



Family Fishing Clinics in National Marine Sanctuaries 2025

Funding Opportunity Overview

[National Marine Sanctuary Foundation](#), in cooperation with the National Oceanic and Atmospheric Administration (NOAA) Office of National Marine Sanctuaries (ONMS) and Fisheries, is excited to offer funding in support of community recreational fishing clinics throughout the National Marine Sanctuary System.

Total Funding Availability

Up to \$100,000

Period of Performance

All events completed by December 31, 2025

Application Package Due

April 7, 2025

11:59 PM Eastern Standard Time

PROJECT OVERVIEW

Summary: Communities that live near national marine sanctuaries are the heart and soul of our national marine sanctuaries. Community engagement and involvement are critical to sanctuary management and their ability to thrive, and engagement and involvement starts with awareness and access. When communities connect to their sanctuaries through activities like recreational fishing, they become stewards of these places and want to protect them for future generations.

Contractor – in partnership with the National Marine Sanctuary Foundation, NOAA’s Office of National Marine Sanctuaries, and NOAA Fisheries (the planning partners) – will plan, coordinate, and carry out up to five one-day fishing outings within or near national marine sanctuaries focused on engaging families of communities, particularly those identified in the [EXPLORE Act](#) (Public Law No. 118-234) and local to national marine



sanctuaries in recreational fishing, supporting education about resource protection and conservation, and encouraging future stewardship of sanctuaries. Participants will learn about the sanctuary and the importance of responsible recreation within sanctuaries, learn how to fish, fish in or near sanctuary waters, and go home with materials that help support continued education and opportunities for recreational fishing. The goal is to expand recreational fishing to future generations of fisherpeople and create future stewards of national marine sanctuaries.

Contractor in coordination with the planning partners will help organize and plan fishing clinic events, secure vessels (and fishing equipment, if not provided by the vessel), recruit participants, and manage communications about event details among all partner organizations. Contractor will not be responsible for providing the educational materials for the events but will be expected to provide time for sanctuary staff and others to address the educational component of these outings sufficiently at each event.

These events are expected to be executed collaboratively with the Contractor handling the logistical components of the events, NOAA and Foundation staff providing the educational materials, and possible local fishing organizations/groups providing local context and support when suitable. Therefore, it is expected and anticipated that the Contractor will work very closely with the partner organizations to carry out these fishing clinics.

SCOPE OF WORK

Project Description: Plan and organize educational fishing clinics for families who live in communities local to the selected national marine sanctuaries. In collaboration with the planning partners, conduct outreach to secure participants, gain support from local fishing organizations/groups, coordinate and manage event logistics, implementation, and impact reporting. The events will include participant families spending a day at or near a national marine sanctuary; learning about the sanctuary, its ecosystem, and how to recreate responsibly; and learning how to fish. Participants will leave the outing with knowledge about the sanctuary and how to help care for it on future fishing outings.

The goals of the fishing clinics are to:

- Introduce families to recreational fishing
- Teach participants about the national marine sanctuary and its importance
- Educate participants about resource protection and conservation
- Teach participants how to fish responsibly and independently
- Equip and encourage families to come back and fish recreationally again and again



Some considerations for fishing clinics include (but are not limited to):

- Appropriate length of time for events based on participant age ranges, sanctuary locations, weather, and other factors
- Event specifics for shore vs. boat -based events
- Access to facilities at even locations

The intended audience is families who live in communities near sanctuaries with an interest in taking up fishing as an activity. Each event should engage approximately 30-35 participants.

Deliverables:

- Coordinate and execute family fishing clinics
- Manage participant recruitment and event registration process
 - Invite and confirm participation in the fishing events in coordination with planning partners - share list of participants with planning partners by at least two weeks prior to the event
- Arrange event logistics including (but not limited to):
 - Participant transportation
 - Meeting time and location
 - Vetting and coordinating with fishing charter company (coordinate with NOAA Rec Coordinators to identify a suitable vessel for this event)
 - Communication with participants about the event
 - Meals and refreshments as deemed necessary by the event
 - Supplying other necessary materials such as reef-safe sunscreen, adult and children's seasickness medication, etc. to be used upon request
 - Coordinating a pre-trip webinar with participants and partner organizations
 - Administering photo release forms
- Administering post-trip survey of participants to gather feedback and measure success

Contractor should coordinate regular and recurring meetings with planning partners (NOAA and Foundation staff) to discuss the planning process and logistics and address hurdles as needed. Meeting cadence can be determined and adjusted as needed, but there should be a minimum of one meeting per event scheduled for two weeks prior to each event during which time Contractor and planning partners can go over the event agenda, set-up needs, travel, participant count, etc.



Safety: Contractor should ensure that all licensed vessels are Coast Guard Certified and have first aid on board and crew trained as part of their license. In cases of shoreline events, Contractor should ensure that the pier or fishing area has first aid and supplies and trained personnel, and provide a safety briefing at the outset of the event.

Possible locations: up to five different sanctuary locations for each event (one event must take place at Mallows Bay-Potomac River National Marine Sanctuary)

- Mallows Bay-Potomac River National Marine Sanctuary
- Monterey Bay National Marine Sanctuary
- Chumash Heritage National Marine Sanctuary
- Florida Keys National Marine Sanctuary
- Lake Ontario National Marine Sanctuary
- Channel Islands National Marine Sanctuary
- Flower Garden Banks National Marine Sanctuary
- Gray's Reef National Marine Sanctuary
- Stellwagen Bank National Marine Sanctuary
- Olympic Coast National Marine Sanctuary

Partners:

- NOAA's Office of National Marine Sanctuaries
- National Marine Sanctuary Foundation
- NOAA Fisheries

HOW TO APPLY

Application packages should be submitted by 11:59 PM Eastern Standard Time on April 7, 2025. Please submit your application package to the Foundation through C-STAAR – the Foundation's Collaborative System for Tracking Activities, Awards, and Reporting – using the following link: <https://marinesanctuary.smartsimple.com/>.

Step1:

You will need to register your organization to begin your application. You can find registration steps and instructions [here](#).

Step2:

Once you have set up your Organization Profile, navigate to the **Applicant Home** page. Scroll down and click "**View Active Contract RFPs**" to find the **Family Fishing Clinics in National Marine Sanctuaries 2025** RFP opportunity. Click "**Apply to RFP**" to see the



application page. *Be sure to click the blue "Start Application" button at the bottom of the page before beginning your application.*

Step 3:

Complete application and submit.

Please direct all questions to support@marinesanctuary.org with the email subject line: RFP QUESTION Family Fishing Clinics: [Organization Name].

Application packages should include:

- Completed proposal
- Detailed budget and narrative (budget items should things outlined in the deliverables section)
- Examples of previous related work
- At least two references

Review process may include interviews with applicants. Determinations will be made by April 23, 2025 and applicants notified shortly thereafter.

REVIEW CRITERIA

All proposals will be graded against the following criteria:

- Demonstrates past experience coordinating similar types of events especially with youth and families
 - Worth a maximum of 50 points out of 100 points
- Has a realistic and competitive budget to support multiple events
 - Worth a maximum of 20 points out of 100 points
- Demonstrates past experience in organizing events in collaboration with other partners and stakeholders
 - Worth a maximum of 20 points out of 100 points
- Demonstrates ability to plan for all possible eventualities with prepared contingency plans
 - Worth a maximum of 10 points out of 100 points

ABOUT US

The [National Marine Sanctuary Foundation](#) was founded in 2000 by America's most influential ocean conservation leaders and works with communities and NOAA to conserve and expand these special places for a healthy ocean, coasts, and Great Lakes. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage. The Foundation is a leading voice



for U.S.-protected waters, and our work extends from the ocean floor to the classroom to Capitol Hill. The Foundation supports a growing portfolio of Community Stewardship, Outreach, and Education programs aimed at providing students, educators, and lifelong learners with opportunities to explore and discover connections to the natural world, no matter where they live.

The [NOAA Fisheries](#), also known as the National Marine Fisheries Service, provides science-based conservation and management for sustainable fisheries and aquaculture, marine mammals, endangered species and their habitats.

[The Office of National Marine Sanctuaries](#) serves as the trustee for a network of underwater parks encompassing more than 629,000 square miles of marine and Great Lakes waters from Washington state to the Florida Keys, and from Lake Huron to American Samoa. The network includes a system of 18 national marine sanctuaries and Papahānaumokuākea and Rose Atoll marine national monuments.

FAQ

Q: Do we need to have events in 5 different locations or can they be repeated?

A: You can repeat locations from previous years, but each of the up to five events in 2025 need to be in a different sanctuary location.

Q: For the event in Maryland, can we work with NOAA to assist in planning and recruiting family participants in the area if we take the lead in organizing and our staff member flies out to run the event?

A: Yes, you may work with NOAA and the Foundation on this. We particularly want these events to be coordinated in collaboration with the contractor, NOAA ONMS, NOAA Fisheries, and the Foundation, so there will be opportunity to work on this together.

Q: What is meant by Location/Project Location on the application?

A: The location is just your organization's address. When you click the Add Location button and add your address, it will populate under "Project Location."

Q: What will the experience be for our references? I want to be able to give them a heads up of how and when they will be contacted.

A: If you are selected, we'll contact your references via email at the beginning of the contracting process.

TERMS & CONDITIONS



This is a Request for Proposals (RFP) only. Issuance of this RFP does not in any way obligate the Foundation to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

- (a) The Foundation may cancel RFP and not award;
- (b) The Foundation may reject any or all responses received;
- (c) Issuance of RFP does not constitute award commitment by The Foundation;
- (d) The Foundation reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
- (e) The Foundation will not compensate offerors for a response to RFP;
- (f) The Foundation reserves the right to issue an award based on an initial evaluation of offers without further discussion;
- (g) The Foundation may negotiate with short-listed offerors for their best and final offer;
- (h) The Foundation reserves the right to order additional quantities or units with the selected offer or;
- (i) The Foundation may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
- (j) The Foundation may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
- (k) The Foundation may choose to award only part of the activities in the RFP or issue multiple awards based on multiple RFP activities; and
- (l) The Foundation reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.