



September 13, 2021

Honorable Gavin Newsom
Governor, State of California
State Capitol
Sacramento, CA 95814

RE: Assembly Bill 817 (Wood): SIGNATURE REQUEST

Dear Governor Newsom,

Platinum Advisors on behalf of California Association of Harbor Masters and Port Captains (CAHMPC) offer their support for AB 817, legislation that aims to increase fishing participation rates critical to protecting our state's economy, jobs, and state and local tax revenue. Specifically, AB 817 gives the Director of the Department of Fish and Wildlife the authority to implement a 365 license, and adjust license revenue to ensure license revenue to the Department remains stable.

AB 817 would transition California's calendar-based fishing license to one that is valid a full 365 days from the date of purchase and a mobile phone app that makes compliance and renewal easier. This bill reflects that national movement towards adoption of the 365 model and complements the recent activities and proposals that have resulted from the California Department of Fish and Wildlife (CDFW) Recruitment, Retention and Reactivation (R3) implementation plan presented to the Governor and Legislature on increasing the number of anglers in the State.

Outdoor recreation in California is big business and tax revenue for thousands of small businesses, local governments, and CDFW. California's anglers spend \$3.5 billion annually in related industries (gear, guides, boats, tackle) and contribute \$500 million in state and local taxes each year. Tens of thousands of California jobs are directly impacted by the success of our sport. CDFW is a major recipient of revenue from the sale of fishing licenses, and special validations, which are necessary for fishing nearly everywhere in the state with a few limited exceptions.

Since 1980, annual resident sport fishing license sales have declined 55% while the state's population has increased over 60%. While California has a population of more than 39.8 million

people, one of the country's longest coastlines, more than 3,000 lakes and thousands of rivers and streams, it has the lowest fishing participation rate per capita in the country.

One of the contributing factors is California's costly annual fishing license that expires on December 31st of each year, regardless of when purchased. Because most anglers will not pay full price for a license that is not valid a full 365-days from the date of purchase, CDFW fishing license data reveals that annual license sales peak in the first quarter of the year and then decline significantly by late Spring, even as weather warms and outdoor recreational activity increases.

Establishing a license that is valid for 365-days from the date of purchase, along with an app that will display fishing licenses on mobile devices, will help address California's declining fishing participation rate as seen in 14 states that have transitioned to a 365-day license. States that offer a 365-day license are outperforming revenue of states that only offer a calendar-based license. As has been the case in other states that market 365-day licenses, the state stands to benefit from new sales and revenue that can be used for funding important wildlife and conservation programs.

CAHMPC is pleased to support AB 817 and ask you to please sign the measure which is now on your desk.

Sincerely,

Beau Biller

Lobbyist

Platinum Advisors