



County of El Dorado

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Legislation Text

File #: 15-0688, **Version:** 1

Chief Administrative Office recommending the Board approve a letter of support for Senate Bill (SB) 345, which would first stabilize and then increase fishing participation rates by reforming California's costly and antiquated fishing license program.

DEPARTMENT RECOMMENDATION

Support SB 345 to assist increasing fishing license sales and restore critical funding to state wildlife programs in El Dorado County.

DISCUSSION / BACKGROUND

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.

ALTERNATIVES

Not supporting the bill.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

N/A

CAO RECOMMENDATION

Approve this letter of support to stabilize and then increase fishing participation rates by reforming California's costly and antiquated fishing license program.

FINANCIAL IMPACT

There is no financial impact to the County with this letter of support.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

N/A

CONTACT

Creighton Avila