

# THE CALIFORNIA PARKS COMPANY

March 10, 2017

Senator Tom Berryhill  
State Capitol, Room 3067  
Sacramento, CA 94249

Dear Senator Berryhill:

A crisis that affects recreation and tourism economies across the state has been building for years. The decline of fishing license sales and the impacts of reductions in CDFW fish stocking programs has forced the angling experience, that was once a rite of passage and a right of every parent-child in California, into a tail spin of declining participation, fueled by higher costs and disincentives.

Once again, we are pleased to lend our support for SB 187 (Berryhill) regarding the sale of a true 12 month fishing license. In this day of technology, a product that, by the day, loses its value due to expiration pending, is one that will not be widely adopted during the latter portions of the cycle. It is simply a matter of consumer value calculations. If a gallon of gas produced fewer miles per gallon the later it was purchased in the day, would you buy that gallon or wait for tomorrow to make a purchase? Any retailer will tell you about the need to honor gift cards that are purchased regardless of the expiration date.

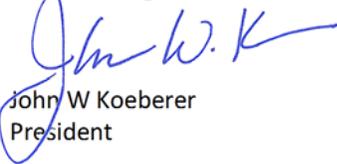
A companion bill, but equally important, to address the decline in recreational fishing will also be marked up the week of March 14 – 21. AB 478 (Waldron) extends the period of time when youth are most inclined to take up the sport of fishing, to age 18. Heretofore, 16 year olds found themselves forced to pay the full adult price for a license before they had even left high school for the workplace. Extending the Junior License to age 18 corrects that disincentive at very little cost to the Department of Fish and Wildlife.

For forty years, The California Parks Company has provided memorable opportunities for all visitors, young and old alike, to enjoy some of the finest fishing and recreational boating experiences in the state. Beyond that, trusted allies in the *California Sportfishing League* show us that nearly 2.8M California anglers generate \$4.6 billion in economic activity annually, supporting jobs in local tourism, retail recreational sales, marine watercraft sales and our own efforts in guest services.

This current legislation is but a first step. We would like to see your support for a number of important legislative initiatives, including SB 144(McGuire/Nielsen), SB161 (McGuire), SB234 (Berryhill), AB986 (Gallegher), and AB1337 (Patterson).

Please take the time to consider legislation to support this all American pastime that is so vital to our sense of self in a turbulent world. I look forward to your response to this appeal and if you need any additional information about our position or The California Parks Company, please don't hesitate to call 530-529-1512.

Sincerest Regards,



John W Koeberer  
President

cc. California Sportfishing League. Marko Mllikotin  
CalTravel, Barb Newton, President, P.O. Box 339, Menlo Park, CA 94026  
California Chamber of Commerce, Allan Zarembeg  
Jack Harrison, California Parks Hospitality Association