



Community Archery Strategy

Midwest Association of Fish and Wildlife Agencies

Archery Trade
Association

Mitch King



Community Archery Strategy

Goal

To elevate archery into the mainstream of local community recreational activities on the same level with ball sports, tennis and golf.

Community Archery Strategy

Non-Shooter



**Archery
Shooter**

and/or

Bowhunter

Provide the programs and the infrastructure necessary to support the creation of archery shooters and bowhunters from the initial introduction to the sport to advanced shooting and /or bowhunting

Community Archery Strategy

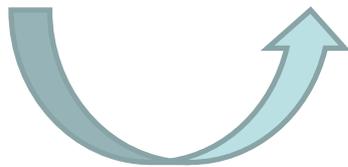
Non-Shooter



Archery Shooter
and/or

Bowhunter

Introduce



Develop



Refine

Repeated Exposure is KEY!

Community Archery Strategy

Baseball/Softball Example

Introduce

- Toss ball at home
- Skills in P. E. class
- After-school practices/ clubs
- T-ball recreation programs

Develop

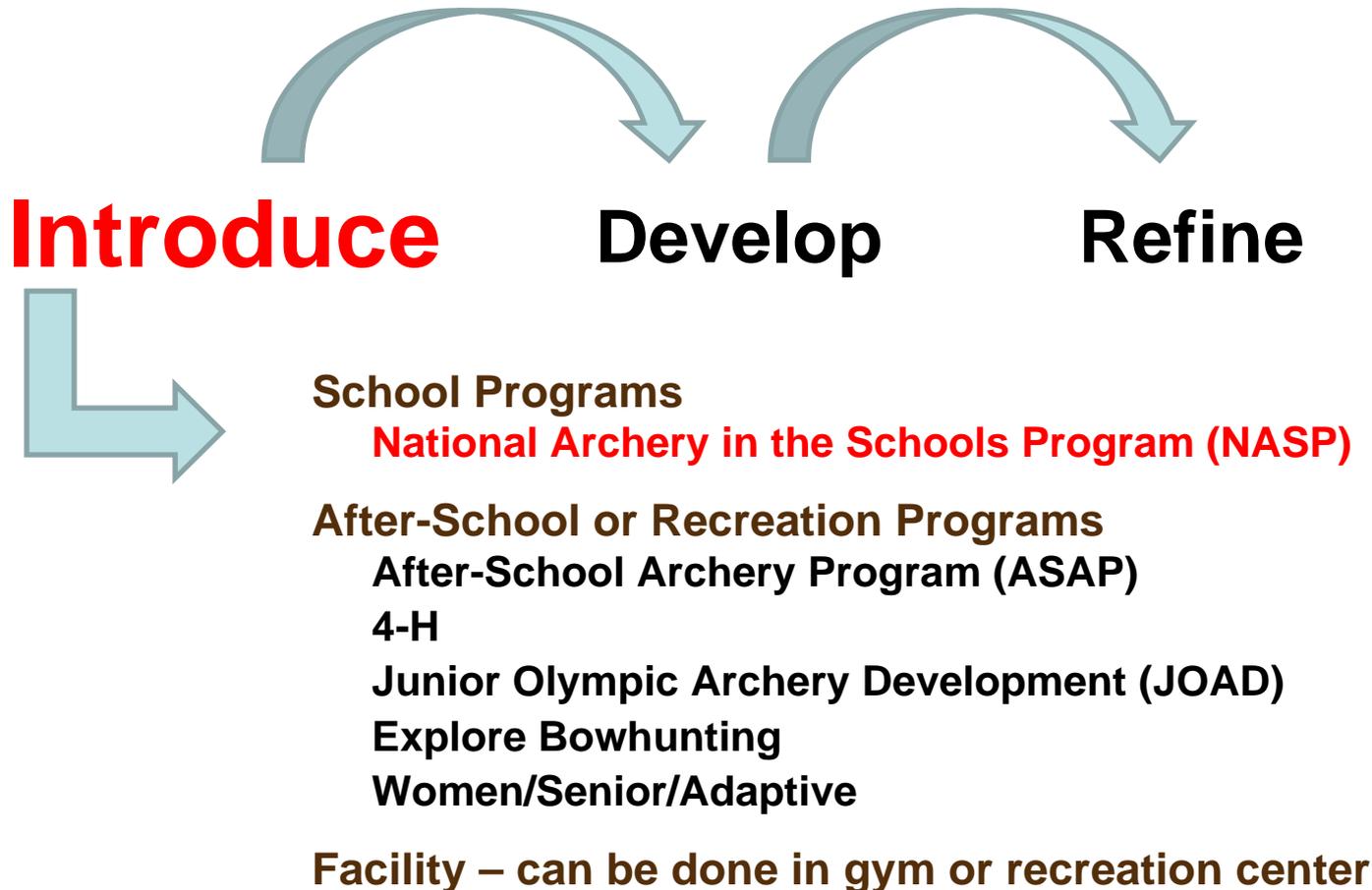
- Little league recreation programs
- Middle school teams/clubs

Refine

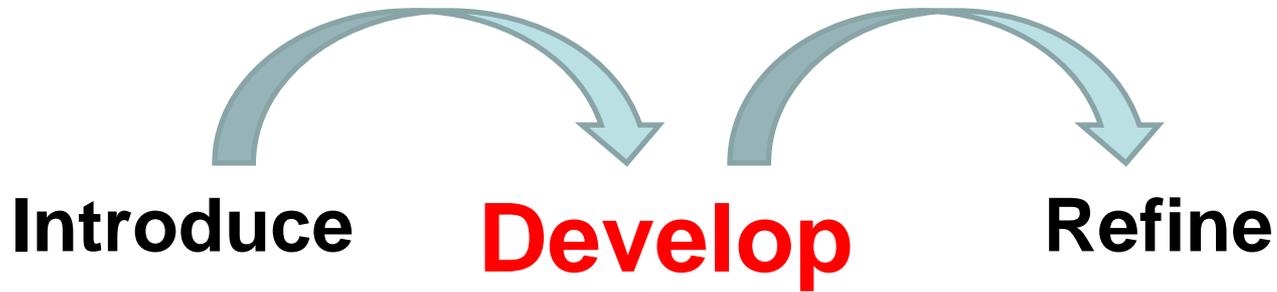
- High School sports
- Baseball/softball recreation
- Traveling teams
- College programs

Ball fields at school and in the community

Community Archery Strategy



Community Archery Strategy



Recreation Programs

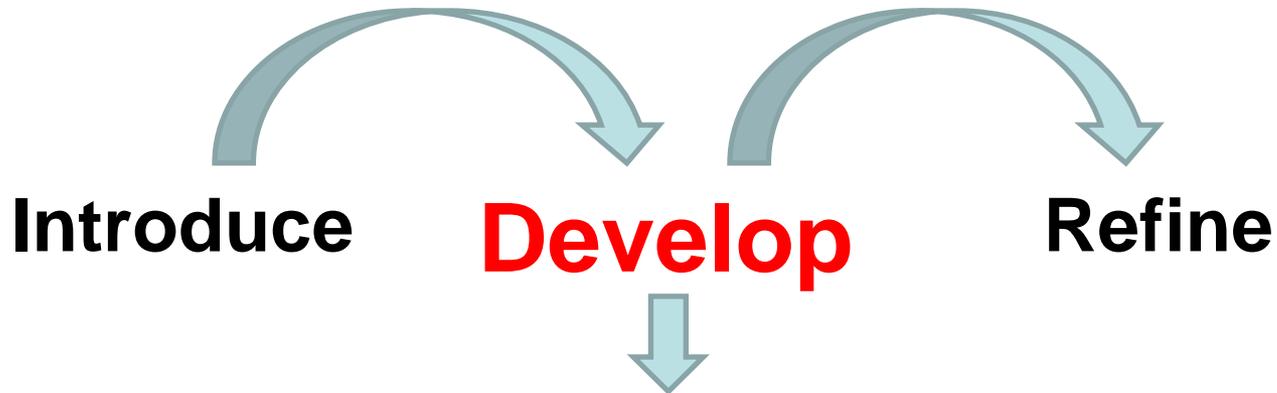
ASAP/ 4-H/JOAD/Explore Bowhunting

Women/Senior/Adaptive

Family

Intermediate & Advanced programs
and activities

Community Archery Strategy



Introduce

Develop

Refine

Archery Parks (smaller)

Beginner range / Target range / Shooting platform

Park-like features (bathrooms, shelters, picnic tables, parking, information kiosks)

Community Archery Strategy

Introduce

Develop

Refine

Archery Parks (larger)

Indoor & Outdoor Shooting / 3D / bowfishing / motion targets

Recreation Programs

Intermediate, Advanced & Family programs / Coaching

Destination Archery Competitions

IBO / ASA / NFAA / USA Archery / NASP

Athens, AL

First completed park



Lessons Learned

- Shelter, Bathroom & Parking in place means costs diminish greatly
- Public relations /opening events important to get word out
- Programs are contracted out - instructors needed
- Constant communication

Athens Park & Recreation Department
(256) 233-8740

outdooralabama.com / www.ci.athens.al.us

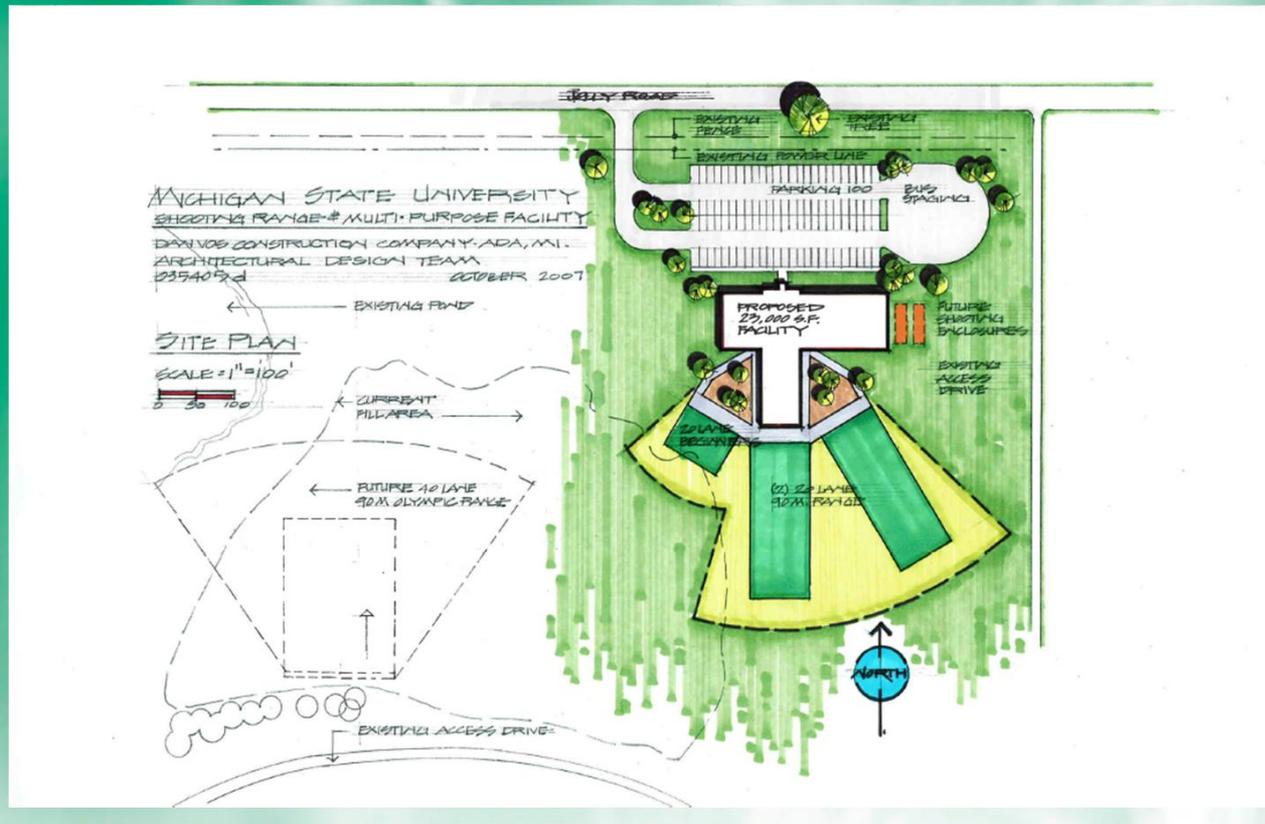
Athens, AL - Funding

- > **ALWFF \$28,000 (75% Federal Aid)** **25%**
- > **City of Athens** **26%**
 - \$10,000 Land Value
 - \$20,000 O&M
- > **ATA** **49%**
 - \$50,000 Programs (school and recreation)
 - \$ 3,625 Landscape Design
 - \$ 1,300 Targets

Total Cost = \$112,925

Michigan State University

Site Plan



MSU Lansing - Funding

- >MI DNR **17.5%**
 - \$500,000 (MNRTF)
 - \$ 25,000 Programs

- >ESDF **10%**
 - \$250,000
 - \$ 50,000 State-wide NASP

- >ATA **20%**
 - \$100,000/yr for 5 years, Facility
 - \$100,000 Programs (school and recreation)
 - \$ 6,000 Design

Total Cost = \$3.5 Million

MSU Lansing



Community Archery Strategy

Lansing, MI

Introduce



- 23 new schools added to NASP

Develop



- 4 new recreation programs:
 - City of East Lansing
 - City of Lansing
 - Meridian Township
 - Delhi Township
- Facility (under construction)

Refine



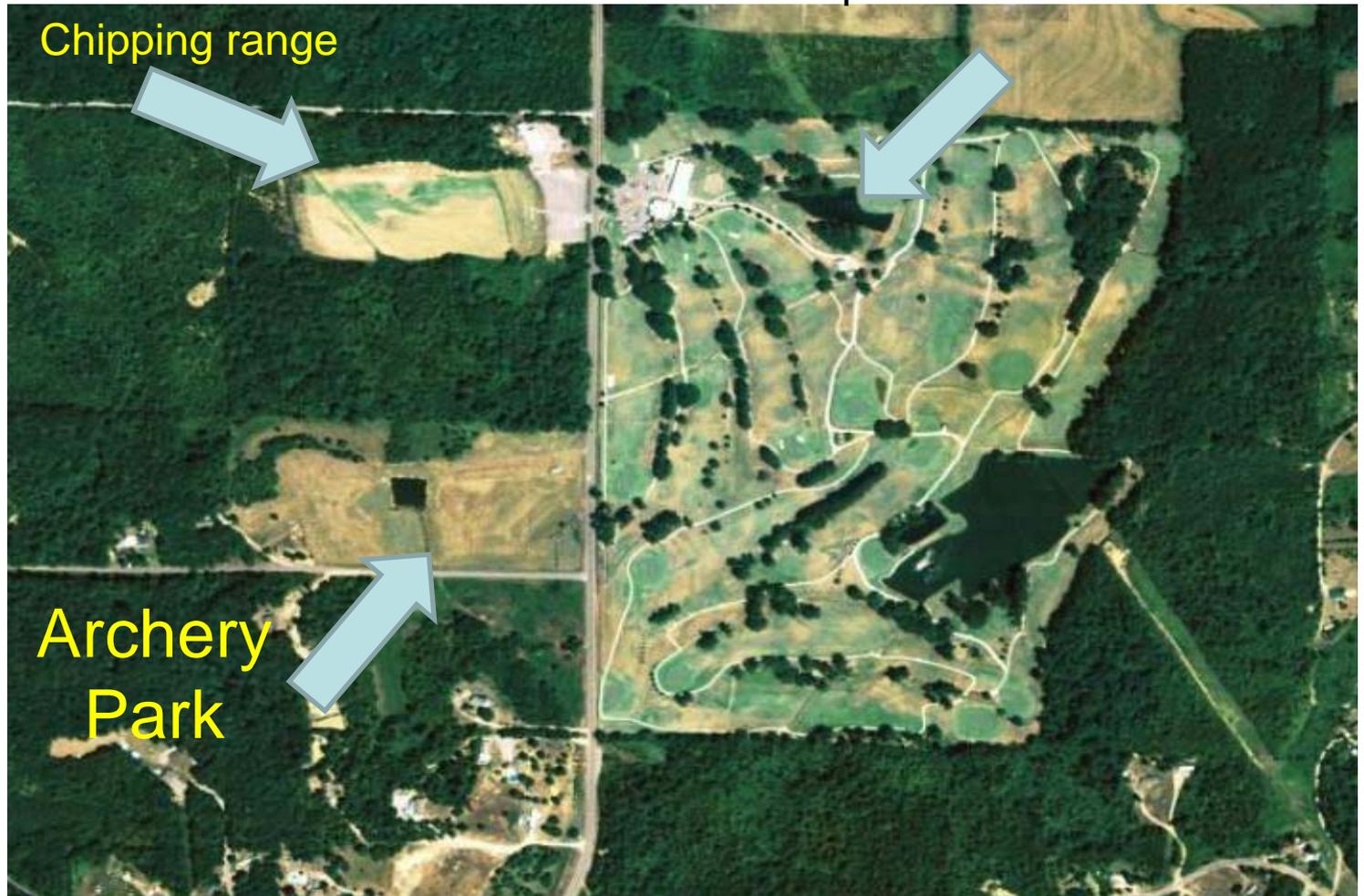
- 4-H & JOAD programs in place
- more recreation programs for broader audience (family, seniors)
- Explore Bowhunting
- Events at facility

Cullman, AL

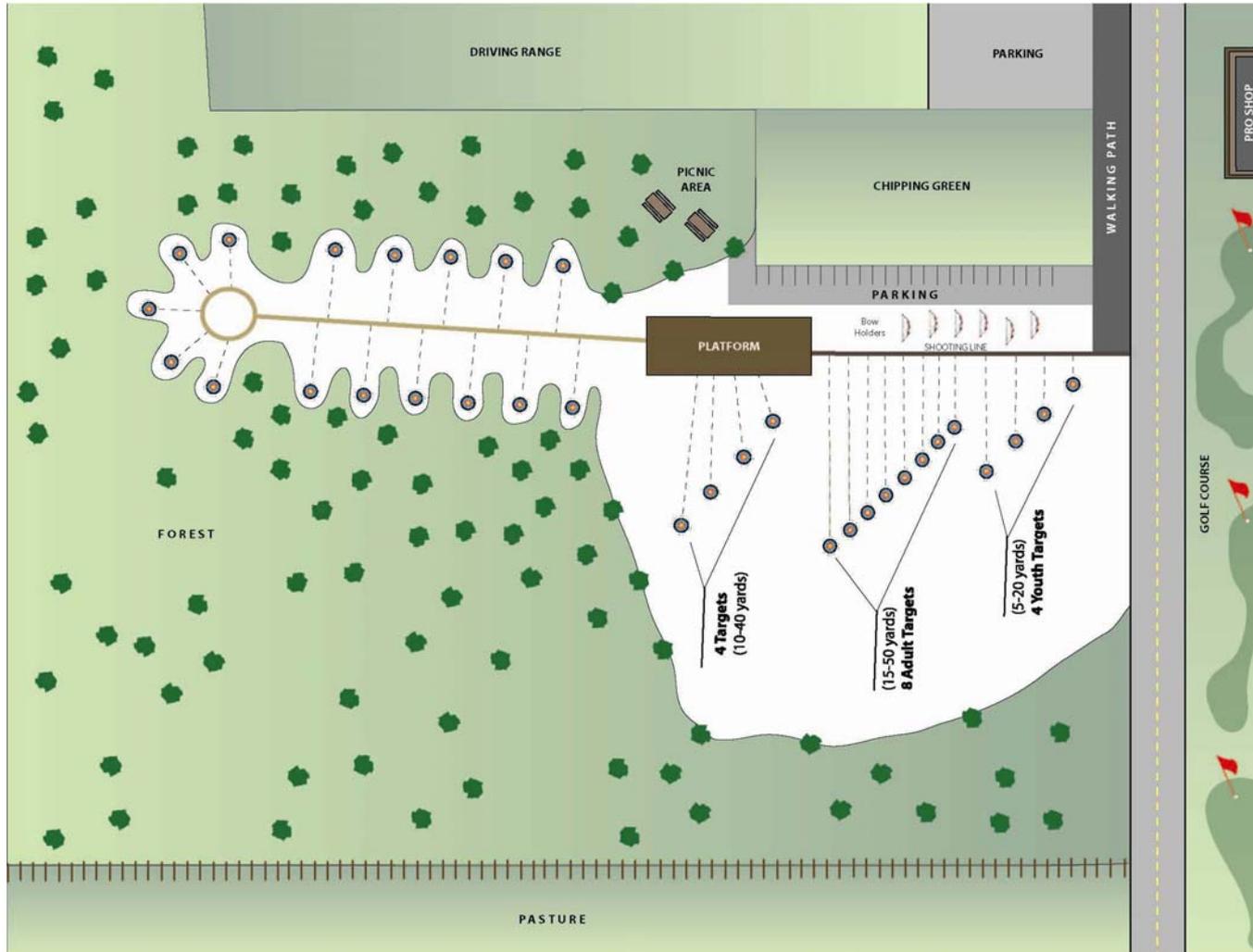


Cullman, AL

Municipal Golf Course



Cullman, AL



Cullman, AL - Funding

- **ALWFF** \$58,000 (75% Federal Aid) **19%**
- **City of Cullman** **47%**
 - Land (\$85,000)
 - \$18,400 O&M
 - \$ 3,000 marketing
 - Hosted grand opening
 - Committed to utilities and playground (\$38,000)
- **ATA** **34%**
 - \$ 6,800 Targets
 - \$45,000 Programs (school and recreation)
 - \$50,000 Shelter/Bathroom through ESDF donation

Total Cost = \$300,000

Cullman, AL

ission the tax but is letting the county con- Sen. Linda Coleman, D-Birmingham. exempt from the county occupa-



Chase Kennedy of Hanceville Middle School takes aim Wednesday during the grand opening of Cullman Community Archery Park.

Archery park finds target

Cullman's 2nd of its kind in state

By KENT FAULK
News staff writer

Arrows popped into or whizzed by targets Wednesday as students, Cullman city officials and state fish and wildlife officials ceremoniously opened the state's second community archery park.

Cullman Community Archery Park, which is on Alabama 490 three miles northeast of Interstate 65's Exit 299, includes 36 targets.

A youth range for bows with a draw weight of 30 pounds or less has eight targets set up five to 20 yards away from the firing line. An adult range for bows and crossbows with a draw weight of more than 30 pounds includes targets set up 15 to 50



yards from the firing line. Atop a 12-foot-tall platform, archers can simulate

See ARCHERY | Page 8B



Students line up to shoot during Wednesday's grand opening. The \$285,000 park is the result of collaboration by the city of Cullman, the Alabama Division of Wildlife and Freshwater Fisheries, and the Archery Trade Association.

SEE MORE PHOTOS ONLINE

► See more images of Cullman's new archery center on the Web at al.com, the online home of The Birmingham News: photos.al.com/birmingham-news/

RECREATION

BULLS-EYE



Members of the Hanceville Middle School archery club line up their targets Wednesday afternoon at the grand opening of the Cullman Archery Park. Many local schools will participate in the archery in schools program.

Archery park a hit among HMS students

By Tiffany Green
Staff Writer

The nation's second archery park opened Wednesday in Cullman.

"It has given us the opportunity to be a part of something great," said John Hunt, Cullman City Parks and Recreation director. "We want families to come together and enjoy this park."

Local dignitaries as well as Hanceville Middle School students were on hand for the opening.

HMS has its own archery club. Students who came to the event were excited about seeing the park. "I think this place is awesome," seventh grader Brett Goodno said

"I think this place is awesome. I might have my mom take me here."

BRETT GOODNO,
HMS SEVENTH GRADER

to succeed.

"I love this because it allows kids another outlet and something different," she said. "The kids who are not involved in other sports are given a chance."

Tanner Waldrep, sixth grader at HMS is in the archery club and enjoys it.

won third place at school and liked going to the BJCC. We just have fun shooting."

"It keeps us from being bored in P.E. class," Waldrep said.

"It's just fun," Dante Reese, sixth grader added. "We get to get out of school and take field trips."

Sixth grader Alex Armstrong hoped the new park will make others want to participate in archery.

"It will persuade people to shoot," he said. "People will come here and have fun."

Mayor Max Townson was glad to see another city park open.

"This facility is going to be an asset to our community," he said. He reminded the crowd of their

Birmingham News April 30, 2009



Cullman Times May 1, 2009

Community Archery Strategy JUNE 15, 2009

Community Archery Strategy

Cullman, AL

Introduce



- City & County schools added to NASP

Develop



- Recreation programs:
City of Cullman
Heritage Archery Club
- Facility constructed

Refine

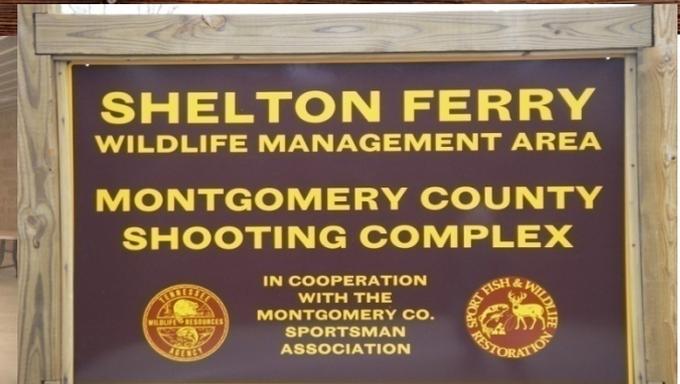


- 4-H programs in place
- more recreation programs for broader audience (family, seniors)
- Explore Bowhunting, ASAP & JOAD
- More events & tournaments at facility
- Shelter, Bathrooms, playground completed

Montgomery County, TN



Montgomery County, TN



- **TWRA** **<10%**
 - \$175,000 (75% Fed. Aid)
 - In-kind labor
- **ESDF grant** **<4%**
 - \$40,000 NASP
 - \$10,000 ASAP/JOAD
 - \$50,000 youth range, ADA work
- **ATA** **<2%**
 - \$ 7,000 Targets
 - \$25,000 Indoor range



- **\$3 million + facility – and growing!**
- **Local contributions and partnerships.**

Community Archery Strategy

Archery has to be here!

128 pages

Archery Programs

YOUTH ARCHERY LESSONS

Ages 6-15

This class provides an introduction to the sport of archery, including skill and development, technique, etiquette, rules and scoring. No personal equipment allowed at first class. Classes are taught by a Certified Level III Bow Hunter and Safety Instructor. Equipment provided at no charge. Classes meet twice each week on Tuesdays and Thursdays.

Beginners

- Have little to no experience
- Will shoot from 10 yards

Intermediate

- Have previous experience or lessons
- Must be able to shoot from 10 yards

BEGINNERS				
Day	Date	Time	Cost	Code
T,Th	May 5-21	5-6 p.m.	\$53	25319
T,Th	June 2-18	5-6 p.m.	\$53	25321
T,Th	June 2-18	6:15-7:15 p.m.	\$53	25323
T,Th	July 7-23	5-6 p.m.	\$53	25324
T,Th	July 7-23	6:15-7:15 p.m.	\$53	25325
T,Th	Aug 4-20	5-6 p.m.	\$53	25326

Location: Staring Lake Park Archery Range
Size: Min. 6-Max. 12

SUMMER ARCHERY LEAGUE

All ages: Beginner - Advanced

Male and female shooters welcome! Shoot three weeks to establish an 80-percent handicap. All shooters are placed at an even scale. Instructor will handle scoring. Beginners should have one session of lessons prior to league start. League will be run as a 300-round, 60-arrows maximum. No league on June 29 and July 6. Some equipment available. Questions? Call 952-949-8456.

Day	Date	Time	Cost	Code
M	June 1-Aug 31	5-8 p.m.	\$62	25329

Location: Staring Lake Park Archery Range
Size: Min. 10-Max. 40

ADULT/YOUTH BEGINNING ARCHERY LESSONS

Ages 6 and up with an adult

A new set of adult/youth archery lessons will be conducted at the Staring Lake Archery Range. Our professional archery instructor will teach you the beginning skills of archery. The child must be at least six years of age. **You must register as a twosome, paying per person.** Some equipment is available for use.

Day	Date	Time	Cost	Code
T,Th	May 5-21	7:30-8:30 p.m.	\$58	25330
T,Th	Sept. 1-17	5-6 p.m.	\$58	25332

Location: Staring Lake Park Archery Range
Size: Min. 6-Max. 12

ARCHERY RANGE

Staring Lake Park
East Entrance
13800 Pioneer Trail

The archery range is located north of the J.R. Cummins-Grill Homestead, near the ball field parking lot. The archery range offers 12 shooting stations with targets at 10, 20, 30 and 40-yard distances. Mechanical or fixed blade broadheads are not allowed. It is available for use during park hours, unless being used for a Parks and Recreation program.

- Summer camps, preschool, youth, teen, adult, seniors

Community Archery Strategy

What does ATA provide?

- **Facilitation**
 - Help develop strategy that includes facility & programs
- **Staffing Support**
- **Design assistance**
- **Funding Support**
 - Ranging from 0\$ (Newberry) to \$600,000 (Lansing)
 - Eventually like Little League, where developed and funded locally
- **Analyzing first projects for ROI**

Filling the gaps



Community Archery Strategy

What is needed from YOU ?

- **Leadership**
 - In your agency & your communities
- **Staffing Support**
 - Give recruitment the attention it deserves
- **Funding Support**
 - Leverage your money

A person wearing a green camouflage hat and jacket is partially visible through a dense thicket of thin, grey tree branches and brown, dry pine needles. The person's face is partially obscured by the branches. The overall scene is a natural, outdoor setting with a focus on the person's presence in the woods.

Explore Bowhunting

Overview

EXPLORE

BOWHUNTING

- An educational program designed to help instructors, program leaders and educators teach students ages 11-17 the basic skills of bowhunting.
- Can be used for in-school and after school programs, recreation programs, outdoor education centers, and community programs such as 4-H and scouts.
- Can be used to teach youth about ***bowhunting, photography and/or enjoying wildlife.***



EXPLORE BOWHUNTING

- In 2004, ATA sponsored a NASP survey and discovered that 63% of students wanted to learn more about bowhunting.
- ATA decided to create a “next step” to NASP or any introductory archery program.
- Develop a program that was unique, innovative, interactive and fun!
- In 2006, development of Explore Bowhunting began.



EXPLORE BOWHUNTING

The Program

- 22 activities that can either be taught from start to finish to teach the basics of bowhunting or be used as an activity guide where educators can teach individual activities to teach certain concepts
- The Resource Book with 22 activities, DVD's, PPT's and Audio CD
- Educational Trunk that includes the equipment and supplies needed to teach the activities

EXPLORE BOWHUNTING

Pilot Programs

- Nebraska, New Jersey, Michigan, Alabama, Florida, and USFWS



pilot programs:

- ✓ Mentoring program in NE
- ✓ In-school programs in NJ & MI
- ✓ Home-school groups and after-school programs in MI, NE, NJ
- ✓ 4-H and state residential camps in NJ
- ✓ City Park and Recreation programs in MI
- ✓ Retailer in MI
- ✓ MI State Park outdoor programs

PROGRAM IMPLEMENTATION



- Implement in 2010
- Continue to collect activity and program evaluations from instructors, state coordinators and retailers
- Evaluate distribution process
- Re-evaluate the program
- Update with necessary changes
- Release 2nd Edition in 2013

INTRODUCTION TO THE EXCITEMENT OF BOWHUNTING



BOWHUNTING EQUIPMENT



CAMOUFLAGE



TRACKING



SCENTS AND LURES



ANIMAL COMMUNICATION



DEER ECOLOGY



SHOOTING LANES



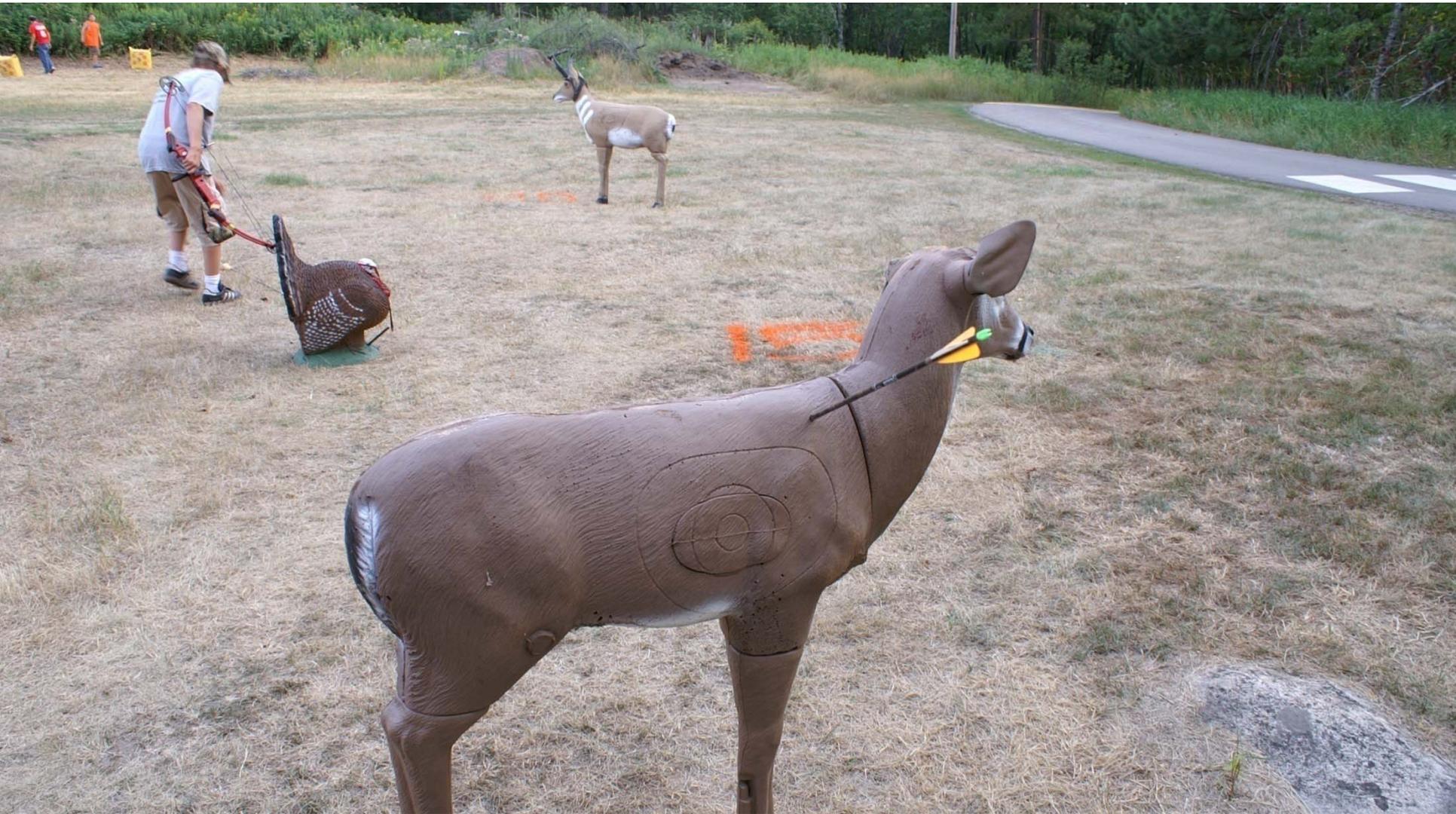
SCOUTING



DISTANCE JUDGING



ARCHERY CHALLENGE COURSE

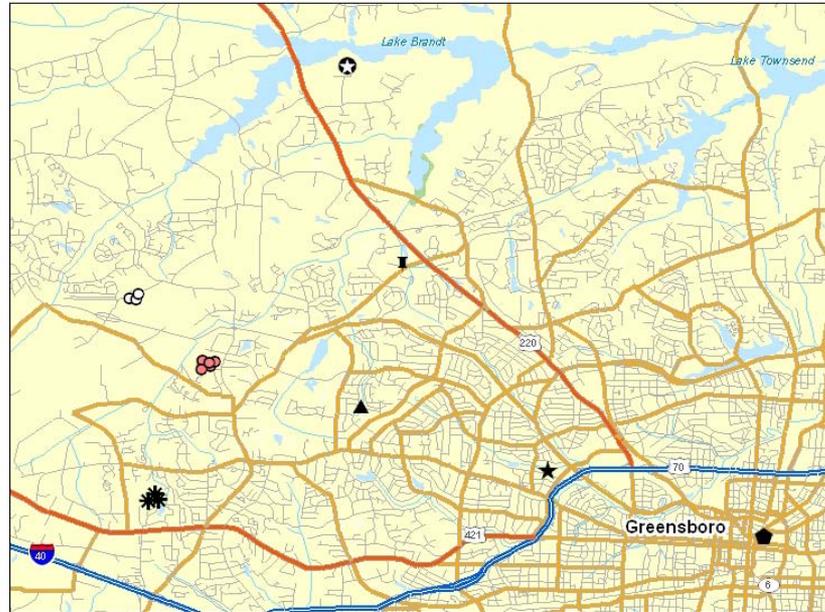


USING ANIMAL CALLS



ANIMAL MOVEMENT

Student locations in the northwest area of Greensboro, North Carolina



0 0.5 1 2 Miles

Student Locations

- | | |
|---------------|----------------------------|
| ● Home | ◆ Public Library |
| * School | ▮ Movie Theater |
| ○ Soccer | ▲ Friends house |
| ⊛ Soccer Game | ★ Hanging out with friends |



HUNT PLANS



ANATOMY AND FIELD DRESSING



SHOT PLACEMENT



BLOOD TRAILING



PULLING IT TOGETHER



INDUSTRY SPONSORS



EXPLORE BOWHUNTING

For more information:

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