

Atlanta's Top Fishing Holes Guide

Georgia Department of Natural Resources



RBFF State R3 Programs Grant Case Study

PARTNERS

- Recreational Boating & Fishing Foundation
- Brandt Information Services/MGH
- Cobb County Parks & Recreation
- DeKalb County Parks & Recreation
- Douglas County Parks & Recreation
- Fulton County Parks & Recreation
- Gwinnett County Parks & Recreation
- Henry County Parks & Recreation
- Newton County Parks & Recreation
- Piedmont Park Conservancy

SUPPORT

“Fishing nearby and accessible fishing locations can sometimes be a critical part of ‘hooking’ an angler, especially someone new to fishing. To make that happen, the Gateway to Fishing Program is working with communities to raise awareness of existing locations, assist with helping improve fishing, and offering support for hosting fishing events.”

-Ted Will, Director GA WRD



Permanent metal Signage placed at county parks to sustain project visibility.

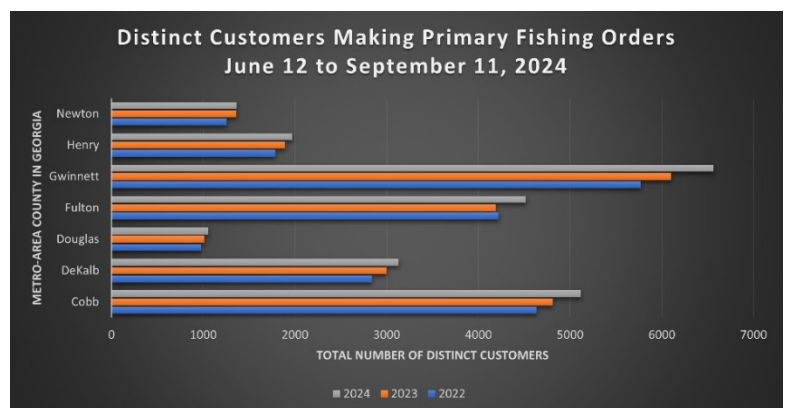
OVERVIEW AND OBJECTIVES

This project is centered upon the development of a user-friendly [Atlanta Fishing Guide](#) featuring “Atlanta’s Top Fishing Holes” with the goal of increasing fishing participation in Atlanta, GA and surrounding areas. The guide promotes our existing fishing event partners and includes maps, images, and content, along with expert recommendations for a successful fishing trip. The guide is available in English and Spanish in both digital and print formats.

- Objective 1: Retain 3% of first-time resident anglers that reside in the Atlanta area.
- Objective 2: Reactivate 1% of lapsed anglers that reside in the Atlanta area.
- Objective 3: Recruit 2,000 new multicultural anglers in the Atlanta area by increasing interest and awareness of local fishing opportunities and events.

RESULTS AND OUTCOMES

- Georgia DNR Wildlife Resources Division (WRD) email campaign resulted in a 1.7% Click Through Rate (CTR).
- Google Display (English and Spanish): 2,217,600 impressions with a 1.29% CTR.
- Meta: 1,191,424 impressions with a 1.14% CTR. The engagement on these was fantastic with 1,929 post reactions, 86 post comments, 281 post saves, 290 post shares and 135 new page likes/follows.
- Snapchat: 309,250 impressions with a 1.93% Swipe Up Rate.
- Brandt email campaign data shows an increase in distinct customers and in primary fishing items sold during time the ad and email campaigns were occurring (August 19-23, 2024).
- Digital Atlanta Fishing Guide views during marketing campaign:
 - English- 53,644
 - Spanish- 7,396



BENEFITS

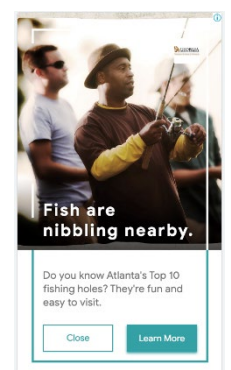
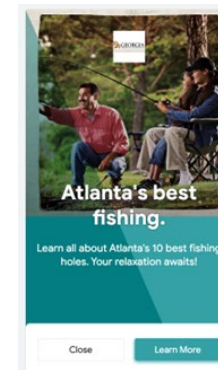
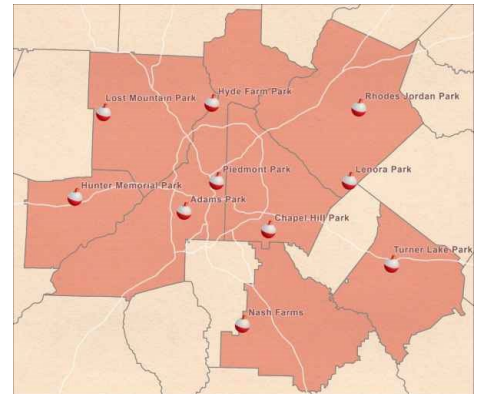
- **Increased Program Visibility** – boosted awareness of GTF Program, reaching a larger audience and attracting new participants.
- **Attracts Diverse Audiences** – appealed to various demographic groups, including families, youth, and urban professionals, making the program more inclusive.
- **Enhanced Community Engagement** – encouraged locals to participate in community-driven activities, fostering a stronger connection to the program.
- **Strengthened Partnerships** – provided opportunities for collaboration with environmental organizations and local governments to support program growth.
- **Showcased Local Green Spaces** – highlighted urban parks and lakes, increasing their use and appreciation by residents.
- **Encouraged Outdoor Recreation** – reframed city life to include outdoor activities, appealing to health-conscious and outdoor-minded individuals.
- **Builds Program Reputation** – positioned the program as a valued community asset and leader in urban recreation and conservation.

METHODOLOGY

- Developed digital Atlanta Fishing Guide using ArcGIS StoryMaps.
- Contracted with Brandt and MGH to promote Atlanta Fishing Guide through paid advertisements on Meta, Snapchat, Google Search, and Google Display.
- WRD Email distributed in June 2024 to 144,972 customers, including:
 - First-time state fishing license holders in 2023 residing in seven counties within the metro Atlanta area.
 - State fishing license holders from 2020 to 2022 who lapsed in 2023 and residing in seven counties within the metro Atlanta area.
 - Atlanta-area counties included Cobb, Dekalb, Douglas, Newton, Henry, Fulton, and Gwinnett.
- WRD Public Affairs: Posted in social media “Stories” on WRD social media platforms.
- Brandt email campaign distributed in August to 97,790 current/lapsed anglers residing in seven counties around the metro Atlanta area.

LESSONS LEARNED AND FUTURE PLANS

- Emphasizing accessibility and the convenience of fishing in the city resonated well with urban dwellers.
- We were unable to utilize UTM due to the StoryMap format of the guide.
- Media blasts increased website traffic significantly.
- The project strengthened relationships with Gateway to Fishing partners.
- Will continue to evaluate marketing success, to market Atlanta Fishing Guide, and partner-hosted events through GA DNR social media platforms.
- Expand partnerships within the metro Atlanta area and expand the Gateway to Fishing program into other urban communities.
- Expand program opportunities by certifying instructors to teach basic fishing courses to reach more anglers in Georgia.



CONTACT INFORMATION

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