



CALIFORNIA FISH & WILDLIFE
Strategic Vision

RESOURCE USERS

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California Outdoor Heritage Alliance



CALIFORNIA
OUTDOOR
HERITAGE
ALLIANCE
FOUNDATION

Hunters and Anglers

CALIFORNIA'S FIRST AND STRONGEST PARTNERS IN
CONSERVATION



Self Imposed "Taxation"

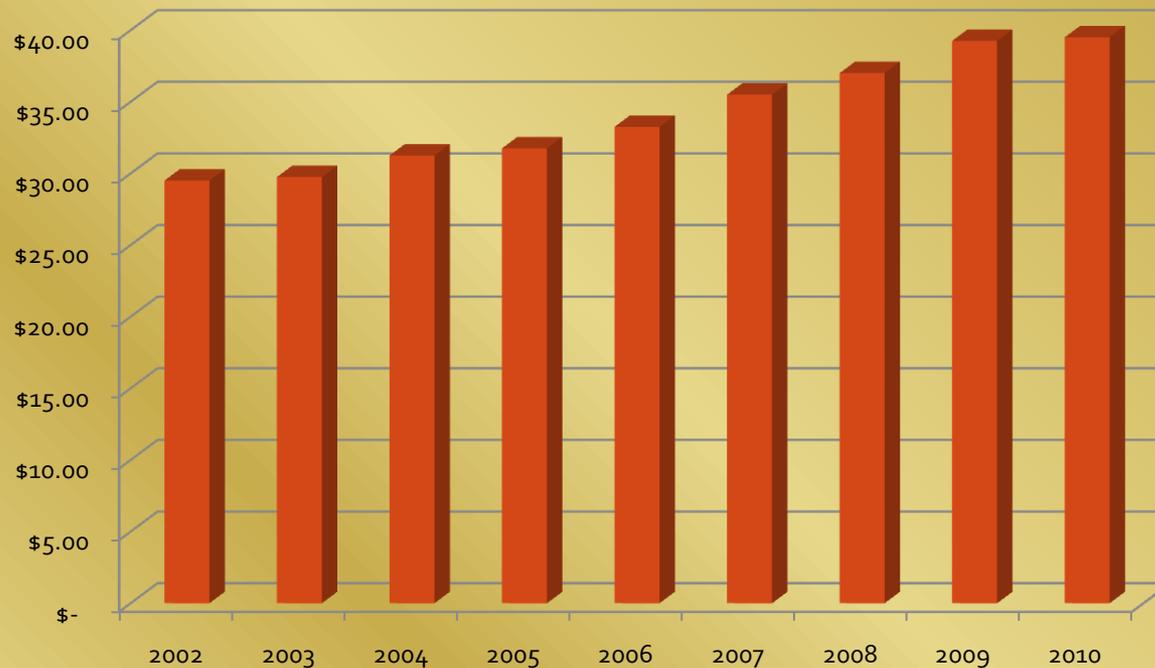
- **Federal Duck Stamp - 1934**
- **Pittman Robertson Act – 1937**
- **Sport Fish Restoration Act - 1950**
- **California Duck Stamp - 1971**
 - *First State Duck Stamp*
- **California Waterfowl Habitat Program – 1987**



Just a few examples...

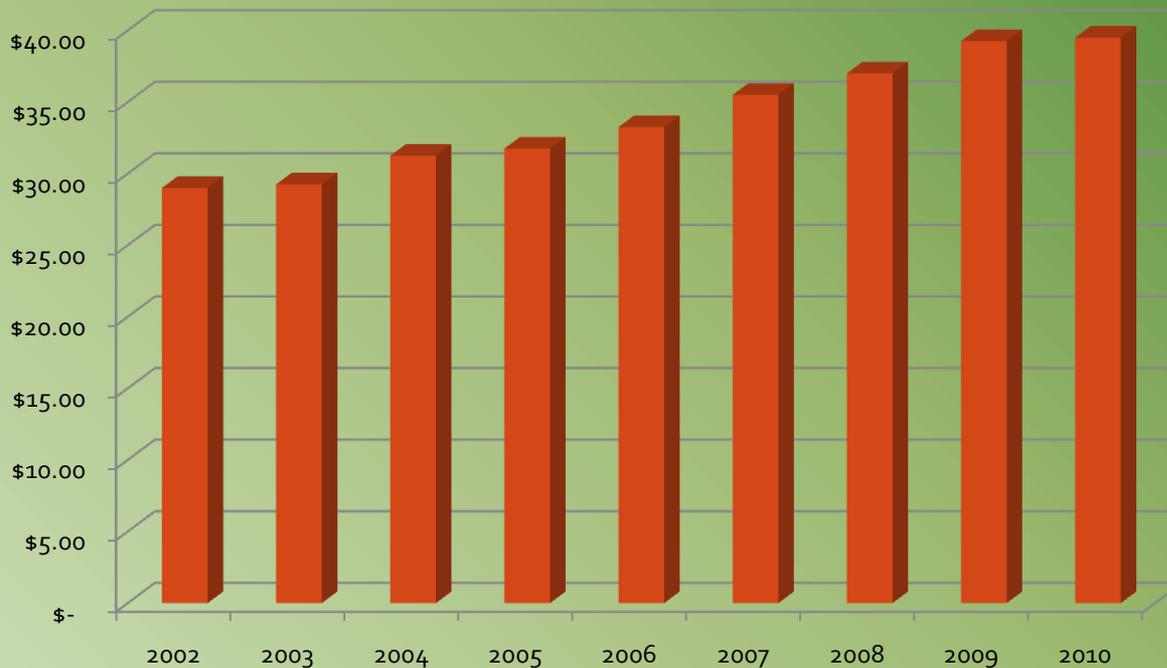
Hunting License Cost

2002 to 2010 – 34% Increase



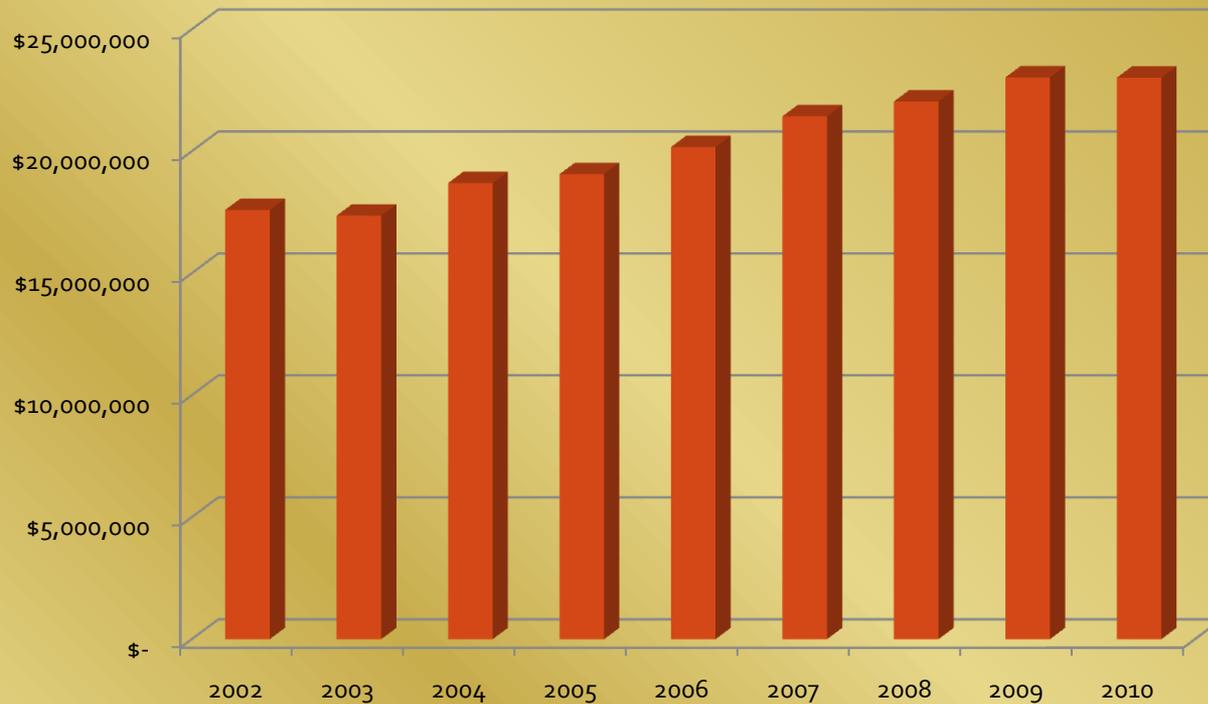
Fishing License Cost

2002 to 2010 – 36% Increase



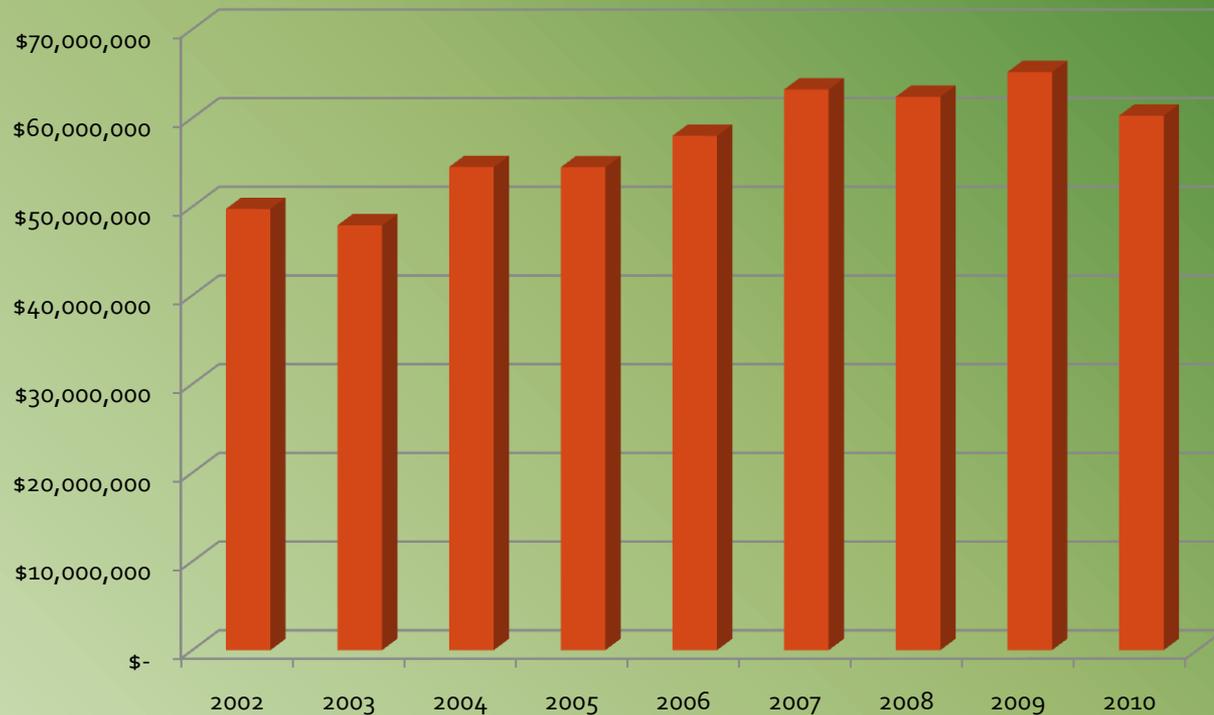
Hunting License

Revenue 2002 - 2010



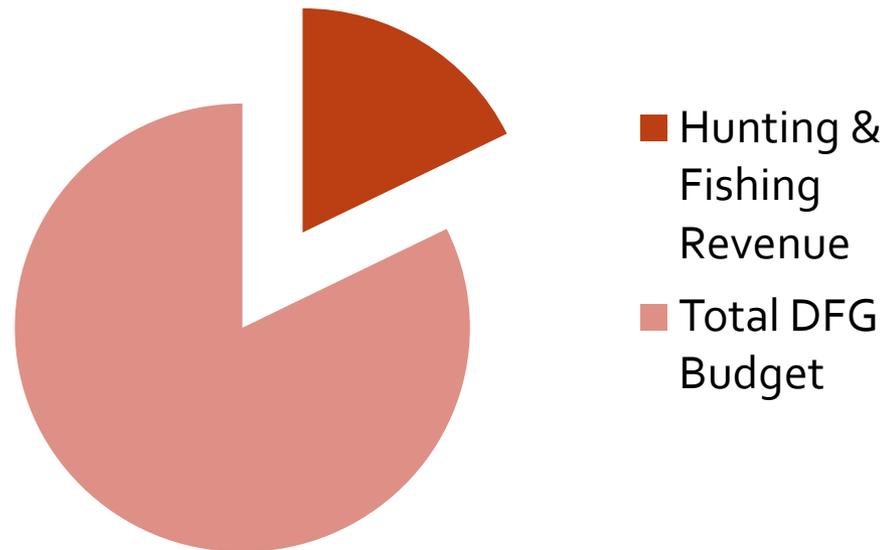
Fishing License

Revenue 2002 - 2010



2010 Funding Detail

- Total Direct Hunting & Fishing Contribution
\$83 Million
- 22% of Total DFG Budget of \$385 Million



Hunting & Fishing Total Revenue

Total Fiscal Benefit

- **Direct State Dollars**
 - *Licenses, Stamps & Tags*
- **Direct Federal Dollars**
 - *Pittman Robertson Act, Sport Fish Restoration Act*
- **Indirect State Dollars**
 - *Statewide Economy*



Benefits To The Economy (2006)

- **Fishing Related Expenditures - \$2.4B**
- **Hunting Related Expenditures - \$813M**

Total Hunting and Fishing - \$3.2 Billion

Hunting & Fishing

Hunters and Anglers:

- **Contribute to DFG Budget**
- **Contribute to Economy**
- ***Contribute to Resource Management***

Hunting & Fishing

On the Ground Benefits

- **Private Land Management**
 - *Managing For Game & Non-Game Species*
- **Conservation Organizations**
 - *Funding & Expertise*
 - *Research, Habitat Projects, Policy*

Resource Benefits

- **Game Species**
 - **Healthy Populations**

Example: Wetland Habitat Restoration

***Waterfowl – Many Species Are At/Above
Long-Term Averages***

***Non-Game – 50% Listed Species Wetland
Dependent***

Partnership - Success

- **Central Valley Joint Venture**
- **Private Land Management**
- **California Waterfowl Habitat Program**
- **Landowner Incentive Program**
- **SHARE Program**

Just a few examples...

Resource Users

Hunting & Fishing

Translates to Habitat

Translates to a Healthy Resource

Game & Non-Game Species



Strategic Vision Recommendation

- **Recognize Hunting & Fishing Benefits**
 - *Dollars & Conservation*
- **Maintain Commitment To Traditional Users**
- **Promote Greater Opportunity**
- **Increase Funding From Other Interests**
- **Promote Partnerships With Other Interests**