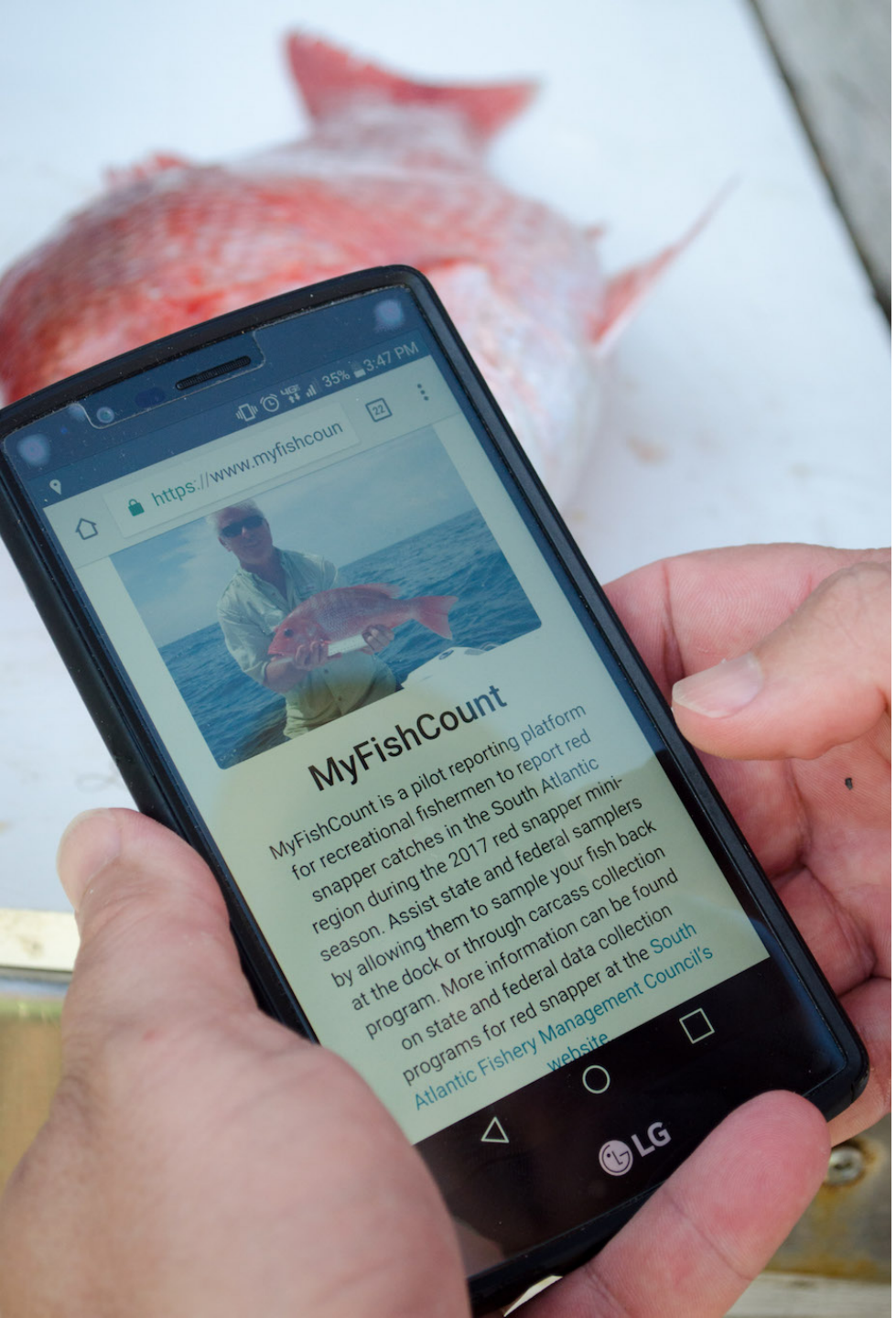


MyFishCount

And So Do Yours

Make your catch count



MyFishCount Goals

- Increase the number of app users (Currently around 1650)
- Increase the number of completed trips (consistent use)
- Determine motivations for app use
- Determine reasons for discontinued use
- Continue to seek input on Improvements
- Focus on R3-Recruitment, Retention, and Reactivation with the app
- Hand over MyFishCount to Angler Action Foundation (formerly Snook and Gamefish Foundation)

2019 Events to Date

- Red Snapper Season
- West Marine Visits (4)
- ICAST
- Boaters Exchange
- Tackle/Outdoor Store Visits



2019 Red Snapper Season

- Cooperated with all 4 states in promoting MyFishCount during the mini-season
- Largest red snapper reported was 38 inches
- Heaviest red snapper reported was 29.8 pounds
- Smallest red snapper reported was 8 inches
- Largest Fish reported was a 40 inch cobia
- Other species reported include scamp, dolphin, black sea bass, banded rudderfish, black grouper, and red porgy
- 360 fish were reported
- 127 trips were logged
- 268 Anglers reported



2019 Upcoming Events

- Boaters Exchange, Rockledge, FL-joint effort of outreach for MyFishCount and South Carolina Wildlife Federation's Best Fishing Practices Tutorial
- SCDNR Open House
- GADNR CoastFest
- NCWRC 2019 Boating and Fishing Industry Summit
- ASA Sportfishing Industry Summit
- Southeastern Association of Fish and Wildlife Agencies Conference
- Additional West Marine MyFishCount trainings to be paired with a seminar from a local guide



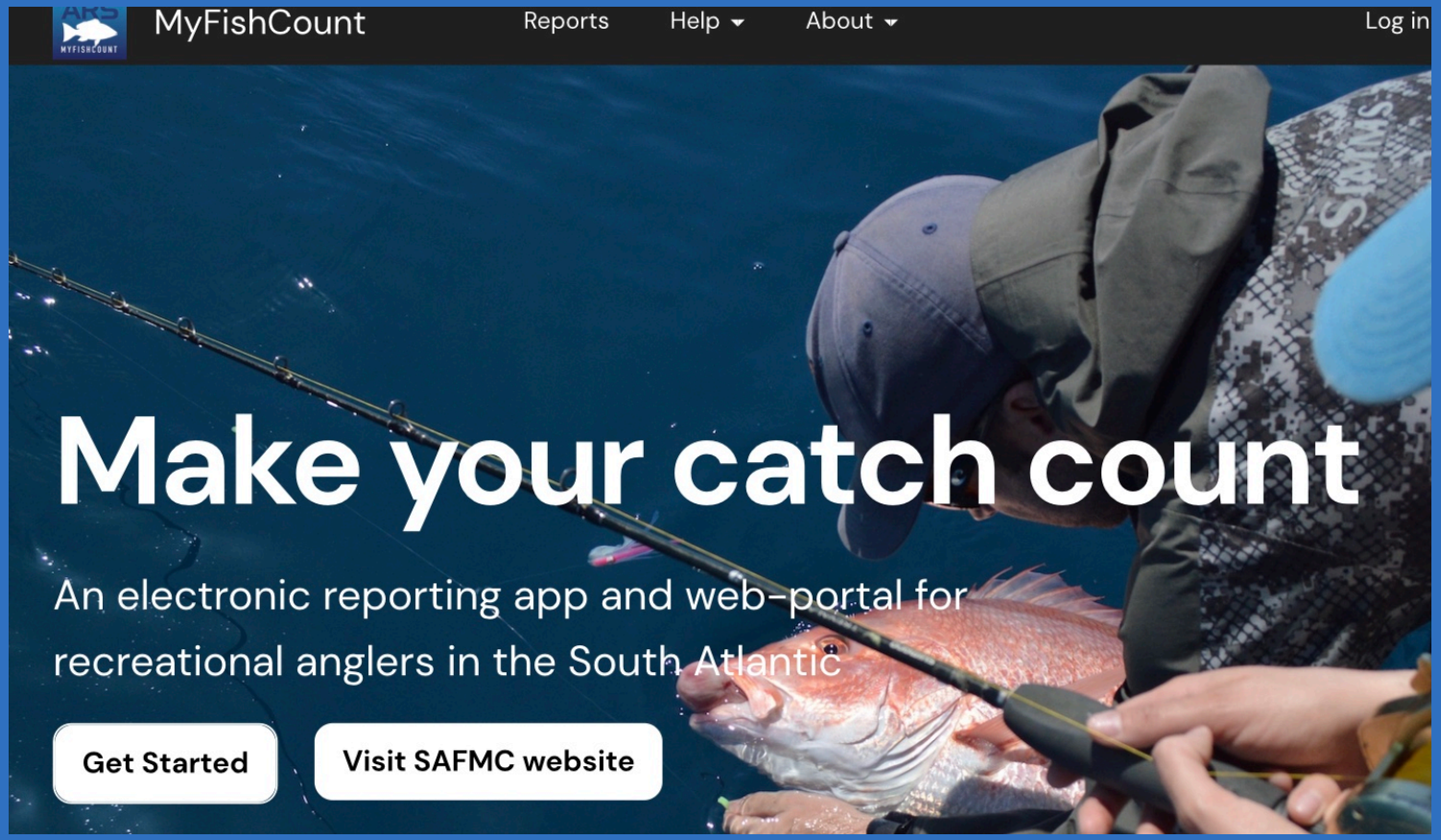
Outreach Planning 2019-2020

- Information kit for promotion
- Website update
- Facebook page
- Instagram page
- MyFishCount Message monthly update with incentives
- Training Toolkit/Video update
- Work with states' R3 and other fishing initiatives

Information Kit

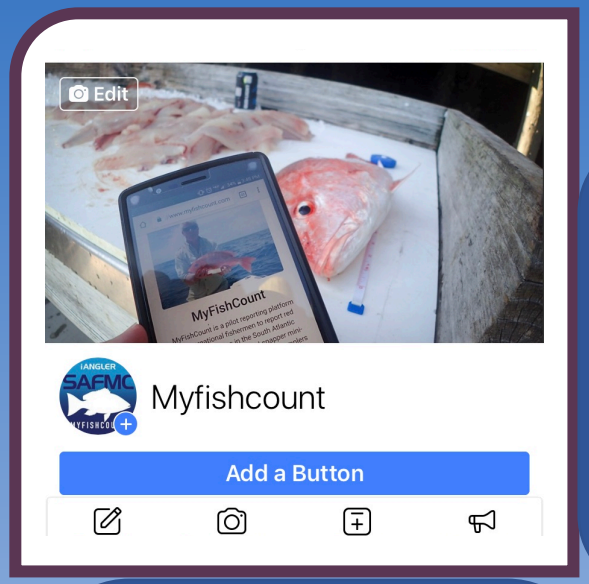
- Background information/introduction
- App information
- High resolution images
- Testimonials, quotes
- FAQ’s
- News articles/features
- Partner opportunities

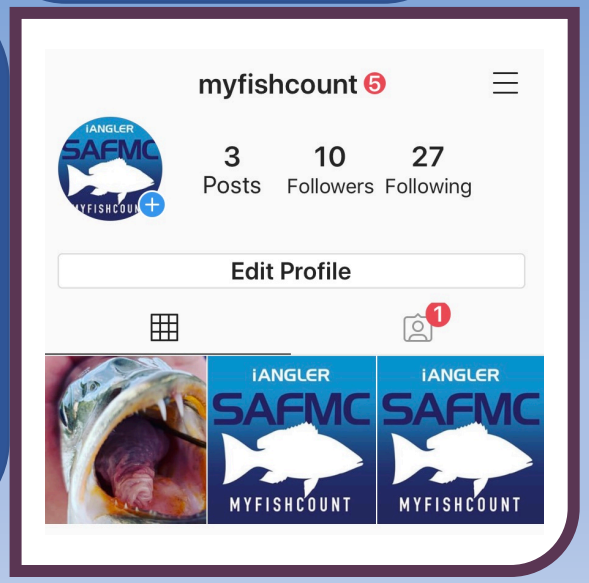




Website

- Redesigned website
- Testimonials from app users
- Monthly feature-angler, topic, app stats
- Updated training video





Social Media

- Facebook page
- Instagram
- Hashtags
- Influencers/Council shares

Goals/Transition to Angler Action Foundation

- Tracking all contacts to hand over to AAF
- Strive to increase participation in the R3 areas-Recruitment, Retention, and Reactivation
- Nurture new and existing partnerships to further MyFishCount
- Hand over a strong population of active app users

AAF
ANGLER ACTION FOUNDATION

SCWF

South Atlantic Fishery Management Council
"To Conserve and Manage"

West Marine®

NOAA
NOAA FISHERIES

BE BOATERS EXCHANGE

How YOU Can Help

- You can suggest large events in your state for the MFC team to attend
- You can recommend fishing industry partners
- You can suggest influencers that would be willing to speak in support of MFC




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