ANGLER R3
(RECRUITMENT, RETENTION, AND REACTIVATION)
GRANT PROGRAM GUIDANCE

Notice: This document is intended solely as guidance, and does not contain any mandatory requirements except where requirements found in statute or administrative rule are referenced. This guidance does not establish or affect legal rights or obligations, and is not finally determinative of any of the issues addressed. This guidance does not create any rights enforceable by any party in litigation with the State of Wisconsin or the Department of Natural Resources. Any regulatory decisions made by the Department of Natural Resources in any matter addressed by this guidance will be made by applying the governing statutes and administrative rules to the relevant facts.

WISCONSIN
DEPT. OF NATURAL RESOURCES

SPORT FISH RESTORATION

Table of Contents

I. Program Introduction and Goals **1**

II. General Guidance for a Successful Project Proposal **1-9**

A. Plan and Communicate
Contact Information
B. The Outdoor Recreation Adoption Model
C. Eligible Project Applicants
D. Program Priorities
E. Source of Program Funds
F. Cost Share Program
G. Total Available Funding and Award Cap
H. Grant Program Deadlines
I. Examples of Eligible Project Costs
J. Ineligible Project and Activities Costs
K. Grantee Responsibilities
L. Keys to a Successful Application
M. Application Review
N. Grant Award and Grant Agreements
O. Reimbursement Process
P. Interim and Final Reports Requirements

III. Grant Application Instructions **10 - 14**

IV. Planning Resources **14 - 15**

Sample Authorizing Resolution **16**

I. Program Introduction and Goals

We are pleased to invite you to share your time and talents to ensure that natural resources conservation continues in Wisconsin long into the future. We look forward to reading your application that outlines projects that celebrate strong partnerships and will grow the community of anglers.

The goals of the Angler R3 (*Recruitment, Retention, Reactivation)* program are: 1) grow the numbers of anglers in Wisconsin and 2) expand angling participation among adults, particularly from non-traditional participants.

To achieve these goals, the Wisconsin Department of Natural Resources (WDNR) will award cost-sharing grants to eligible partners to implement activities that will ensure the education and development of safe and ethical adult anglers. The WDNR understands that it is necessary to work with partners to find solutions that will ensure future generations of anglers have the knowledge, skills, and abilities to become informed, competent, safe, and ethical anglers. By developing a private-public partnership grant program, the WDNR is acting on the idea that only long-term mentorship or instruction by a committed angler with good teaching and communication skills can properly educate, train, and develop a new angler.

The Angler R3 Grant Program is an evolution of the WDNR's *Angler Education* program. The critical difference between the Angler R3 Grant Program and past efforts is the requirement that the grant recipient include a means to evaluate their project. Grant recipients are required to collect WDNR Customer Identification Numbers from their program participants. Because those numbers are tied to the WDNR's license system, the WDNR will be able to track and evaluate the long-term license-buying habits of participants, thereby evaluating the success of this grant program. Programming will focus on education, training and development of Wisconsin's anglers, particularly adult women, families, and people from diverse communities. Recruitment of new anglers, retention of active anglers, and reactivation of lapsed anglers (collectively known as Angler R3) are important to future conservation funding and program relevancy.

II. General Guidance to a Successful Project Proposal

A. Plan and Communicate!

1. Start ***planning*** your project early and communicate with the Angler R3 Coordinator often about your project goals. Coordinator contact information appears on the next page. The most qualified applications will implement best practices that have been established by practitioners in the field of outdoor skills-based outreach and education. A list of resources to guide the planning efforts for your project start on pages 14-15.

2. The WDNR encourages novel and creative projects with good strategies and measures of effectiveness. At the same time, applicants don't have to reinvent the wheel — if there's something that has been documented to work, build on it and evaluate your success.

3. The WDNR will solicit grant applications on odd numbered calendar years. This frequency may change if funding availability changes. The web page for this program lists the upcoming application cycle. To apply, complete the grant application (Form 8700-015), following instructions **carefully**. Reference this program guide while completing your application.

4. **This grant is administered as a reimbursement program.** This means that you must incur and pay all costs associated with the project ***before*** seeking reimbursement from WDNR. Grant advances are **not** possible. Reimbursement requests must include proofs of payment and proofs of purchase. As costs are incurred, save all invoices, receipts, and other proof of purchases. Proof of payments include: copies of canceled check (both sides) and/or bank/credit care statements. Make sure to document volunteer hours worked on the volunteer labor form 8700-349B provided on the webpage; those documents must include volunteer signatures. Taking these actions from the beginning of your project eliminates searching for documents and trying to remember number of hours worked and who worked them, when it is time to submit reimbursement requests.

5. Finish your project before the end date listed on your grant agreement. **Note that costs incurred by you before the start date and/or after the end date of your grant agreement are not eligible for reimbursement.**

6. The WDNR and staff of the U.S. Fish and Wildlife Service have the right to audit or examine all books, papers, accounts, documents or other records related to project costs that the WDNR will reimburse. The purpose of the audit is to verify that claimed project costs are eligible, were incurred, and comply with the terms of your grant agreement. Grant recipients agree to retain all project records until final resolution of any audit findings, or for a period of three years following the date on which the WDNR issued final reimbursement, whichever is later.

7. **IMPORTANTLY,** ask questions if you don't know how to proceed or need clarification on topics such as eligible costs or project administration procedures.

Contact Information

Theresa Stabo
Angler R3 Coordinator
Department of Natural Resources
Bureau of Law Enforcement, LE/8
P.O. Box 7921
Madison WI 53707-7921
Phone: 608-577-6332

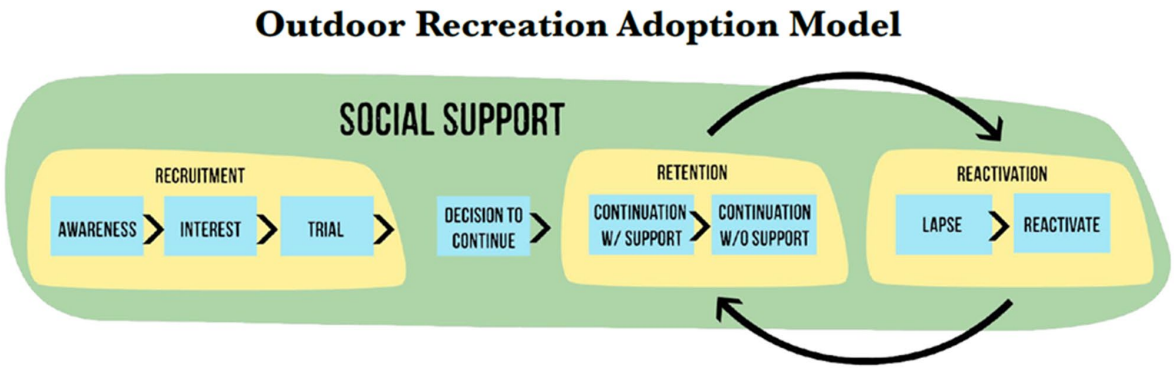
Jill Sunderland
Angler R3 Grant Program Manager
Department of Natural Resources
Bureau of Community Financial Assistance
810 West Maple Street
Spooner WI 54801
Phone: 715-635-4167

Send applications and supporting material to program email:
DNRAnglerR3Grants@wisconsin.gov

WDNR Angler R3 web page site: **https://dnr.wi.gov/Aid/angler.html**

B. *The Outdoor Recreation Adoption Model*

The Outdoor Recreation Adoption Model (ORAM) is based on approximately 30 years of hunting, shooting, and leisure science research, and is summarized in the diagram below. The model is applicable to angling as well.



The process towards becoming an active participant can be mapped and tracked. The ease with which an individual makes progress to the goal of continuation depends on the individual's current age, age at initiation, gender, ethnicity, risk aversion and many other factors. Many current R3 efforts exist on the far-left side of the model. This model identifies the process of moving people from *interest* to *continuation* (an outcome) as its primary goal.

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

C. *Eligible Project Applicants*

- Wisconsin counties, towns, villages, and cities.
- Wisconsin tribes.
- Wisconsin universities, colleges and technical schools.
- Other Wisconsin governmental units, as defined in s. 66.299, Wis. Stats.
- Wisconsin school districts.
- Community-based organizations (*i.e.,* nature centers, social service agencies, public health centers—particularly those that serve diverse communities).
- Food security and local foods organizations.
- Most, if not all, conservation organizations (*i.e.,* local rod and gun clubs, sporting organizations, local chapters, and national organizations).

D. *Program Priorities*

1. Projects that clearly identify best practices and implement systems with documented success at producing new adult anglers who would not otherwise become anglers. An example of a successful effort is the Wisconsin *Fishing for Dinner* program, that has had measurable outcomes in effective angler recruitment. These projects implement approaches that have been demonstrated as effective at meeting Wisconsin's Angler R3 goals and that train potential anglers in specific actions or programs.
2. Projects that test new or implement known, effective angler retention or reactivation programs.

3. Projects that effectively re-train mentors or instructors who will commit to new anglers for a period of years through multiple introductions and educational experiences in fishing.
4. Projects that mirror the WDNR's original Angler Education program and collect data from participants to enable the WDNR to track participants' future license-buying habits.
5. Other priorities determined by the WDNR Secretary and the Sporting Heritage Council.

E. Source of Program Funds

This program will award federal Sport Fish Restoration funds awarded to WDNR by the U.S. Fish & Wildlife Service. These funds are derived from a federal excise tax on the sale of fishing and boating equipment and motor boat fuel sales. Funds are allocated to states and US territories based on a formula that includes the number of fishing license holders in each state and the geographic land/water area of the state.

F. Cost-Share Program

This is a cost-share program between WDNR and grantees. Grant awards can cover up to 75% of total eligible project costs. Grantee must provide the remainder.

G. Total Available Funding and Award Cap

Typically, the WDNR will have up to $75,000 available for grants each biennium. Individual grant awards are capped at $10,000.

Applications will be reviewed for completeness and eligibility, scored, ranked in descending order based on score, then recommended for funding. The Sporting Heritage Council will have a role in the application review. Grant award decisions of the Office of the WDNR Secretary are final.

H. Grant Program Deadlines

Activity	Deadlines in Odd-numbered Years
Applications Materials Available Online	June 30
Deadline for Complete Application Submitted to WDNR*	September 15
WDNR Notifies Applicant of Application Status	December 15
WDNR Anticipates Issuing a Grant Agreement**	April 15

*NOTE: Per s. 990.001(4)(c), Wis. Stats., if any application deadline falls on a Saturday, Sunday, or state holiday, the deadline is moved to the next state working day.

**Funds will not be available until the grant agreement is signed by the WDNR and grantee.

I. Examples of Eligible Project Costs/Donated Values:

- Salaries, wages, and benefits for employees or donated labor.
- Services – such as printing, mailings, social media accounts specifically designed for project, professional guide services.
- Supplies necessary to perform the project – such as fishing gear, bait, tackle.
- Background checks of mentors and instructors (required).
- Equipment – equipment is defined as one item with a fair market value of $5,000 or more; approval of equipment purchase requires grantee to adhere to special conditions listed in the grant agreement.
- Hourly/daily rental charges – such as boat rental fees, boat launch fees, room rentals.
- Other costs needed to implement the project. Contact the Angler R3 Grant Program Manager with cost eligibility questions.

J. Ineligible Project and Activities Costs

- Costs incurred before the start date or after the end date of the grant agreement.
- Fishing licenses for mentors/instructors and participants.

  Note: Mentors and/or instructors leading an Angler R3 project may request an educational license waiver for novice project participants by completing the Application and Authorization to Conduct an Educational Outdoor Skills Activity – Fishing License Waiver, Form 3600-226. We recommend that completed forms be submitted to the WDNR Angler R3 Coordinator at the beginning of the project. Doing so allows enough time for the WDNR to evaluate waiver requests and to reply to waiver requestors. It is possible that some participants may not be granted a waiver by the WDNR based on prior license-buying habits.
- Payments that have been or will be received from another federal funding source.
- Law enforcement activities.
- Activities conducted for the primary purpose of producing income.
- Fines and penalties resulting from violation of or failure to comply with federal, state or local laws and regulation.
- Boats, autos, trucks or office furniture purchases.
- Fish stocking.
- Capital improvement projects.
- Land acquisition.
- Wisconsin Interscholastic Fishing Association tournament expenses.
- Routine fishing site maintenance including, but not limited to, mowing grass, painting signs, or removing debris.

K. Grantee Responsibilities

1. **Financial**: Financial responsibility listed in a grant agreement cannot be transferred to another entity by a resolution or any other means. **All reimbursement requests must be submitted by the grantee named on the grant agreement.**

   Cautions:

   If a consultant completes the grant application for you, be sure to check the completeness and accuracy of the application before submitting to the WDNR. As the grant applicant, you are responsible for the accuracy of the information provided in your application and meeting program requirements.

   Expenses incurred by a volunteer(s) completing tasks during the project period can be considered an eligible project expense. Compensating a volunteer beyond incurred project expenses may mean that the volunteer(s) should be considered an employee or independent contractor. For further information, consult your legal counsel.

2. **Official Authorizing Resolution:** Grant applications **must** include a resolution adopted by the applicant's governing body. A sample resolution can be found on page 16 of this document. This resolution must do the following:
   - Request financial assistance from the WDNR.
   - Authorize one representative, by title rather than by name, to act on behalf of the applicant's organization to:
     - submit an application
     - sign a grant agreement
     - take necessary actions to complete the project
     - request reimbursement from WDNR
     - submit a final report.
   - Affirm that the applicant has funding from acceptable sources to pay the grantee's share of the project.

3. **Cost Containment:** Local government applicants must follow cost containment procedures, sometimes also called bidding procedures, required by Wisconsin Statutes. To assist applicants, the WDNR has prepared straight forward guidance; see link to WDNR Procurement Guide.

4. **Grantee Share:** "Grantee Share" means the portion of project cost that the grantee will contribute. This share is usually between 25-50% of total eligible project costs. Funds from other federal sources may not be used as the grantee's share.

   The value of donated supplies, labor, services, and equipment usage may be used as the grantee share. Donations are subject to the following provisions:
   - All sources of the grantee's share and donations must be indicated in the application.
   - The maximum value of donated labor is $12.00 per hour.
   - The value of donated equipment will be based on the Wisconsin Department of Transportation classified equipment rates. Contact the Angler R3 Grant Manager for additional guidance.
   - The value of donated supplies and professional services shall be determined by market rates and be established by invoice provided by donor (typically done on business letterhead or invoice).

5. **Background Checks:** The Angler R3 Grant Program often involves interactions with small groups or one-on-one instruction and mentorship of individuals — often minors or others from potentially vulnerable populations. For the protection of all participants, grantee mentors and instructors are required to conduct background checks on all participating mentors and instructors. The cost to conduct background checks is eligible for reimbursement under the Angler R3 Grant Program. For costs and instructions, please contact the Angler R3 Coordinator listed on page 2.

6. **Collection of WDNR Customer ID Numbers:** Grantees, including school-based and youth program providers, must collect the WDNR customer identification number from all project participants; these data must be included in the final report. The WDNR will use data submitted for future program evaluation. Please use the WDNR's Angler R3 Participant Roster Form 8700-017 for this data collection effort.

L. *Keys to a Successful Application*

Each application must include a detailed and complete description of the need, purpose, objectives, approach, results and benefits expected, timeline, measurable outcomes, and budget justification. Applications referencing known best practices and detailing a system for long-term evaluation of effectiveness at educating, training, and developing new adult anglers and/or families, will score well and be highly ranked. Public/private partnerships and multiple funding sources will enhance the application's score. ***Reference this guide while completing your application.***

Only complete applications will be considered for funding. A complete application includes the following characteristics or items:

- Completed and signed application submitted before the posted application deadline.
- All ten sections of the application form are completed with enough detail for the reviewer to understand the project.
- Detailed project budget.
- Authorizing resolution approved by the applicant's governing body, if applicable.
- A signed W9 form.

M. *Application Review*

Applications will be reviewed by a team of internal and external specialists, including the Sporting Heritage Council, with experience in angler and mentor training and recruitment. Each completed application will be scored based on program priorities and on the detail included in the application. Applications will be ranked in descending order, based on the application score. Applications will be funded based on eligibility of project elements, project rank, program priorities, and available funding. The Office of the WDNR Secretary will approve awards; decisions of the WDNR Secretary are final. See Table 1 for Application Scoring Criteria.

Table 1. Program Criteria	**Maximum Possible Score = 260 Points**
A. Project Approach, Design and Scope	**60 points maximum**
• Scope of work is aligned with goals of Angler R3 Program goals identified on page 1 of this document.	20 points
• Project utilizes best practices established by practitioners in the field of outdoors skills-based outreach and education that will lead to the fulfillment of Outdoor Recreation Adoption Model as described on page 3. (*See pages 14-15 for resources on best practices.)*	20 points
• Project clearly identifies target audience, program goals, learning objectives, and evaluation tools.	15 points
• Application is characterized by a strong public-private partnership. *Name partner(s) and describe their role(s) in your application.*	5 points

B. Intended Audience(s) for Project **Part I – Angler Recruitment and Training**	**60 points maximum**
• Project uses innovative approaches to recruit and retain ***new adult*** **anglers** and/or ***family groups.*** • Project implements a system that is known to effectively reactivate ***lapsed*** anglers. • Project implements a system that is known to effectively recruit youth anglers and includes the DNR's Go Wild account system to track them to license-buying age. For youth programs, additional weight will be given to those that target high school students of license-buying age.	20 points 20 points 20 points
Part II – Instructor and Mentor Recruitment and Training Either #1 or #2 will be scored depending on intended audience of project.	**40 points maximum**
#1. **For an adult- or family-oriented program.** Project proposes to re-train instructors who will provide long-term programming or will become long-term mentors and commit to a new adult angler or family of anglers for multiple trips over multiple years. Examples: • Up to 20 points if instructors are trained to work with non-traditional audiences in their recruitment efforts. (Adult females and under-represented audiences, especially people from diverse communities and new immigrants.) • Up to 15 points if instructors are trained to provide multiple trips and instruction to new adult anglers or families of anglers. • An additional 5 points are awarded if instructors are trained and vetted by applicant's organization or partner organization to mentor an individual until the new angler is fully integrated into the fishing community. • 0 points if instructors are trained to participate in single event or does not include long-term program development and/or mentor training.	40 points maximum
	OR
#2. For a youth- or family-oriented program. Project proposes to train instructors or mentors who will commit to providing multiple trips for a new class, group or family of anglers for over the course of a school year or program. Examples: • Up to 20 points if instructors are trained to work with non-traditional audiences in their recruitment efforts. (Youth and their families from diverse communities and new immigrants.) • Up to 15 points if instructors are trained to provide multiple trips to a class, group or family of anglers. Additional weight will be given to instructors trained to work with high school students of license-buying age. • An additional 5 points are awarded if instructors are trained and vetted by applicant's organization or partner organization to provide instruction or mentorship until the new anglers are fully integrated into the fishing community. • 0 points if instructors are trained to participate in single event or if project does not include long-term program development and/or mentor training.	40 points maximum
Likelihood of Project Success and Long-term Sustainability	**55 points maximum**
• Project includes plans to ensure the long-term sustainability of the organization to effectively carry out the recruitment, retention and/or reactivation activities beyond the grant period. • Project builds capacity for the applicant's existing program that has been proven to recruit and retain adult anglers. ***OR*** Project implements a new program within the applicant's organization that has been proven successful elsewhere by others, to recruit and retain adult anglers. • Measurements of success are adequately documented in the project's approach, evaluation and results sections. • Scope of project reflects a realistic budget and amount of funding requested and matched. • Project is adequately supported by allocation of staff time and supplies necessary to complete the work. *Describe fully in application.*	15 points 10 points 10 points 10 points 10 points

Reporting, Evaluation and Research	25 points maximum
A well-organized reporting system and evaluation process are essential to enable us to track the long-term outcomes of these programs and conduct longitudinal studies. The WDNR's tracking system is dependent on applicant's directing project participants to establish Go Wild accounts to obtain unique DNR Customer Identification Numbers. • Project indicates that it will be able to adhere to an effective data collection and approved participant tracking system. • Project describes effective evaluation method.	15 points 10 points
Budget Collaboration	**20 points maximum**
Portion of total project costs contributed by applicant (grant recipient share).	= 25% = 0 points 26% - 50% = 5 points 51% - 75% = 10 points >76% = 20 points
	Maximum Possible Score = 260 Points

N. Grant Award and Grant Agreements

If your project is selected for funding, you will receive a notice of award and grant agreement from the WDNR detailing the approved project scope, project start and end dates, and approved budget. Read your grant agreement carefully and share it with your consultant (if you are working with one). Your grant agreement will contain conditions that govern your project. Make sure you and your consultant, if applicable, agree with the project scope and conditions described in the grant agreement before you sign it.

Successful applicants must sign the grant agreement and return one copy to the Angler R3 Grant Manager within 30 days of receipt from the WDNR.

IMPORTANT! Costs incurred prior to the start date or after the end date listed on the grant agreement are not eligible for reimbursement by the WDNR.

O. Reimbursement Process

This grant program is administered as a reimbursement program. This means the grantee must incur and **pay costs** associated with the project **before seeking reimbursement** from the WDNR. No grant advances are possible. Even if the project is not complete, grantees may submit one partial reimbursement request to the WDNR in each 12-month period. The total of all partial reimbursements shall not exceed 90% of the total award amount. When your project is complete, the grantee may request a final reimbursement. A final report must accompany the final reimbursement request.

Grantees must use the *Grant Payment Request and Worksheet*, WDNR Form 8700-001, to request reimbursement. Grantee must submit both proofs of purchase and proofs of payment with reimbursement request. Examples of proof of *purchase* include invoices, receipts or signed contracts with vendors. Examples of proof of *payment* include canceled checks (both front and back), front side of check and a bank statement showing check has cleared, credit card statement or local government payroll vouchers. Donated professional services and supplies are to be documented by invoice that shows donated value. To document donated volunteer time, use the WDNR volunteer timesheets. Grantees must also submit a completed Grant Partner Financial

Data Report, WDNR Form 9300-230, with each reimbursement request.

P. Interim and Final Report Requirements

Interim and final reports describe the project's progress and final assessment. Multi-year grants will require yearly progress reports and all grantees will be required to submit a final report with the final reimbursement request. The WDNR shall make no final reimbursement payment until the report is completed, submitted to the grant program manager, and approved.

The final report Form 8700-016 shall include:

-Angler R3 Participant Roster Form 8700-017
-Angler R3 Mentor Roster Form 8700-018

The WDNR will share results and summaries of funded projects, including materials produced, photos, project research results, and data collected for project assessments, to the extent allowed by Wisconsin's Open Records Law. Credit shall be given to the grantee, the WDNR, and the USFWS in any material published or released to the news media as a result of this project.

III. Grant Application Instructions

Complete all sections of the Angler R3 Grant Application, submit application and all required supporting documentation to: DNRAnglerR3Grants@wisconsin.gov

Section I: Applicant Information

Applicant: Name the applicant, provide your DUNS number, and check the box that describes the type of applicant. Note: by submitting this application, you are agreeing to a background check of all people involved in your project.

Authorized Representative Named by Resolution: The authorized representative must be the person named and authorized by a resolution of the applicant's governing body to act on behalf of the applicant. A consultant hired by the applicant may not be named as authorized representative for the project.

Project Title and Proposed State/End Dates: Provide a project title that will be associated and used throughout the entire project. Avoid titles that are too general, *i.e.*, Learn to Fish. List your proposed state and end dates for the entire project.

Project Contact Name: The contact person is the person the applicant designates to perform day-to-day management and coordination of the project. The contact person may or may not be the same person as the authorized representative. The applicant may choose to designate a consultant as the contact person.

Section II: Need Statement

The needs statement explains why the project is necessary. Identify the conservation issue, problem or opportunity the project will address. Provide evidence of the need and explain what will happen if your project IS NOT done.

Example:
According to the 2019-2023 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP), fishing is one of the top five favorite outdoor activities. However, WDNR

data indicates fishing has been on a steep decline for the past three years. Statistics indicate as urban populations increases, angler participation and knowledge of aquatic ecosystems awareness continues to dwindle. Coupled with a decline of nature-based activities amongst those reaching middle age, fishing has been recognized as a high recreational need in all regions of the state over the next four years.

The Root River runs through greater Racine area and at different locations along the river's route fly fishing is popular. Veteran anglers have noticed an increase of novice anglers along the river system. There is no center hub to gather and share knowledge with those wanting to learn more about aquatic resources and angling practices. Wisconsin's ability to sustain participation in and appreciation for angling and aquatic resources will be significantly compromised unless angling skills and educational strategies are cultivated in local communities.

Section III: Purpose

Check the box(es) that apply to your project. The purpose should state the desired outcome *based on the need* statement (i.e., The need drives you to do what.)

Example:
To provide a workshop to learn more about fly-fishing and serve as a recruiting tool for the sport of fly-fishing.

Section IV: Objective(s)

Based on the need for this project, state your objective(s). You may have more than one objective to list in this section. Use the example below as a guide.

Action verb(s)_____?_____ how many____?_____

who or what_____?_____by when____?_____

Example:
Conduct 8 fly-fishing workshops (4 each year) at Greater Racine Area Nature Center in 2019 and 2020.

Section V: Approach

Provide a detailed description of the approach your project will take to *meet your objective(s).* This is the HOW part of your project. Outline specific actions or efforts you will be taking to achieve the objective(s); include fishing time of year, type of species, lake or river locations, number of participants and number of fishing trip planned. Describe how each event for specific species will be designed. If the project is education-based, provide the curriculum you will be using for your project. Mention any related programs that have been successful that will be used as a guide for your project.

Example:
Community member John Doe, a DNR certified angler education instructor, has successfully conducted Fly Fishing 101 courses in partnership with Reel Outdoor Living LLC for the past 15 years. With his experience and expertise, he has offered to lead fly-tying workshops at Greater Racine Area Nature Center in Racine, WI. Modeling the WDNR Fishing for Dinner approach, the center will host 4 workshops annually (winter, spring, summer and fall) for up to 30 participants that will incorporate different styles of fly-fishing presentations paired with specific types of flies for a variety of trout species that inhabit the Root River throughout the year. Following each workshop, participants will be paired with a veteran angler to fly fish sections of the Root River near the center. Participants and volunteers will bring their catch back to the center to prepare, cook and enjoy a meal together as a group.

Greater Racine Area Nature Center will have fly-tying kits available to check out for participants to practice making different types of flies to match desired species targeted.

Section VI: Expected Results and Benefits

Based on your need and objective(s) of your project, what are your expected results and benefits when project is completed? List what results will be expected from the activity(ies). List what is expected from the *approach* used. List expected benefits to the natural resources and/or to the participants.

Example:
The workshops will have a renewed surge of interest in the sport of fly-fishing, improve fly-tying and fly-fishing skills. Increase the awareness of ethical and safe fishing practices along the Root River.

In addition to Section VI, there are four specific questions related to your project's measured outcomes.

Section VII: Timeline and Benchmarks

List all timeframes, activities and other relevant information in this section.

Example:
Workshops will be held March, July, September and December 2019 and 2020. Loaner fly-tying kits will be available to check out during this time period.

Section VIII: Useful Life

If applicable, this section is used to record the useful life of purchased equipment over $5,000. Cite the source used to determine the useful life expectancy.

Section IX: Budget

Part A – Itemized Budget Detail

Provide a detailed budget of **eligible** costs including wages, services and supplies needed to accomplish your project. List each item, cost and quantity – one per line. More lines may be added if needed. See Part B for category definitions.

- All salaries and/or donated labor
- All purchased and donated services necessary to perform project
- All purchased and donated supplies necessary to perform project
- All equipment purchased, donated or rented
- All other costs associated with the project

Entered data will self-populate into categories in Part B.

Part B – Cost Estimate Summary
This section is a summary of all costs from Part A and allocated to the proper categories.

Cash Costs (Column A) are the eligible out of pocket costs the applicant expects to incur specifically for the project and will be paid in cash, check or credit card.

Donated Values (Column B) are values of donated labor, services and supplies that contribute to the project and are documented by invoice or volunteer timesheets.

1. Salaries, wages and employee benefits:
   Cash Costs includes salaries, wages and benefits paid by the grantee for work directly related to the grant project and documented by time sheets and payroll records.

   Donated Values includes the value of labor donated to the project with value not to exceed $12.00 per hour and documented on a volunteer timesheet provided by this grant program.

2. Purchased or donated services: services provided to accomplish the project. These services can include, but are not limited to: room rentals, boat and launch fees, professional guide services, and brochures/social media specifically designed for project.

3. Purchased or donated supplies: cost of consumables used for the project during the grant period. This can include, but no limited to: fishing gear, bait and tackle, PFDs, educational materials.

4. Depreciation on equipment (>$5,000 per unit): if you are purchasing equipment for the project, using equipment owned by the applicant, or accepting donations of equipment use, use this depreciation guide: http://dnr.wi.gov/Aid/documents/HunterRecruitment/DepreciationGuidelines.pdf or contact the Angler R3 Grant Program Manager for information on the equipment depreciation and hourly use policy.

5. Hourly equipment use charges: use WI DOT Equipment Rates for project year. Contact the Angler R3 Grant Program Manager for current rates.

6. Other costs: any eligible costs needed for the project but not captured by the above categories.

Section X: Certification

Be sure the representative authorized by resolution of the applicant's governing body is the one who signs and dates the application.

Submit your application and supporting documentation to:

DNRAnglerR3Grants@wisconsin.gov

Supporting documentation to include:

- An Authorizing Resolution
- W9 form
- DUNS Number

VI. Planning Resources

DUNS Number Assignment [exit DNR] This unique global business identification number is free for businesses required to register with the US Federal Government for contracts or grants.

Locavore Guide [exit DNR] – Nourishing Interest in Hunting and Angling.

Hunting, Fishing, Sport Shooting, and Archery Recruitment, Retention, and Reactivation: A Practitioner's Guide [PDF exit DNR]

Additionally, the following list of resources was compiled by the Recreational Boating & Fishing Foundation (RBFF) to help you throughout your Angler R3 planning process:

Best Practices Workbook for Boating, Fishing and Aquatic Resources Stewardship Education [PDF exit DNR]

Best Practices Guide to Program Evaluation [exit DNR]

Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation (R3) Efforts [exit DNR]

- List of Angler R3 Threats
- Outdoor Recreation Adoption Model (ORAM)

Highlights of Angler Recruitment, Retention and Reactivation (R3) Literature [PDF exit DNR]

Toolkits

Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers [PDF exit DNR]

First-Time Buyers Retention Email Campaign Toolkit [PDF exit DNR]

RBFF 60 in 60 Digital Toolkit [PDF exit DNR] – Includes state 60 in 60 license sales goals

Recreational Boating & Fishing Foundation (RBFF) Research

RBFF Research [exit DNR]

Hispanic Market Research [exit DNR]

RBFF Evaluations [exit DNR]

Boating & Fishing Research [exit DNR]

Demographics

American Fact Finder, US Census Bureau [exit DNR]

Find popular facts and frequently requested data about your community

Pew Research Center [exit DNR] – Hispanic trend

SAMPLE AUTHORIZING RESOLUTION

INSTRUCTIONS: Each applicant must submit to the WDNR an *Authorizing Resolution* that is approved by the governing body of the applicant's organization and indicates which officers or employees of the organization are authorized to do the following:

1. Sign and submit the application
2. Sign the Agreement between applicant and the WDNR
3. Submit annual and/or final reports to the WDNR to satisfy the Agreement
4. Submit reimbursement request(s) to the WDNR
5. Sign and submit other required documentation

We strongly recommend that applicants enter *position titles* in the Authorizing Resolution, rather than names of employees. Employees have been known to retire or change jobs in the middle of a project. Were this to happen, your resolution would be ineffective. If your organization requires that a person be named in an Authorizing Resolution, then the resolution should also include contact information for the individual named.

Note: If applicant is required to submit a draft "intergovernmental agreement (IGA)" along with your application, an Authorizing Resolution is not a substitute for an IGA. ·

STANDARD AUTHORIZING RESOLUTION

WHEREAS,_____*(applicant)*_____is interested in obtaining a cost-share grant from the Wisconsin Department of Natural Resources for the purpose of_____(as described in the application)_____.

WHEREAS, the applicant attests to the validity and veracity of the statements and representations contained in the application;

WHEREAS, an Agreement is required to carry out the project; and

NOW, THEREFORE, BE IT RESOLVED, that_____*(applicant)*_____will meet the financial obligations necessary to fully and satisfactorily complete the project and hereby authorizes and empowers the following officials or employees to submit the following documents to the Wisconsin Department of Natural Resources for financial assistance that may be available:

Task	Title of Authorized Representative	Email address and phone number if alternative is used
Sign and submit application		
Enter into an Agreement with the WDNR		
Submit annual and final reports to the WDNR to satisfy the Agreement, as appropriate		
Submit reimbursement request(s) to the WDNR		
Sign and submit other documentation as necessary to complete the project		

BE IT FURTHER RESOLVED that applicant will comply with all local, state, and federal rules, regulations, and ordinances relating to this project and the cost-share agreement.

Adopted on this_____day of_____20_____.

I hereby certify that the foregoing resolution was duly adopted by_____at a legal meeting held on this day of_____20_____.

Authorized Signature_____ Date _____

Title _____

WISCONSIN DEPARTMENT OF NATURAL RESOURCES
NOTICE OF FINAL GUIDANCE & CERTIFICATION

Pursuant to ch. 227, Wis. Stats., the Wisconsin Department of Natural Resources has finalized and hereby certifies the following guidance document.

DOCUMENT ID

CF-19-0002-C

DOCUMENT TITLE

Angler Recruitment, Retention and Reactivation (R3) Grant Program

STATUTORY AUTHORITY OR LEGAL CITATION

ss. 23.09(1) and 23.09(2)(h), Wis. Stats. –

PROGRAM/BUREAU

Bureau of Community Financial Assistance

DATE SENT TO LEGISLATIVE REFERENCE BUREAU (FOR PUBLIC COMMENTS)

August 26, 2019

DATE FINALIZED

September 23, 2019

DNR CERTIFICATION

I have reviewed this guidance document or proposed guidance document and I certify that it complies with ss. 227.10 and 227.11, Wis. Stats. I further certify that the guidance document or proposed guidance document contains no standard, requirement, or threshold that is not explicitly required or explicitly permitted under Wis. Stats. or a rule that has been lawfully promulgated. I further certify that the guidance document or proposed guidance document contains no standard, requirement, or threshold that is more restrictive than a standard, requirement, or threshold contained in the Wisconsin Statutes.

Signature: Mary Mc Dever

Date: 23 September 2019

The Wisconsin Department of Natural Resources (WDNR) is seeking public comment on the Program Guidance for the Angler R3 (Recruitment, Retention and Reactivation) Grant Program.

A. Why Are We Making This Change? The WDNR has decided to align the Angler R3 application submissions with its other educational grant program, Hunter R3. Both programs will accept application on odd numbered years starting September 2019. Revision to the application instructions in the Program Guidance are needed to reflect the updated application form.

B. Background. The goals of the Angler *Recruitment, Retention, Reactivation* (R3) program are to: 1) grow the numbers of anglers in Wisconsin and 2) expand angling participation among adults, particularly from non-traditional audiences. This program will help to ensure the education and development of competent, safe and ethical anglers. Eligible project components of the angler education grant program include: hosting fishing educational classes for adults and families, training mentors, develop and train new anglers, host mentor fishing trips with new anglers.

The US Fish and Wildlife Service provides grant funds to the WDNR; the WDNR then passes these funds through to eligible applicant. These funds are derived from a federal excise tax on the sale of fishing and boating equipment, and motor boat fuel sales. Because available funds are limited, the grant process is competitive. This means each application is scored by a team of internal and external specialist and ranked based on their score. Criteria for scoring the grant applications may be found in the program guidance. Ranked applications will be presented to the Sporting Heritage Council for review and grant award recommendations. Recommended applications are approved by the Office of the WDNR Secretary, with all grant award decisions being final.

C. Summary of Proposed Changes

- Change the application submission deadline to odd numbered years to align with Hunter R3 educational grant program timelines
- Revise application instructions to reflect revised application form
- Remove year from deadline dates
- Change frequency of reimbursement requests to once each year
- Minor grammatical corrections

D. Remaining Steps: Once the 21-day comment period is complete, all comments will be considered, revisions will be made to the draft guidance document as warranted, a Response Summary will be prepared, then both the Response Summary and Final Program Guidance, Applications, and Instructions will be made available using the existing Angler R3 grants web page.

Please forward your comments about this proposed policy no later than September 3, 2019.	Name: Angler R3 Grant Program Manager DNRAnglerR3Grants@wisconsin.gov	Phone: 715-635-4167