

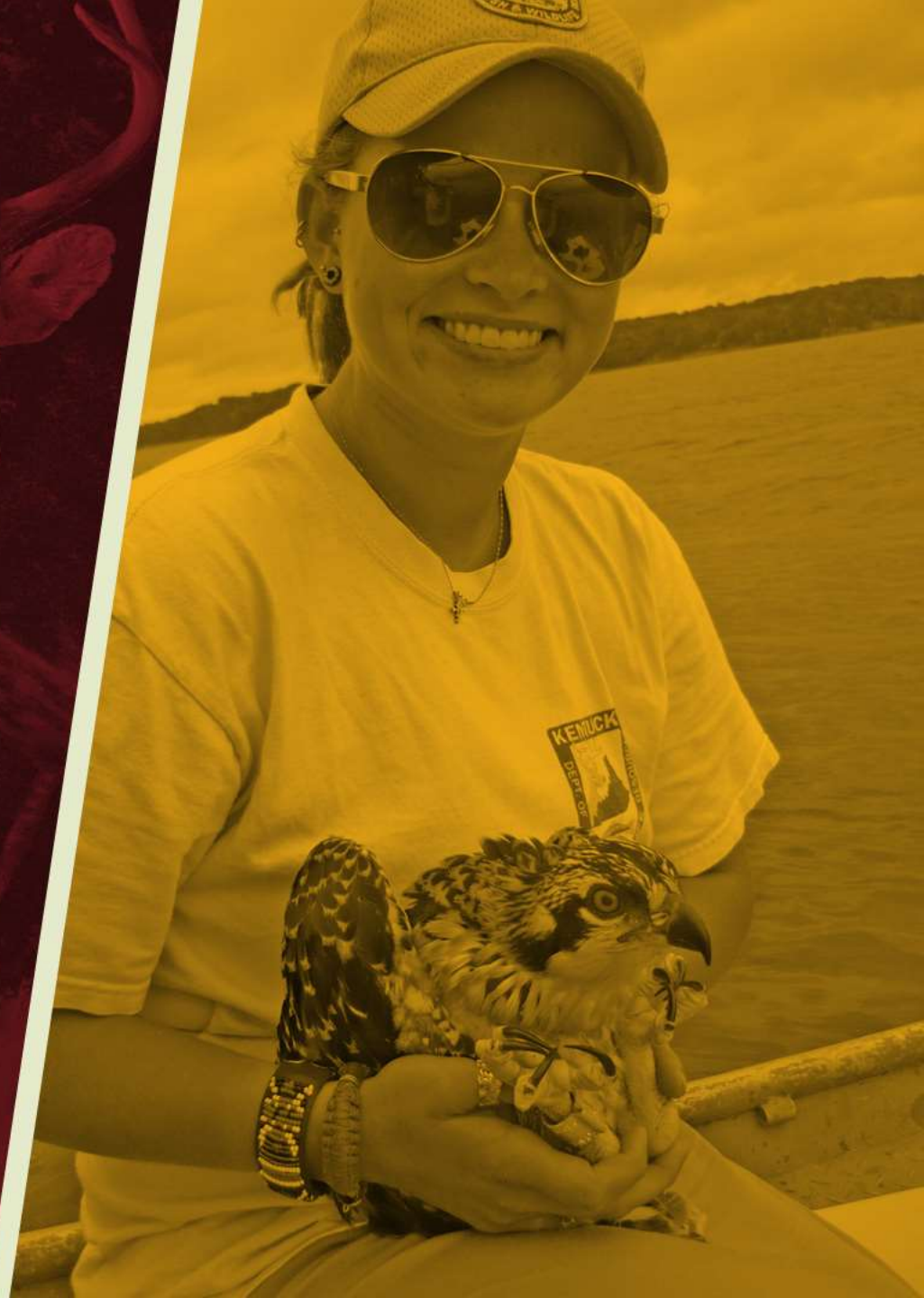
... *Serving People, Conserving Fish and Wildlife* ...





## Today's Topics

- Who We Are, What We Do
- Hunting and Fishing Trends
- Funding
- Agency Highlights
- How You Can Help





# MISSION

Conserve, protect and enhance Kentucky's  
fish and wildlife resources and provide  
outstanding opportunities for fishing,  
hunting, trapping, boating, shooting sports,  
wildlife viewing, and related activities





# WHO WE ARE

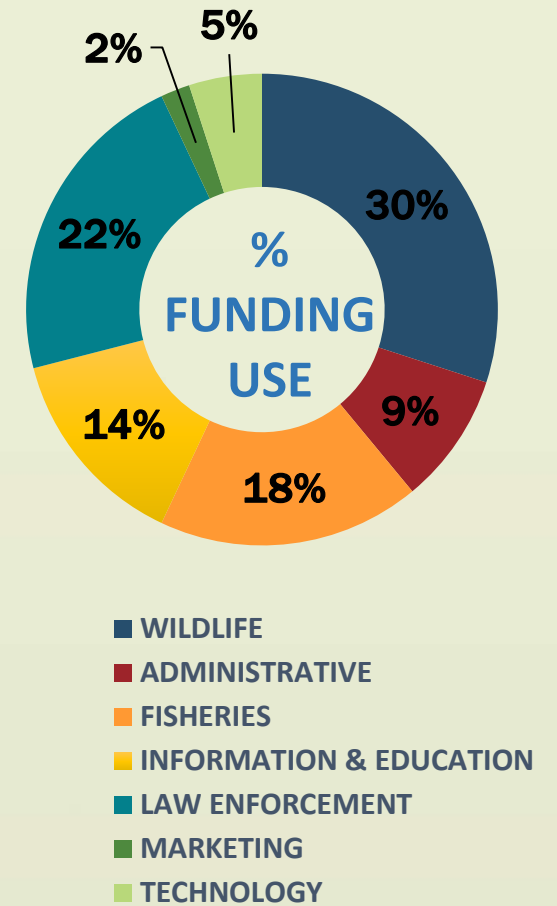
- Agency of the Kentucky Tourism, Arts & Heritage Cabinet
- Volunteer 9-member Commission board; members nominated by Kentucky anglers and hunters, appointed by the Governor, and confirmed by the Senate
- The Commission recommends regulations, approves research, hires and advises the Commissioner
- We employ about 600 full-time and seasonal staff
- Headquartered in Frankfort at the historic “Game Farm”, but most of our staff work out of field offices across the state
- We serve all Kentuckians, and work with landowners, conservation and recreation groups, and other stakeholders to achieve our mission





# WHAT WE DO

- Enforce hunting, fishing and boating laws across Kentucky for resource protection and public safety.
- Own over 165,000 acres and manage with partners over 1-million acres of land and water for the benefit of all fish and wildlife species and public access.
- Stock 5 million fish annually in public waters.
- Build and maintain public boat ramps, shooting ranges, fishing access areas, and other facilities.
- Assist over 16,000 private landowners with fish and wildlife habitat improvement.
- Inform and educate youths and adults through education and outreach programs.
- Restore streams and wetlands on private and public lands using special grants.







KENTUCKY DEPARTMENT  
FISH & WILDLIFE  
RESOURCES  
HEADQUARTERS  
SALATO ED





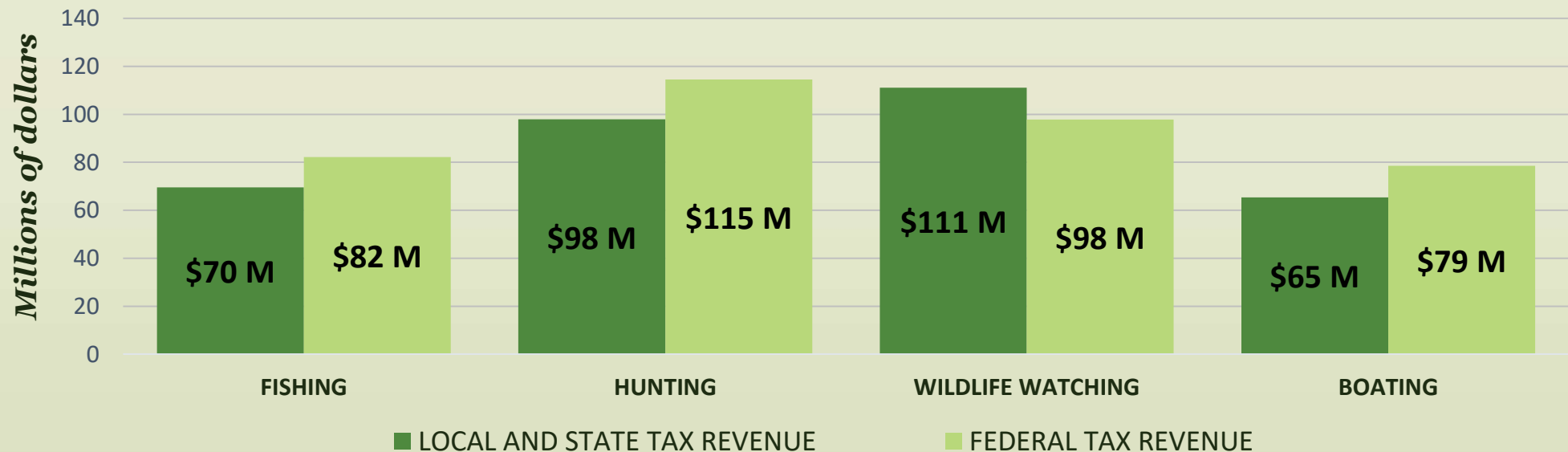
# Fish and Wildlife Recreation

*A Vital Force for Kentucky's Economy*

## Tax Revenues from Participant Expenditures in Kentucky

Local & State - \$344 Million/year

Federal - \$373 Million/year

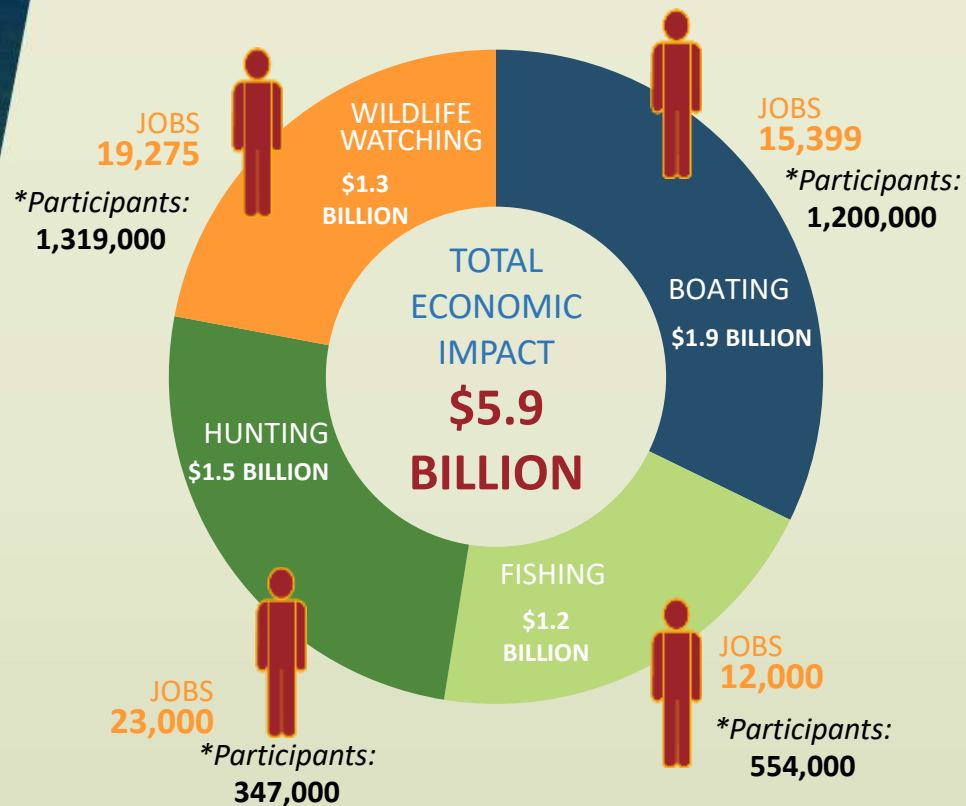






# Fish & Wildlife Recreation

*A Vital Force for Kentucky's Economy*



## Big Business in the Bluegrass State

- **\$5.9 Billion** in total economic impact
- **70,000 jobs** supported
- **1.5 Million + participants**
- Kentucky tourism is an \$11.8 billion industry



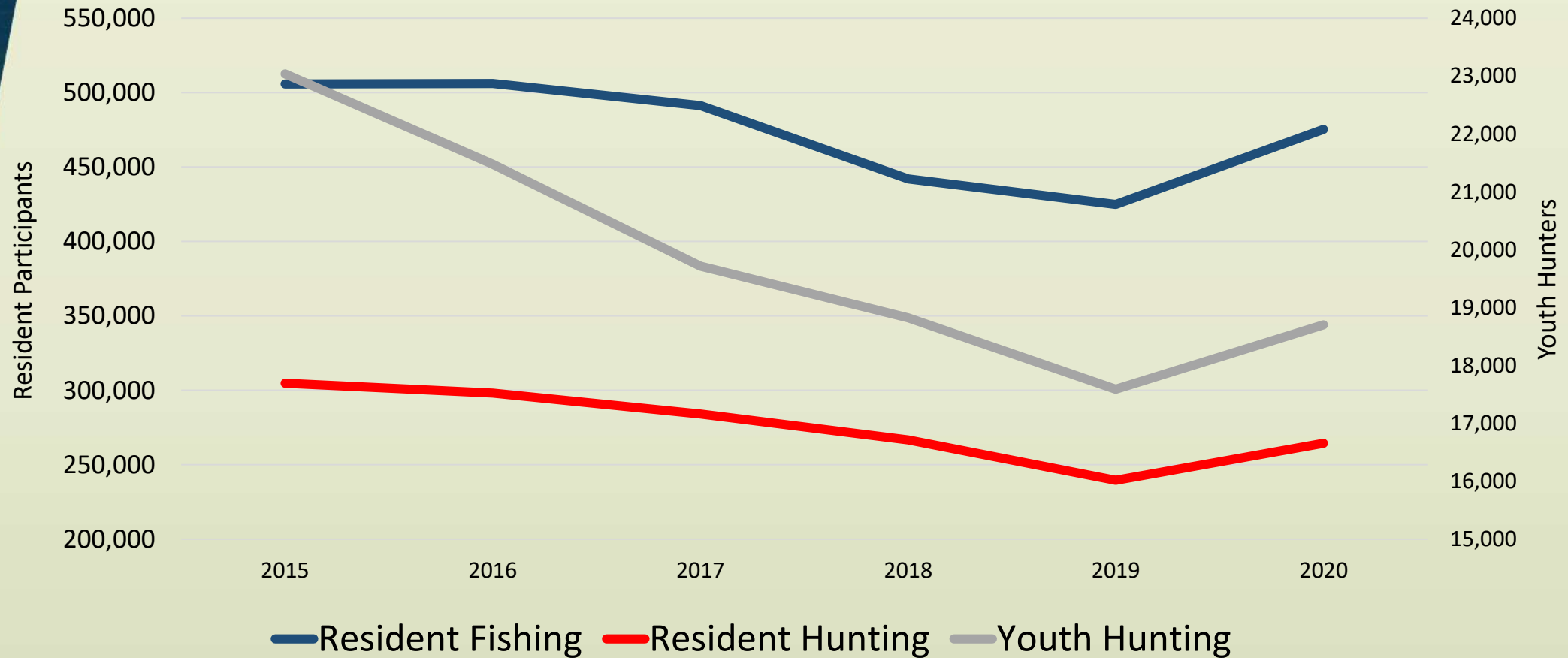


## Fishing and Hunting Participation Rates

Fishing		Hunting	
Tennessee	14%	West Virginia	12%
West Virginia	14%	Tennessee	11%
<b>Kentucky</b>	<b>13%</b>	<b>Kentucky</b>	<b>8%</b>
Missouri	13%	Missouri	8%
Indiana	8%	Indiana	4%
Ohio	7%	Ohio	3%
Virginia	7%	Virginia	3%
Illinois	5%	Illinois	2%



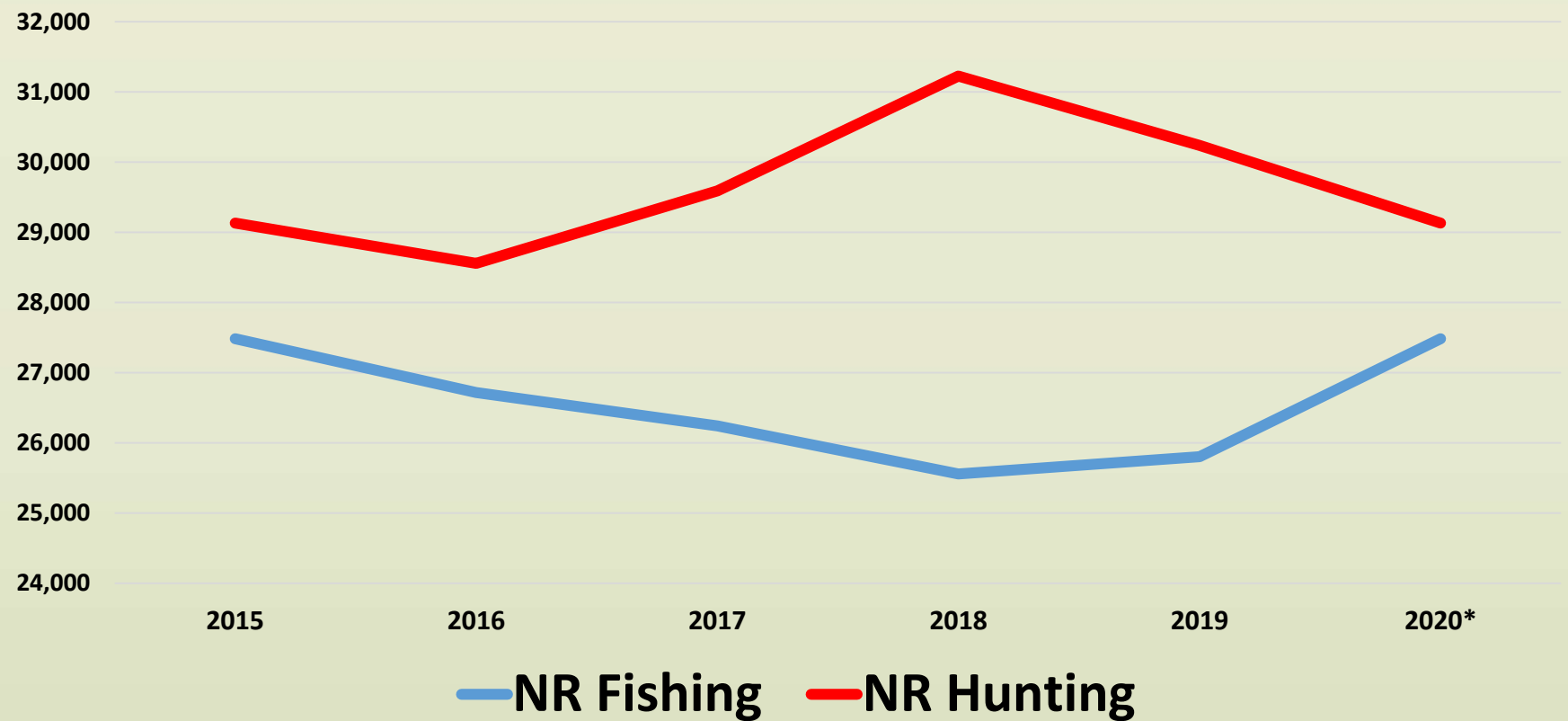
## Resident License Sales







## Non-Resident License Sales



\*Affected by COVID-19 Restrictions



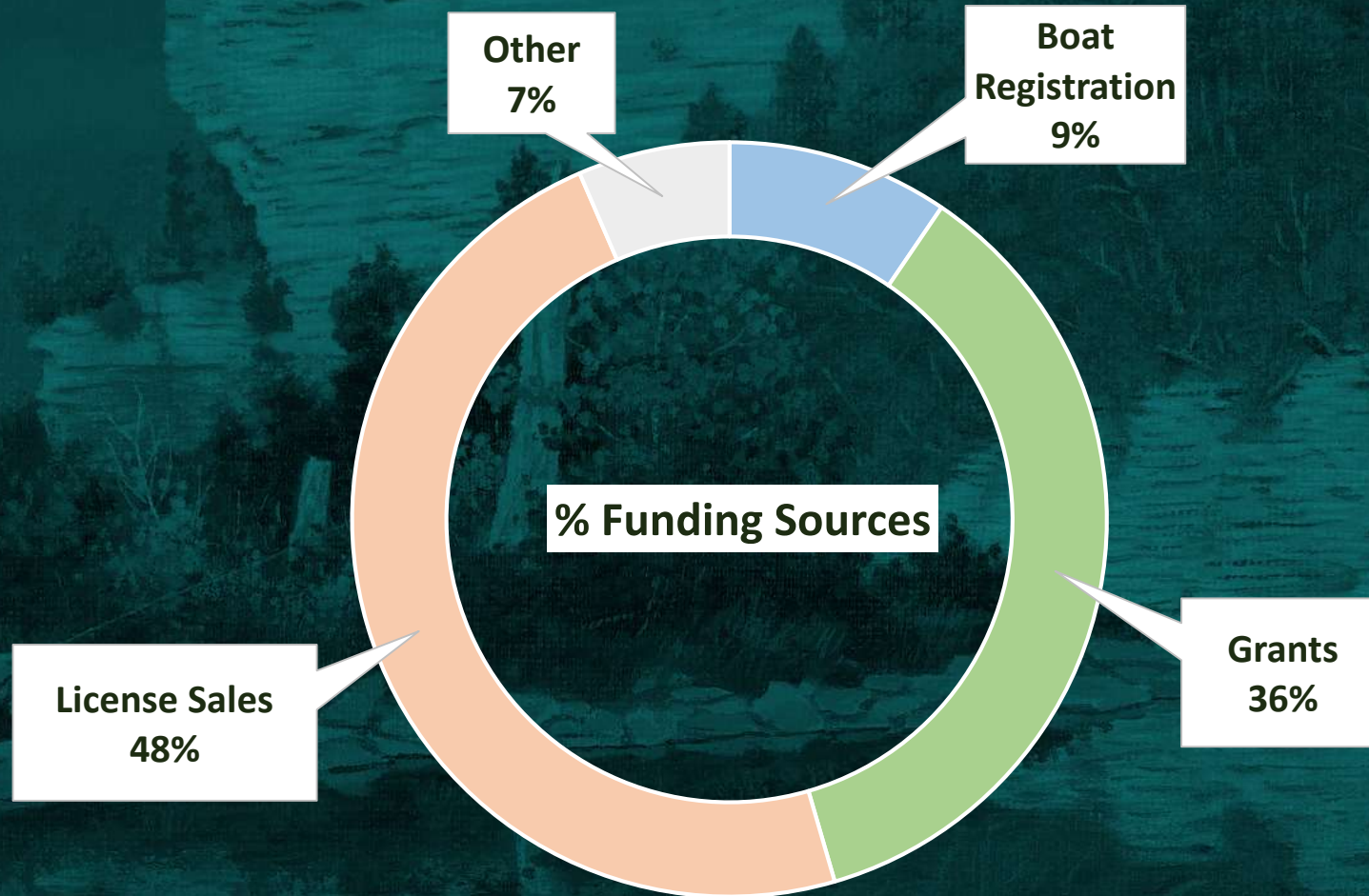
# Resident & Non-Resident License Sales

	Percent Sold	Licenses Sold	Percent of Revenue	Total Revenue	Average Per Capita
Residents	85%	740,000	61%	\$19.4 M	\$32
Non-Residents	15%	140,000	39%	\$12.3 M	\$112



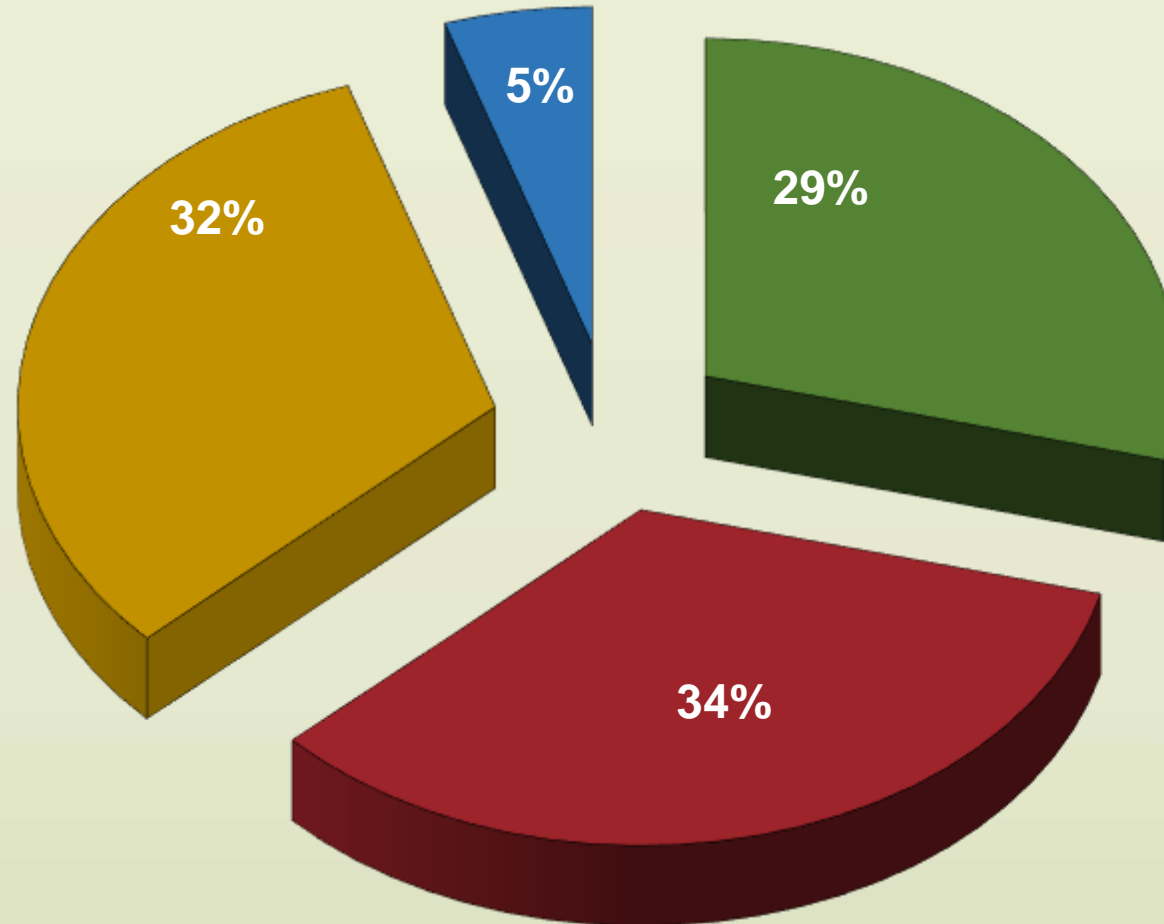


# How We are Funded





# Pittman-Robertson Act: Wildlife Restoration Grants



Federal Excise Taxes

- Firearms
- Pistols
- Ammo
- Archery





# Wildlife Restoration Grants



Grants can be used for:

- Species management
- Population surveys
- Species research
- Hunter education
- Public land acquisition
- Habitat enhancement
- Shooting ranges

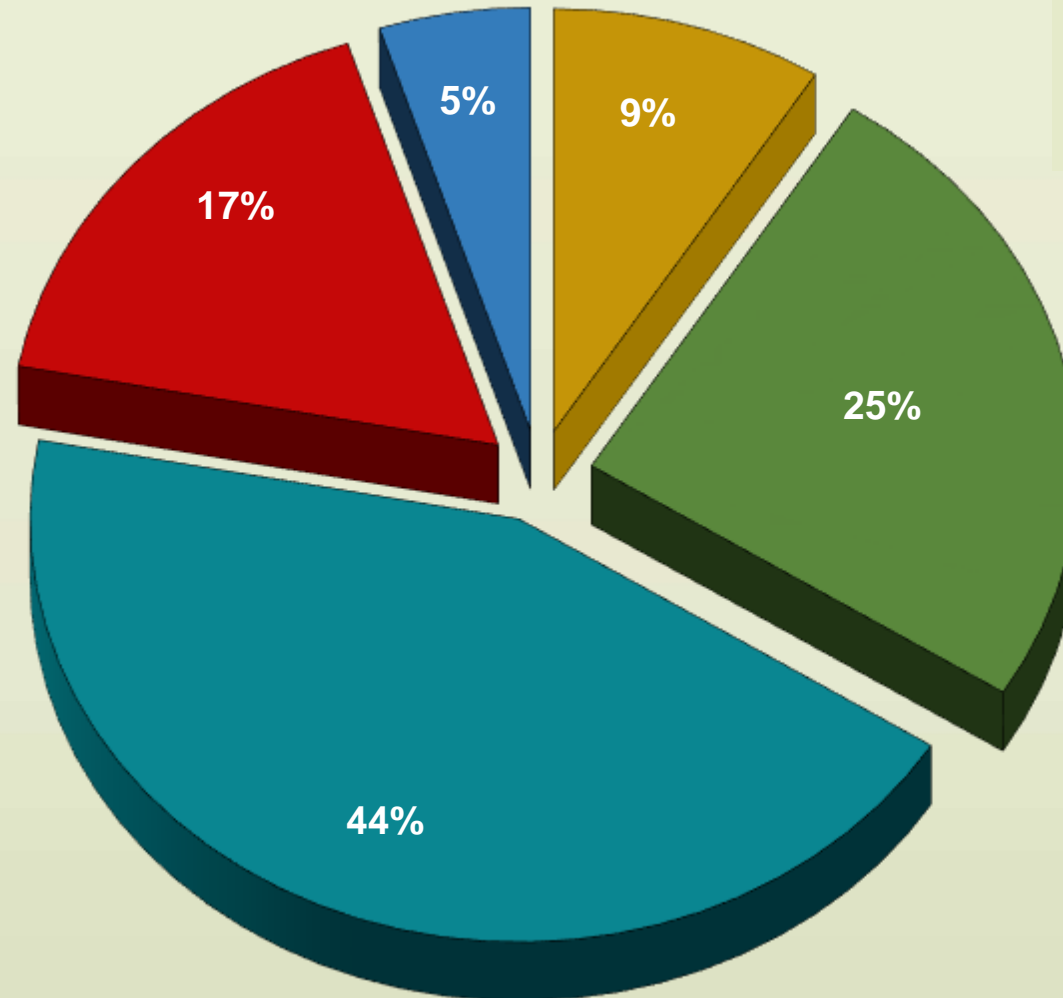




# Dingell-Johnson Act: Sport Fish Restoration Grants



## Federal Excise Taxes



- Import Duties
- Fishing Equipment
- Gas Motorboat
- Gas Small Engines
- Rods, Tackle Boxes & Electric Motors





# Sport Fish Restoration Grants



Grants can be used for:

- Fish research
- Fish management
- Habitat improvement
- Education programs
- Boating/fishing access sites
- Hatcheries







# DIVISIONS

FISHERIES

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WILDLIFE

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ADMINISTRATIVE SERVICES

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ENGINEERING, INFRASTRUCTURE & TECHNOLOGY

---

INFORMATION & EDUCATION

---

LAW ENFORCEMENT

---

MARKETING





## Minor C. Clark Fish Hatchery

Rowan County

Walleye	Hybrid Striped Bass
Sauger	Striped Bass
Saugeye	Smallmouth Bass
Muskellunge	Black Crappie

# Fish Hatcheries

## Peter W. Pfeiffer Fish Hatchery

Franklin County

Sauger	Blue Catfish
Saugeye	Hybrid Catfish
Bluegill	Alligator Gar
Redear Sunfish	Lake Sturgeon
Channel Catfish	

## Wolf Creek National Fish Hatchery

Russell County

Rainbow Trout  
Brown Trout  
Brook Trout  
Cutthroat Trout

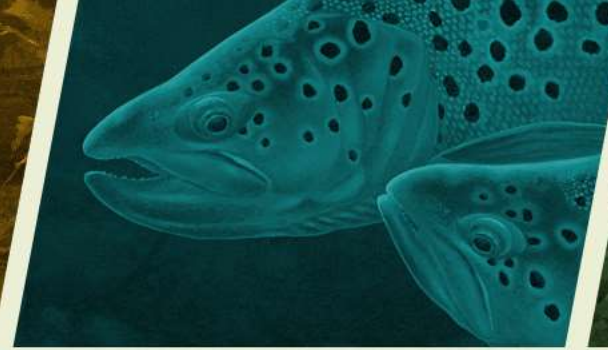


**These two state hatcheries produce 4.5 million fish (150,000 lbs.) / year**

**This federal hatchery produces 700,000 trout (250,000 lbs.) / year**





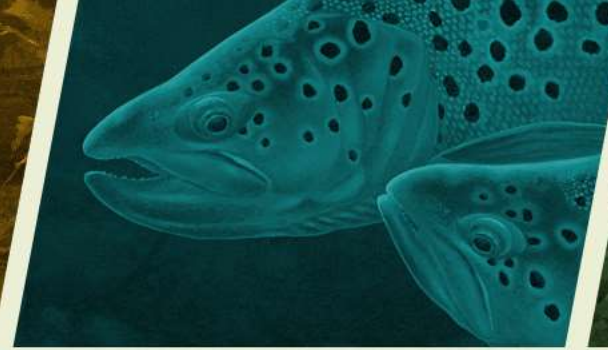


## Fish Habitat Improvement Program

- Large-scale multi-year projects on large reservoirs coordinated by Fish Habitat Branch
  - Involves a committee of anglers and other local partners
  - Cave Run Lake, Carr Creek Lake, Barren River Lake
- Smaller projects on many lakes statewide each year - natural and synthetic cover placement
- Christmas Tree Recycling Program – public drop-off locations
- Webpage with habitat maps; ability to download GPS points for fish finders





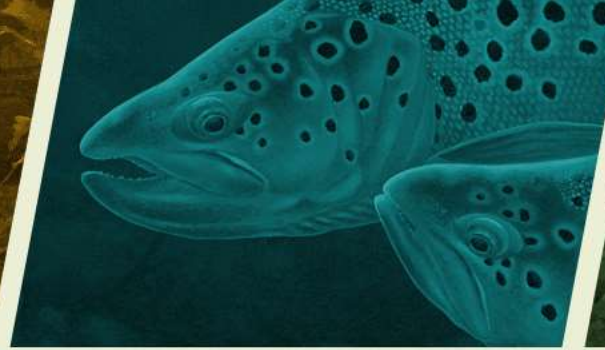


## Fishing In Neighborhoods (FiNs)

- 44 lakes in 28 counties - Easy access close to home
- Lakes 1-50 acres in size
- Frequently stocked through the year with harvestable fish:
  - ✓ 123,600 Catfish
  - ✓ 120,000 Trout
- Partnerships with local governments for maintenance/access

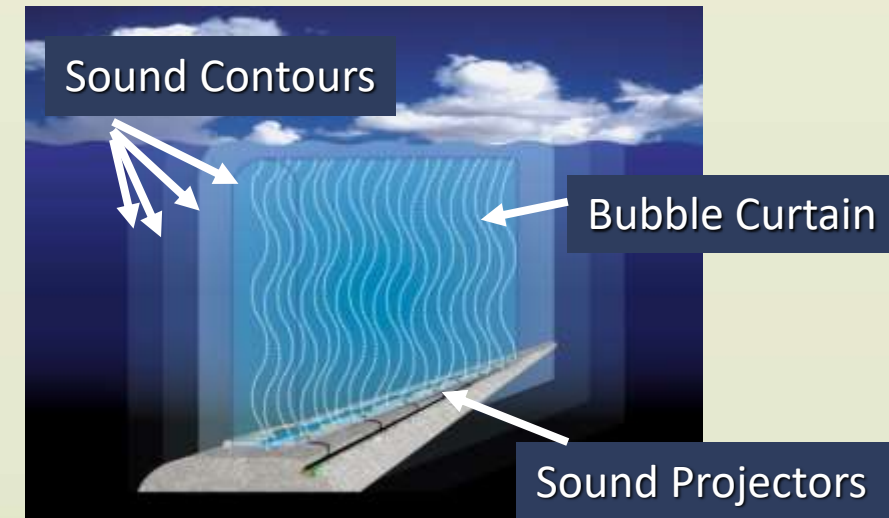






## Bio-Acoustic Fish Fence (BAFF) for Invasive Carp Control

- State-of-the-art experimental migration deterrent
  - On loan from Fish Guidance Systems Ltd
  - Wall of sound, lights, and air bubbles
- Downstream lock approach at Lake Barkley Dam
- Equipment sits on riverbed, barges pass over top



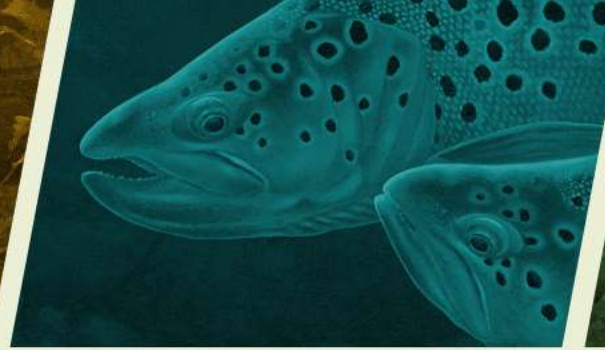
- Multi-year evaluation through 2023
- Passage evaluated with tagged Asian carp
- On/off alternated weekly
- Preliminary results are encouraging





## Kentucky Wetland and Stream Mitigation Fund (Fees In-Lieu-of [FILO] Mitigation Fund)

- Established in 2002
- Operates under federal authority (U.S. Army Corps of Engineers)
- The program uses mitigation fund dollars held in trust in the state treasury solely for wetland and stream mitigation.
  - No department license dollars or state tax dollars are used to fund the program.
- Mitigation fund receives monies from land development projects causing the permanent loss of streams and wetlands.
  - Under the federal Clean Water Act of 1972, development projects that cause permanent loss of streams and wetlands require compensation in the form of mitigation projects to offset losses to stream and wetland habitat.
- Developers can provide the mitigation on their own or they can elect to use the FILO mitigation fund to meet federal requirements.



## Kentucky Wetland and Stream Mitigation Fund Fees In-Lieu-of Mitigation (FILO) Program

- To date, the department has improved and protected more than 130 miles of headwater streams and 39 acres of wetland habitat through its FILO program.
- Over 100 Kentucky companies have been put to work on these projects in dozens of local communities.
- The program has mitigation projects covering more than 1.5-million feet of streams and 375 acres of wetlands in 48 counties in various phases of restoration.
  - Among these projects, 47 have been constructed, five are under construction, 17 are in the design phase, and another 13 are new projects in the initial stage of securing easements or acquiring property for stream restoration.



Before: Severe Stream Bank Erosion, Water Pollution



After: Stable Banks, Improved Water Quality and Habitats





# Kentucky Wild

- Supports vulnerable wildlife facing threats in our state
- Program created in 2018
- 6,656 members from 43 different states
- Membership experiences with staff





# Black Bears in Kentucky

- Biologists and technicians provide assistance upon request to landowners and residents with bear issues to resolve bear conflicts
- Natural repopulation and science-based management has enabled sustainable hunter harvest of bears
- Bear population study across ~4 million acres in Kentucky recently finished
- Southeastern states partnered to develop the BearWise.org website to help people learn to live with bears



[www.BearWise.org](http://www.BearWise.org)







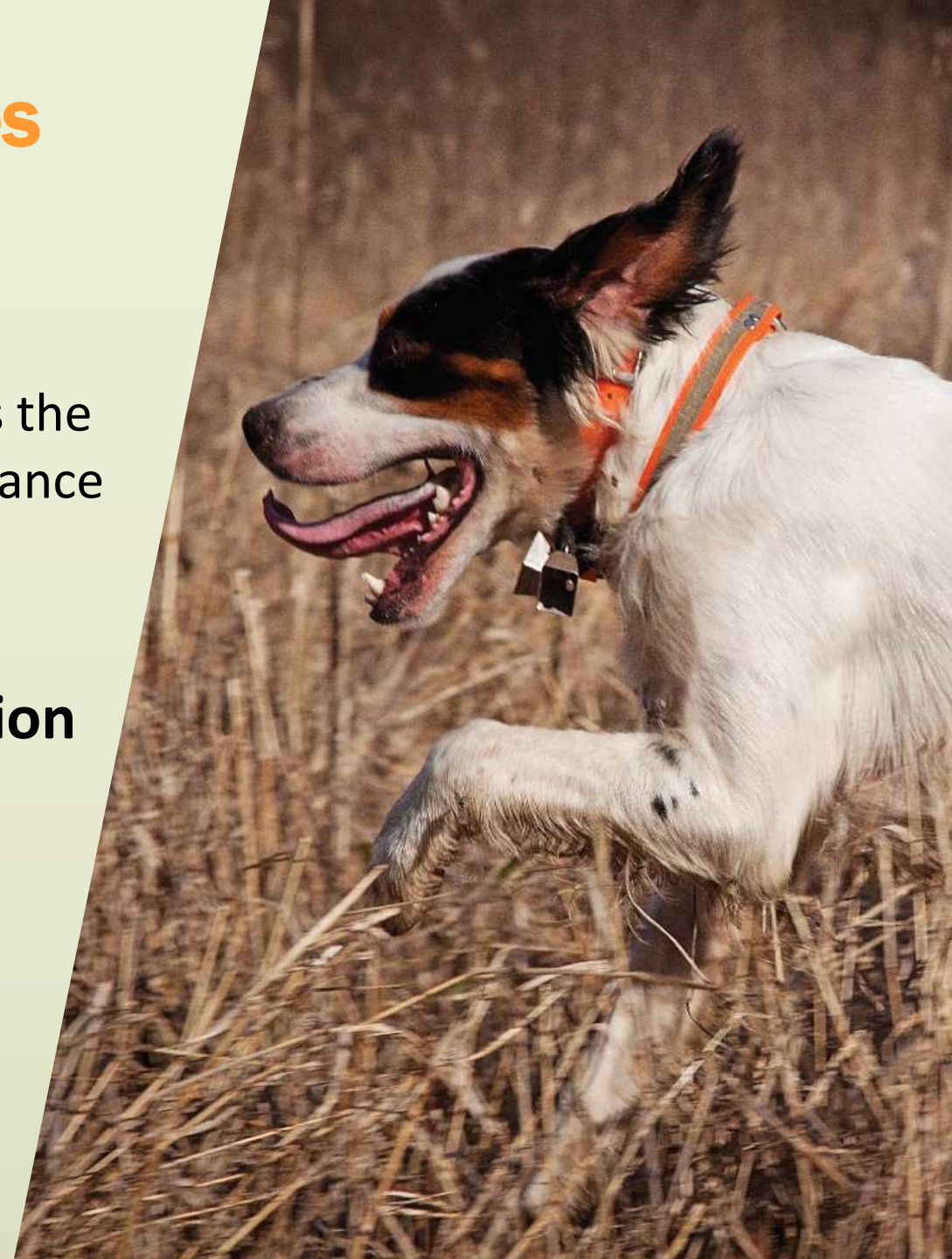
# Public Opportunities

## Private Lands Assistance

- 18 private lands biologists across the state who provide technical guidance free of charge

## Public Access for Wildlife Recreation

- 165,000 acres owned by KDFWR
- 1.5 million acres open to the public through partnerships







## Statewide Boat Ramps and Access Sites

Manage 170 sites statewide



Bullock Pen Boat Ramp, Grant County





## Boat Ramp Construction

New ramps or fishing access sites since 2019:

- Shawnee Park in Jefferson County
- Beulah Lake in Jackson County
- Bullock Pen in Grant County
- Conservation Camp Earl Wallace in Wayne County
- Steele Branch in Franklin County



Shawnee Boat Ramp, Louisville





## Improved Access for Paddle Craft

- ✓ Lake Reba - Madison Co.
- ✓ McNeely Lake - Jefferson Co.

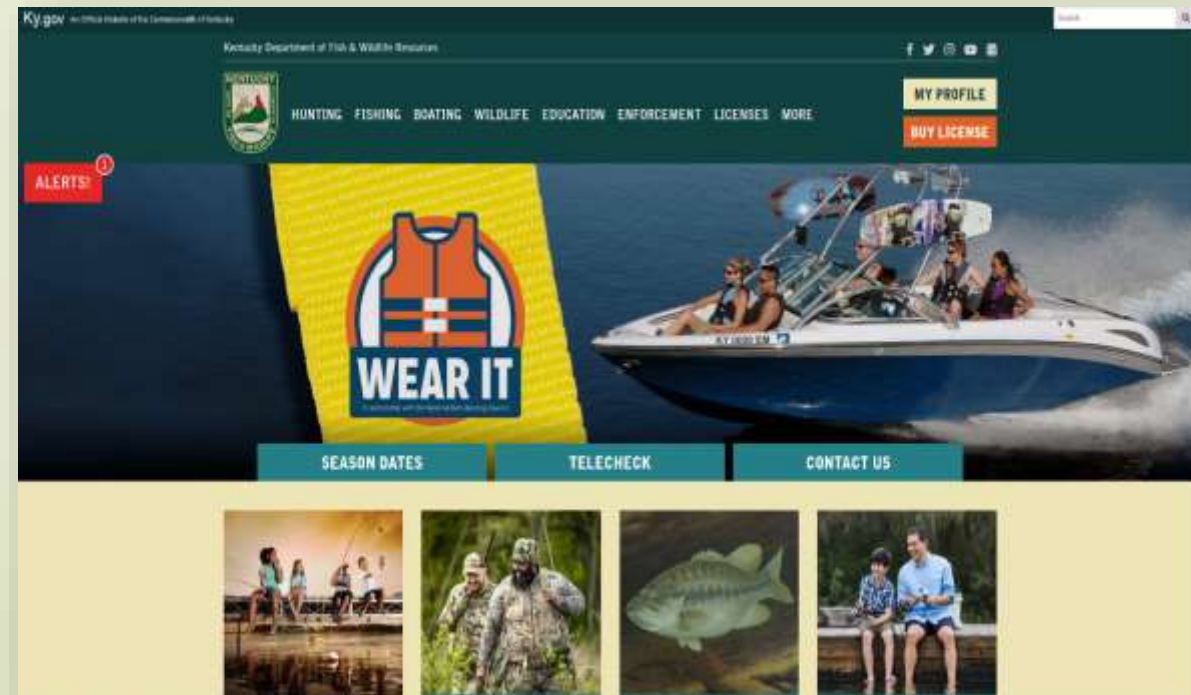






## Website Redesign (Spring 2021)

- Customer focused
- 2.6 million unique visitors/year
- 19 million page views/year
- 50%+ of license sales online







# WE GOT REACH!

**546,688 social media followers**



## FACEBOOK

KY Department of Fish & Wildlife Resources  
Kentucky Afield TV  
Salato Wildlife Education Center  
Western Kentucky Fisheries  
Otter Creek Outdoor Recreation Area  
Ballard Wildlife Management Area-KDFWR  
KY Fish and Wildlife Legacy Programs  
KY Becoming an Outdoors Woman  
KY NASP (National Archery in the Schools Program)

**362,854 Followers**



## YOUTUBE

KY Department of Fish & Wildlife Resources  
Kentucky Afield

**138,100 Followers**



## TWITTER

KY Department of Fish & Wildlife Resources  
Salato Wildlife Education Center  
Kentucky Afield  
Northwestern Fisheries District  
Western Fisheries District  
Northeastern Fisheries District  
Southeastern Fisheries District  
Southwestern Fisheries District  
Central Fisheries District  
Eastern Fisheries District  
Fish Hatcheries

**27,634 Followers**



## INSTAGRAM

KY Department of Fish & Wildlife Resources

**18,100 Followers**

BE AFFILIATED WITH A BRAND  
THAT SERVES 1 MILLION + CUSTOMERS  
AND ENJOYS AN 87%+ APPROVAL RATING.

INCREASE YOUR REACH AND SALES  
BY ENGAGING, ACTIVATING AND  
COUPONING OUR EXISTING USERS.



## EMAIL CAMPAIGNS

400,000+ Email Distribution List

## REGISTER TO WIN

Data Base Building Promotions  
7,000 to 10,000 additions per contest

## OUR PARTNERS

### WIRED OUTDOORS / TOOTH & CLAW TV

Facebook Fans - 792,000  
YouTube - 2 Million Views  
Roku - 230,000 Subscribers  
Amazon Prime - 100,000 views

**OVER 5 MILLION  
FACEBOOK VIDEO VIEWS PER YEAR!**





# Communication Efforts During the Pandemic

## Live Seminars

Salato Wildlife Education Center Facebook reached over 1.5 million viewers with sessions covering everything from boating safety to a virtual tour of a fish hatchery

## Virtual Conservation Camp

Conservation educators developed programs and videos that allowed youth to still learn about wildlife conservation and safety from the comforts of their home

## YouTube

Agency page was enhanced with new graphics and videos. We produced more than 50 informational and/or educational videos highlighting different aspects of the department

## Conservation Conversations

Nine virtual seminars were presented live on YouTube detailing conservation efforts by Kentucky Fish & Wildlife from years past as well as ongoing projects

## Teacher Resources

Salato Wildlife Education Center conservation educators developed online teacher resources. This allowed for continued education for students learning from home





# Kentucky Afield

## Television Show

- Airs on KET in 7.5 million households weekly
- 26 million social media views in the last 2 years
- 200,000 monthly views on YouTube
- 70,000 monthly views on Roku TV



## Magazine

- Originally called Happy Hunting Ground 1945-1992
- Circulation of over 25,000 subscribers







Rick Hill, staff artist Kentucky Fish and Wildlife since 1986, illustrates for *Kentucky Afield* magazine and other publications



40 of Hill's paintings were exhibited in the Capitol Rotunda in 2019







# Conservation Camps

- 4,500 campers each summer from 4-6 grades
- KDFWR has operated camps since 1950s!
  - ✓ Camp Currie - Marshall Co
  - ✓ Camp Wallace - Wayne Co
  - ✓ Camp Webb - Carter Co
- Activities include: archery, gun safety, boating, fishing, casting, swimming, nature study and outdoor survival
- Most campers earn their Hunter Education cards







## Hunter Education

- In Kentucky, hunter education is required of nearly all hunters born after 1974
- Certify 2,000 - 4,000 people per year
- In-person classes suspended March 2020 during COVID-19 pandemic
- Video Range Day option went live March 26
- Certified 4,005 people using the Video Range Day option during pandemic
- In person classes returned in July 2021







## Life Jacket Loaner Stations

- Boaters may borrow lifejackets FREE
- Various sizes available at each station
- Partnership with local governments and community groups
- Stations monitored and inspected regularly
- First Stations:
  - ✓ Beaver Lake in Anderson Co.
  - ✓ Lake Reba in Madison Co.
  - ✓ Mill Creek Lake in Monroe Co.
  - ✓ Phil Moore Park in Warren Co.
  - ✓ Romanza Johnson Park in Warren Co.







## How We Can Work Together

- Here to listen and work with you
  - [Rich.Storm@ky.gov](mailto:Rich.Storm@ky.gov); 502-892-4555
- Help us attract talented, qualified staff
  - Interested individuals should visit: [personnel.ky.gov](http://personnel.ky.gov)
- Consider visiting us and participating in activities
- Pension reform





# Employer Pension Contribution Rates (Non-Hazardous Employees):

1. **KY** **88%**
2. IL 56%
3. MO 24%
4. TN 20%
5. WV 15%
6. VA 15%
7. OH 14%



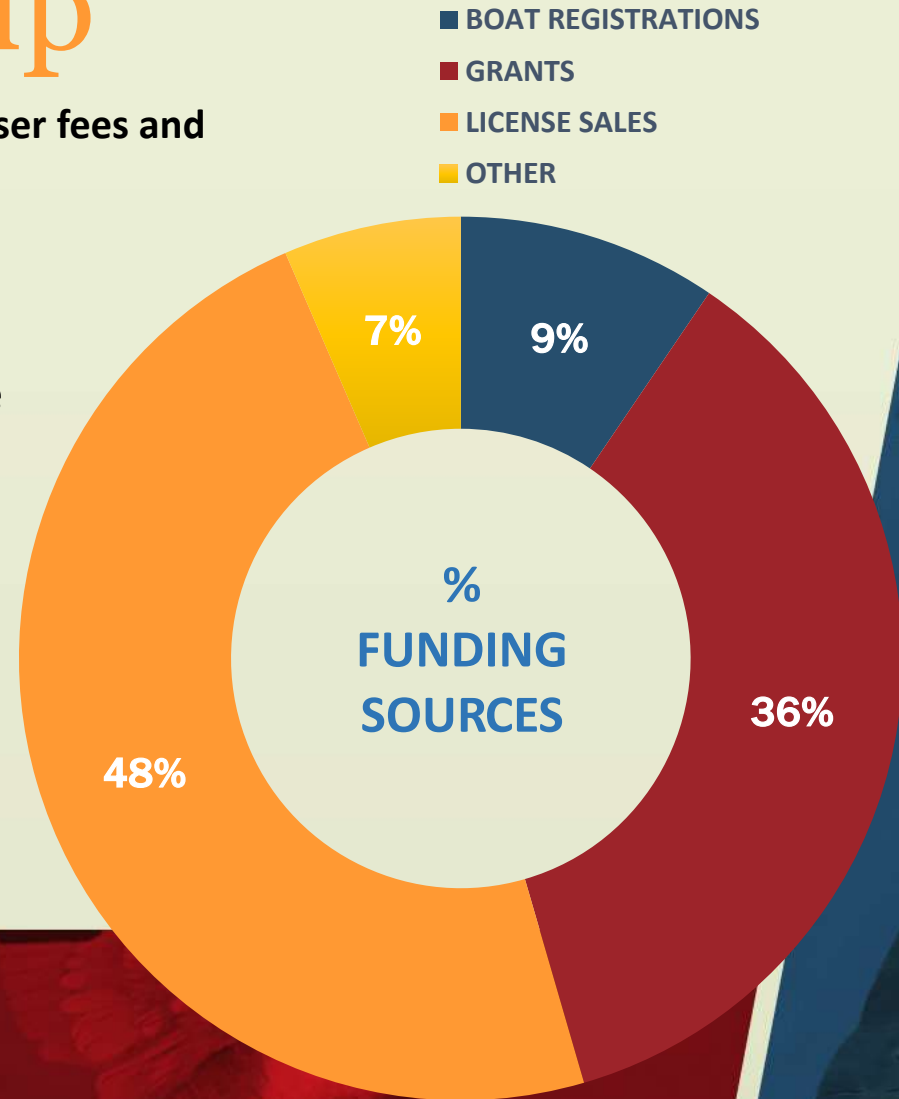


# How You Help

Kentucky Fish and Wildlife is funded by user fees and grants rather than state taxes.

## *You invest in conservation every time you:*

- ❖ Buy a hunting or fishing license for yourself or someone else
- ❖ Take someone hunting or fishing
- ❖ Buy a firearm, ammunition, or fishing or archery equipment
- ❖ Register your boat
- ❖ Buy fuel for your boat
- ❖ Send a child to conservation camp
- ❖ Join Kentucky Wild



I SUPPORT WILDLIFE



Kentucky  
WILD





# Questions?



***Thank you!***