

**Small Grant Proposal**  
**Florida Council/FFF Conservation Kiosk**

**Project Description:**

The Florida Council of the Federation of Fly Fishers (FFF) is a new council that was formed approximately five years ago to better serve members of FFF who reside in peninsular Florida. Florida and its FFF members has a rich fishing history including fly fishing that is becoming even more popular as a fishing venue for both salt and fresh water species. Member awareness and interest in conservation activities at the organizational level though, is at its infancy at best. Conservation is supported in concept but practicing conservation action as clubs or individual FFF members is another matter. The fact is that regardless of the many conservation programs that FFF supports throughout the US and even in Florida at the Council level, attempts to encourage Clubs of the Florida Council to engage in local conservation endeavors to date have failed.

The difficulty of Florida Clubs not responding to conservation opportunities likely is one of not knowing what is involved. The Florida Council took a first step in February 2011 by adopting a comprehensive *Conservation Plan* (Plan) to better inform our members regarding the importance of conservation and how to get involved at some level. The Plan describes what conservation is and establishes goals and processes for implementing and supporting conservation programs in Florida as an essential investment into our continuing fishing opportunities. This project proposes to take that Plan another step forward by contracting the professional construction of a portable kiosk that visually illustrates at a glance our conservation message and need in Florida and the US.

The Conservation Kiosk will tell viewers at a glance what conservation work has been done by the FFF in Florida to date and on a national level on behalf of its members. It will provide information regarding how to get involved or simply support conservation programs through membership. It generally will tell our conservation story and hopefully encourage inquiries, invite participation and solicit membership as one form of conservation support. The kiosk will be constructed in such a way that photos, narrative and other information will be interchangeable and can be kept up to date with current programs. Brochures that compliment the kiosk also will be prepared and printed as funds allow. It will be transportable and used at all FFF and public events where the Florida Council is a participant.

**Budget and Time Frame:**

The Florida Council is requesting \$1,500 in small grant funding from the FFF that will be matched with up to \$1,500 from the Council as needed. Cost of the Conservation Kiosk is estimated at \$2,000-\$3,000. The project will begin November 2011 and is anticipated to be complete by May 2012.

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