

COASTAL RECREATIONAL FISHING LICENSE FINAL REPORT*

Grant Number: 2015-P-037

Grant Title: North Carolina Coastal Recreational Fishing Digest

Grant Award Period: July 1, 2015-Nov. 1, 2017

Project Costs:

| | <u>Category</u> | <u>Budgeted</u> | <u>Expenditures</u> |
|-------|------------------|-----------------|---------------------|
| | Printing | \$ 35,739.00 | \$34,497.04 |
| | Postage/Delivery | \$ 2,133.00 | \$ 915.24 |
| TOTAL | | \$ 37,872.00 | \$35,412.38 |

Final Project Summary: The purpose of this project was to develop and publish a North Carolina Coastal Recreational Fishing Digest for the rank and file recreational fisherman, providing the knowledge needed for the fishing public to abide by regulations and offer fishing techniques and practices designed to protect the resource.

To accomplish this, the digest included an enhanced recreational guide with recreational size and bag limits in an expanded format that eliminated the need for the footnotes used in the two-page N.C. Recreational Coastal Waters Guide for Sports Fishermen (Rec. Guide).

The digest also provided sections on ethical angling practices license and permit requirements and information on Division of Marine Fisheries recreational fishing programs.

In early 2017, staff prepared a draft digest for internal and departmental review. After final approval, staff contracted with Correction Enterprises to print 121,000 digests at a cost of \$34,497.04. The digests were delivered to the Division of Marine Fisheries in May and staff hand delivered digests to tackle shops, piers and other outlets along the coast to ensure wide distribution prior to the Memorial Day holiday weekend. Staff continued to distribute the digests through Marine Patrol and recreational agent contacts, at educational programs and festivals, and via mail upon request.