



PRESS RELEASE

Support Significant for 365-Day Fishing License Bill AB 1387 to be Heard by Assembly Committee on Water, Parks and Wildlife

March 27, 2019 (Sacramento, CA) – Today, the California Sportfishing League (CSL) announced that Assemblymember Jim Wood’s bill, Assembly Bill 1387, legislation that will create a 365-day fishing license, will be heard by the Assembly Committee on Water, Parks and Wildlife on April 9, 2019 and that the bill is supported by an impressive coalition of state and local organizations representing sportfishing, small business, local government, travel, hospitality, marinas and fishing tackle and boat manufacturers.

The bill’s broad based support underscores the realization that declining fishing license sales threaten recreational fishing’s \$4.6 billion annual economic contribution to California communities dependent on outdoor tourism and recreation for jobs and tax revenue.

“California’s costly and antiquated fishing license program is a major contributor to an alarming decline in California’s fishing participation rate,” said Marko Mlikotin, Executive Director of the CSL. “Assemblymember Wood’s legislation offers a real solution that will increase fishing participation rates and license sales that fund state fishing and conservation programs.”

Over 4,500 anglers have signed an online petition. Other Californians wishing to do so too are encouraged to visit www.savefishing.com.

Coalition in support of AB 1387:

Abu-Garcia Fishing, American Sportfishing Association, Basecamp Hospitality, Berkley Fishing, California Asian Chamber of Commerce, California Association of Boutique & Breakfast Inns, California Association of Harbor Masters and Port Captains, California Association for Recreational Fishing, California Aquaculture Association, California Chamber of Commerce, California Hotel & Lodging Association, California Lodging Industry Association, California Parks and Hospitality Association, California Sportfishing League, California Travel Association, California Yacht Brokers Association, Coastal Conservation Association of California, Coastside Fishing Club, Congressional Sportsmen Foundation, Delta Chamber of Commerce, Healdsburg Chamber of Commerce and Visitors Bureau, Independent Lodging Industry Association, International Game Fish Association, Mammoth Lakes Tourism, Marine Recreation Association, National Federation of Independent Business, National Marine Manufacturers Association, Nor-Cal Guides and Sportsmens Association, Pure Fishing, PENN Fishing, Rural County Representatives of California, San Diego County Wildlife Federation, San Diego Regional

Chamber of Commerce, San Jose Silicon Valley Chamber of Commerce, Turner's Outdoorsmen, Visit Huntington Beach, Visit Yosemite Madera County, Worldwide Boaters Safety Group

Background:

Sponsored by the California Sportfishing League, Assembly Bill 1387 is authored by Assemblymember Jim Wood (D-Santa Rosa) and its principal co-author is Assemblymember James Gallagher (R-Yuba City), and it is co-authored by a bipartisan group of 12 other legislators.

Key features of Assembly Bill 1387 (Wood):

- Replaces California's current calendar-based system for a fishing license that is valid a full 12 months (365 days) from the date of purchase. There will be no increase in the fee charged for the 365-day license (same as calendar license).
- Requires the CDFW to create an app where anglers can display sport fishing and hunting licenses on mobile devices. Several states offer [mobile phone apps](#) that provide anglers information on fishing locations, regulations, fish stocking schedules, campground reservations and more.
- Allows anglers to sign up for automatic license renewals. [Florida implemented an auto-renewal system](#) in 2015, increasing renewal rates by about 4%.
- The 365-day license will go into effect on January 1, 2021, after CDFW updates its Automated License Data System, therefore saving taxpayers hundreds of thousands of dollars by not requiring software redesign.

Since 1980, annual resident sport fishing license sales have declined 55% while the state's population has increased over 60%. While California has a population of more than 39.8 million people, one of the country's longest coastlines, more than 3,000 lakes and thousands of rivers and streams, it has the lowest fishing participation rate per capita in the country.

A leading contributor to declining fishing participation rates is costly fishing licenses that are not valid a full 365 days from the date of purchase. California's calendar-based fishing licenses expire on December 31st of each year, regardless of when purchased. Because most anglers will not pay full price for a license that is not valid a full 365 days from the date of purchase, California Department of Fish and Wildlife (CDFW) fishing license data reveals that annual license sales peak in the first quarter of the year and then decline significantly by Spring, even as weather warms and outdoor activity increases.

Recognizing this marketing flaw, 14 states have transitioned to a 365-day license. According to [Rob Southwick and Associates](#), a national marketing and economics firm which analyses fishing

license sales throughout the country, states that offer a 365-day license are outperforming revenue of states that only offer a calendar-based license.

California's sport fishing license remains among the costliest in the country, second only to the State of Washington. Since 1986, the price of California's resident annual fishing license has increased 216%, which is 41% greater than the rate of inflation. Today, the license costs 110% over the national average.

The **California Sportfishing League** (CSL) is a nonprofit coalition of recreational anglers, and small business owners devoted to protecting access to recreational fishing. California's 2.6 million recreational anglers contribute over \$4.6 billion annually to California's economy, a major contributor to outdoor tourism and jobs.

To learn more, visit www.savefishing.com or Twitter [@CASportfishing](https://twitter.com/CASportfishing)

Contact: Marko Mlikotin
Marko@savefishing.com

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