



## **Reservoir Fisheries Habitat Partnership/Friends of Reservoirs**

### **Business Plan/ Strategic Action Plan**

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#### **Executive Summary**

The Reservoir Fisheries Habitat Partnership (RFHP; [www.reservoirpartnership.org](http://www.reservoirpartnership.org)) is a national collaborative partnership established in October, 2009 to promote the protection, restoration, and enhancement of habitat for fish and other aquatic species and communities in reservoir systems through cooperative and voluntary actions. RFHP is one of 18 Fish Habitat Partnerships recognized by the National Fish Habitat Partnership Board (NFHP; [www.fishhabitat.org](http://www.fishhabitat.org)). The RFHP provides strategic coordination and direction in the conservation of fish and aquatic habitat in reservoir systems. It is committed to integrating watershed conservation, in-reservoir management, and the management of downstream flows to attain more holistic and coherent strategies for addressing aquatic habitat impairment issues in reservoir systems. The RFHP works through partnerships to implement conservation actions needed to achieve and sustain healthy reservoir systems. It does this by facilitating, informing, equipping, and supporting a bottom-up approach to implementation of conservation – enabled, in turn, by the partnership’s wealth of technical expertise.

RFHP’s focus is on preserving quality habitat and restoring degraded habitats impacting sport fisheries. These actions are vital to preserving the economic engine provided by the sport fishing industry and the quality of life of the citizenry that enjoy outdoor recreation. The quality of fishing is largely dependent on the quality of habitat. Whereas, fishing in this country is still excellent, there are habitat issues looming that threaten the existence of the \$22.8 billion fishing industry that our nation’s reservoirs and lakes support. Addressing these habitat issues has historically been the purview of government agencies. The enormity of the issues and the shrinking budgets of government agencies make this model inadequate. Partnerships with all reservoir users are required to protect intact habitats and restore degraded habitats to ensure that future generations can rely on quality water supplies and aquatic-based outdoor recreation continues to thrive.

In-reservoir habitat restoration efforts have largely been addressed by state fisheries and wildlife management agencies to date. These efforts have focused on addition of structure [brush piles, artificial structure (commercially produced or engineered out of pvc), rock humps/reefs], native vegetation plantings and shoreline stabilization projects. State agency efforts have focused on enhancing sportfish populations and they frequently involve outside partners who share these same goals. Federal agency habitat restoration efforts have been

focused at the watershed scale and are primarily directed toward “at-risk” native species, i.e., U.S. Fish and Wildlife Service, and/or improving water quality for human consumption, i.e., Environmental Protection Agency. Non-Governmental Agencies, i.e., The Nature Conservancy, River Network, have also focused their aquatic restoration efforts in the watershed. Habitat restoration efforts in the upstream watershed and in the reservoir proper are needed to affectively address reservoir habitat issues.

What is lacking is a holistic, coordinated approach that treats watersheds and reservoirs as part of the same system. The Reservoir Fisheries Habitat Partnership strives to bring agencies, other Fish Habitat Partnerships, NGO’s, industry, municipalities, and recreational users to the table to collectively address reservoir fisheries habitat issues at the system scale. Also lacking is a go-to forum for information exchange (Best Management Practices).

Our partnership depends on collaboration with others to implement strategic conservation actions essential to healthy reservoirs, associated waters, and fisheries. We will help facilitate, inform, equip, and support a bottom-up approach to the implementation of our strategic targets through partnerships at the local, state, and regional level. RFHP supporters are actively recruiting FOR member organizations and individuals. As of January 2014, FOR has 14 Chapters, 13 Affiliate Organizations and 35 Individual members ([www.waterhabitatlife.org/members](http://www.waterhabitatlife.org/members)). FOR has a website ([www.waterhabitatlife.org](http://www.waterhabitatlife.org)) that serves as an outreach and member recruiting tool. RFHP Coordinator and partners provide information to outdoor writers and other online angling-related media outlets to raise awareness of reservoir habitat issues and encourage readers to become involved in addressing these issues. These recruitment efforts are intended to build the community of support for reservoir fisheries habitat restoration projects/programs.

RFHP has provided funding for 19 projects to date in 13 states. RFHP has contributed \$270,000 that has been supported by over \$2.9 million from other sources to complete these projects. It is a start! The partnerships are working! However, the current level of funding is woefully inadequate to address the issues at hand and prospects for additional funding moving forward are bleak. RFHP and FOR must seek non-governmental funding sources to remain viable. The Friends of Reservoirs foundation was established with this in mind. Having a mechanism to collect tax-deductible contributions is essential to solicit private funding. Moving forward, NFHP funds will be used for operations leaving project funding to rely on grants (government and foundation), donations and sponsorships. FOR plans to initiate a sponsorship campaign in 2014. RFHP has joined the American Sportfishing Association (tackle industry trade association) as a means of “getting our foot in the door.” Sponsorship brochures have been produced and contacts with industry marketing staff will be made to introduce RFHP and FOR. We intend to promote sponsorship through “cause marketing”, i.e., “associate your company with habitat restoration so that quality fishing and sales can be ensured well into the future.” RFHP hopes to identify projects in the proximity of company headquarters to assist in promotion of company involvement in reservoir fisheries habitat restoration efforts.

Given that these fund-raising campaigns typically start off slowly, we are targeting \$30,000 in sponsorships for 2014. We have \$90,000 in funds through a Multistate Conservation Grant that will be used to expand outreach efforts and FOR membership and complete a web-based compilation of Best Management Practices. Project funding in 2014 will come through NFHP but our goal is for 2014 to be the last year that NFHP funds will be used for projects.

The ultimate goal of RFHP is to provide \$1 million in project funding annually. Historically, RFHP funds have been matched 10:1 by project partners. This would provide \$10 million annually for “on the ground” reservoir habitat restoration projects. RFHP recognizes that it will take time to build the type of community and corporate support to reach this goal. For the purpose of this three-year business plan, RFHP’s goal is to achieve \$100,000 in corporate sponsorship and \$125,000 in grant funding for projects by 2016. Administrative costs will be met by using annual grants from NFHP via the US Fish and Wildlife Service.

### **Case Statement:**

The Reservoir Fisheries Habitat Partnership (RFHP; [www.reservoirpartnership.org](http://www.reservoirpartnership.org)) is a national collaborative partnership established in October, 2009 to promote the protection, restoration, and enhancement of habitat for fish and other aquatic species and communities in reservoir systems through cooperative and voluntary actions. RFHP is one of 18 Fish Habitat Partnerships recognized by the National Fish Habitat Partnership Board (NFHP; [www.fishhabitat.org](http://www.fishhabitat.org)). The RFHP provides strategic coordination and direction in the conservation of fish and aquatic habitat in reservoir systems. It is committed to integrating watershed conservation, in-reservoir management, and the management of downstream flows to attain more holistic and coherent strategies for addressing aquatic habitat impairment issues in reservoir systems. The RFHP works through partnerships to implement conservation actions needed to achieve and sustain healthy reservoir systems. It does this by facilitating, informing, equipping, and supporting a bottom-up approach to implementation of conservation – enabled, in turn, by the partnership’s wealth of technical expertise.

### **Mission/Vision of Partnership**

**Mission:** The Reservoir Fisheries Habitat Partnership is a partnership among federal and state reservoir management agencies, conservation-minded NGO’s, the sportfishing and hydropower industries, municipalities, and anglers. RFHP was established to promote and facilitate the conservation of habitat for fish and other aquatic species in reservoir systems through collaborative actions that contribute to:

- The restoration, protection and enhancement of aquatic habitats for fish and other aquatic species and communities, therein;
- The sustainability and enhancement of reservoir fisheries;

- The ecological health and function of reservoirs and their associated waters and watersheds;
- Public awareness of the conservation issues and challenges facing reservoirs and associated waters and watershed management;
- The quality of life of the American people.

**Vision:** Clean water and healthy aquatic habitat in reservoirs and their connected waterways are critical to human life and healthy communities. We envision a future that includes healthy reservoir systems across the country supporting robust fisheries and sustainable clean water supplies.

We envision a future where reservoirs are managed to help maintain both upstream and downstream flows and critical terrestrial habitats, and where public appreciation of the value of healthy and sustainable reservoir systems translates to a unified voice to press those values in the political process.

We see opportunities for reservoir owners, managers and regulatory agencies to cooperate towards seamless management and conservation goals. We anticipate that recreational uses of reservoir systems will become more available to all Americans, and that users will be better connected to conservation programs through volunteerism.

We believe that the RFHP can contribute towards that future in the following ways:

- Identifying and implementing, through collaborative partnerships, priority habitat projects within reservoirs and their associated waters by:
  - Recruiting groups to become Friends of Reservoirs members and encourage them to develop local reservoir habitat restoration projects;
  - Prioritize projects to address regional habitat restoration needs based on the national reservoir habitat impairment survey;
  - Collaborate with other Fish Habitat Partnerships to develop watershed restoration projects to benefit water quality in downstream impoundments.
  - Recruit corporate sponsorship of projects to augment limited government funding of reservoir fisheries habitat restoration projects.
- Building broad public participation based on dialogue, collaboration, and consensus building;
- Building Partnerships to plan, fund, and implement aquatic habitat restoration;
- Motivating stakeholder groups to address priority aquatic habitat needs in reservoirs, downstream waters, and associated watersheds;
- Providing a communication network around best management practices and appropriate technologies that support fish habitat in reservoir systems;
- Contribute the best science to inform policy decisions on management of reservoir systems and potential modifications, including removal of impoundment structures that are no longer needed or are harmful to human and aquatic life.

## **Sponsoring nonprofit, including short history, mission and services**

Friends of Reservoirs (FOR; [www.waterhabitatlife.org](http://www.waterhabitatlife.org)) is a 501 (c) (3), tax-deductible non-profit foundation established in August, 2010, that is also dedicated to protecting and/or restoring fisheries habitat in reservoir systems nationwide. FOR is also a coalition of individuals, local citizen groups and corporations that share in the mission of the RFHP. FOR also serves as the funding arm of the RFHP.

## **Description of “triple bottom line” goals: environmental, social, financial**

Healthy reservoir systems provide flood control, water storage during drought periods and are vital to the security of the United States. Well-managed watersheds contribute to our quality of life and sustain our aquatic habitats, native fish populations and sport fisheries. Reservoir conservation requires that all of the key stakeholders are gathered under a single organizational umbrella. Our partnership depends on collaboration with others to implement strategic conservation actions essential to healthy reservoirs, associated waters, and fisheries. We will help facilitate, inform, equip, and support a bottom-up approach to the implementation of our strategic targets through partnerships at the local, state, and regional level.

Our conservation strategy is built on the foundation of five goals:

- 1) Protect, restore and enhance fish habitat in reservoir systems to support productive fisheries and healthy aquatic ecosystems;
- 2) Manage reservoir systems to provide, protect and enrich quality of life for the American people;
- 3) Develop and foster partnerships that implement landscape-scale approaches to the conservation of fish habitat in reservoir systems;
- 4) Develop and sustain institutional arrangements and sources of funding to support the long-term conservation of fish habitat in reservoir systems;
- 5) Support education and outreach initiatives that advance public awareness and understanding of the value of healthy reservoir systems.

Additional funding is needed for the above goals to be met. The ultimate goal of RFHP is to provide \$1 million in project funding annually. Historically, RFHP funds have been matched 10:1 by project partners. This would provide \$10 million annually for “on the ground” reservoir habitat restoration projects. RFHP recognizes that it will take time to build the type of community and corporate support to reach this goal. For the purpose of this three-year business plan, RFHP’s goal is to achieve \$100,000 in corporate sponsorship and \$125,000 in grant funding for projects by 2016. Administrative costs will be met by using annual grants from NFHP via the US Fish and Wildlife Service.

## **Description of current programs and services**

RFHP's focus is on preserving quality habitat and restoring degraded habitats impacting sport fisheries. These actions are vital to preserving the economic engine provided by the sport fishing industry and the quality of life of the citizenry that enjoy outdoor recreation.

Our first step was to assess reservoir fisheries habitat issues, and identify quality habitats. RFHP worked along with researchers at Mississippi State University and state fisheries agencies to conduct habitat assessments of over 1,300 reservoirs across the United States. The assessment identified reservoir systems that are relatively unimpaired and warrant protection as well as regionally-significant habitat issues restoration needs. Results of the assessment can be found at [www.reservoirpartnership.org/assessment](http://www.reservoirpartnership.org/assessment).

RFHP supporters are actively recruiting FOR member organizations and individuals. As of January 2014, FOR has 14 Chapters, 13 Affiliate Organizations and 35 Individual members ([www.waterhabitatlife.org/members](http://www.waterhabitatlife.org/members)). FOR has a website ([www.waterhabitatlife.org](http://www.waterhabitatlife.org)) that serves as an outreach and member recruiting tool. RFHP Coordinator and partners provide information to outdoor writers and other online angling-related media outlets to raise awareness of reservoir habitat issues and encourage readers to become involved in addressing these issues. These recruitment efforts are intended to build the community of support for reservoir fisheries habitat restoration projects/programs. RFHP currently has a Multistate Conservation Grant to expand outreach efforts with a goal of having 50 FOR partners by December 2014.

RFHP has provided funding for five to eight projects annually. Currently, 100% of RFHP-project funding (\$85,000) comes from the U.S. Fish and Wildlife Service (FWS) through allocations from NFHP. RFHP limits funding requests to a maximum of \$20,000. Projects are selected by an objective scoring process conducted by the Regional Working Groups. The Executive Committee reviews the rankings and makes final recommendations to the FWS for project funding.

## **Future programs/services**

RFHP wishes to expand existing programs, i.e., update the assessment every five years, increase recruitment efforts and expand the base of funding for projects. Over the course of this 3-year business plan (1 January 2014 through 31 December 2016), RFHP hopes to expand its programs to include:

- Currently, RFHP has one staff member (Coordinator). RFHP wishes to create a "Director of Strategic Partnerships" position. The Coordinator would essentially handle administration of RFHP programs with the Director of Strategic Partnerships focusing on partnership development and outreach;
- Transition project funding from FWS funds to sponsorship funding;
- Use FWS-funding for administrative functions;
- Transform the RFHP Annual Meeting from solely administrative functions to include:
  - Technical sessions highlighting reservoir restoration efforts;

- Workshops demonstrating Best Management Practices;
- Funding mechanism by charging a registration fee.

## How financial management will be structured in the organization

RFHP Coordinator develops an annual budget approved by the Executive Committee at the Annual Meeting. All funds secured through RFHP and FOR are deposited into the FOR account at Bank of America. The FOR Treasurer, in concert with RFHP Coordinator, is responsible for managing the account. Annual account management is reviewed by the Audit Committee, comprised of two FOR officers.

## Legal structure and governance (Boards, advisory committees, reporting)

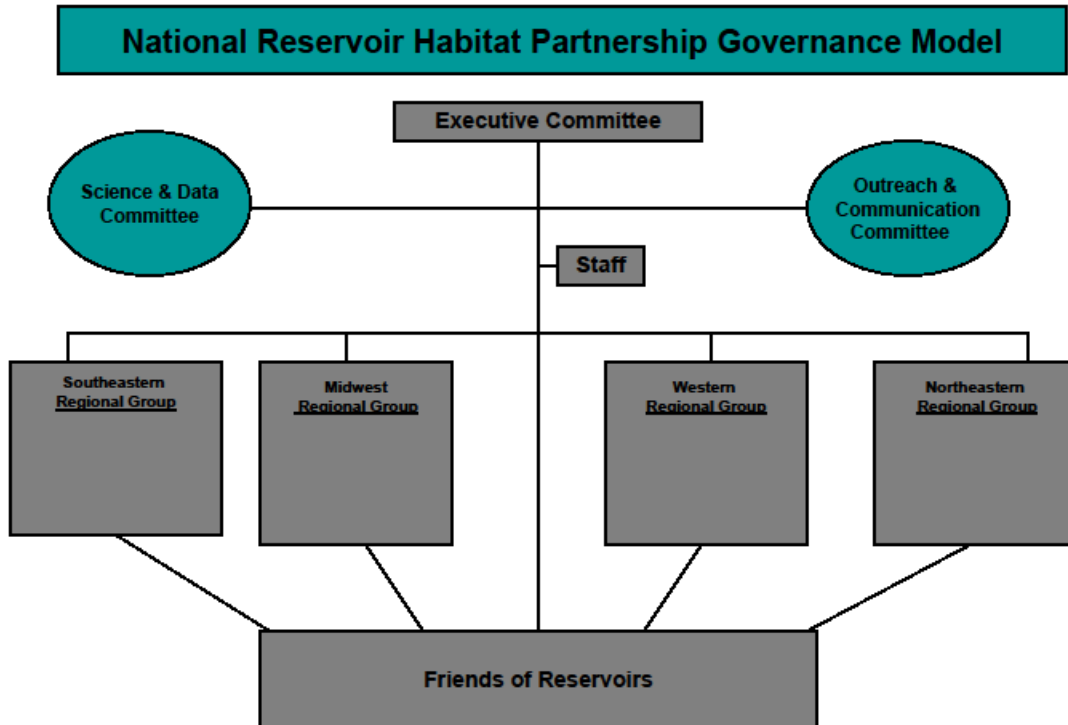
The Reservoir Fisheries Habitat Partnership was recognized by the National Fisheries Habitat Partnership in October 2009. RFHP is managed by a 15-member Executive Committee comprised of:

- Four State agency members [one from each of the four Regional Association of Fish and Wildlife Agencies (AFWA)];
- Up to six Federal agency members;
- Up to four Non-Governmental Organizations (NGOs);
- Up to three Industry representatives;
- One at large member; candidates include, but are not limited to Tribal Nations.

**Executive Committee** membership is intended to reflect senior level management representation so that individual members have authority to speak for their agency. The Executive Committee meets via bi-monthly conference calls and one Annual Meeting. Two permanent committees have been established. **The Science and Data Committee** has been primarily responsible for design, completion and distribution of a national reservoir habitat impairment survey. Results of this effort are posted on [www.reservoirpartnership.org](http://www.reservoirpartnership.org). Updates and expansion of the assessment will continue to be under the purview of the Science and Data Committee. **The Outreach Committee's** primary responsibility is to expand membership in FOR and to raise public awareness of reservoir habitat issues. **Regional Working Groups**, comprised of mid-level supervisory staff of state agencies affiliated with the regional divisions of AFWA, are primarily responsible for scoring of project proposals from their respective regions and encouraging agency staff to promote FOR among angling groups in their respective states. **The Coordinator** is the sole paid staff member. The Coordinator's role is to conduct the day to day operations of RFHP and FOR.

Friends of Reservoirs was recognized by the IRS as a 501 (c) (3) corporation in August, 2010 (FEI number: 27-3605852). FOR was formed largely in response to the recognition that government programs were insufficient to address reservoir fisheries habitat issues without additional partnerships. FOR is currently governed by a six-member Board that is comprised of RFHP Executive Committee members and additional members active in, but not directly involved in,

RFHP governance. The FOR Board meets via bimonthly conference calls (in conjunction with RFHP’s conference calls) and an Annual Meeting (held in conjunction with the RFHP Annual Meeting).



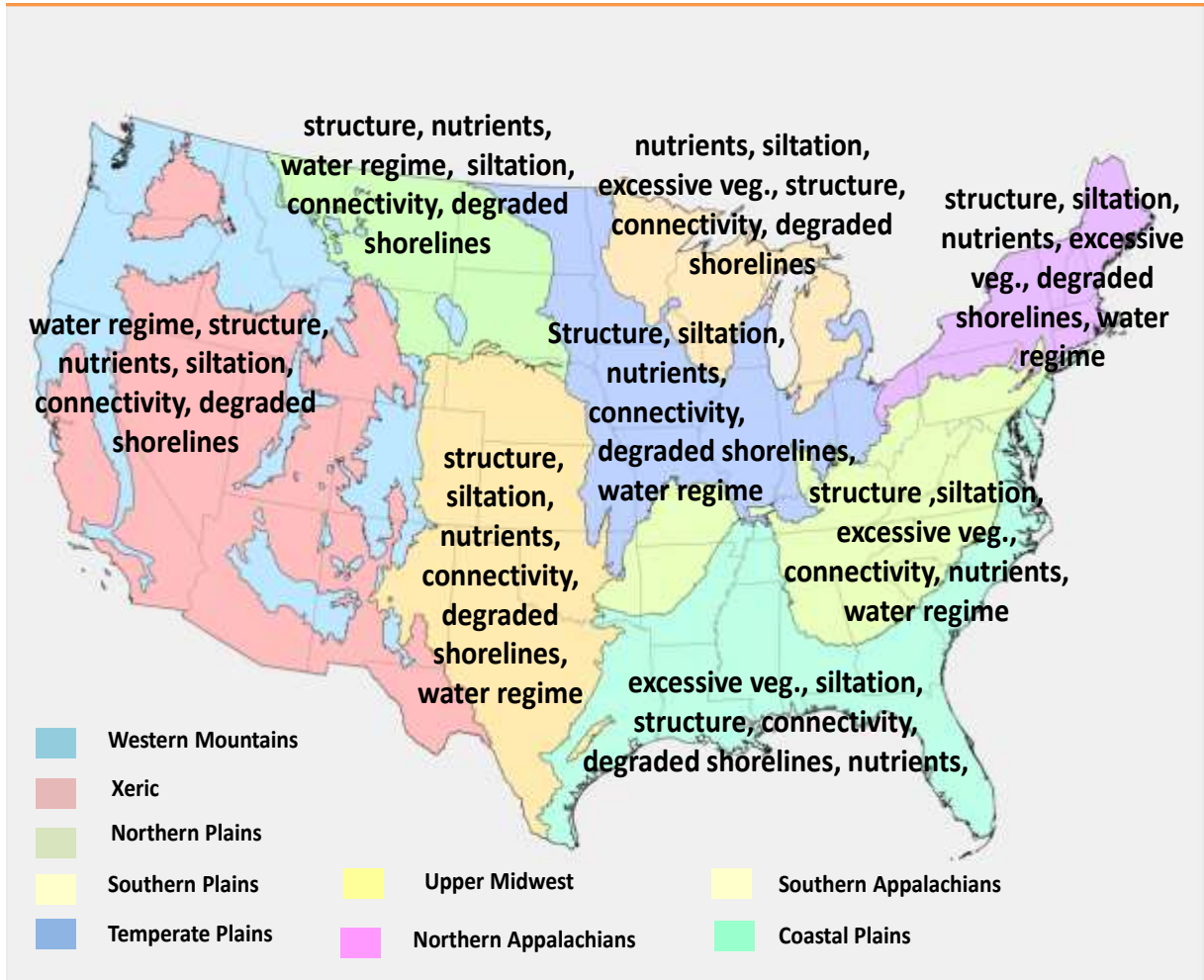
## Prospect Analysis

Our nation’s reservoirs are getting older and as they age, their fish habitats and fisheries decline. The hey-day of reservoir construction occurred in the 1950s and ‘60s and the rate of new reservoir construction has dramatically declined. As the median age of U.S. reservoirs now surpasses 60 years, the fish habitat in these systems is degrading and needs to be restored. Good fish habitat is the foundation for healthy aquatic life, clean water supplies, and quality fishing.

The quality of fishing is largely dependent on the quality of habitat. Whereas, fishing in this country is still excellent, there are habitat issues looming that threaten the existence of the \$22.8 billion fishing industry that our nation’s reservoirs and lakes support. Addressing these habitat issues has historically been the purview of government agencies. The enormity of the issues and the shrinking budgets of government agencies make this model inadequate. Partnerships with all reservoir users are required to protect intact habitats and restore degraded habitats to ensure that future generations can rely on quality water supplies and aquatic-based outdoor recreation continues to thrive.



RFHP has conducted an assessment of reservoir habitat impairments nationwide. This assessment has identified key environmental stressors of reservoir fisheries on a regional scale. RFHP prioritizes projects by region on the proposal's ability to address these priority impairments.



The Reservoir Fisheries Habitat Partnership and Friends of Reservoirs are working to bring reservoir users (anglers, boaters, lake associations, municipalities, hydropower industry, angling industry, local business and government agencies) together to cooperatively address reservoir habitat impairments and to further build a community of support to influence public policy and its effects on reservoir fisheries habitat. RFHP currently has written support from 35 state fisheries management agencies and five federal agencies are currently represented on the Executive Committee. Friends of Reservoirs currently has membership in 19 states (24 Affiliate Organizations and Chapters and 35 Individual members). FOR's goal is to expand this membership from 24 to 50 by the end of 2015.

RFHP has provided funding for 19 projects to date in 13 states. RFHP has contributed \$270,000 that has been supported by over \$2.9 million from other sources to complete these projects. It is a start! The partnerships are working! However, the current level of funding is woefully inadequate to address the issues at hand. RFHP developed a sponsorship brochure to aid in the recruitment of partners and sponsors:

[http://www.waterhabitatlife.org/documents/PWD%20BR%20T3200-2009\\_web-%20FINAL.pdf](http://www.waterhabitatlife.org/documents/PWD%20BR%20T3200-2009_web-%20FINAL.pdf)

## **Gap Analysis**

In-reservoir habitat restoration efforts have largely been addressed by state fisheries and wildlife management agencies to date. These efforts have focused on addition of structure [brush piles, artificial structure (commercially produced or engineered out of pvc), rock humps/reefs], native vegetation plantings and shoreline stabilization projects. State agency efforts have focused on enhancing sportfish populations and they frequently involve outside partners who share these same goals. Federal agency habitat restoration efforts have been focused at the watershed scale and are primarily directed toward “at-risk” native species, i.e., U.S. Fish and Wildlife Service, and/or improving water quality for human consumption, i.e., Environmental Protection Agency. Non-Governmental Agencies, i.e., The Nature Conservancy, River Network, have also focused their aquatic restoration efforts in the watershed. Habitat restoration efforts in the upstream watershed and in the reservoir proper are needed to affectively address reservoir habitat issues.

What is lacking is a holistic, coordinated approach that treats watersheds and reservoirs as part of the same system. The Reservoir Fisheries Habitat Partnership strives to bring agencies, other Fish Habitat Partnerships, NGO’s, industry, municipalities, and recreational users to the table to collectively address reservoir fisheries habitat issues at the system scale. Also lacking is a go-to forum for information exchange (Best Management Practices).

## **Project Specific Narrative**

Communication among partners is a vital tool for RFHP to realize its vision. Currently RFHP communicates via its websites, Facebook page ([www.facebook.com/friendsofreservoirs](http://www.facebook.com/friendsofreservoirs)), quarterly newsletters, press releases, brochures and individual emails. Existing communication platforms will need to be expanded for RFHP programs to move forward. We have a dedicated newsletter editor in place that will use Rich Site Summary (RSS) technology to communicate with partners on a more frequent basis. Communication platforms will be expanded to developing applications for mobile devices.

Developing private sector partners will be a key to the success of the RFHP. Building a network of Friends of Reservoirs chapters will connect reservoir users with fisheries biologists and managers. As of January 1, 2014, FOR has 27 chapter and group affiliates and 35 individual members in 19 states. We propose to expand the group and affiliate membership to 50 by December 2014 by using state fisheries biologists to recruit new membership. We have a PowerPoint presentation that is made available to agencies to facilitate the recruitment

process. We plan to expand staff by hiring a “Director of Strategic Partnerships” to encourage potential industry partners to become engaged in Friends of Reservoirs. The initial solicitation campaign will focus on the sport fishing industry. The Bass Anglers Sportsman’s Society and Bass Pro Shops (BPS) have been key industry supporters of RFHP and FOR. FOR is currently engaged with the B.A.S.S. State Conservation Directors to promote reservoir fisheries habitat restoration/enhancement as projects for affiliated bass clubs. These efforts are recognized via B.A.S.S.’s various media outlets. Videos featuring professional anglers promoting reservoir fisheries habitat enhancement and FOR have, and will continue to be produced and distributed. Bass Pro Shops has been active in RFHP since prior to its recognition by the National Fish Habitat Partnership. RFHP will continue to work with BPS to promote our conservation message and expand membership in FOR. Through the use of “cause marketing”, FOR will search out additional conservation-minded corporations to build the community of support and expand our funding base. FOR has developed a brochure to facilitate this effort.

## **Evaluation and Assessment**

Benchmarks are needed to monitor progress toward the environmental, social, and financial goals of the Reservoir Partnership. These benchmarks are as follows:

1. Complete the ongoing effort to compile currently available reservoir habitat restoration Best Management Practices and make available on-line for project partners. Gaps in BMPs will be identified. Expected completion date is December 31, 2014. Funding has been secured for this project.
2. Expand the assessment targeting low response areas (Xeric, Western Mountains and Upper Midwest) to refine the list of priority impairments. Expand the metric database, originally compiled (under contract) by the United States Geologic Survey, to fill major data gaps. Funding source has yet to be identified; estimated cost is \$100,000 with a 2-year completion window.
3. Facilitate establishment of a dedicated state agency funding source for aquatic habitat restoration programs. Currently Nebraska and Iowa serve as models for other state programs. Funding for these programs have been established through dedicated license fees (habitat stamp; NE) and legislative appropriation (IA). RFHP has supported travel for representatives to outline their programs at professional meetings and a workshop was held at the Reservoir Committee meeting at the 2013 Southern Division of the American Fisheries Society meeting. Arizona Game and Fish has recently established an aquatic habitat program. RFHP will work to assist their administrators in developing a dedicated funding source for this program. RFHP will encourage state agencies to reprioritize Sport Fish Restoration Program funds to emphasize reservoir fisheries habitat restoration/enhancement projects.
4. Expand efforts to partner with other Fish Habitat Partnerships to cooperatively address watershed habitat issues that affect downstream reservoir fisheries habitat. We currently have a joint project with the Ohio River Basin FHP on the Muskingum watershed in east-central Ohio in the planning phase. Our goal would be to have 2-3 of these cooperative projects running concurrently.

5. Expand the community of support for reservoir fisheries habitat restoration efforts. This will be done through outreach efforts via websites, Facebook page quarterly newsletters, press releases, brochures and individual emails. Our goal is to double our “Likes” on Facebook each of the next three years; double our FOR members in 2014 and have 150 Chapters/Groups by December 2016.
6. Emphasize the economic and aesthetic benefits of reservoir-based recreation. Communicate recreational-user days and the economic benefits that reservoir-based recreation brings to local economies. Encourage funding of projects which include measurements of use and economic benefits as objectives.
7. RFHP must expand its financial base. Hiring of a “Director of Strategic Partnerships” will provide expertise in corporate fundraising. Continue to seek government and foundation grants.
8. Operational funding will be secured from NFHP funds via U.S. Fish and Wildlife Service appropriations. Project funding will be drawn from FOR memberships, grants and sponsorships.

## **Financial Plan**

Government funding for reservoir fisheries habitat restoration is woefully inadequate and prospects for additional funding moving forward are bleak. RFHP and FOR must seek non-governmental funding sources to remain viable. The Friends of Reservoirs foundation was established with this in mind. Having a mechanism to collect tax-deductible contributions is essential to solicit private funding. Moving forward, NFHP funds will be used for operations leaving project funding to rely on grants (government and foundation), donations and sponsorships. FOR plans to initiate a sponsorship campaign in 2014. RFHP has joined the American Sportfishing Association (tackle industry trade association) as a means of “getting our foot in the door.” Sponsorship brochures have been produced. A Director of Strategic Partnerships (DSP) needs to be hired (tentative deadline is early 2015). The DSP will contact industry marketing staff and set up meetings to introduce RFHP and FOR to the company and promote sponsorship through “cause marketing”, i.e., “have your company associated with habitat restoration so that quality fishing and your sales can be ensured well into the future.” RFHP hopes to identify projects in the proximity of company headquarters to assist in promotion of company involvement in reservoir fisheries habitat restoration efforts.

Given that these fund-raising campaigns typically start off slowly, we are targeting \$30,000 in sponsorships for 2014. We have \$90,000 in funds through a Multistate Conservation Grant that will be used to expand outreach efforts and FOR membership and complete a web-based compilation of Best Management Practices. Project funding in 2014 will come through NFHP but our goal is for 2014 to be the last year that NFHP funds will be used for projects.

Our fundraising goal for 2015 includes \$100,000 in grants for operations and projects, \$50,000 in sponsorships and a continual increase in FOR membership. We plan to increase grant and sponsorship funding in 2016 to have an operating budget in excess of \$300,000.

	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Beginning Balance</b>	\$7,000		
<b>Income</b>			
MultiState Conservation Grant	\$90,000	\$50,000	\$50,000
FWS/NFHP funding	\$85,000	\$85,000	\$85,000
FWS funding (returned from OK project)	\$10,000		
Toyota Together Green Grant	\$8,000		
Government/Foundation Grants		\$50,000	\$75,000
FOR memberships	\$625	\$625	\$1,250
Corporate Sponsorships	\$30,000	\$50,000	\$100,000
<b>Total Income</b>	<b>\$223,625</b>	<b>\$235,625</b>	<b>\$311,250</b>
<b>Expenses</b>			
Contract (Coordinator; Director of Strategic Partnerships)	\$120,000	\$120,000	\$120,000
Travel	\$13,000	\$13,000	\$25,000
Office Expenses	\$200	\$200	\$200
Outreach Materials	\$5000	\$5000	\$5000
Web Hosting	\$600	\$600	\$600
Projects	\$100,000	\$150,000	\$150,000
<b>Total Expenses</b>	<b>\$238,800</b>	<b>\$288,800</b>	<b>\$300,800</b>

## **Appendix I-Signatories to the Reservoir Fisheries Habitat Partnership**

American Fisheries Society, Fisheries Administration Section  
Alabama Division of Wildlife & Freshwater Fisheries  
Aquatic Ecosystem Restoration Foundation  
Arizona Game and Fish Department  
Arkansas Game and Fish Commission  
Bass Pro Shops  
B.A.S.S.  
BioSonics, Inc  
Colorado Division of Wildlife  
California Department of Wildlife  
Florida Fish and Wildlife Conservation Commission  
FLW Outdoors  
Georgia Department of Natural Resources  
Idaho Department of Fish & Game  
Illinois Department of Natural Resources  
Indiana Department of Natural Resources, Division of Fish and Wildlife  
Iowa Department of Natural Resources  
Kansas Department of Wildlife, Parks and Tourism  
Kentucky Fish and Wildlife Resources  
Louisiana Department of Wildlife & Fisheries  
Maryland Department of Resources, Fisheries Service  
Michigan Department of Natural Resources  
Midwest Association of Fish and Wildlife Agencies  
Mississippi Department of Wildlife, Fisheries and Parks  
Missouri Department of Conservation  
Nebraska Game and Parks Commission  
Nevada Department of Wildlife  
North Carolina Wildlife Resources Commission  
North Dakota Game & Fish Department  
Ohio Department of Natural Resources, Division of Wildlife  
Oklahoma Department of Wildlife Conservation  
Oregon Department of Fish and Wildlife  
Pennsylvania Fish and Boat Commission  
Pure-Fishing, Berkley Conservation Institute  
South Dakota Game, Fish and Parks  
Southeastern Association of Fish and Wildlife Agencies  
Tennessee Wildlife Resources Agency  
Texas Parks and Wildlife Department  
United States Bureau of Land Management – Lake Havasu Fisheries Program

U.S. Department of Energy, Southwestern Power Administration  
U.S. Army Corps of Engineers – Department of the Army  
U.S. Geological Survey  
U.S. National Park Service  
Utah Division of Wildlife Resources  
Virginia Department of Game and inland Fisheries  
West Virginia Division of Natural Resources  
Western Association of Fish and Wildlife Conservation  
Wisconsin Department of Natural Resources

## **Appendix II-Reservoir Fisheries Habitat Partnership and Friends of Reservoirs Executive Committees**

### Reservoir Fisheries Habitat Partnership

Doug Nygren (Chair), Kansas Dept. of Wildlife, Parks and Tourism representing Midwest Association of Fish and Wildlife Agencies  
Gary Martel, Virginia Department of Game and Inland Fisheries representing Northeast Association of Fish and Wildlife Agencies  
Mark Oliver, Arkansas Game and Fish Commission representing Southeast Association of Fish and Wildlife Agencies  
Craig Walker, Utah Division of Wildlife Resources representing Western Association of Fish and Wildlife Agencies  
Hannibal Bolton, U.S. Fish and Wildlife Service  
Jeff Lucero, U.S. Bureau of Reclamation  
John Moore, U.S. Bureau of Land Management  
Tim Toplisek, U.S. Army Corps of Engineers  
F. Joseph Margraf, U.S. Geological Survey  
Gene Gilliland, B.A.S.S.  
Martin MacDonald, Bass Pro Shops/American Sportfishing Association  
Don Gabelhouse, American Fisheries Society, Fisheries Administration Section  
W. Reed Green, North American Lake Management Society

### Friends of Reservoirs

Dave Terre (President)-Texas Parks and Wildlife Department  
Doug Nygren (Treasurer)- Kansas Department of Wildlife, Parks and Tourism  
Mike Armstrong (Secretary)-Arkansas Game and Fish Commission  
Martin MacDonald (Member)-Bass Pro Shops  
Gene Gilliland (Member)-B.A.S.S.  
Mark Oliver (Member)-Arkansas Game and Fish Commission  
Rebecca Krogman (Member)-Iowa Department of Natural Resources

### Appendix III. Reservoir Fisheries Habitat Partnership Project Partners, 2010-2013

Anglers United  
Albuquerque Hawg Hunters Bass Club  
Arizona B.A.S.S. Nation  
Arizona Game and Fish Department  
Arkansas Black Bass Coalition  
Arkansas Game and Fish Commission  
Bird Hunters United  
Blue Ribbon Fisheries Advisory Council  
Burton Bait and Tackle  
Caddo Hills School District  
Carl Rose  
Center Point School District  
California Department of Wildlife  
City of Carlsbad, New Mexico  
City of Lakeside City, Texas  
City of Maryville, Missouri  
City of Plattsburg, Missouri  
City of Roswell, New Mexico  
City of Smithville, Missouri  
Clay County Department of Parks  
Cypress Basin Texas Master Naturalist Chapter  
Donald Banes Construction  
Floating Islands International  
Floating Islands West  
Florida Fish and Wildlife Conservation Commission  
Fountain Lake School District  
Friends of Lake Ouachita  
Friends of W. Kerr Scott Lake, Inc.  
Idaho B.A.S.S. Nation  
Illinois B.A.S.S. Nation  
Kansas Department of Wildlife, Parks and Tourism  
Kids of the Southwest Junior Bass Club  
Kinkaid Area Watershed Project, Inc.  
Lake Fork Sportsmans Association  
Larned Correctional Mental Health Facility  
Leavenworth Bass Club  
Louisiana Department of Wildlife and Fisheries  
Master Gardner's Association  
Mineral Wells Bass Club  
Missouri Conservation Heritage Foundation  
Missouri Department of Conservation  
New Century Scholars of Wilkes County Schools  
N-2-IT Bass Club  
New Mexico B.A.S.S. Nation  
New Mexico Game and Fish Department  
North Carolina B.A.S.S. Nation  
Northwest Missouri State University Bass Club  
North Carolina Wildlife Resource Commission  
Oklahoma Department of Wildlife Conservation  
Pecos Valley Bassmasters Bass Club  
Pennsylvania Fish and Boat Commission  
Pony Express Bass Club  
Rocky Mountain Anglers  
Sabine River Authority  
San Jacinto River Authority  
Seneca Nation of Indians  
Seven Coves Bass Club  
Smithville Lake Bass Club  
Smithville Lake Aquatic Habitat Reestablishment Team  
Smithville Marina  
Southwest Bass Anglers Bass Club  
St. Johns River Water Management Authority  
Texas Association of Bass Clubs  
Texas Black Bass Unlimited  
Texas Parks and Wildlife Department  
Toledo Bend Lake Association  
Upward Bound  
Utah Division of Wildlife Resources  
Utah Partnership for Conservation Development  
U.S. Army Corps of Engineers  
U. S. Bureau of Land Management  
West Virginia B.A.S.S. Nation