



# 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**



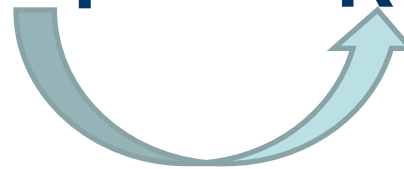
**Archery Shooter**  
and/or

**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

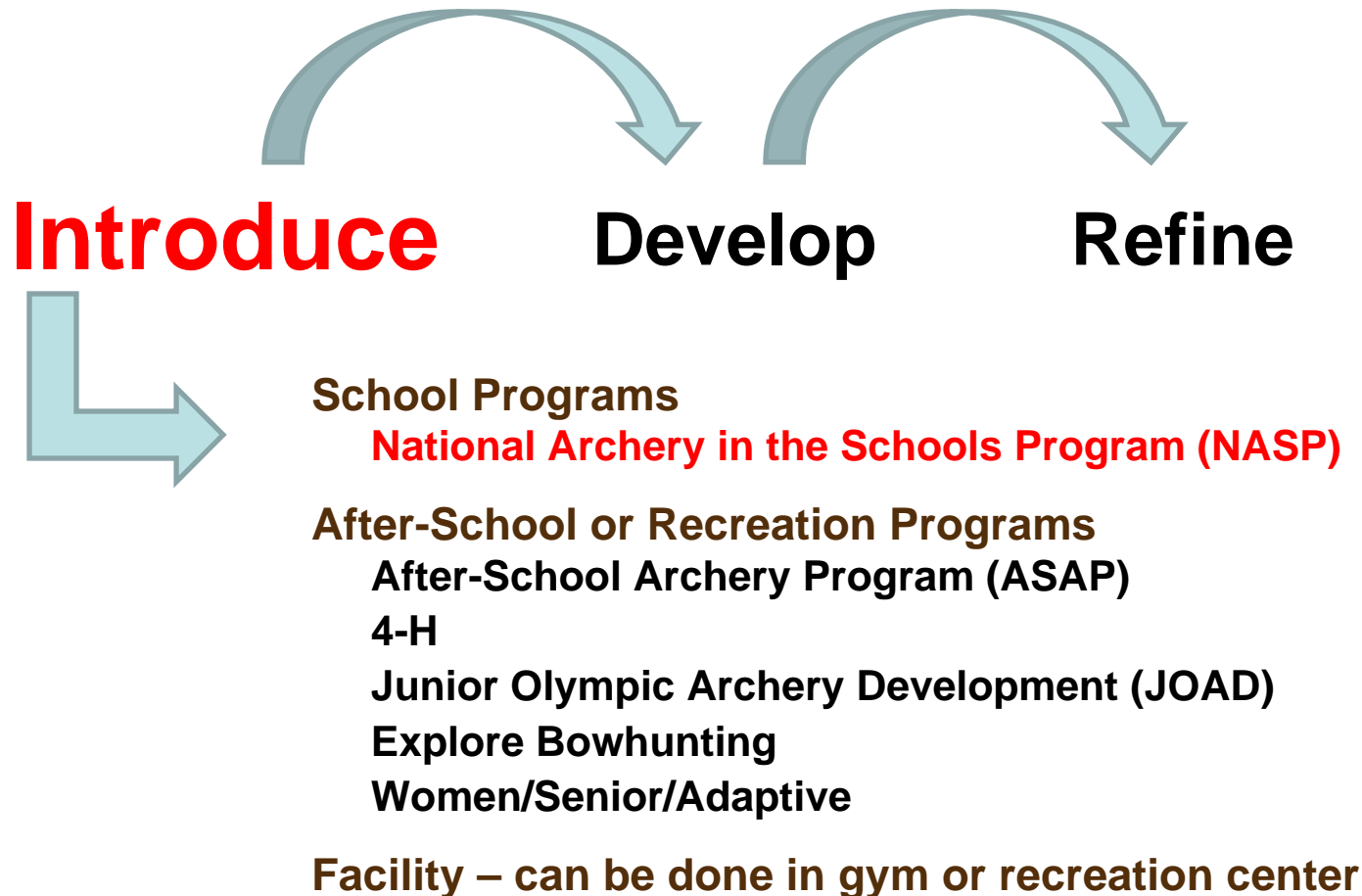
### Refine



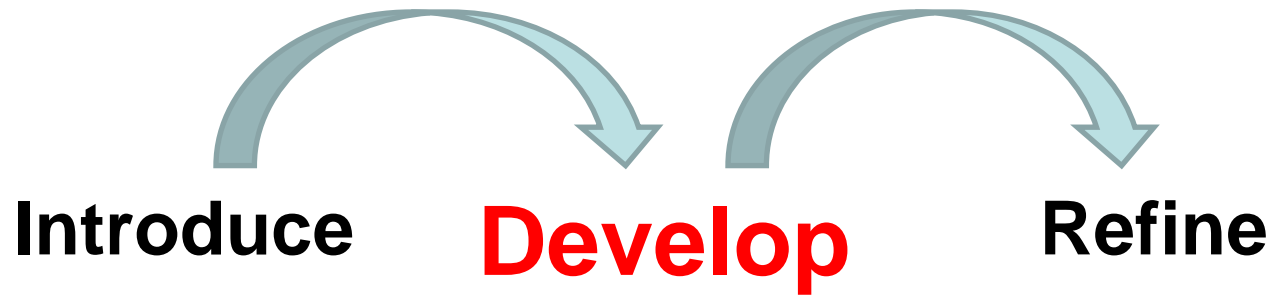
- High School sports
- Baseball/softball recreation
- Traveling teams
- College programs

Ball fields at school and in the community

# Community Archery Strategy



# Community Archery Strategy



## Recreation Programs

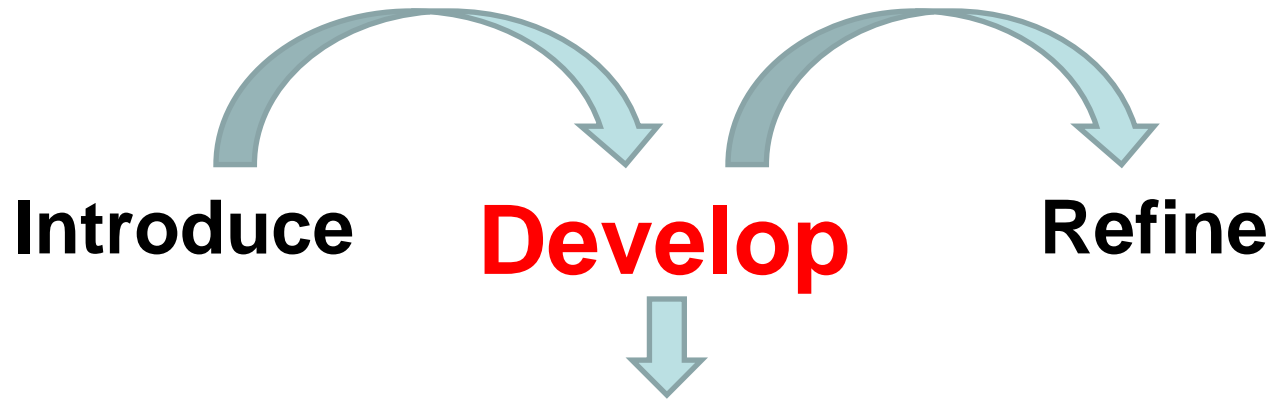
ASAP/ 4-H/JOAD/Explore Bowhunting

Women/Senior/Adaptive

Family

Intermediate & Advanced programs  
and activities

# Community Archery Strategy



**Archery Parks (smaller)**

Beginner range / Target range / Shooting platform

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

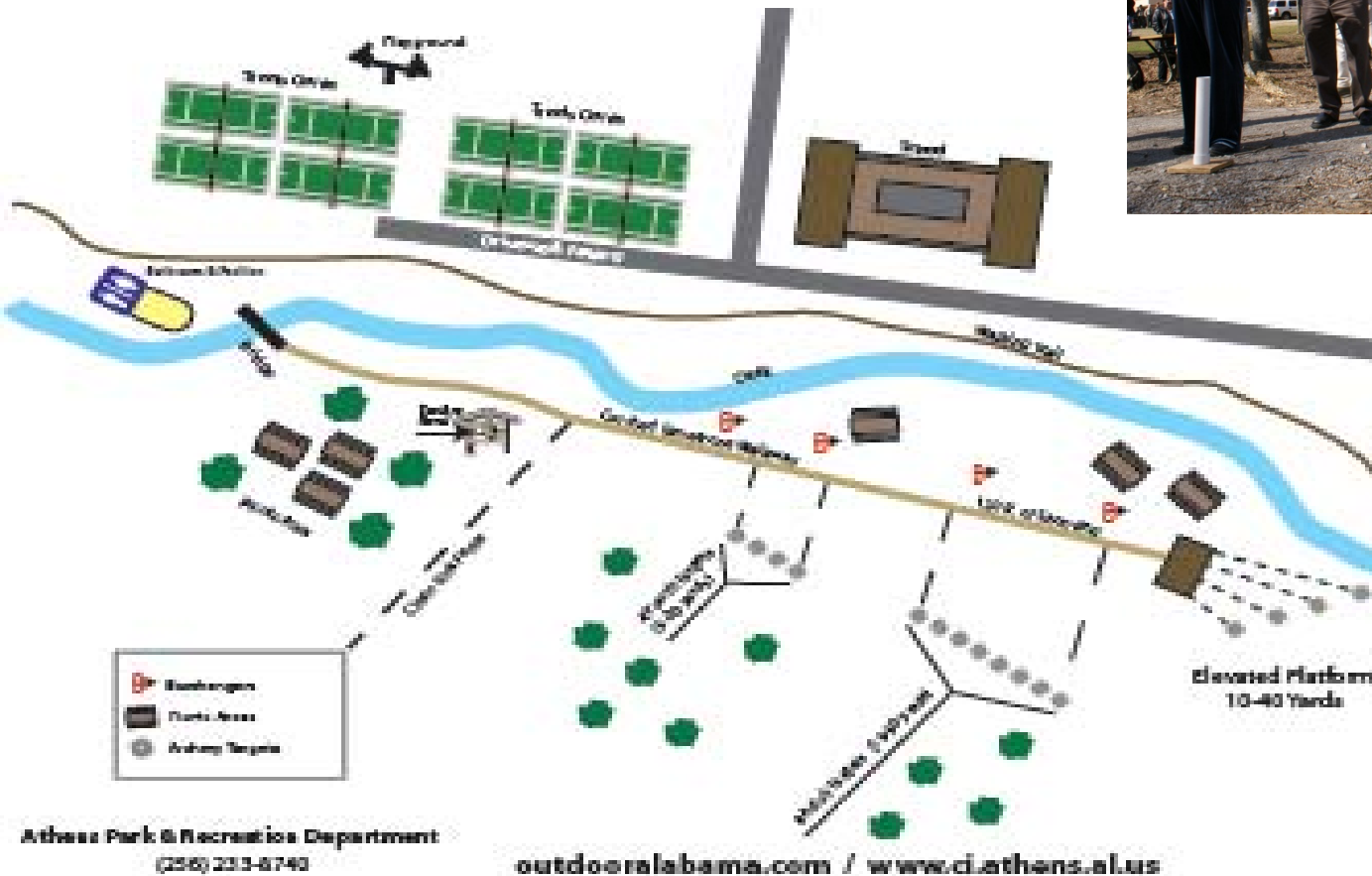


# Community Archery Strategy



# 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](http://outdooralabama.com) / [www.ci.athens.al.us](http://www.ci.athens.al.us)

# Athens, AL - Funding

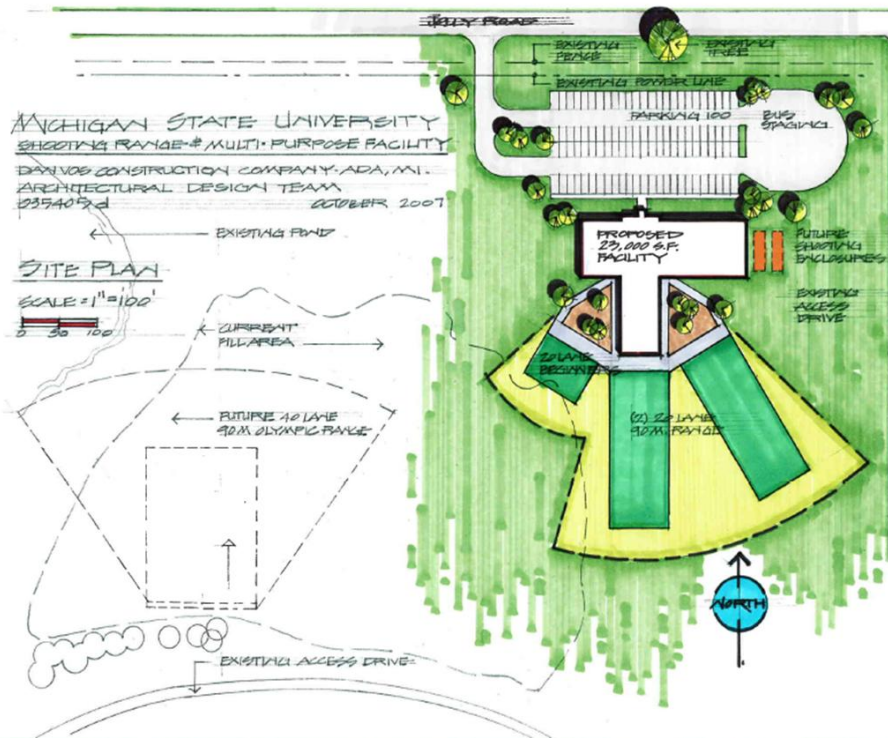
- > **ALWFF \$28,000 (75% Federal Aid)** **25%**
- > **City of Athens** **26%**
  - \$10,000 Land Value
  - \$20,000 O&M
- > **ATA** **49%**
  - \$50,000 Programs (school and recreation)
  - \$ 3,625 Landscape Design
  - \$ 1,300 Targets

**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



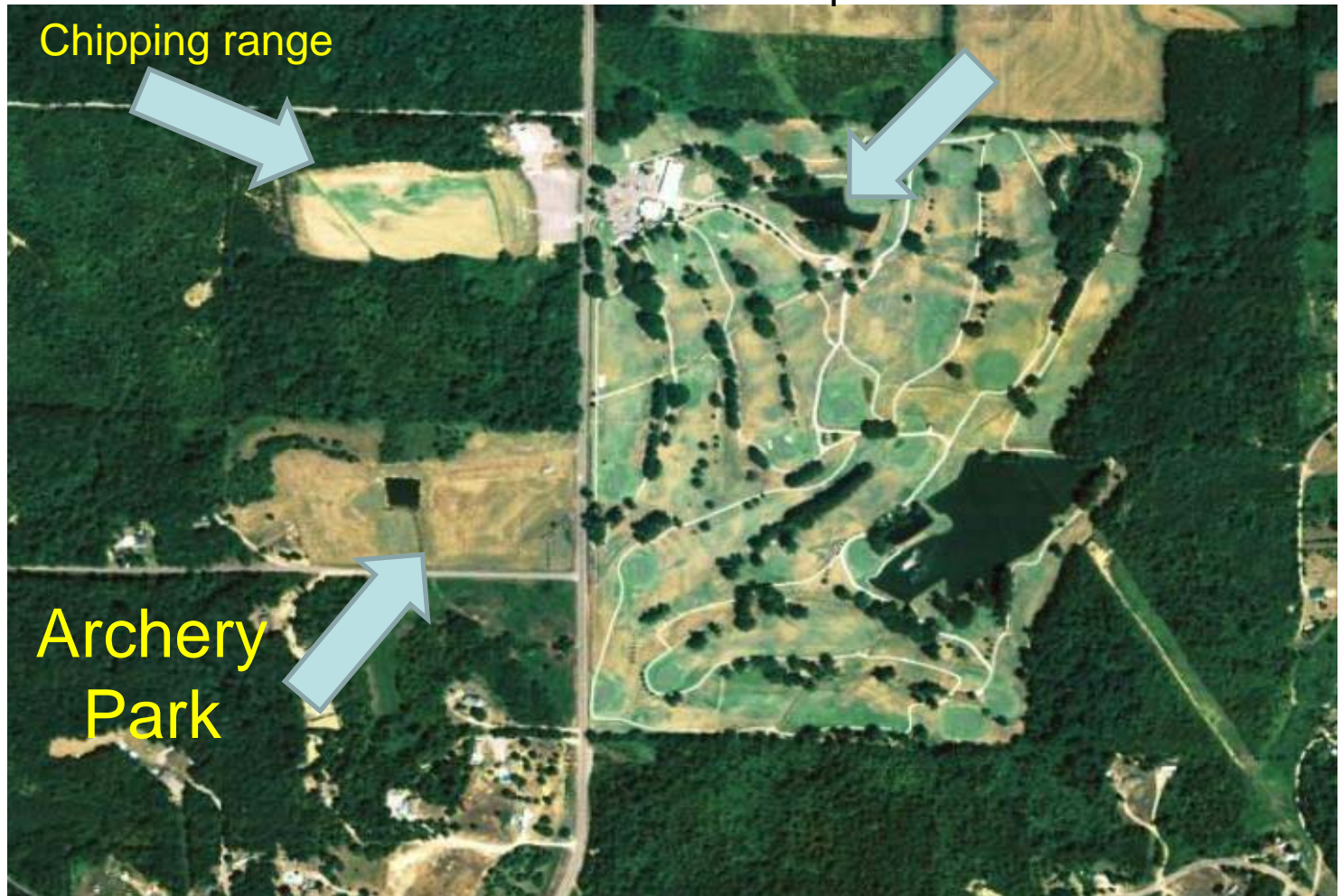
# Cullman, AL



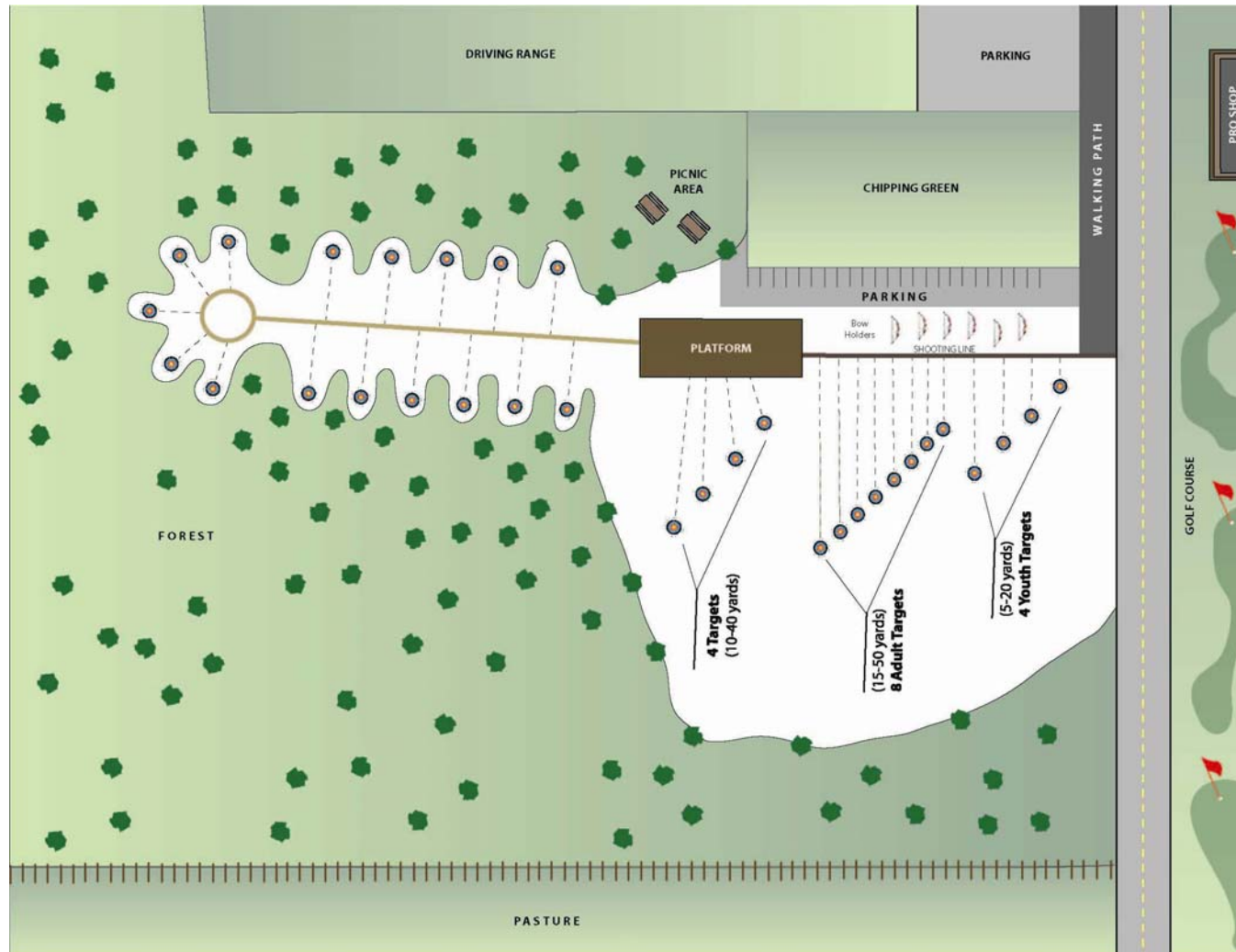


# Cullman, AL

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-



NEWS STAFF/MICHELLE WILLIAMS

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



NEWS STAFF

SEE MORE PHOTOS ONLINE

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

Birmingham News April 30, 2009

RECREATION

## BULLS-EYE



TIFFANY GREEN/THE CULLMAN TIMES

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 Townsend 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

Cullman Times May 1, 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



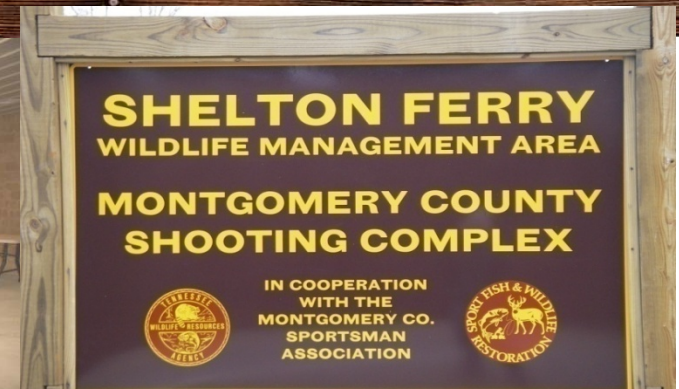
- 4-H programs in place
- more recreation programs for broader audience (family, seniors)
- Explore Bowhunting, ASAP & JOAD
- More events & tournaments at facility
- Shelter, Bathrooms, playground completed

# 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

Working thru the state and with cities & counties

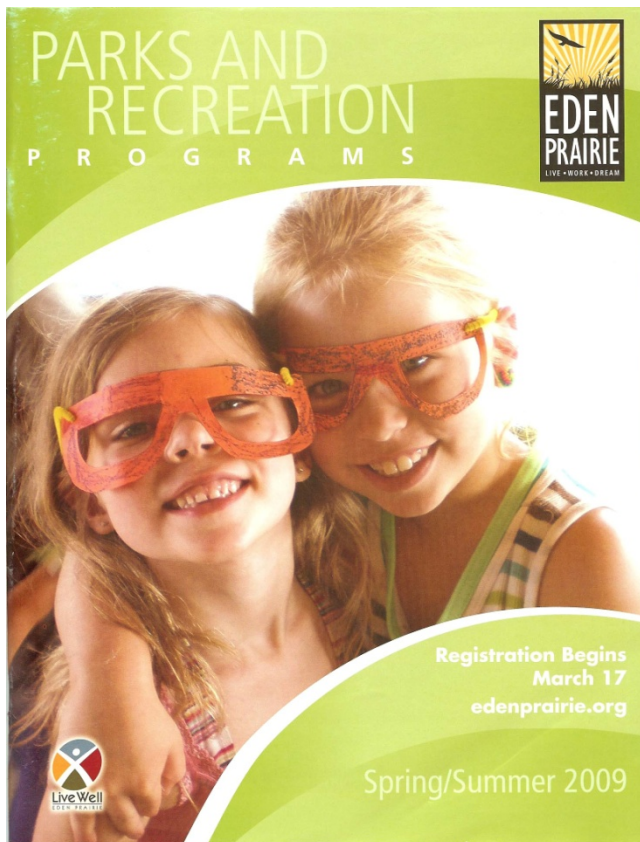
Hub of local recreation / Staff & funding / Equally interested in getting kids outdoors





# 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

#### INTERMEDIATE

Day	Date	Time	Cost	Code
T,Th	May 5-21	6:15-7:15 p.m.	\$53	25320
T,Th	June 2-18	7:30-8:30 p.m.	\$53	25322
T,Th	July 7-23	7:30-8:30 p.m.	\$53	25327
T,Th	Aug. 4-20	6:15-7:15 p.m.	\$53	25328

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-Griff 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.

## Archery Programs

### ADULT ARCHERY LESSONS

Ages 16-adult

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.

Day	Date	Time	Cost	Code
T,Th	April 14-30	5-6 p.m.	\$60	25355
T,Th	Aug. 4-20	7:30-8:30 p.m.	\$60	25356

Location: Staring Lake Park Archery Range  
Size: Min. 6-Max. 8

### SUMMER ARCHERY LEAGUE

All ages: beginner-advanced

Enjoy Archery League! 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.

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

- Summer camps, preschool, youth, teen, athletics, adaptive, outdoors, arts, fitness, 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



# *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 2<sup>nd</sup> Edition in 2013



# ***INTRODUCTION TO THE EXCITEMENT OF BOWHUNTING***





# ***BOWHUNTING EQUIPMENT***





# ***CAMOUFLAGE***





# ***TRACKING***





# ***SCENTS AND LURES***





# ***ANIMAL COMMUNICATION***





# *DEER ECOLOGY*





# ***SHOOTING LANES***





# *SCOUTING*



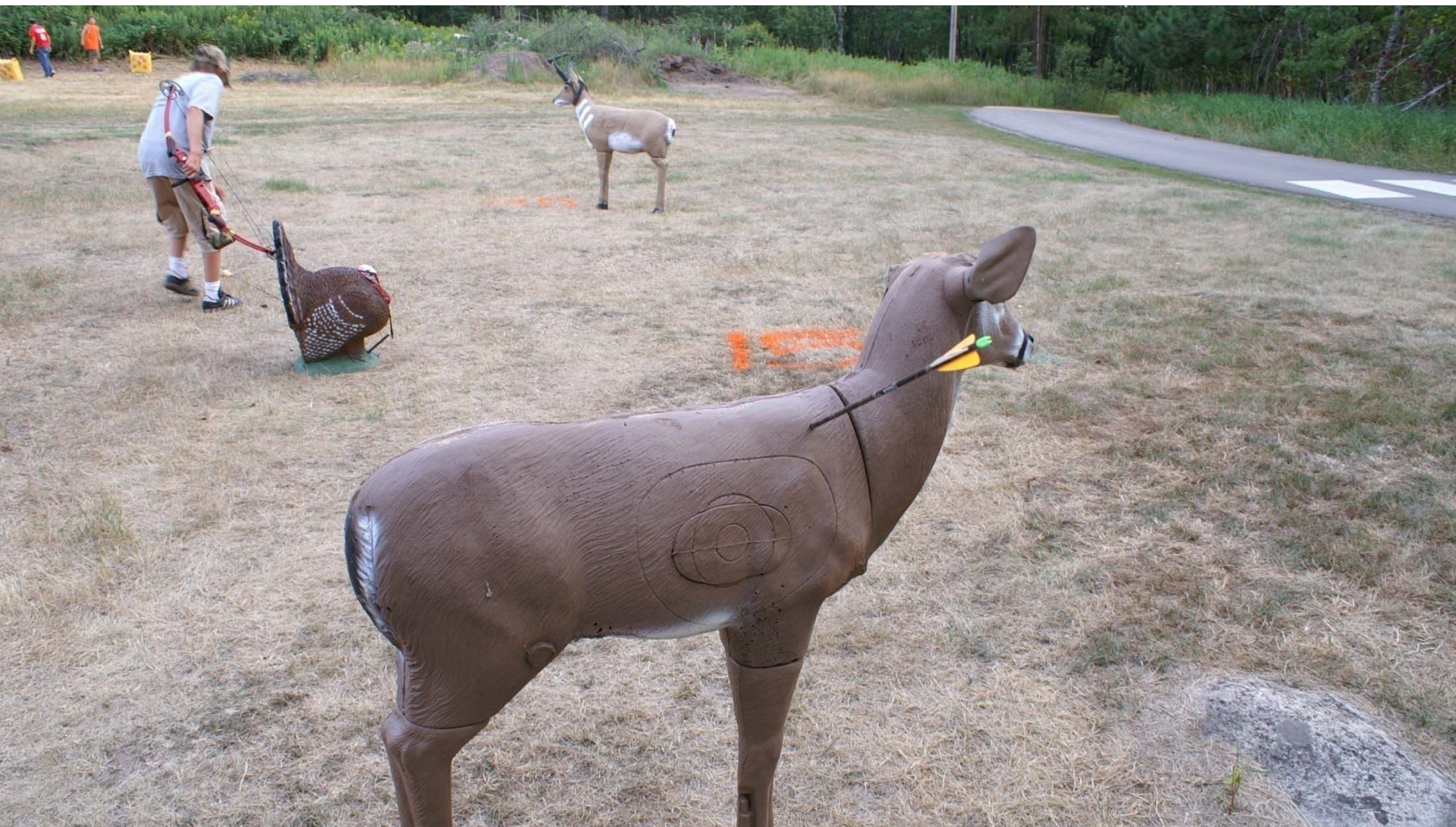


# ***DISTANCE JUDGING***





# *ARCHERY CHALLENGE COURSE*





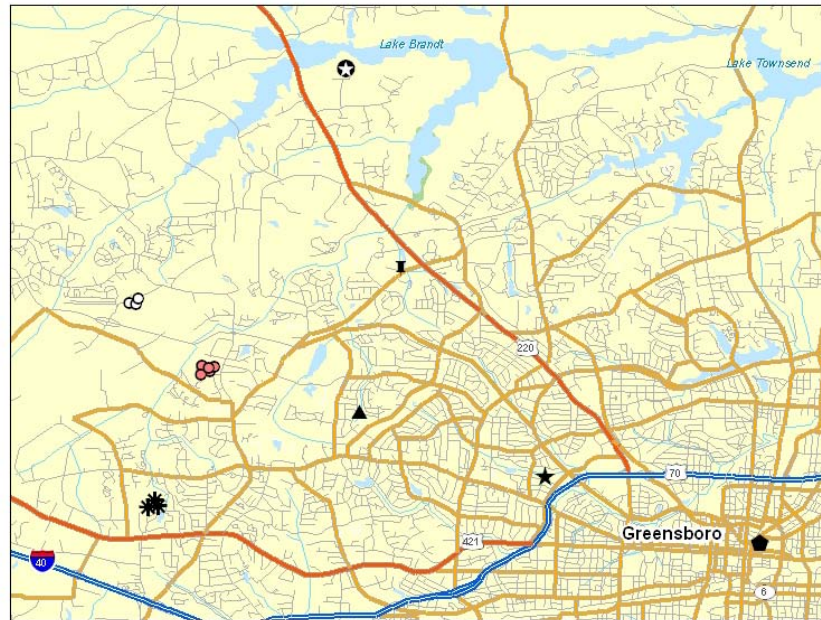
# *USING ANIMAL CALLS*





# 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:*

***Mitch King***  
***303.585.0377***  
***[mitchking@archerytrade.org](mailto:mitchking@archerytrade.org)***

