



BizFed's Member Alliance
Action Apartment Association
AIA - Los Angeles
Airlines for America
Alhambra Chamber
American Beverage Association
American Hotel & Lodging Association
Antelope Valley Board of Trade
Apartment Association, California Southern Cities
Apartment Association of Greater Los Angeles
Arcadia Association of Realtors
Asian American Business Women Association
Asian Business Association
Association of Independent Commercial Producers
Azusa Chamber
Beverly Hills Chamber
Beverly Hills / Greater LA Association of Realtors
BNI/SUCCESS
Burbank Association of Realtors
Building Industry Association, LA / Ventura Counties
Building Owners & Managers Association, Greater LA
Business & Industry Council for Emergency Planning & Preparedness
CalAsian Chamber
California Apartment Association, Los Angeles
California Asphalt Pavement Association
California Business Roundtable
California Cannabis Industry Association
California Construction Industry and Materials Association
California Contract Cities Association
California Employers Association
California Fashion Association
California Grocers Association
California Hotel & Lodging Association
California Independent Oil Marketers
California Independent Petroleum Association
California Life Sciences Association
California Metals Coalition
California Restaurant Association
California Small Business Alliance
California Sportfishing League
California Trucking Association
CALInnovates
Carson Chamber of Commerce
Carson Dominguez Employers Alliance
CDC Small Business Finance
Central City Association
Century City Chamber of Commerce
Cerritos Chamber
Citrus Valley Association of Realtors
Construction Industry Air and Water Quality Coalitions
Consumer Healthcare Products Association
Council on Trade and Investment for Filipino Americans
Culver City Chamber
Downey Association of Realtors
Downtown Long Beach Alliance
Downtown Pomona Owners Association
El Monte/South El Monte Chamber
Employers Group
Engineering Contractor's Association
F.A.S.T. - Fixing Angeles Stuck in Traffic
FilmLA
Foreign Trade Association
FourPorts
Gateway to LA
Glendale Association of Realtors
Glendale Chamber
Glendora Chamber
Greater Antelope Valley AOR
Greater Lakewood Chamber
Greater Los Angeles African American Chamber
Greater Los Angeles New Car Dealers Association
Harbor Association of Industry and Commerce
Harbor Trucking Association
Hollywood Chamber
Hong Kong Trade Development Council
Hospital Association of Sierra California
Hotel Association of Los Angeles
Independent Cities Association
Industry Manufacturers Council
Inglewood Airport Area Chamber
International Warehouse Workers Association
Inglewood Airport Area Chamber
Investing in Place
Irvine Chamber
Japan Business Association of Southern California
LA Canada Flintridge Chamber
LA Media Lab
LAX Coastal Area Chamber
Leadership for Urban Renewal Network
League of California Cities
Local Search Association
Long Beach Area Chamber
Los Angeles Area Chamber
Los Angeles Black MBA Association
Los Angeles CleanTech Institute
Los Angeles County Bicycle Coalition
Los Angeles County Boards of Real Estate
Los Angeles County Waste Management Association
Los Angeles Gateway Chamber of Commerce
Los Angeles Gay & Lesbian Chamber of Commerce
Los Angeles Latino Chamber
Los Angeles Parking Association
Maple Business Council
Motion Picture Association of America
MoveLA
NAIFA - OC
NAIOP Southern California Chapter
National Association of Bay Area Owners
National Association of Tobacco Outlets
National Association of Women Business Owners
National Association of Women Business Owners, LA
National Hispanic Medical Association
National Latina Business Association
Netherlands-America Foundation
Orange County Business Council
Pacific Merchant Shipping Association
Pacific Palisades Chamber
Panorama City Chamber
Pasadena Chamber
Pasadena-Foothills Association of Realtors
PHRMA
Planned Parenthood Southern California Affiliates
Pomona Chamber
Rancho Southeast Association of Realtors
Recording Industry Association of America
Regional Black - San Fernando Valley Chamber
Regional San Gabriel Valley Chamber
Rosemead Chamber
Rotary Club of Los Angeles
San Gabriel Chamber
San Gabriel Valley Civic Alliance
San Gabriel Valley Economic Partnership
Santa Clarita Valley Chamber
Santa Clarita Valley Economic Development Corp.
San Pedro Peninsula Chamber
Santa Monica Chamber
Santa Monica Junior Chamber
SCALE LA
Sherman Oaks Chamber of Commerce
South Bay Association of Commerce
South Bay Association of Realtors
South Bay Association of Realtors
Southern California Contractors Association
Southern California Golf Association
Southern California Grantmakers
Southern California Minority Supplier Development Council Inc.
Southern California Water Committee
Southland Regional Association of Realtors
Torrance Area Chamber
Town Hall Los Angeles
Tri-Counties Association of Realtors
United Chambers San Fernando Valley
United States-Mexico Chamber
Unmanned Autonomous Vehicle Systems Association
Valley Economic Alliance
Valley Economic Development Corp.
Valley Industry & Commerce Association
Vernon Chamber
Vietnamese American Chamber
Warner Center Association
West Hollywood Chamber
West Los Angeles Chamber
West San Gabriel Valley Association
West Valley/Warner Center Chamber
Western Manufactured Housing Association
Western States Petroleum Association
Westside Council of Chambers
Westwood Village Rotary Club
Wilmington Chamber
World Trade Center
Young Professionals in Energy - LA Chapter

4/20/18

Senator Tom Berryhill
State Capitol, Room 3067
Sacramento, CA 95814

SUB: Support for SB 518, Senator Tom Berrybill (12-Month Fishing License)

Dear Senator Berryhill:

We are pleased to join an impressive coalition of associations representing labor, business, travel and hospitality in support of legislation that will establish a 12-month fishing license that will provide the added benefit of increasing California's fishing participation rate, economic activity, and tax revenue to state and local government.

Supporters of Senate Bill 518 recognize that California's 2.6 million anglers generate over \$4.6 billion in annual economic activity each year, supporting local jobs and communities dependent on outdoor tourism. However, recreational fishing's economic benefit to the state and communities is diminishing as fishing participation rates decline.

Since 1980, California annual fishing license sales have declined over 55%, while California's population increased over 60%. Given that California has one of the nation's longest coastlines and thousands of rivers and lakes, its participation rate should not be ranked (per capita) dead-last among all 50 states. Unfortunately, it is and has been for far too long.

There are many reasons for declining participation rates. Among them is a costly and antiquated fishing license program. In 1980, annual licenses cost a mere \$5.00. Today, it costs \$48.34, not including the additional cost of permits and stamps that can double its price. What's more, California's annual fishing license is 87% more costly than other states. There is no question that its high cost and poor value is a barrier to entry for many Californians. It may also explain why there are over 2.6 million anglers in California, and only 1.79 million adult anglers licensed today.

California's calendar-based license is even less appealing to anglers given that it expires on December 31st of every year, regardless of when purchased. As a consequence, the state is forgoing potential revenue, and the consequences extend well beyond the future of recreational fishing.

Fishery and conservation programs are also at risk as fishing license sales fuel the Fish and Game Preservation Fund, which is facing an unprecedented \$20 million deficit. This deficit will only grow as federal funding, assessed by the number of licenses sold, is reduced as annual license sales continue to decline.

Anglers are no different than other consumers. Californians who enjoy the outdoors seek value. This is why the California Parks and Recreation

Department abandoned their calendar based park pass many years ago for one that is valid for a full 12-months from the date of purchase.

While Senate Bill 518 does not address the high cost of fishing, it will provide California anglers greater value by ensuring that annual license are valid for a full 12-months from the date of purchase. Today, 12-month licenses can be found in 11 states and Mexico, and even more will consider to do so in the coming years.

By reviewing the CDFW's sales reports, it is evident that preserving the status quo will not lead to increasing participation rates, sales, greater economic activity, and more tax revenue for state and local government. The time for reform is long overdue, and change can begin with the passage of SB 518.

Thank you for considering the economic interests of our State and your district.

Sincerely,

Sincerely,



Hilary Norton
BizFed Chair
Fixing Angelenos
Stuck in Traffic (F.A.S.T)



David Fleming
BizFed Founding Chair



Tracy Hernandez
BizFed Founding CEO
Impower, Inc.