



Saginaw Bay Watershed Initiative Network  
The Conservation Fund  
P.O. Box 734  
Bay City, MI 48707  
[www.saginawbaywin.org](http://www.saginawbaywin.org)

**News Release**

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**Contact:**

Michael Kelly- Director, Great Lakes Office  
The Conservation Fund – Saginaw Bay WIN Program  
989-501-9909  
[mkelly@conservationfund.org](mailto:mkelly@conservationfund.org)

## **Analysis of 2023 Professional Bass Fishing Tournaments in Bay City Show Significant Economic Impact**

*Two major tournaments visited Bay City this summer and anglers and tournament support staff provided a total economic impact of nearly one million dollars*

A new analysis released today by the Saginaw Bay Watershed Initiative Network (WIN) indicates that the two major bass tournaments that visited Bay City this summer combined to provide nearly one million dollars in economic impact to area restaurants, retail stores, fuel stations, hotels and more. Nearly 600 tournament anglers and support staff from 25 states came to Bay City to participate in the [National Professional Fishing League](#) tournament in July and [Major League Fishing](#) tournament in August. The full report can be found [HERE](#). The study, completed by Christian Glupker and his team at Grand Valley State University, is the first analysis of its kind done in this region.

The analysis was designed using a survey instrument that focuses on the economic contribution (direct, indirect and induced) that the tournaments had on the Bay County Area. The analysis focused on spending patterns, the number of visitors, and overall spending. It should be noted that the analysis focused *solely* on tournament participants and did not include or calculate the spending of those people that came to see the anglers or view the weigh-in events each day. A future analysis will look at that spending. The analysis used IMPLAN software, which is a regional economic development tool used to estimate the impact and “ripple” effect of economic activity in a region.

“The economic impact of fishing in our area is a bit of an unknown. It’s generally something that we take for granted. But, the dollars are real and significant when these major events come to town. It just goes to show you that when we protect and restore our waters, we’re paid back many times over by the economic impact that our natural resources provide”. Michael Kelly of The Conservation Fund. The Conservation Fund administers the Saginaw Bay Watershed Initiative Network.

"I am excited to learn the results of the economic impact study from the 2023 NPFL and MLF bass fishing tournaments in Bay City. I am confident that 2023 was the start of something big for Bay City and the Great Lakes Bay Region; we are going to be *the* destination in the USA for bass fishing." Ed Clements, Bay City Commissioner.

“We know that there is an undeniable economic impact for events like this that are held in our community. This report does a great job of quantifying that positive and direct benefit we receive from the dollars that are spent in our local economy. But one of the most notable findings from the report is the positivity in which each angler and supporter spoke about our community and our fishery with. I believe that impact will continue to multiply as the anglers from these tournaments go throughout the nation and spread the goodwill and notoriety of our community around them as they go. We are greatly looking forward to receiving this type of cyclical impact as tournaments are scheduled and held in the community.” Trevor Keyes, President and CEO of Bay Future

"Saginaw Bay is recognized for its thriving walleye population and fantastic fishing, but its noteworthy bass angling is often flown under the radar. Recent world-class bass fishing tournaments have successfully showcased the bay's exceptional bass fishery, solidifying its standing as a premier destination for bass enthusiasts." Dr. Jeff Jolley, Southern Lake Huron Fisheries Supervisor of the Michigan Department of Natural Resources.

"Whether it be bass or walleye fishing, the professional anglers are always excited to participate in the fishing tournaments on Saginaw Bay. We appreciate the time and hard work of the local organizers in Bay County to bring these tournaments to our region. This economic impact study affirms just how significant the direct spending impact is to our local communities." Tim Shelton, Director of Sports Tourism, Go Great Lakes Bay

The full report is available at <https://www.saginawbaywin.org/uploads/The-Economic-Impact-of-Professional-Bass-Fishing.pdf>

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*The Saginaw Bay Watershed Initiative Network (WIN) is a collaborative, community driven quality of life initiative created by a variety of environmental, business and community interests in 1996. WIN was formed to create a more sustainable future for all who live, work and play within the 22-county Saginaw Bay watershed. One of the ways in which WIN accomplishes this objective is by providing financial support to projects that link the economic, environmental and social needs of the region. Key WIN funding partners include: Bay Area Community Foundation, Consumers Energy Foundation, Harry A. and Margaret D. Towsley Foundation, Midland Area Community Foundation, Rollin M. Gerstacker Foundation, Saginaw Community Foundation, The Dow Chemical Company Foundation, The Herbert H. and Grace A. Dow Foundation, S.C. Johnson Fund, the Cook Family Foundation, the C.S. Mott Foundation and the Saginaw Bay Foundation. Since its inception, WIN has awarded in excess of \$6 million to more than 300 projects across the region. More information on WIN is available at [www.saginawbaywin.org](http://www.saginawbaywin.org) or by calling 989.892.9171.*