

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Wildlife Management Institute

Descriptive Title of Applicant's Project

2023 MSCGP Ensuring the viability of the American System of Conservation Funding: Improving the understanding of excise-tax based funding for conservation

Project Abstract

The WSFR program provides more than \$1 billion annually to state wildlife agencies, which in turn benefit local economies through wildlife-associated recreation, and gives Americans the opportunity to enjoy fish, wildlife, and the outdoors. Unfortunately, there is a growing disconnect between the public and the outdoors. Our unique system of conservation and the funding model that supports it remains poorly understood. It is critical that our community effectively engage our customers, industry, and the public by telling the compelling story of conservation funding. Only by strengthening relationships between industry, agencies, and other partners, can we efficiently promote our conservation success stories, and collectively engage our partners and customers to ensure long-term stability of conservation funding. Further, the leveraging of partnership resources will help to raise awareness among influencers and the public, allowing our conservation model to flourish for decades to come. The objectives of this project will clarify the role that industries partners play in fish and wildlife conservation, promote the benefits of conservation to our partners and customers, and raise awareness of key influencers about the role that states, manufacturers, and the sporting public play in what has long been our greatest kept secret and our greatest conservation success story.