

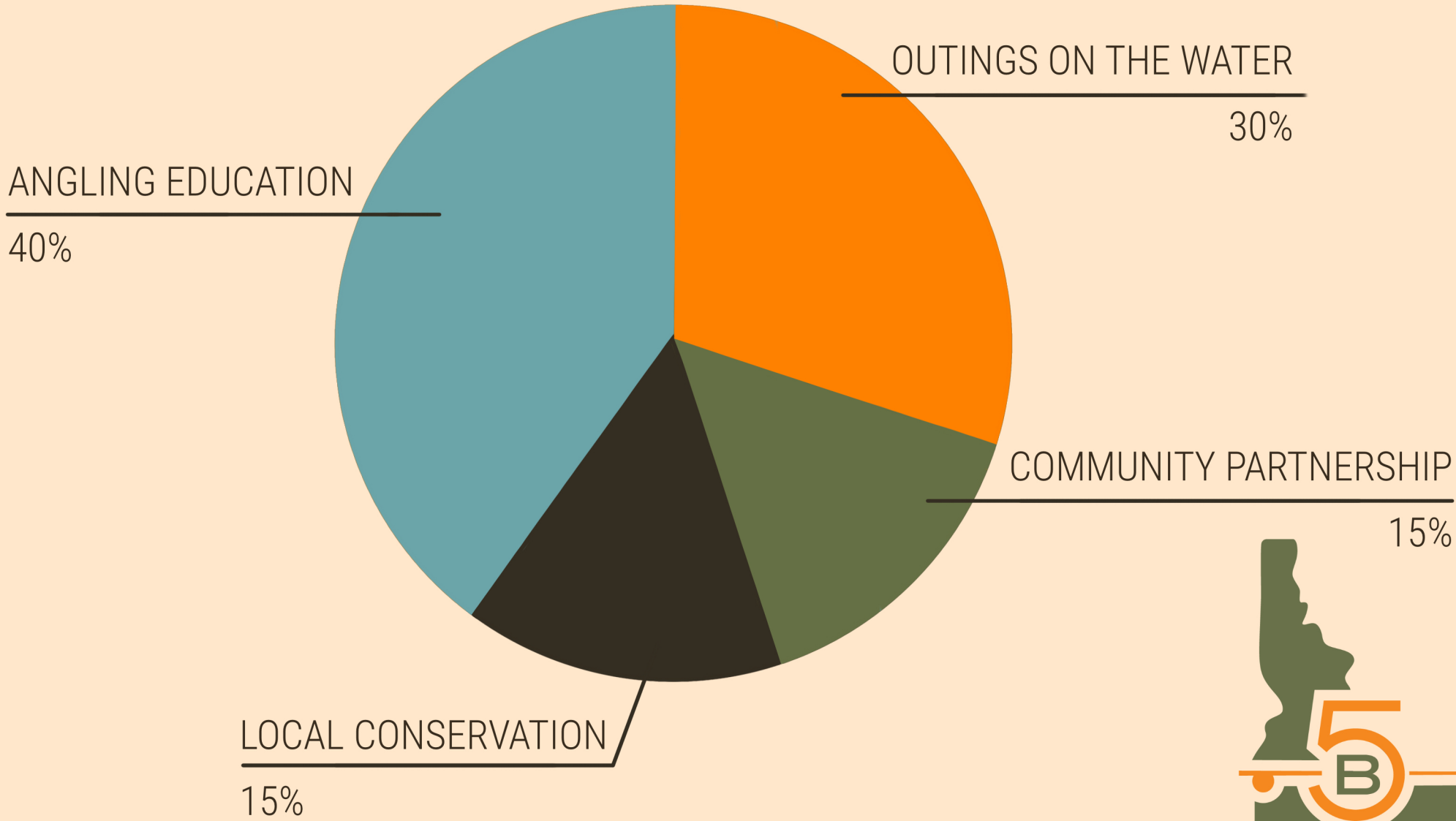


# STRATEGIC

# PLAN

FY 2023-2024

# AREAS OF FOCUS



# MISSION

5B Anglers seek to create a fun, positive, supportive and inclusive environment on and off the water through educational outreach, local conservation, outings, and projects.

# VISION

An informed and empowered angling community.

# VALUES

**Knowledge** - to make informed decisions about angling practices

**Access** - local water accessibility and Idaho angling access laws

**Environment** - protecting and respecting our local ecosystem

**Service** - volunteer and conservation efforts

**Sustainability** - provide our future generations fishable waters



# AREA OF FOCUS - EDUCATION

## GOAL

To provide the Blaine County angling community with a wide range of affordable angling education. Varying in skill level, and topic. Fly fishing, spin casting, and ice fishing all to be included in instruction.

## OBJECTIVE

Schedule classes that to support knowledge sharing and learning with experienced volunteers and educators.

## STRATEGIES

1. Casting clinics
2. Fly fishing 101
3. Fly tying class
4. Entomology class
5. Kids camp
6. Creation of education materials



# AREA OF FOCUS - OUTINGS

## GOAL

To provide the Blaine County angling community with opportunities to gather at fishing outings suited for anglers of varying ability in a variety of different locations.

## OBJECTIVE

Create an inclusive environment for anglers of all experience to fish and socialize.

## STRATEGIES

1. Schedule outings on the water
2. Social events/meetups
3. Holiday gatherings



# AREA OF FOCUS - CONSERVATION

## GOAL

Create and support local conservation efforts as a group as well as in partnership with others.

## OBJECTIVE

Host, partner, and volunteer for conservation projects.

## STRATEGIES

1. Promote river and road clean-ups through social media
2. Host road clean-ups
3. Connect with other efforts through partnering nonprofits
  - a. Fish rescues
  - b. WRLT clean-ups



# AREA OF FOCUS - COMMUNITY PARTNERSHIPS/OUTREACH

## GOAL

Work with other companies and organizations to continue to provide angling education to the broader Blaine County community.



## OBJECTIVE

Share our mission, needs, and goals with local Blaine County businesses and other nonprofit organizations.

## STRATEGIES

1. Letters & speeches to introduce 5B Anglers to other groups, businesses, and government agencies
2. On the ground/in person connections
3. Social media partnerships
4. Partnership with other local nonprofits and businesses that can support our mission