

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

NATIONAL SHOOTING SPORTS FOUNDATION, INC.

Descriptive Title of Applicant's Project

Partner with a Payer initiative - Phase 2. Engaging Excise Tax Paying Industries and State Fish and Wildlife Agencies in Awareness of the Many Benefits Achieved via PR and DJ Funding Sources.

Project Abstract

Award Purpose: The North American Model of Wildlife Conservation has been achieved via core funding sources including manufacturers excise tax payments from firearms, ammunition, archery, and fishing manufacturers, and a portion of taxes on motor boat fuels. The benefits and the work that wildlife agencies conduct using those funds are not widely known by excise tax paying manufacturers and even less known by outdoorsmen and women and the general population. The need to partner federal and state agencies with industry to work together in communicating this impressive System and the success stories stemming from the use of excise taxes within the industry, as well as, to a broader audience is imperative to keeping this System in place.

Activities to be performed: Objective 1 - Coordinate and participate in or sponsor 8 events by 9/30/2023. Conduct eight (8) field or facilities tours to engage state, federal agency staff and industry leaders and communication staff. NSSF will work with USFWS, state wildlife agencies, and excise tax paying manufacturers across all industries to expand an initiative entitled "Partner with a Payer" which has been successfully piloted over the past 24 months. Objective 2 - Develop six (6) videos that highlight the benefits of excise taxes by 9/30/2023. The six (6) videos will highlight the benefits of manufactures excise taxes on the conservation achievements and public access (hunting \ target shooting) opportunities, education programs and partnerships that exist. Objective 3 - Relevancy & Inclusion & Participation. A communications firm will be contracted to video document and promote a minimum of six Partner with a Payer events across multiple regions. Promotional materials will be distributed to all parties and communicated to a vast audience using a variety of mediums including social, web, email, print, and live presentations.

Expected deliverables or outcomes: A communications firm will be contracted to video document and promote a minimum of six Partner with a Payer events across multiple regions. Promotional materials will be distributed to all parties and communicated to a vast audience using a variety of mediums including social, web, email, print, and live presentations. Media delivery will be through state and federal government outlets as well as NSSF leveraging its member base consisting of approximately 9,000 manufacturers, retailers, ranges and media to assist with promotion of the developed materials both within the industry as well as to consumers. Other Trade Associations will leverage their social media and communications outlets as well. Videos from previous MSG grants related to these outcomes can be found at: <https://www.nssf.org/manufacturers/partner-withpayer/>

Intended Beneficiaries: Excise tax paying manufacturers as well as outdoorsmen and women and the general population from all 50 States.

Subrecipient activities: Contractual: This project will require contractual assistance for: 1) Assistance with administrative functions including state/industry recruitment and project management and coordination, 2) expanding the Partner with a Payer initiative by: creating video content of at least six Partner with a Payer events in various regions, paid promotion and communication of creative content (videos, photos) to reach vast national audiences including agency, industry and consumers with different messages pertaining to conservation to each audience.