



KENAI RIVER SPORTFISHING  
— ASSOCIATION —



# Today's Talk – Brief Overview

- KRSA – a Leader in Fishery Conservation  
Who we are, What we do
- Sportfishing – Significance to Alaska
- Economic Values – Size & Scope



## Transition Team Topics: • Better Integration of Business Intelligence

- Smart Management – Involve Stakeholders
- Access & Infrastructure – Prioritize & Invest
  - Human Resources – Prioritize & Invest
    - Digital Age – Prioritize & Invest
- Economic Data & Analysis – Prioritize & Invest
  - Compensated Reallocation – Halibut
- Professional Sportfishing Guide Services Board



- Professional 501 (c) (3) Charitable Non-Profit
  - Kenai River Classic Fundraising Events
    - Habitat Restoration & Access
      - Fisheries Management
  - Habitat, Fisheries & Economic Research
    - Angler Education



# Sportfishing Significance in AK

- World Class Fishing
- Quality of Life for Alaskans
- Important For Tourism
  - Economic Engine
- ADFG (2007) – Economic Impacts & Contributions of Sportfishing in Alaska



A photograph of three men in a green and white boat on a river. The man on the left, wearing a grey jacket and cap, is reeling in a large fish. The man in the middle, wearing a red jacket, is holding a camera. The man on the right, wearing a green jacket and cap, is holding a net. A large fish is visible in the water, partially out of the net. The background shows a steep, vegetated bank. The text "Economic Impacts & Contributions of Sportfishing in Alaska -- 2007" is overlaid on the image.

# Economic Impacts & Contributions of Sportfishing in Alaska -- 2007



# Sportfishing Size and Scope

- \$1.4 Billion Total Sportfishing Expenditures, All Anglers
- \$123 Million Generated in State & Local Tax Revenues
- Supported 15,879 Full & Part-time Jobs

## 475,534 Licensed Anglers

Resident: 190,644

Nonresident: 284,890

## 2.5 Million angler days

Resident: 1.4 Million days (56%)

Guided: 9%

Unguided: 91%

Nonresident: 1.1 Million days (44%)

Guided: 43%

Unguided: 57%

# TOTAL SPORTFISHING EXPENDITURES, All ANGLERS

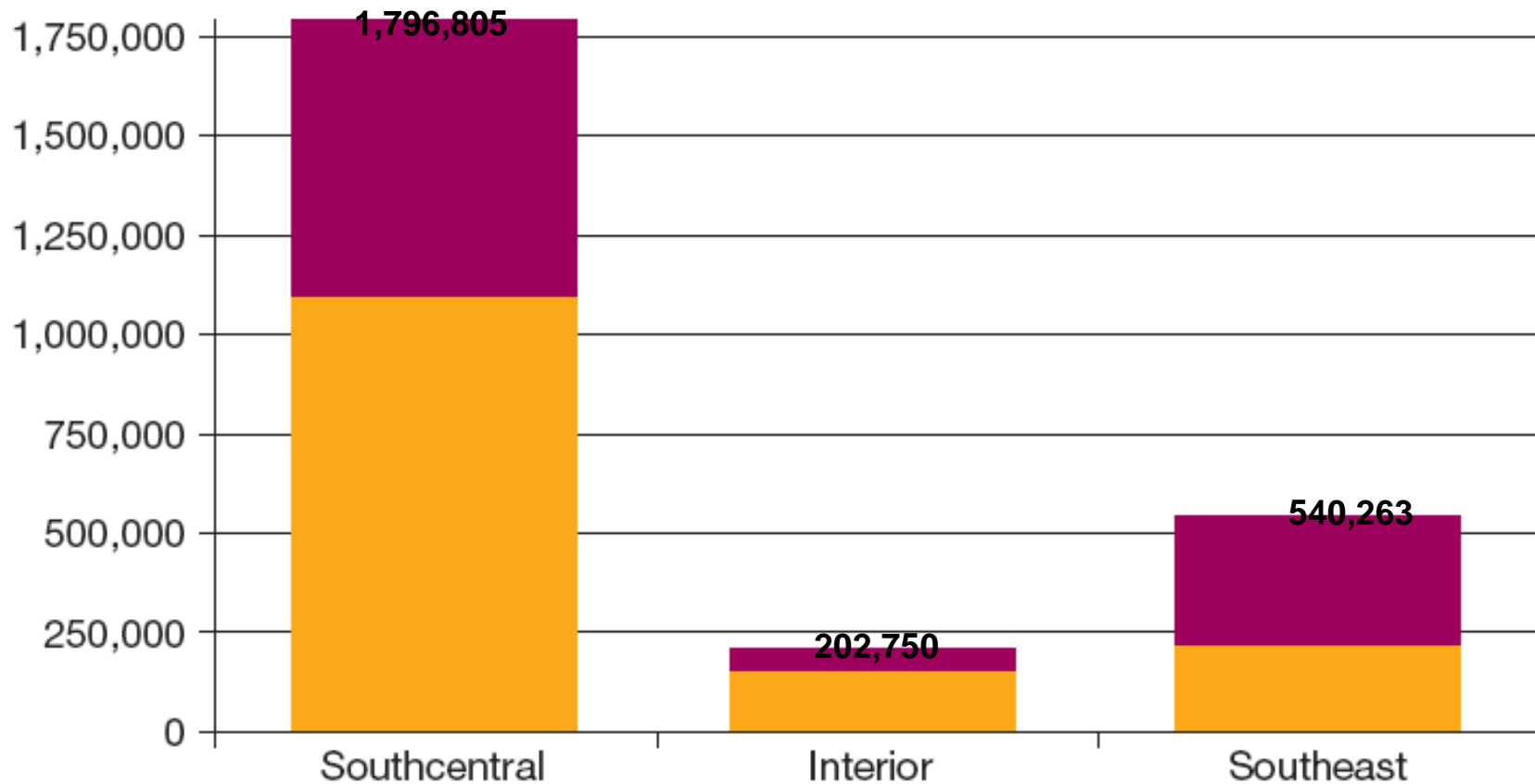
\$1.4 billion



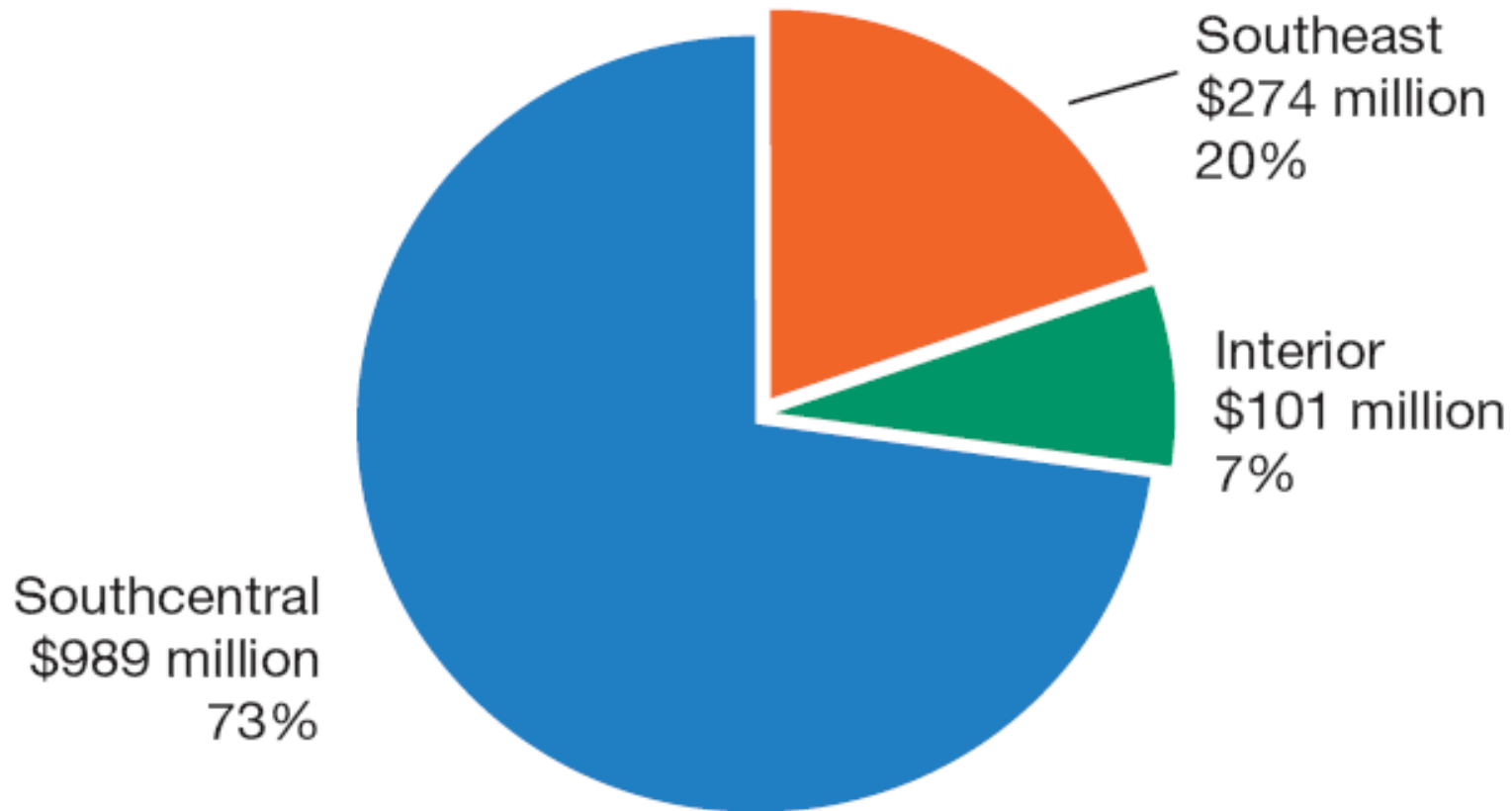


# DAYS OF SPORTFISHING IN ALASKA BY REGIONS AND RESIDENCY, 2007

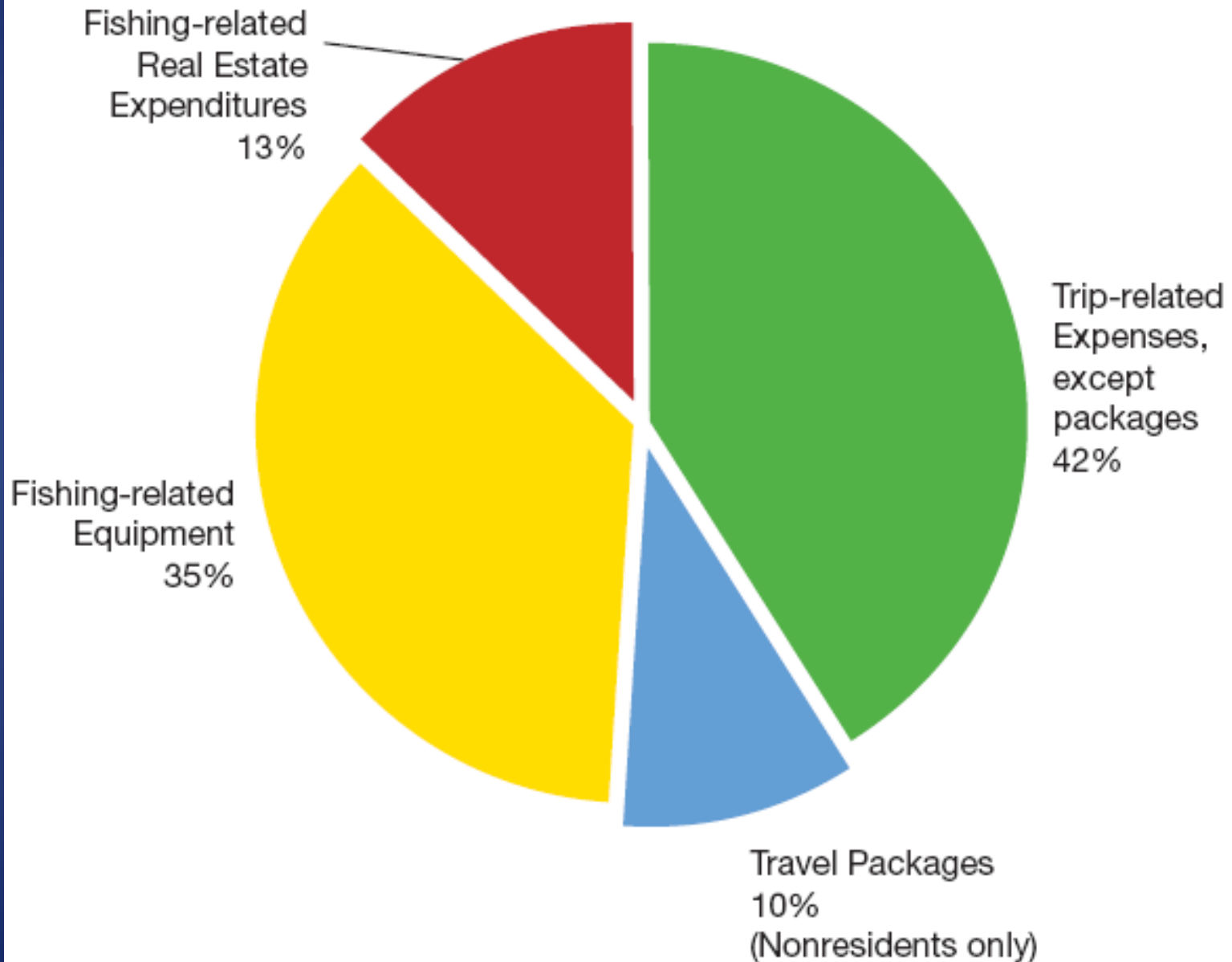
Resident Nonresident



# SPORTFISHING EXPENDITURES BY REGION, ALL ANGLERS



## TOTAL ANGLER SPENDING BY CATEGORY



# Average Per Day Expenditure for Trip-Related Items Only, Including Package Trips

(Lodging, fuel, food, travel packages, etc.)

	Per Day
<b>All Alaska Fishing Combined</b>	<b>\$277.46</b>
Residents Only	\$150.63
Non-Residents Only	\$448.78
<b>Saltwater</b>	
Residents, Unguided	\$162.81
Residents, Guided	\$466.53
Non-Residents, Unguided	\$209.40
Non-Residents, Guided	\$744.03
<b>Freshwater</b>	
Residents, Unguided	\$91.73
Residents, Guided	\$509.56
Non-Residents, Unguided	\$213.24
Non-Residents, Guided	\$790.41





# Transition Team Topics: • Better Integration of Business Intelligence

## Smart Management – Involve Stakeholders

- Strategic Planning
- Program Evaluation
- Identify Bottlenecks
- Customer Service



# Transition Team Topics:

- Better Integration of Business Intelligence

## Access & Infrastructure – Prioritize & Invest

- Ensure Public Access to Fish, Game & Recreational Resources
- Strategic Planning Process with ADF&G, DNR, DOT & Stakeholders – Prioritized Projects List
- Capital Budget – Like STIP, create a State Public Access Improvement Program (SPAIP)



# Transition Team Topics: • Better Integration of Business Intelligence

## Human Resources – Prioritize & Invest

- Recruitment & Retention of Key Permitting & Scientific Staff is an Ever-Increasing Concern in ADF&G, DNR & DEC
  - Competition from Feds & Private Sector
    - Recognize Serious Nature of Issue
    - Formulate Management Strategies



# Transition Team Topics: • Better Integration of Business Intelligence

## Digital Age – Prioritize & Invest

- Go Digital – Fisheries Data Collection Systems
- Engage Private Sector Technological Expertise  
Wherever Possible
  - Incorporate Visual Learning Systems
  - Invest in Fisheries Modeling Systems





# Transition Team Topics: • Better Integration of Business Intelligence

## Economic Data & Analysis – Prioritize & Invest

- Comprehensive, real-time data collection & analysis systems are lacking for recreational, social & economic values for sport, personal use, subsistence & commercial fisheries
- Difficult to regulate & manage for optimal yields of fishery resources without such data

The background of the slide features a stylized, blue-toned image of a halibut swimming in the foreground, with a range of mountains visible in the background. The text is overlaid on this image.

# Transition Team Topics:

- **Better Integration of Business Intelligence**

## Compensated Reallocation – Halibut

- Train wreck for SE Alaska coastal economy
- Negative impacts commercial & guided sport
- Feds: minimal guided sport stakeholder input
- Limited Entry Program & Catch Share Plan – good intentions, poor implementation
  - State Management Options?



## Transition Team Topics: • Better Integration of Business Intelligence

### Professional Sportfishing Guide Services Board

- Assure Alaska's guided sport industry competes favorably with other world class destinations
  - Diligent oversight for sport fishing services industry – like any prudent investments
- Benefits of Industry Recognition & Regulation
  - Logbook program – permanent, vital tool

# KRSA Partner in Sustainability

- Habitat
- Fisheries Management
- Research
- Education





**Buckle Up  
I'm Hooked on Fishing –  
Are You?**







# Questions & Answers



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