



Outreach Program: Building Support for Conservation and Water Infrastructure with Bass Anglers

Communications and Legislation Committee

Item 6a

February 10, 2020



The Sportfishing Conservancy

501(c)(3) based in Long Beach

Mission:

Recognizing that with privilege comes responsibility, the mission of the Sportfishing Conservancy is to empower sportsmen to fulfill and celebrate their commitment to their sport and to real world conservation.



So Cal Bass Fishing

- Conservation ethic: Catch & Release
- 24 bass tournaments at DVL in past 12 months
- Over 21,000 fishing permits per year at DVL
- DVL rated #2 in western region in Bassmaster 100 Best Bass Lakes - 2018
- Cachuma, Casitas, Castaic, Havasu, Perris, Piru, Pyramid, Puddingstone, Silverwood, Skinner, many in San Diego County

Social Media Platforms

Launched October 15, 2019

Water Boats Bass

Followers: 98

Reach: 963

@Waterboatsbass

Followers: 206

Reach: 13,524

@Waterboatsbass

Followers: 101

Reach: 280

Water Boats Bass

Subscribers: 31

Total Views: 2,214



Inland Anglers Fishing Club



Celebrating Diamond Valley Lake Fisherman



Diamond Valley Lake Trout Plant 1-14-20



On the water at DVL

Feedback

“It is very cool to see the Metropolitan Water District reaching out to recognize our bass anglers. Thank you all for working on making Diamond Valley Lake a better fishery.”

Rick Grover, Anglers Marine
Tournament, 12/14/19



