



NYSG: Helping Sportfishing Businesses Make Connections

New York Sea Grant (NYSG) helped to bring the sportfishing industry one step closer to achieving the goal of improved public access to information about sportfishing opportunities. A marine sportfishing guide was published in response to a list of public awareness activities identified by the sportfishing industry at a Spring 2005 meeting facilitated by NYSG.

In Spring 2007, NYSG facilitated a meeting between sportfishing industry leaders and the Stony Brook University Small Business Development Center where a request was made for assistance to develop a business plan to create a public awareness program. As a result of these discussions, a group of sportfishing industry representatives formed a coalition through which sportfishing businesses will work together to improve public perceptions about sportfishing.

New York Sea Grant is facilitating this new coalition - the New York Sportfishing Awareness Council (NYSAC). One of NYSAC's first actions was to convey the coalition's needs to the Suffolk County Commercial and Recreational Fishing Task Force.

Coalition members are committed to work together to address the following needs:

- Programs to help the public to fully embrace sportfishing as a family-oriented pastime that features many different water-based options for recreation
- Awareness programs to educate residents and visitors about sportfishing opportunities that exist at various locations in the marine district
- Establish outlets at major ports of entry (e.g., domestic and international airports) where the public can locate information about sportfishing opportunities
- Partner with other industries (e.g., tourism, hotel) to assist sportfishing businesses to bring awareness programs to new audiences
- Highlight the significant economic contributions of sportfishing to New York State and coastal communities
- Enhance the dialogue process with legislators to identify barriers that prohibit the growth and overall health of sportfishing in the marine district, and work together to find solutions.



*The public has many options to fish in the marine district.
Photo: Bob Strovink, 2006*

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