COUNTY OF EL DORADO

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June 2, 2015

The Honorable Tom Berryhill
State Capitol, Room 3076
Sacramento, CA 95814

RE: SUPPORT SENATE BILL 345 (Berryhill)

Dear Senator Berryhill,

On behalf of El Dorado County, I am pleased to report that our board has decided to support SB 345, which would first stabilize and then increase fishing participation rates by reforming California's costly and antiquated fishing license program.

Recreational fishing in California generates $4.9 billion in annual economic activity and attracts tourists from throughout the world. However, fishing license sales have declined 55% since 1980 and as a result, California is now experiencing the lowest fishing participation rate in the country. All of this raises concerns that declining participation rates will have a profound economic impact on the communities and families dependent on recreational fishing for tourism, jobs and tax revenue.

It is also important to note that fish stocking and habitat restoration programs throughout California are funded specifically from fishing license fees, and declining participation rates puts their future funding at risk.

The current system is not working and shows no promise of reversing fishing license sales' downward trend. In contrast, SB 345 shifts the State of California from an antiquated fishing license system to one that provides greater savings and value, all the qualities a consumer product requires to increase sales and increase participation. We are confident that SB 345 will increase fishing license sales and restore critical funding to state wildlife programs.

For these reasons, El Dorado County is supporting SB 345.

Sincerely,

Chairman, El Dorado County Board of Supervisors

cc:
Members, El Dorado County Board of Supervisors