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County of Erie

DENNIS T. GORSKI
COUNTY EXECUTIVE

PHONE: 716-858-8500

January 20, 1999

Erie County Legislature
25 Delaware Avenue
Buffalo, New York 14202

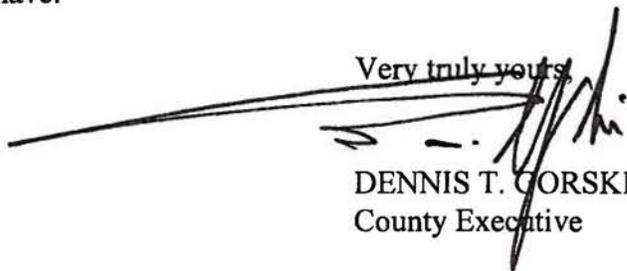
Re: Erie County Sport Fishery Promotion Program

Honorable Members:

Transmitted herewith is a document which summarizes the Erie County Sport Fishery Program activities in 1998. The Program is coordinated by the Erie County Department of Environment and Planning in conjunction with Northeast Outdoors, Inc..

Please refer this document to the Energy and Environment Committee. A representative from the Department of Environment and Planning will be available to answer any questions the Committee may have.

Very truly yours,



DENNIS T. GORSKI
County Executive

DTG:es

cc: Richard M. Tobe, Commissioner, ECDEP
Jim Hanley, Northeast Outdoors, Inc.
Stanley J. Keysa, ECDEP
Thomas J. Dearing., ECDEP
Spencer P. Schofield, ECDEP

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Jim Hanley's

NORTHEAST OUTDOORS INC.



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1998 PROGRESS REPORT FOR THE ERIE COUNTY SPORTFISHING PROMOTION PROGRAM

Submitted by Jim Hanley's NORTHEAST OUTDOORS

Task #1 Outdoor Shows

The outdoor shows that the Erie County Sport Fishing Promotion Program is involved in is a very important aspect of the entire effort to promote the sport fishery here in Erie County. Listed below are the shows attended in 1998. Following those are the ones scheduled for attendance in 1999.

- Attended outdoor show in Ft. Washington PA.(Philadelphia) January 19-25.
- Attended outdoor show in Columbus OH. January 28- February 1.
- Attended outdoor show in Harrisburg Pa. February 6 - 15.
- Attended outdoor show in Pittsburgh Pa. February 16 - 22.
- Assisted with the promotion of the Great Lakes Fishing Expo in Buffalo 2/26-3/1.
- Attended the outdoor show in Rochester, March 12-15 1998.
- Attended outdoor show in Cleveland, March 17-20 1998. Also picked up and delivered additional literature to Greater Niagara Region Booth for the same show.
- Delivered maps to the Ag Center for the outdoor show which was the same weekend as the Rochester Show March 12-15. Maps were made available for kids day and the Charter Boat Association booth.

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**JIM HANLEY
PRESIDENT**

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- Made all arrangements for outdoors shows for 1999. Called all the promoters from the previous year and made decisions about which ones were most valuable for promotion of Erie County. The following were decided upon and will be attended in 1999.

Fort Washington PA. (Philadelphia)
Syracuse NY
Harrisburg PA.
Pittsburgh PA.
Rochester NY.

Task #2 Development of Outdoor Communications

- Completed second printing of Erie County Sportfishing Hot Spot map. 27,000 copies were produced. Additions were made to the advertising section with new ads and updates to phone numbers and other corrections from the previous years printing were made.
- Made arrangements for delivery of maps to County storage at ECMC.
- Hosted the Spring 98 New York State Outdoor Writers Conference here in Erie County in May. It was the first time that this event was held in Erie County. It was a great Conference and the weather could not have been better.
 - a) Made plans for two dinners, 3 lunches and 2 breakfasts for 40 writers.
 - b) Made arrangements for hunting/fishing trips and guides for all attending writers.
 - c) Made arrangements for the wives to shop and tour the area.
 - d) Made arrangements for "breakout day" at the Grand Island Rod and Gun Club
 - e) Set up cruise on Grand Lady for cocktail hour.
- Spoke with the following companies in regard to sending product donations to the New York State Outdoors Writers Conference.
Russer Foods, Mayer Brothers, Federal Cartridges, Cortland Line, Berkley Line, Quaker Boy Turkey Calls, Knight and Hale Turkey Calls, Bushnell Sports Optics, Whitetail Scents, Snyder Creek Products, Big Boy Bait Co., H&R 1812 and Gatco.
- Attended the Erie County Federation of Sportsmans meeting at the Bison Rod and Gun Club on February 27th.
- Conducted weekly radio outdoor shows with Chuck Dickerson on WGR 55 on Fridays at 3:35.

- Updated Talking Phone Book Hot Line Report on a weekly basis. This information line received 4759 calls from August 1997 to June 1998. Calls have been from both local residents as well as out of state callers.
- I was the featured speaker at the Buffalo Rotary Club luncheon on March 5, 1998. Addressed the audience on the progress and potential of the Sportfishing Program.
- Attended the Erie County Federation of Sportsmen Awards Dinner on March 7, 1998.
- Shipped a box of maps to McGuire Air Force Base in New Jersey. Airmen visiting or being transferred to Niagara Falls AFB requested information about outdoor recreation in this area.
- Shipped 8 boxes of maps to The Gateway information Center in Kirkwood NY on Route 81
- Delivered maps to several outlets to be distributed to those in the area who called for them. This was done to save postage fees which are \$.55 per map.
- Answered e mail and sent maps that were requested in regard to the article in Field and Stream May 1998 issue about fishing in Erie County.
- Sent a copy of tournaments and events information to all who called for them.
- Sent new pictures, new events page material to the web master. Downloaded inquirers for maps, and answered all e-mail on a daily basis.
- Attended monthly meetings of the Southtowns Walleye Association.
- Attended 2 meetings along with Niagara County and The Province of Ontario regarding a joint promotion of the Niagara River Corridor. I prepared a list of marinas, charter captains, attractions, parks, launch ramps and other related points of interests with in a 1/2 mile area of the River. I have since received a call from Niagara County that the funds would come from the Lewiston/Queenston Bridge Commission and that a new proposal would have to be presented to the Peace Bridge Commission to have a similar program undertaken for Erie County to become involved. With this information my involvement in the project ended.
- Promoting on a regular basis all local tournaments by press releases, email, internet and talking phone book report.
- Changed most of the web site regarding fishing in Erie County.

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- Updated Talking Phone Book Hot Line Report weekly. Agreed to \$1800.00 worth of fishing outings in exchange for the use of the Phone Line.
- Received 2 tear sheets from Outdoors Writers Conference. The first tear sheet from the conference was from Mike Kelly, it appeared in the Syracuse paper. The second was from Mike Seymour who writes for the Ogdensburg Newspaper.
- Wrote thank letters to sponsors and those who helped with the Conference.
- Sent out questionnaire to Niagara Muskie Club on ways that they think the Program can be improved upon. I will be attending the next meeting to address their concerns and answer their questions.
- Responded to all E-mail requests for maps and fishing information in Erie County.
- Mailed out all E-mail and phone call requests for maps and information from the Field and Stream article.
- Took over 75 phone calls from people looking to book a fishing charter and passed the information onto the available captains
- Completed all map and editorial comments for Mark Hicks new book on smallmouth fishing on Lake Erie. A section of the book will contain information about fishing in Erie County.

Task#3 Development of Tournaments

- Wrote and sent an article to Southtowns Walleye Association for the July news letter. The article was regarding the changes in the Greater Niagara "Fall Classic" Derby September 12-20 1998.
- The county was visited by Jim George, Tournament Director of Cabelas NAWA (National Association of Walleye Anglers) He was shown the hotels available as well as the Small Boat Harbor and The Erie Basin Marina. Although they do not plan on holding an event here in 1999 they are considering doing so in 2000. Plans for this type of event will take that long to plan.
- Attended monthly meetings of the Niagara Derby Board for the 1998 Fall Classic Derby and ran all aspects of the event here in Erie County. The event was held September 12 - 20. I will begin to contact last years entry stations and weigh in stations to see if they are still interested in continuing to be a part of the event for 1999.

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- Worked with the Town of Evans in promoting their first fall walleye tournament. The event was held September 12-13.
- Anglers Sports Tournaments will begin again in Erie County in 1999. Ted Andrews, regional director for the organization and I will be working to expand the participation to draw more Canadian Anglers to the events. The schedule for 1999 has been posted on the web site as well.
- Lake Erie New York (LENY) Derby will be held July 25 to August 8th as a joint endeavor between Erie and Chautauqua Counties. Craig Robbins from Chautauqua County Sportfishing Promotion Program and I have been meeting for several months now regarding an event like this for to New York State Counties. The event will be for fishing tournament on Lake Erie for 1999. Weigh stations and ticket outlets would be in both counties.
- Debra O'Shea from the Buffalo Enterprise Development Corp. and is also a member of a downtowns women's group. She said that they may be interested in sponsoring a women's fishing tournament. I will stay in contact with her regarding the possibility for holding a such an event.

Task#4 **Reporting**

- Prepared monthly, annual and semi annual report.
- Met each month with Spencer Scofield and presented him with a monthly report and a monthly invoice for salary and expenses.