

# Turning License Plate Revenue into Fish Habitat



Dave Terre, TPWD Inland Fisheries

# PROGRAM BACKGROUND

- Program started in 2000. Now offering eight plates for consumers.
- Plates cost \$30, and TPWD receives \$22 from each purchase.
- Available for cars, trucks, motorcycles, RVs, and trailers.
- The entire program has generated over **\$8,920,715**

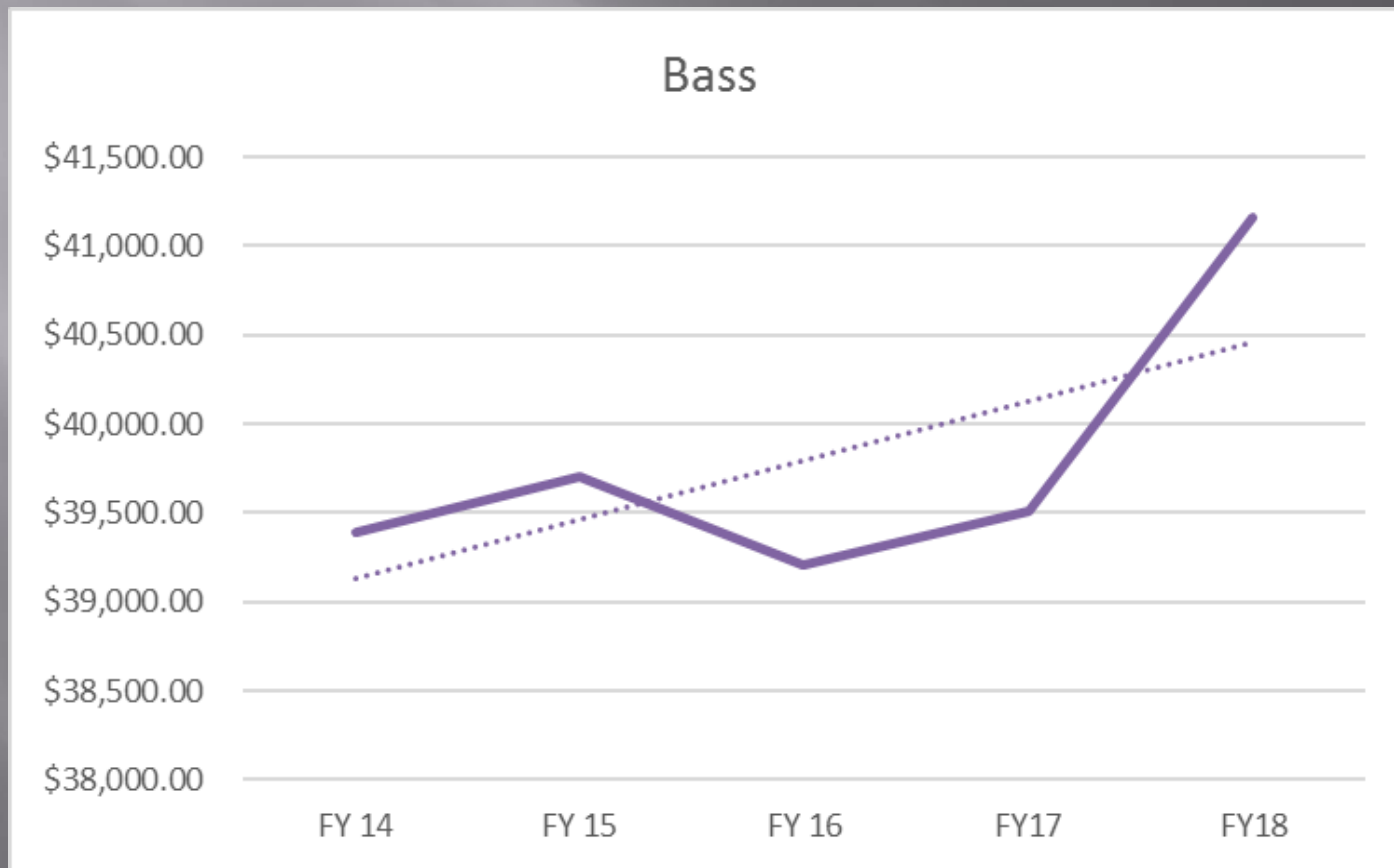


# BASS PLATE

- Bass plate was launched in 2002, with a redesign in 2015
- Bass plate sales have generated over \$702,902 for Inland Fisheries, with average revenue of \$41,347 each year

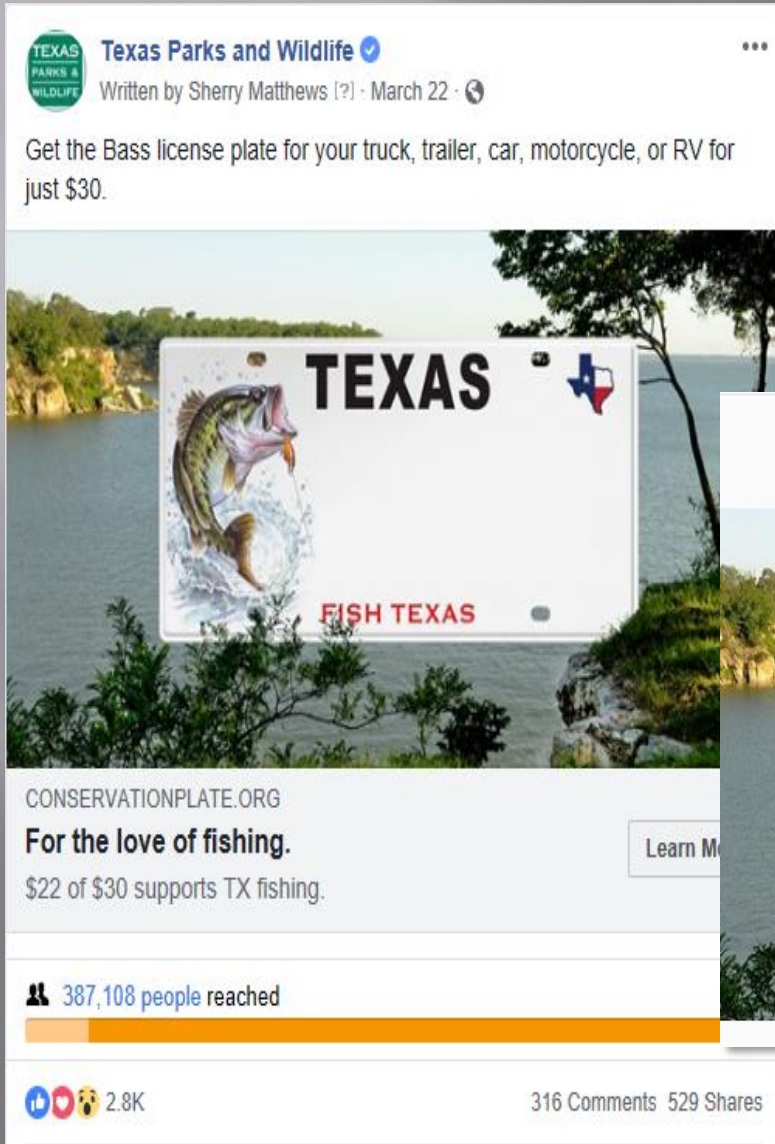


Bass Plate sales have been **trending up** over the last 5 years, with **FY18 sales at \$41,158**. That's **1,870 bass plates** on the road right now!




# Digital Ads on Social Media


## Facebook



**TEXAS PARKS & WILDLIFE** Texas Parks and Wildlife ✓  
Written by Sherry Matthews [?] · March 22 · 🌐


Get the Bass license plate for your truck, trailer, car, motorcycle, or RV for just \$30.



**TEXAS**   
**FISH TEXAS**

CONSERVATIONPLATE.ORG  
**For the love of fishing.** [Learn More](#)  
\$22 of \$30 supports TX fishing.

**387,108** people reached

 2.8K      316 Comments 529 Shares

Generated 6,381 clicks to the website



**TEXAS PARKS & WILDLIFE** texasparkswildlife ✓ · Follow

texasparkswildlife Get the Bass license plate for your truck, trailer, car, motorcycle, or RV for just \$30.

View all 63 comments

supadave210 @pablo\_diablo99 been thinking of 1 of those for a while

38\_super @\_mauriciosanchez\_ @juelzo\_o 🐶

ijttx915 @\_nick\_\_johnson\_\_

\_mauriciosanchez\_ @38\_super C'mon!!!

juelzo\_o @38\_super 🐶

 1,358 likes

MARCH 22

Instagram

# New Vehicle Magnets

**KEEP  
FISHING  
BIG**  
*in Texas*



Order yours at [ConservationPlate.org/Bass](https://ConservationPlate.org/Bass)

# Stories in eNewsletters



## In This Issue:

- [Fish the Texas Paddling Trails](#)
- [NEW for 2018 - 2019](#)
- [Red Snapper Season Continues in State Waters](#)
- [Don't Leave Your Line Behind](#)
- [Fight Invasive Species in Our Lakes](#)
- [Your Bass Plate Purchase = Better Fishing](#)
- [Come Warden Field Notes](#)

## Your Bass Plate Purchase = Better Fishing

Thousands of anglers have purchased the [largemouth bass conservation license plate](#), contributing more than \$675,420 to better fishing in Texas.



If you wonder where the money goes, it's put into projects at public fishing lakes across the state, including the installation of submerged greenlight units at fishing piers, native vegetation on shorelines, gravel spawning beds, paddle craft launches, and GPS-marked [fish attractors](#).

Learn more about enhancements to [fish habitats and angler access](#) supported by bass license plate sales. Then support sustainable Texas fishing and buy yours today for \$30, with \$22 going directly to Texas fishing conservation programs. Thank you!

[Back to Top](#)

# eBanners and Web Spotlights



TEXAS  
**BB01B**  
FISH TEXAS

**SHOW OFF YOUR BASS!**

Get a bass plate to help  
keep fishing BIG in Texas



TEXAS   
**BB01B**  
FISH TEXAS

**Help keep  
hunting and fishing  
BIG in Texas**



TEXAS   
**BB01B**  
HUNT TEXAS



TEXAS   
**BB01B**  
KEEP TEXAS WILD

**It's all  
about  
that  
BASS!**



TEXAS   
**BB01B**  
KEEP TEXAS WILD

**Catch  
the NEW  
Bass  
plate!**



TEXAS   
**BB01B**  
KEEP TEXAS WILD

**Reel in  
the NEW  
Bass  
plate!**




# Toyota Bassmaster Texas Fest Bassmaster.com Website Promotions

AT&T 9:06 PM 66%

bassmaster.com

Like 0 Share




25 / 31 Photo: James Overstreet

Comments

Sort by Newest

Why is there a government official on stage trying to steal the trophy from Drew Benton?

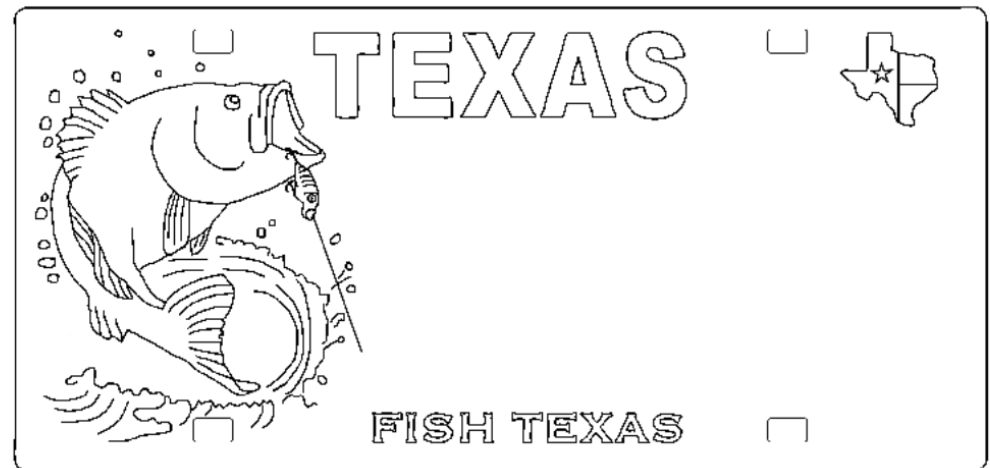


TRENDING

# Toyota Bassmaster Texas Fest Bass Plate Coloring Contest



Color a TPWD BASS LICENSE PLATE  
for a chance to win a **\$50 Cabela's Gift Card\***



Name: \_\_\_\_\_ Email: \_\_\_\_\_

Only \$30/year at: [www.ConservationPlate.org](http://www.ConservationPlate.org)

\*Prizes for kids under 18 years old will be awarded to parent or guardian.



# Banners in Tax Assessor Offices



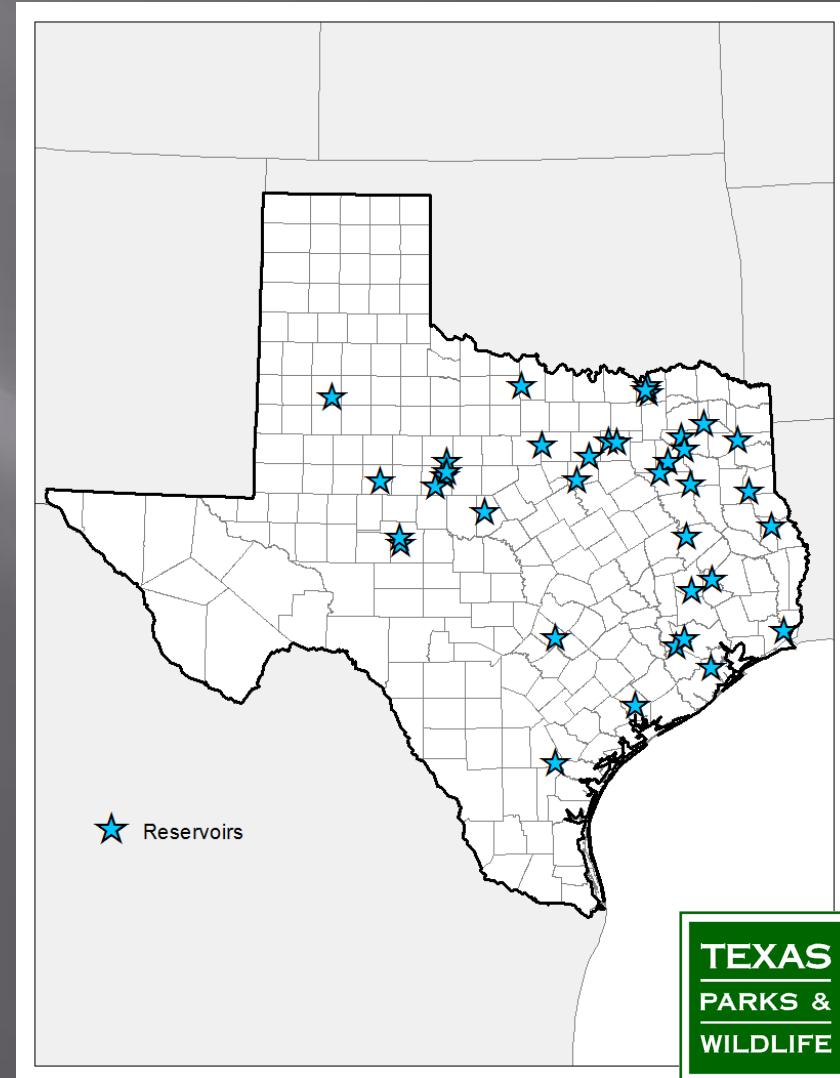
# TARGETED USES OF FUNDING

- Enhancements to Fish Habitat and Angler Access
- Bass Management



# FISH HABITAT AND ACCESS PROJECTS

- Since 2015, 43 projects in 35 major reservoirs
- \$133,625 in plate funds
- Leveraged \$47,380 in outside funds
- 29 projects generated In-kind materials/labor
- Friends of Reservoirs



# Project Types

(Structural Enhancements; N=25)



# Project Types

(Enhancements at Piers; N=11)



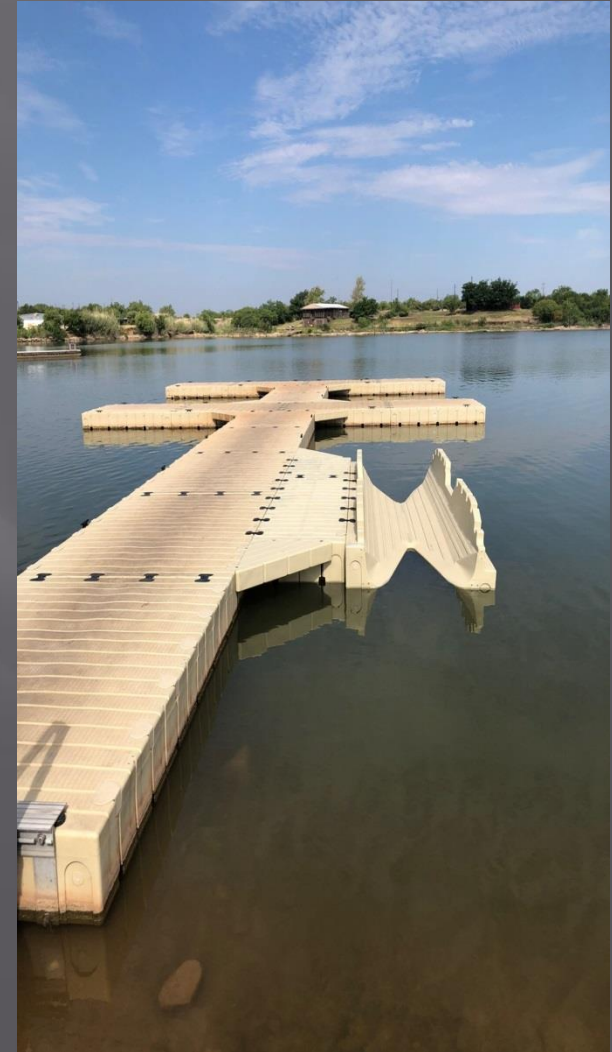
# Project Types

(Water Quality or Spawning Habitat; N=9)





# Project Types (Angler Access; N=3)



# Project Types

(Native Aquatic Plant Enhancements; N=1)



# On the TPWD Website:

[www.tpwd.texas.gov/fishattractor](http://www.tpwd.texas.gov/fishattractor)

“Partner organizations around the state have worked with TPWD to create and install these fish attractors. Visit [Friends of Reservoirs](#) for more information about these collaborative habitat projects.”



Local partner organizations and sales of [Bass Conservation License Plates](#) help fund fish attractor projects.

## Locations of Fish Attractors

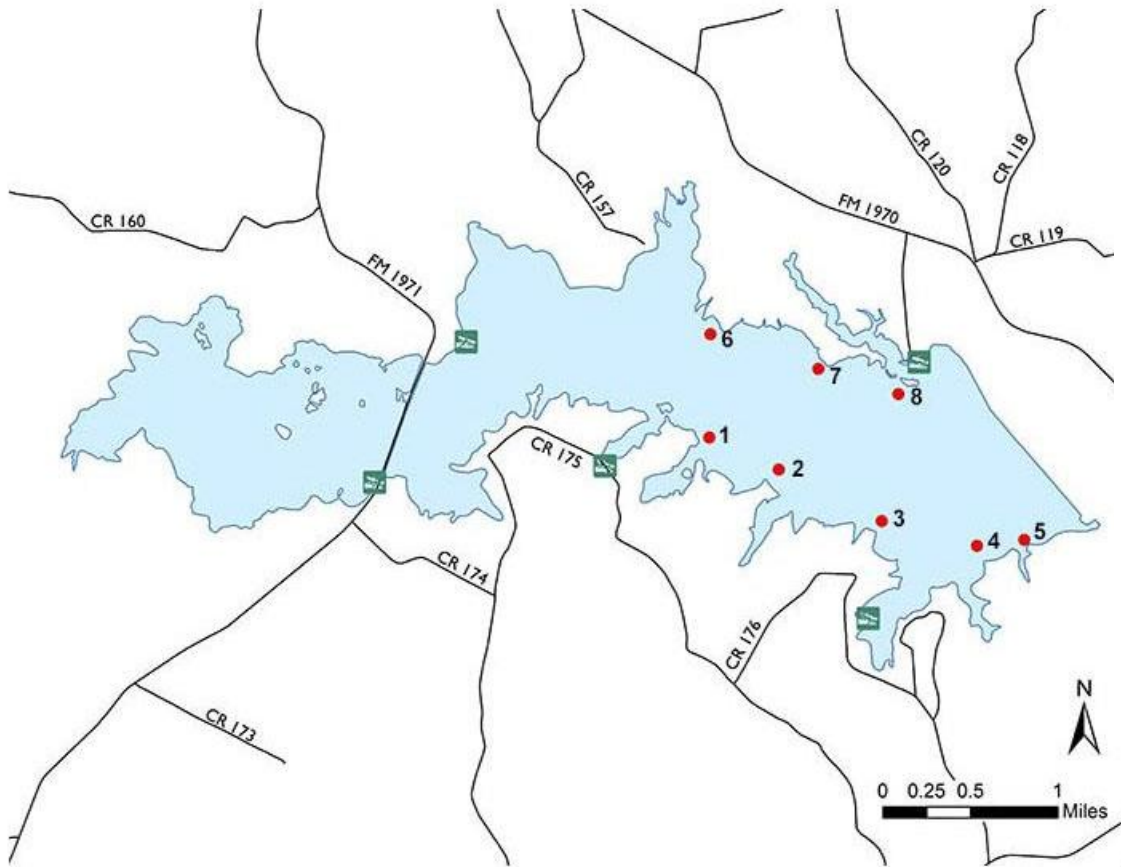
| Reservoir         | Online Diagram & Chart                     | GPX file                      | KML file                      | Printable Map Flyer                   |
|-------------------|--|-------------------------------|-------------------------------|---------------------------------------|
| Amistad Reservoir |  | <a href="#">AmistadGPX</a>    | <a href="#">AmistadKML</a>    |                                       |
| Aquilla           | <a href="#">Aquilla map</a>                |                               | <a href="#">AquillaKML</a>    |                                       |
| Archer City       |  | <a href="#">ArcherCityGPX</a> | <a href="#">ArcherCityKML</a> |                                       |
| Arrowhead         | <a href="#">Arrowhead map</a>              | <a href="#">ArrowheadGPX</a>  | <a href="#">ArrowheadKML</a>  |                                       |
| Austin            | <a href="#">Austin map</a>                 | <a href="#">AustinGPX</a>     | <a href="#">AustinKML</a>     |                                       |
| Bonham State Park | <a href="#">Bonham State Park Lake map</a> | <a href="#">BonhamGPX</a>     | <a href="#">BonhamKML</a>     |                                       |
| Brandy Branch     | <a href="#">Brandy Branch map</a>          | <a href="#">BrandyGPX</a>     | <a href="#">BrandyKML</a>     |                                       |
| Brazos            | <a href="#">Brazos map</a>                 | <a href="#">BrazosGPX</a>     | <a href="#">BrazosKML</a>     |                                       |
| Brownwood         | <a href="#">Brownwood map</a>              | <a href="#">BrownwoodGPX</a>  |                               | <a href="#">Brownwood flyer (PDF)</a> |

# On the TPWD Website:

[www.tpwd.texas.gov/fishattractor](http://www.tpwd.texas.gov/fishattractor)



## Locations of Fish Attractors



Coordinates are in degrees, decimal minutes

| # | Latitude  | Longitude   | Description |
|---|-----------|-------------|-------------|
| 1 | 32 2.1444 | -94 27.0396 | 4 Cubes     |
| 2 | 32 1.9674 | -94 26.6424 | 4 Cubes     |
| 3 | 32 1.6848 | -94 26.0538 | 4 Cubes     |
| 4 | 32 1.5384 | -94 25.5036 | 3 Cubes     |
| 5 | 32 1.5564 | -94 25.2252 | 3 Cubes     |
| 6 | 32 2.6592 | -94 27.0024 | 4 Cubes     |
| 7 | 32 2.4594 | -94 26.3802 | 3 Cubes     |
| 8 | 32 2.3136 | -94 25.9194 | 4 Cubes     |

# Thank You

