



**Florida's R3 Fishing Grant Program**  
**Program Guidelines and Application**  
**Materials**

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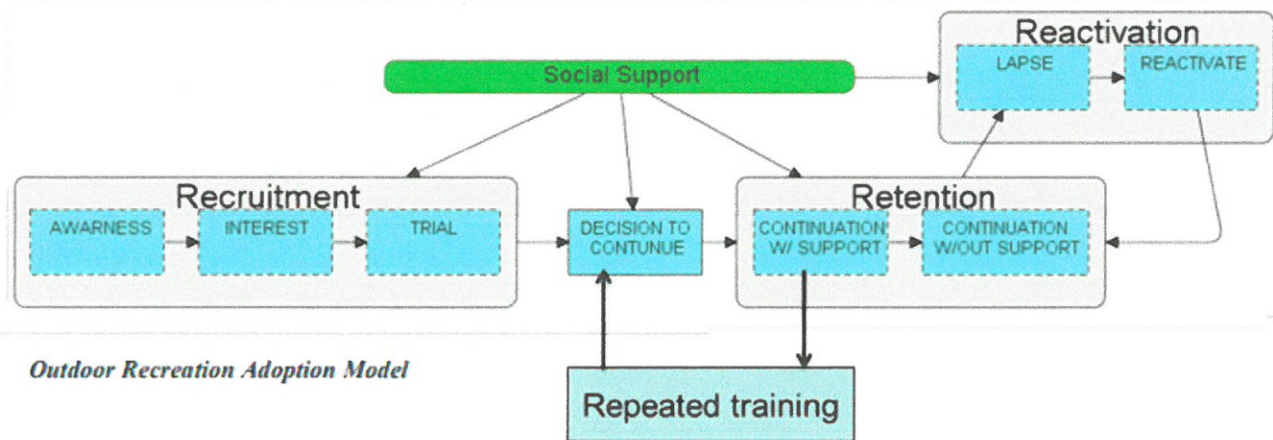
## PURPOSE AND AUTHORITY

### Purpose

**R**ecruitment of new anglers, **R**etention of active anglers and **R**eactivation of lapsed anglers (R3) are important to future conservation funding and relevancy. Efforts are being implemented nationwide to increase and diversify the fishing participation rate of different age percentiles and demographics over the next 10-15 years. Funding that is derived from fishing and boating activities supports the FWC management programs that are tasked with ensuring that Florida continues to meet the needs of stakeholders who have a vested interest in Florida's aquatic resources. Recognizing the importance of increasing and diversifying the angling community, the Florida Fish and Wildlife Conservation Commission (FWC) established an R3 Fishing Grant Program with the goals of 1) increasing the number of anglers, 2) expanding angling participation among Florida's youth, 3) broadening the diversity of participants in the angling community, and 4) improving the understanding of the socioeconomics related to Florida's fisheries.

Social science research has identified the key motivating factors for fishing are for food, appreciation of the outdoors, and valuing time spent with family and friends. Studies have shown there is a strong interest in fishing from adults and youth who have never fished due to perceived barriers and uncertainty about where to begin. In response to this, education and training for new anglers and mentors is needed. The FWC is committed to working with partners to find solutions that will ensure future generations of anglers have the knowledge, skills and abilities to become informed, safe and ethical anglers who have an appreciation of Florida's natural resources.

The Outdoor Recreation Adoption Model (ORAM) was developed after approximately 30 years of social science research and is summarized in the diagram below. The ORAM illustrates the steps an individual moves through as they learn about, try, and then adopt a new activity or behavior. This model can be used to understand the difference between recruitment, retention, and reactivation. The process toward becoming an active angler can be mapped and tracked. The ease with which a person progresses from awareness to active angler depends on their current age, age at initial exposure to fishing, gender, ethnicity, costs associated with fishing, risk aversion and many other factors.



To achieve R3 fishing goals, FWC offers three grant programs focused on increasing and diversifying sportfishing participation and aquatic stewardship. These programs are made possible by the support of the Sport Fish Restoration Program (SFR), the Recreational Boating and Fishing Foundation (RBFF), industry partners, and through collaboration with communities statewide. All grant programs are contingent upon available funding.

### **High School Fishing**

- The High School Fishing Program provides grants to high schools with existing and newly established fishing clubs that focus on educating and developing the next generation of safe and ethical adult anglers. To be eligible to apply, the high school fishing club must be approved by school administration, plan to hold regularly scheduled meetings, provide hands on fishing activities for participants, and the club must conduct a conservation project during the school year.

### **Community Fishing**

- The Community Fishing Program provides grants to local government agencies, non-profit organizations, and other family and youth-oriented organizations to promote and host fishing activities. Both existing programs and newly-established programs or activities are eligible for funding.

### **The Science of Fishing**

- The Science of Fishing Program provides grants to partners that are collaborating on fisheries research projects related to fishing effort and utilization of the resource. These projects include citizen science data collection, fisheries data collection, analysis of trends, and development of programmatic recommendations.

### **Authority**

The R3 Fishing Grant Program is established in accordance with Section 379.106, F.S. and Rule 68-1.003, F.A.C. This grant program is administered by the Commission and provides competitive and targeted grant funding assistance to local, regional and/or statewide projects that assist the FWC in meeting its R3 fishing goals. Priority consideration will be given to projects designed to both complement and reinforce the Commission's R3 fishing programs.

General provisions, requirements, and information stated herein, together with attachments, and applicable laws and rules, incorporated herein by reference, constitute the policies and guidelines of the Florida's R3 Fishing Grant Program.

### **Source of Program Funds**

Florida's R3 Fishing Grant Program is supported through a combination of federal SFR funds, state trust funds, and partner donations. The federal SFR funds are derived from a federal excise tax on the sale of fishing and boating equipment and motor boat fuel. Funds are apportioned to each state and territory based on a formula that includes the number of fishing license holders in the state and the geographic land/water area of the state. License sales and annual appropriations from the Legislature contribute to the state trust funds.

## **– DEFINITIONS**

The following definitions are provided for further explanation of terms stated herein and shall have the meanings indicated which are applicable to both the singular and plural thereof:

**AGREEMENT:** Written document under which the Subrecipient and Commission mutually agree to carry out respective responsibilities for a fixed period, unless amended by mutual consent.

**AGREEMENT PERIOD:** Number of days or the dates stated in the Agreement to complete the Project.

**APPLICANT:** Eligible participant that submits an Application for Program Funds to the Commission during an announced Application Submission Period.

**APPLICATION:** A formal request for Program Funds by an Applicant on the form approved by the Commission and with required documentation.

**APPLICATION SUBMISSION PERIOD:** The formally announced period of time provided by the Commission for the submission of applications by eligible participants for Program Funds.

**COMMISSION:** means the Florida Fish and Wildlife Conservation Commission, which is a “state awarding agency” for purposes of the Single Audit Act, section 215.97, F.S.

**GRANT:** An award of financial assistance to a qualified Subrecipient pursuant to a written Agreement and in accordance with the applicable provisions of the Commission’s grants program.

**GRANT TYPES:** The Commission may solicit applications for the following types of grants:

1. Targeted. Due to the nature of a project, a grant may be targeted to a specific pre-qualified applicant that possesses the specialized knowledge, skills and, capabilities required to perform the scope of the work.
2. General. Due to the diversity of the Commission’s programs and activities, grants may be available for projects in a broadly defined area where specific information required by the Commission has not been fully identified, and any potential and eligible applicant for the grant program may submit proposals.

**GRANTEE:** A grant Recipient and a “Subrecipient” for purposes of the Single Audit Act, section 215.97, F.S.

**LOCAL GOVERNMENTAL ENTITY:** A county, municipality, or special district or unit of government (other than a district school board or community college), which independently exercises any type of governmental function.

**NONPROFIT ORGANIZATION:** Any corporation, trust, association, cooperative, or other organization that is qualified under section 501 (c)(3) of the IRS code, or: 1) is operated primarily for scientific use, educational service, or charitable purpose in the public interest; 2) is not organized primarily for profit; 3) uses net proceeds to maintain, improve, or expand the operations of the organization; and 4) has no part of its income or profit distributable to its members, directors, or officers.

**NOTICE OF GRANT FUNDING:** Formal grant announcement in the “Florida Administrative Weekly” that contains all pertinent information applicants need to know in order to apply for Program Funds.

**PROGRAM FUNDS:** Grant funds allocated to the Florida’s R3 Fishing Grant Program.

**PROJECT:** Initiatives, fishing programs, events, and research programs that are designed to both complement and reinforce Florida’s R3 Fishing Grant Program.

**R3 (Recruitment, Retention, Reactivation):** Efforts and activities that support the creation of new participants or increase participation rates of current or previous outdoor recreationists.

**REPORTING:** Documentation for completing required tasks, assignments, projects, and/or programs.

**SUBRECIPIENT:** For purposes of this program, the applicant that has been awarded Program Funds and the party responsible for completing the project and reporting outcomes to the Commission.

## – ELIGIBILITY

Eligible participants are dependent upon the specific R3 program and programmatic goals and objectives. In general, the following organizations are eligible; however, interested parties should review specific program criteria in the notice of grant funding to determine eligibility.

- State and Local Governments and Municipalities
- Florida Universities, Colleges and Technical Schools, School Districts, Charter Schools, Home School Cooperatives
- Florida Tribes
- Non-Governmental Organizations
- Community-based, Conservation and Outdoor Recreation Organizations
- Registered 501(c)(3) Not-For-Profit organizations.

## – USE OF GRANT FUNDS

### **Eligible Uses of Grant Funds**

Grant funds are only to be used for projects that are designed to both complement and reinforce the Commission's R3 fishing programs. Innovative projects are encouraged, especially those that are focused on increasing angler participation, diversifying the angling community, and include a system of measuring project effectiveness. There are also many well-developed programs/approaches that have shown documented success with measurable outcomes. Potential applicants are also encouraged to find ways to build onto those programs and modify as needed to connect to changing demographics.

High quality applications will recognize and utilize the ORAM and identify the pathway that potential anglers or reactivated anglers will take because of the proposed project.

Eligible project costs will vary depending on the grant program and will be included in the Notice of Grant Funding.

### **Ineligible Uses of Grant Funds**

Funds will not be awarded for projects that do not directly relate to the Commission's R3 fishing programs. A general list of ineligible uses is provided below, see notice of grant funding for specific program requirements.

- Any program related to commercial fishing
- Costs that are incurred before or after the agreement period
- Costs related to the acquisition of real property (land, buildings, fixtures and fixed equipment, structures, etc.)
- Costs for any legal fees
- Costs for public relation activities that promote organizations or agencies
- Costs associated with law enforcement activities

### **Matching Fund Requirements**

Any matching funds requirement will be stated in the Notice of Grant Funding. If required, matching funds can be in the source of cash contributions, in-kind services, volunteer hours, equipment value, and other non-federal grants. If using volunteers for match purposes, documentation of volunteer hours will need to be kept. Documentation includes sign-up sheets with project title, dates and hours worked, contact information, and volunteer signatures. Example volunteer sheets can be provided for use.

### **Advanced Payment of Funds**

The Commission will not approve a request for any advance in grant funds. The Subrecipient must have the financial capability to process invoices and make timely payments to contractors, vendors, etc., pending receipt of grant funds for reimbursement of project expenses.



**Pre-Award Costs**

Project costs will not be approved for any portion of a project initiated or completed prior to the award of the Agreement, unless specifically requested by the applicant, pre-approved by the Commission, and included as a provision in the Agreement.

**Appropriation**

The Commission's performance and obligation to award program grant funds is contingent upon an annual appropriation by the Florida Legislature.

**Distribution of Funds**

Information provided in this section is the general requirements for Reimbursement Agreements. The Commission shall make payments in accordance with all applicable state financial guidelines for eligible project costs. Specific invoicing documentation requirements will be contained in the grant notice. As costs are incurred, Subrecipients must save all proofs of purchase and proofs of payments.

**- APPLICATION PROCESS****Submission Period**

The Commission will formally announce the Application Submission Period for Florida's R3 Fishing Grant Program in the "Florida Administrative Weekly" and will notify all eligible participants who have contacted the Commission. This Notice of Grant Funding will include specific application criteria and forms, application deadline(s), and total available funding for each program. In addition, the Commission will post the Notice of Grant Funding on the Office of Strategic Initiatives website (<https://myfwc.com/fishing>).

**Submission Address**

Applications must be delivered on or before the last day of the Application Submission Period, no later than the close of business, to the following address:

R3 Coordinator  
Florida Fish and Wildlife Conservation Commission  
Division of Freshwater Fisheries  
620 South Meridian Street  
Tallahassee, Florida 32399-1600

Applications can also be submitted via email at: **[R3Fishing@myfwc.com](mailto:R3Fishing@myfwc.com)**

**Application Form and Instructions**

General application forms and instructions are incorporated herein as Attachment I. Specific instructions and grant cycle goals will be included with each Notice of Grant Funding. Applications that do not include all required information or do not align with programmatic goals may be rejected.

**Delegation of Authority**

Applications must submit documentation to show that the person signing the application has authority to apply for, administer and commit the governing body or not-for-profit organization to the grant project on behalf of the applicant.

### **Application Number**

Upon closing of the Application Submission Period, the Commission will assign a Grant Application Number and outline the review process in an acceptance letter back to each applicant. Grantees will use this Grant Application Number for all future correspondence regarding that application and/or project.

### **Application Evaluation and Selection**

Applications determined to be eligible will be reviewed by an Evaluation Committee for merit and to ensure the proposed projects meet the needs of Florida's R3 Fishing Grant Program. The Evaluation Committee will score all proposed projects using the evaluation criteria outlined in the Notice of Grant Funding. The scores assigned by individual evaluators will be used to calculate the average score, which will serve as the final score for the project. A minimum score will be included in the Notice of Grant Funding.

### **Grant Awards**

Complete applications that meet the minimum required score will be ranked on a list in descending order according to total assigned points. Grants will be awarded to the highest-ranking applications until all available funds have been awarded.

### **Resubmissions**

If a project is not selected for funding in a given fiscal year, a new application must be submitted for the project to be considered during a subsequent submission period.

## **- AGREEMENT**

### **Grant Agreement**

Upon approval of a project for funding, the Subrecipient and the Commission shall enter into a formal agreement. This Agreement will describe the responsibilities of both parties, terms and conditions particular to each project, and incorporate applicable statutes, rules, and policies. Unless otherwise specified herein or in the Agreement, a project may not commence until the Agreement is fully executed by all parties.

Depending on the program and project, the formal agreement may be in the form of a Grant Agreement, Contract, or Purchase Order.

### **Term of Agreement**

The Agreement, unless modified by mutual consent of both parties, shall bind the parties as stipulated in the Agreement. All grant-related requests for reimbursement must be submitted to the Commission for processing and payment in accordance with the terms of the Agreement.

### **Execution of Agreement**

Formal grant Agreements and Contracts must be signed by the Subrecipient and returned to the Commission **within 45 days**. Failure to execute within the 45-day period will render the grant null and void.

### **Agreement Funding**

The Agreement will specify which funding source will be used to fund the project and will clearly state all applicable requirements.

## **- COMPLIANCE REQUIREMENTS**



The Subrecipient must agree to comply with all applicable local, state, and federal regulations.

Failure to complete the project and make final payment request to the Commission within the stipulated period will result in project termination and possible loss of Program Funds.

The Subrecipient shall inform the Commission staff of any changes or time delays incurred with the project and will provide at least 60 days' notice if delays may require an amendment to the Agreement.

The Subrecipient shall ensure, to the maximum extent possible, that programs funded, in whole or in part by R3 fishing program funds, are made available to program participants without regard to race, creed, color, national origin, age, sex, or disability.

A grant Agreement may be terminated and Program Funds returned to the Commission for non-compliance with any of the terms of the Agreement or the rule and corresponding guidelines.



Florida Fish and Wildlife  
Conservation Commission

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## Florida's R3 Fishing Grants Program Application

### - GENERAL APPLICATION FORM

#### FOR OFFICE USE ONLY

Grant Application Number:

Date Received:

*Fill in all sections that apply – leave all other sections blank*

#### I – APPLICANT INFORMATION

a. Applicant:

b. Federal Employer Id. No.:

c. Project Manager Name:

Project Manager Title:

d. Mailing Address:

City:

Zip Code:

e. Physical Location (if different  
than mailing address):

City:

Zip Code:

f. Telephone:

Email:

#### II – PROJECT SUMMARY

a. Project Title (High School Fishing Clubs - enter your club name):

b. Project Need:

c. Total Amount of Grant Funds Requested: \$

d. Project Type(s):

<input type="checkbox"/> High School Fishing Club	<input type="checkbox"/> Print Media and Materials (magazines, newspapers, guides)
<input type="checkbox"/> Informational Kiosks/Signs	<input type="checkbox"/> Planning and Hosting Community Fishing and/or Conservation Events
<input type="checkbox"/> Interactive Displays/Portable Exhibits (tabletop display, trade show exhibits, etc.)	<input type="checkbox"/> R3 Fishing Research and Data Collection
<input type="checkbox"/> Broadcast Media (TV/radio, Internet, etc.)	<input type="checkbox"/> Other: _____

e. Provide location(s) of where the project will be conducted (schools, waterbodies, cities, counties, parks, etc.). **For High Schools Fishing Clubs ONLY**, provide location(s) of anticipated tournaments and/or events.

f. Please provide demographics (sex, age, race, ethnicity) of participants for existing or newly-established projects.

g. Is this funding request for a new project or to support ongoing R3 projects:  New  Ongoing (please indicate how long? \_\_\_\_\_)

h. Is your project co-sponsored with any other organization?  No  Yes (please list the organizations below:)

i. Identify any fish species that will be targeted during your project.

**III – Project Approach and Outcomes**

a. Briefly describe how your organization plans to implement this project. Make sure to include an anticipated timeline, potential marketing ideas or media outlets you may use, and how your project will incorporate FWC’s R3 fishing goals.



b. Where does your project fit in the ORAM model? Does it fall into the recruitment, retention and/or reactivation stage? Explain how your project will move participants through the ORAM process to become active anglers.

c. **For High School Fishing Clubs ONLY:** The High School Fishing Program includes an instructor's manual that contains lessons and activities that focus on conservation and resource management. How does your club plan to implement the curriculum concepts with your club members?

d. Describe the method of evaluating your project's success. What techniques will you use to evaluate how well your project met desired goals?

**V – BUDGET** Example budget form provided below. Specific budget form will be provided in grant opportunity announcement (and may or may not include all the fields indicated below).

Description	Request (Grantor)	Match (Applicant)	3 <sup>rd</sup> Party/In-Kind Match	TOTAL
<b>Personnel</b>	\$	\$	\$	\$
<b>Supplies (Under \$1,000)</b> (select all that apply) <input type="checkbox"/> Educational Materials <input type="checkbox"/> Informational Kiosks/Signs <input type="checkbox"/> Printed Materials <input type="checkbox"/> Exhibits <input type="checkbox"/> Fishing/Safety Gear <input type="checkbox"/> Research Materials <input type="checkbox"/> Other _____	\$	\$	\$	\$
<b>Equipment/Supplies (Over \$1,000)</b>	\$	\$	\$	\$
<b>Other:</b>	\$	\$	\$	\$
<b>TOTAL FUNDS (Non-cash + Cash)</b>	\$	\$	\$	\$

Budget Narrative: