report on Fishing, delivered insights into the general public's in-store customer experience and fishing participation. RBFF followed through on its research, developing carefully targeted marketing materials for stakeholder use, such as ready-to-use multicultural photos, how-to videos and a Spanish translation guide.

Industrywide, stakeholders leveraged and supported RBFF initiatives. A number of stakeholders incorporated branded Take Me Fishing™ and Vamos a Pescar™ materials into their marketing and retailing. RBFF's non-federal funding rose to unprecedented levels, and this year's State Marketing Workshop attracted record sponsorship. With Johnny Morris of Bass Pro Shops' \$125,000 founding contribution, RBFF created the George H.W. Bush *Vamos a Pescar*™ Education Fund to increase Hispanic participation in fishing and boating. The fund soon grew with a generous \$50,000 donation from The Walt Disney Company.

20.6
PERCENT
INCREASE

STAKEHOLDER
SATISFACTION

225
PERCENT
INCREASE

RBFF NON-FEDERAL DOLLARS
AND IN-KIND CONTRIBUTIONS

20
PERCENT
INCREASE

REFERRALS TO DISCOVER BOATING FROM
TAKE ME FISHING DIGITAL ASSETS

2.2
MILLION
VISITS

"PLACES TO BOAT & FISH"
EMBEDDABLE MAP

12
MILLION
Trade Media
Impressions

Conservation Rises

As new consumer groups become part of America's active boating and fishing communities, sales of fishing licenses, boat registrations and retail products are sure to grow, creating more revenue for conservation efforts.

RBFF initiatives to attract new consumers to fishing and boating are simultaneously raising revenues for conservation and increasing boaters' and anglers' personal commitment to safeguard America's waterways. RBFF's TV, radio and print public service announcement (PSA) campaigns make sure consumers understand the connection between healthy waterways and their purchases of fishing licenses and boat registrations. This year's campaigns brought in \$12.7 million worth of earned media exposure.

In addition, conservation media impressions from public relations stories grew 3.6 percent, and social media channels picked up and shared conservation infographics and blog content. The conservation section of TakeMeFishing.org not only draws attention to conservation, but also to the why and how of accomplishing it. This year's traffic to the section rose 21.5 percent. Together, these various communication vehicles are working to inform and inspire the public, motivating and enabling anglers and boaters to take to America's waterways, responsibly.

3.6
PERCENT
INCREASE

CONSERVATION MEDIA
IMPRESSIONS

\$12.7
MILLION

IN EARNED MEDIA
FROM PSA CAMPAIGN

Conservation Pages
Web Traffic

21.5
PERCENT
INCREASE



On the Horizon

Branded Take Me Fishing™ consumer marketing

In FY 2016, RBFF will roll out a totally new advertising campaign and a fresh new look with a responsive design for TakeMeFishing.org. Additional consumer-engaging content will be added to the site, along with continued improvement in search engine optimization (SEO) so that boaters, anglers and prospects can easily find it. The Take Me Fishing alliance with Disney Media and the *Walt Disney World*® Resort will allow consumers to experience four newly branded Resort locations, as well as expanded consumer-branded exposure on Disney Media and ESPN. The Take Me Fishing-branded Boat Ramp App's design will also be refreshed. Robust public relations, social media and email outreach will only help to build excitement.

Vamos a Pescar™ consumer marketing

New compelling and engaging content will be added to the VamosAPescar.org website, including a blogger strategy and improved SEO, coordinated with an optimized social media program and public relations. Relying on the creative strategies and materials successfully used in Florida and Texas in FY 2015, Vamos a Pescar will expand into California, Illinois and New York, reaching 68 percent of the nation's Hispanic population.

Promotions

Results of the popular America's Top Family Fishing and Boating Spots Sweepstakes, launched in FY 2015, will be announced and publicized to encourage consumers to enjoy the Top 100 locations. A new Catch the Magic Sweepstakes will expand Take Me Fishing's presence in the consumer marketplace by offering one lucky winner a five-day fishing and boating adventure at the *Walt Disney World*® Resort. Also in FY 2015, a #FirstCatch hashtag strategy and sweepstakes featuring a boat, motor and trailer package

grand prize will be deployed across all of RBFF's marketing to unite and leverage online, social media and email marketing messages.

State Partners

The industry-funded George H.W. Bush *Vamos a Pescar*™ Education Fund will make its mark as individual grants from the fund are awarded to states to develop new programs. The 2015 fishing license marketing program and 2015 boat registration marketing program will reach lapsed anglers and boaters, with the fishing license marketing program becoming an email-only campaign. Completely new in FY 2016 will be the Georgia Retention Pilot Program, targeting first-time fishing license buyers with communications and email reminders to renew. Also new is the RBFF State Innovative R3 Program Grants opportunity, identifying and funding innovative, sustainable and replicable state marketing initiatives for increasing fishing license sales and boat registrations.

Industry Stakeholders

RBFF will continue to support industry stakeholders' objectives by conducting research and education and by developing consumer marketing materials for their free use. RBFF will also reach out to stakeholders to continue the year's increase in financial and media support.

RBFF

A new Strategic Plan will be developed, with implementation beginning in FY 2017.

More progress, more participation.

2015 Financial Review

STATEMENTS OF FINANCIAL POSITION

As of March 31, 2015 and 2014	2015	2014
Assets		
Cash and cash equivalents	\$ 725,748	\$ 202,465
Government grant receivable	3,943,039	4,382,640
Other receivables	1,382	-
Prepaid expenses	675,206	453,412
Deposits	17,785	17,785
Property and equipment, net	213,420	256,104
Total assets	\$ 5,576,580	\$ 5,312,406
Liabilities and Net Assets		
Liabilities		
Accounts payable	\$ 184,246	\$ 66,744
Accrued expenses	64,993	66,429
Deferred rent and lease incentives	343,944	391,003
Total liabilities	593,183	524,176
Net Assets		
Unrestricted		
Board-designated	200,033	-
Undesignated	4,783,364	4,788,230
Total net assets	4,983,397	4,788,230
Total liabilities and net assets	\$ 5,576,580	\$ 5,312,406

STATEMENTS OF ACTIVITIES

For the years ended March 31, 2015 and 2014	2015	2014
Unrestricted Revenue and Support		
Government grant	\$ 11,088,630	\$ 12,927,900
Sponsorships and other revenue	152,346	60,029
Contributions	186,413	21,182
Interest	551	490
Total unrestricted revenue and support	11,427,940	13,009,601
Expenses		
Program services		
Consumer engagement	7,855,905	9,109,758
State engagement	1,742,031	1,968,862
Industry engagement	733,474	1,148,665
Total program services	10,331,410	12,227,285
Management, office operations	901,363	729,280
Total expenses	11,232,773	12,956,565
Change in Net Assets	195,167	53,036
Net Assets, beginning of year	4,788,230	4,735,194
Net Assets, end of year	\$ 4,983,397	\$ 4,788,230

2015 Financial Review Cont.

STATEMENTS OF CASH FLOWS

For the years ended March 31, 2015 and 2014	2015	2014
Cash Flows from Operating Activities		
Change in net assets	\$ 195,167	\$ 53,036
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation and amortization	42,684	42,684
Change in operating assets and liabilities		
(Increase) decrease in		
Government grant receivable	439,601	(1,214,295)
Other receivables	(1,382)	3,235
Prepaid expenses	(221,794)	780,261
Increase (decrease) in		
Accounts payable	117,502	58,979
Accrued expenses	(1,436)	7,219
Deferred rent and lease incentives	(47,059)	(40,675)
Net cash provided by operating activities	523,283	(309,556)
Net Increase (Decrease) in Cash and Cash Equivalents	523,283	(309,556)
Cash and Cash Equivalents, beginning of year	202,465	512,021
Cash and Cash Equivalents, end of year	\$ 725,748	\$ 202,465

Board of Directors

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Director of Marketing & Strategic Planning – BRP US, Inc.

Carl Blackwell

Senior Vice President – National Marine Manufacturers Association

Maurice Bowen

Vice President, Marketing – Bass Pro Shops/Tracker Marine Group

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Shakespeare Business Director – Pure Fishing, Inc.

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Director – Georgia Wildlife Resources Division

Roger Fuhrman

Administrator, I & E Division – Oregon Department of Fish & Wildlife

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Dave Pfeiffer

President – Shimano American Corporation

Ron Regan

Executive Director – Association of Fish & Wildlife Agencies

Bruce Rich

Fisheries Division Administrator – Montana Fish, Wildlife & Parks

Lou Sandoval

Co-owner & Co-founder – Karma Yacht Sales



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