

New Jersey
WILD
OUTDOOR^{EXPO}
Explore. Experience. Enjoy!

2013 Visitor Survey Summary Report



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I. INTRODUCTION

The New Jersey Department of Environmental Protection Division of Fish and Wildlife, Division of Parks and Forestry, and the Green Acres Program, as well as the Conserve Wildlife Foundation of New Jersey hosted the fourth annual New Jersey Wild Outdoor Expo on September 14 and 15, 2013. The event was held at the Colliers Mills Wildlife Management Area, located within Central New Jersey, which is the permanent site of the annual Outdoor Expo. More than 8,700 people from throughout New Jersey and four other states attended the event over the course of the weekend. This was a 15 percent increase in participation from the 2012 Outdoor Expo.



The Expo helped people connect with the natural world by providing a unique blend of conservation information, education and hands-on opportunities to learn outdoor skills and activities. The event encompassed a broad spectrum of outdoor activities such as shooting sports, fishing, kayaking, hiking, camping skills, rock climbing, geocaching and wildlife watching.

In order to enhance future Outdoor Expos, a visitor exit survey was conducted on random people as they left the event to obtain feedback from participants. Commentary was also obtained after the Expo from exhibitors, presenters, staff and volunteers in order to improve upon all aspects of the event.

II. EVENT DESCRIPTION

New Jersey's fourth annual Wild Outdoor Expo was held on Saturday and Sunday, September 14 and 15, 2013, from 10 a.m. to 5 p.m. One hundred and nine different organizations participated in the event to provide hands-on activities, informative seminars, and educational exhibits or to participate in the outdoors-supplies market. Groups included conservation, recreation, non-profit and government organizations, environmental clubs, wildlife rehabilitators, historical re-enactors and commercial vendors. In addition, eight different Divisions and Offices from within the New Jersey Department of Environmental Protection were represented at the event. (**Appendix A**)



The Expo provided hands-on activities and demonstrations geared toward avid outdoorsmen and women, as well as to novices who wanted to learn skills to venture into the outdoors. Experts were on hand to provide tips and insights on shooting, archery, fishing, camping, hiking, kayaking, wildlife watching and much more.

Thousands of new shooters were introduced to shotgun shooting and archery at the Expo. More than 9,000 shotgun shells were fired equating to about 2,800 shooters. More than 2,500 shooters participated in archery over the two days.

Hunter education classes were conducted at the Expo for a limited number of participants. One hundred and seventy nine students completed their archery and/or shotgun hunter education requirements at the event.



Camping, outdoor cooking and outdoor adventure demonstrations were held for families looking to get outdoors together. Geocaching 101 classes and a WILD Cache Geo-Trail were offered to test participants' directional skills. Families had the opportunity to watch retrieving demonstrations by sporting dog clubs and to learn about wildlife photography and rock climbing in New Jersey.

Participants could also learn to fish and identify the state's game fish, which were on display in a giant mobile aquarium. Children could create WILD crafts and learn about woodland creatures during wildlife programs. Visitors could watch wild game processing and birds of prey demonstrations along with developing bird and tree identification skills. Kayak workshops were available to participants along with a rock climbing wall. Conservation organizations provided a wide array of exhibits and displays about the state's natural resources. An assortment of additional activities, demonstrations and seminars were offered to the public as well on a variety of fish and wildlife conservation and recreation topics including snakes of New Jersey, waterfowl management, scuba diving, mountain biking, turkey hunting and calling and forestry stewardship.

This event successfully exposed participants to a host of outdoor activities that are available within the state's forests, parks and natural areas. The demonstrations and activities held throughout the weekend helped to foster an appreciation for New Jersey's bountiful natural resources and build the confidence of Outdoor Expo visitors to enjoy them safely.

The complete schedule of events appears in **Appendix B**.

III. VISITOR EXIT SURVEY HIGHLIGHTS

Methods

The participant survey was administered as an onsite exit interview, which was modeled after survey recommendations made by the former Weatherby Foundation International's Expo Technical Team. The survey included 27 scripted questions, which appear in **Appendix C**. Highlights from the exit survey results are contained below.

In order to conduct the exit survey on random attendees leaving the Expo, volunteers were recruited from the New Jersey Department of Environmental Protection and the New Jersey Wildlife Conservation Corps program. The volunteer interviewers used two approaches to complete the exit surveys. The interviewers were also informed that the target over the course of the two-day event was to collect 600 surveys. Volunteers were able to collect 770 completed or partially completed surveys from participants.

The volunteer interviewers were placed at the main exit in order to intercept visitors as they walked back to the parking field to leave. The interviewers were instructed to randomly select participants by turning their back to the attendees, counting to 10, turning back around and approaching the first person they saw that appeared over the age of 18 years old.



The volunteers then used two approaches to collect exit surveys from respondents. Volunteers were encouraged to first offer to walk with visitors toward their vehicle, using a clipboard to record answers to the scripted questions. They could also offer the respondent the option to complete the exit survey themselves, if they preferred. However, there were drawbacks to having respondents fill out the surveys on their own, in that answers to the survey questions were not always complete. The two forms of survey collection used did result in data being collected in a haphazard fashion rather than truly at random.

In addition to conducting the exit survey on participants, all of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event, which requested their comments and suggestions for how the Expo could be improved. The following questions were asked of all exhibitors and those volunteers who provided their e-mail contact information.

1. Did you feel that participating in this year's Expo was a worthwhile experience for your organization? Why or why not?
2. Would you be interested in participating in the Expo again next year? If not, why not?
3. What were the best and worst parts about participating in/volunteering at the Expo?
4. How can the Expo hosts continue to try to improve the event for participating organizations and the public?
5. Any Additional Comments/Recommendations/Concerns

There were thirty-four responses received from exhibitors, presenters and vendors. Seven responses were received from volunteers. Samples of the questionnaire's exhibitor and volunteer responses are located within **Appendix D**.



IV. ESTIMATED ATTENDANCE

More than 8,700 people, including the general public, Expo staff, volunteers, exhibitors, presenters and vendors, attended the fourth annual New Jersey Wild Outdoor Expo. The event staff calculated that approximately 8,400 visitors came to the event by using handheld tally counters at the Expo entrance.



All vehicles entering the Expo grounds were directed through one main entranceway to the parking field. Expo staff members were stationed at the car entrance in order to visually assess the vehicles and use the tally counters to record the number of people in each vehicle. Once the event attendees drove past the staff members collecting the counts of people per vehicle, they were directed to the parking field. Expo staff did not count the more than 300 volunteers, presenters and exhibitors that were already stationed on the event grounds before the general public arrived.

Event staff was onsite at the vehicle entrance for the entire duration of the event in order to tally participants entering the Expo. This approach was manageable for this Expo, due to the crowd size. However, if event participation significantly increases at future Expos, a different approach will need to be taken to calculate attendance. This may include a pre-registration process, or taking a vehicle count and averaging the number of people per car.

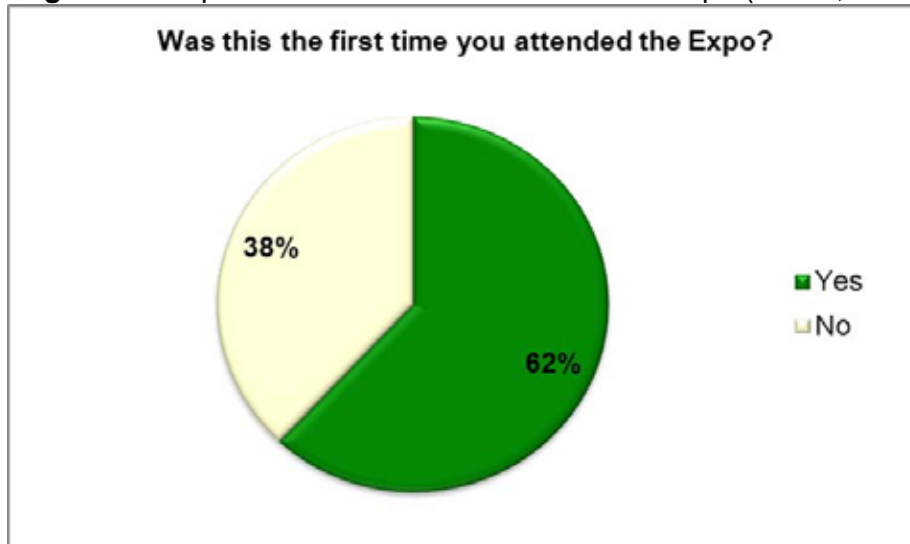
Overall attendance on both days of the event was fairly consistent. On Saturday, more than 4,300 visitors and on Sunday, more than 4,100 visitors were recorded with the tally counters entering through the main gate, for a total attendance of more than 8,400 people, not including event staff, volunteers, exhibitors and vendors.



V. HIGHLIGHTS OF SURVEY RESULTS

The volunteer interviewers obtained 770 completed or partially completed exit surveys from respondents. With 8,400 visitors in attendance over the course of the weekend, the overall survey response rate was 9 percent. Only 38 percent of respondents attended a previous Outdoor Expo, so 62 percent of survey respondents were first time participants (**Figure 1.**)

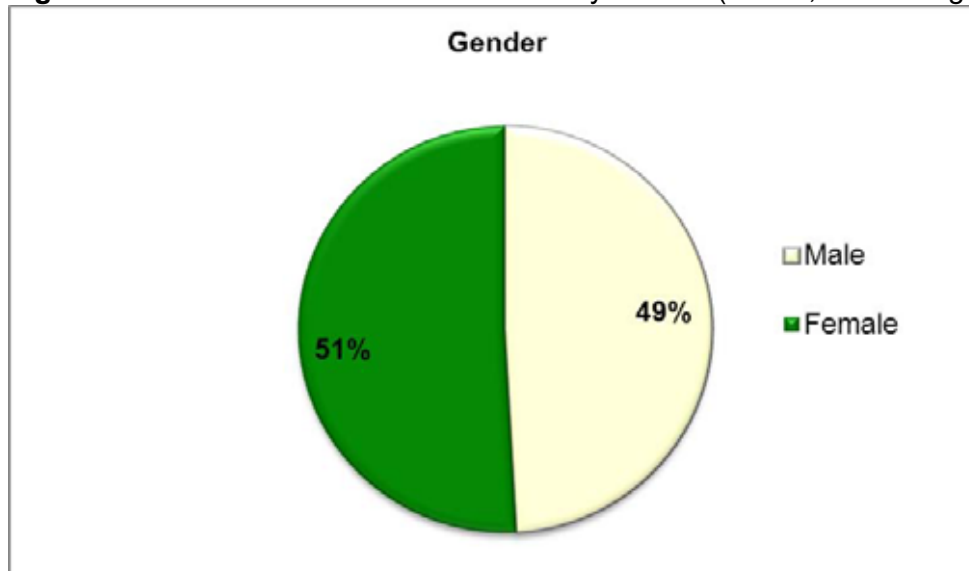
Figure 1. Respondent first time attendance at the Expo (n=752; 18 missing.)



Respondent Demographics

The volunteer interviewers were asked to record the gender of the respondents over 18 years of age that they approached. The data indicated that adult attendance was 49 percent male and 51 percent female (**Figure 2.**)

Figure 2. Gender of individual more than 18 years old (n=672; 98 missing.)



Survey respondents were asked to state their ethnicity and the year in which they were born. The majority of survey respondents were Caucasians between the ages of 36 and 50 years old (Figures 3 and 4.)

Figure 3. Distribution of respondents ethnicity (n=746; 24 missing.)

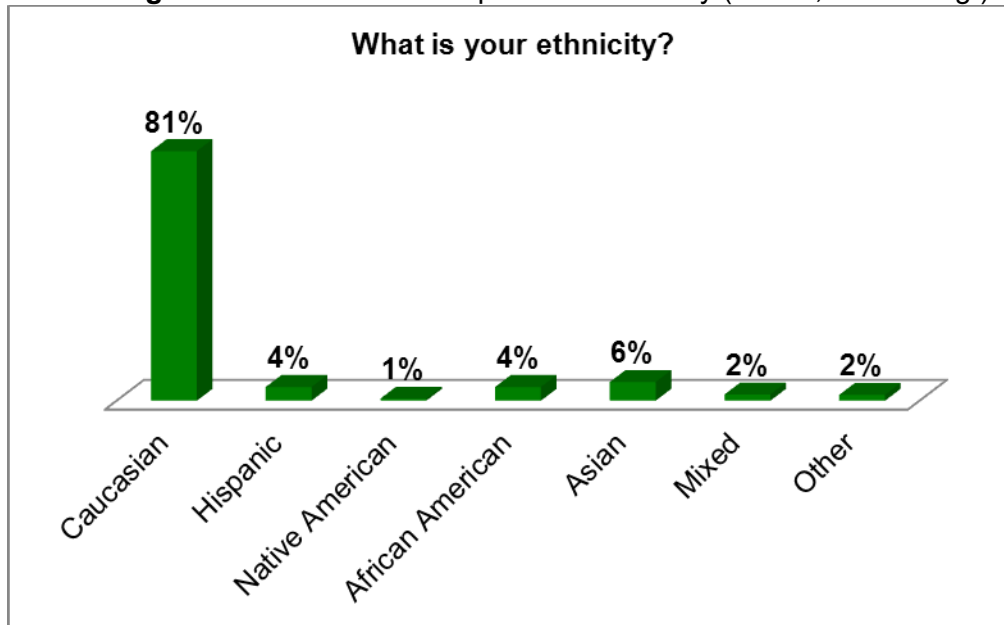
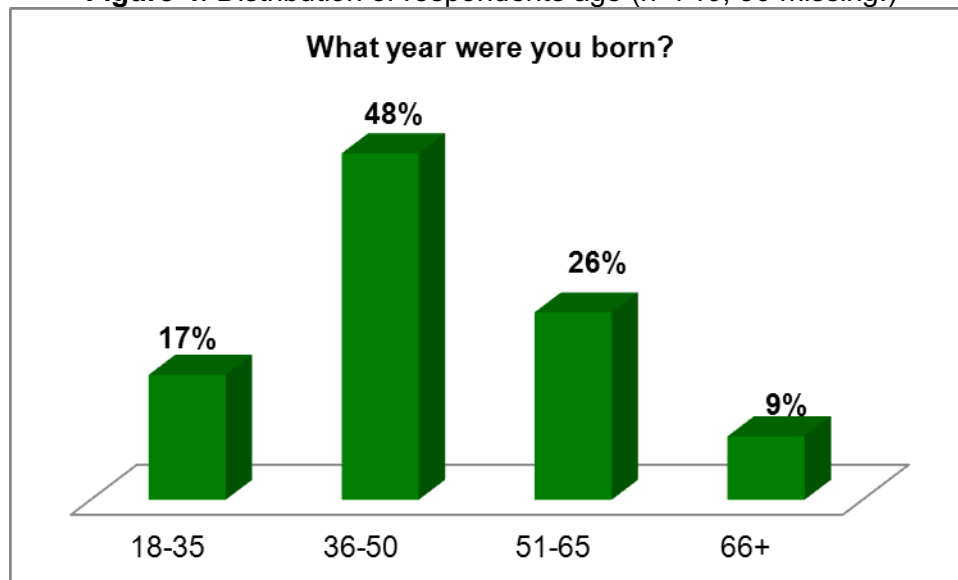
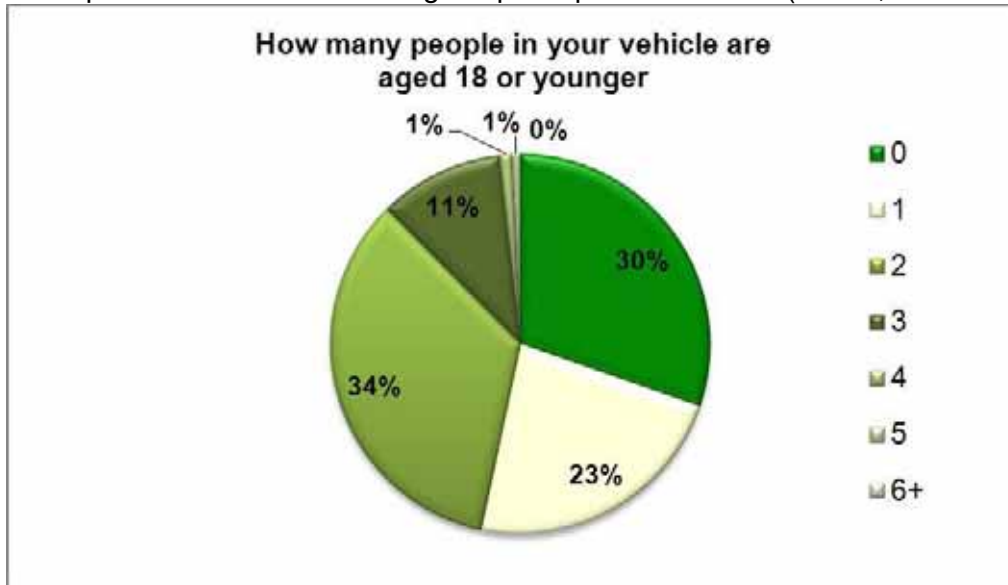


Figure 4. Distribution of respondents age (n=740; 30 missing.)



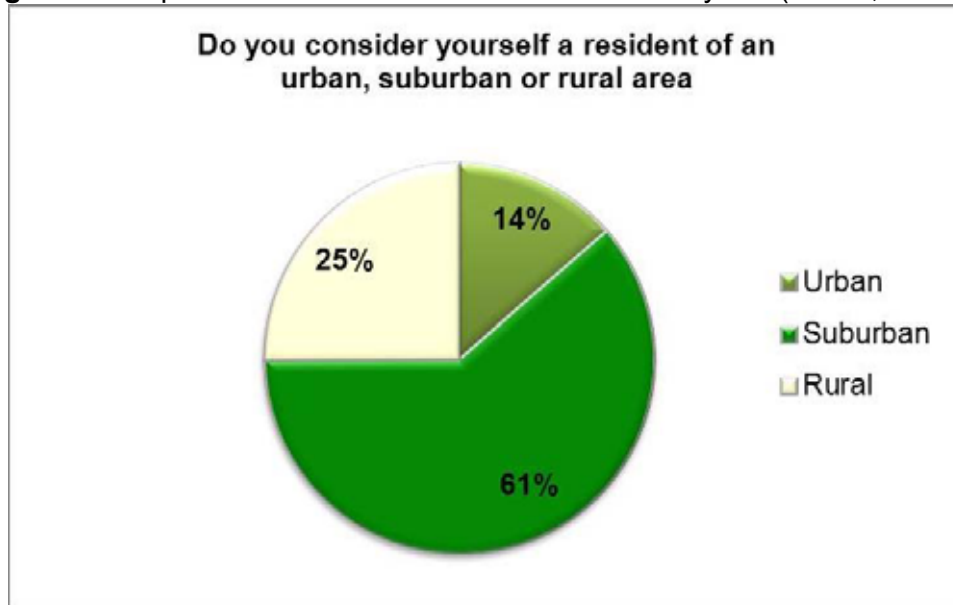
Respondents were asked how many people came to the Expo in their vehicle that were aged 18 years or younger. There were 723 respondents who answered this survey question, representing approximately 9 percent of total Expo participants. Seventy percent of respondents had one or more people in their group who were aged 18 years old or younger (Figure 5.)

Figure 5. Respondent classification of age of participants in vehicle (n=723; 47 missing.)



Respondents were asked if they considered themselves to be residents of an urban, suburban or rural area. The majority of respondents considered themselves to be residents of a suburban area (Figure 6.)

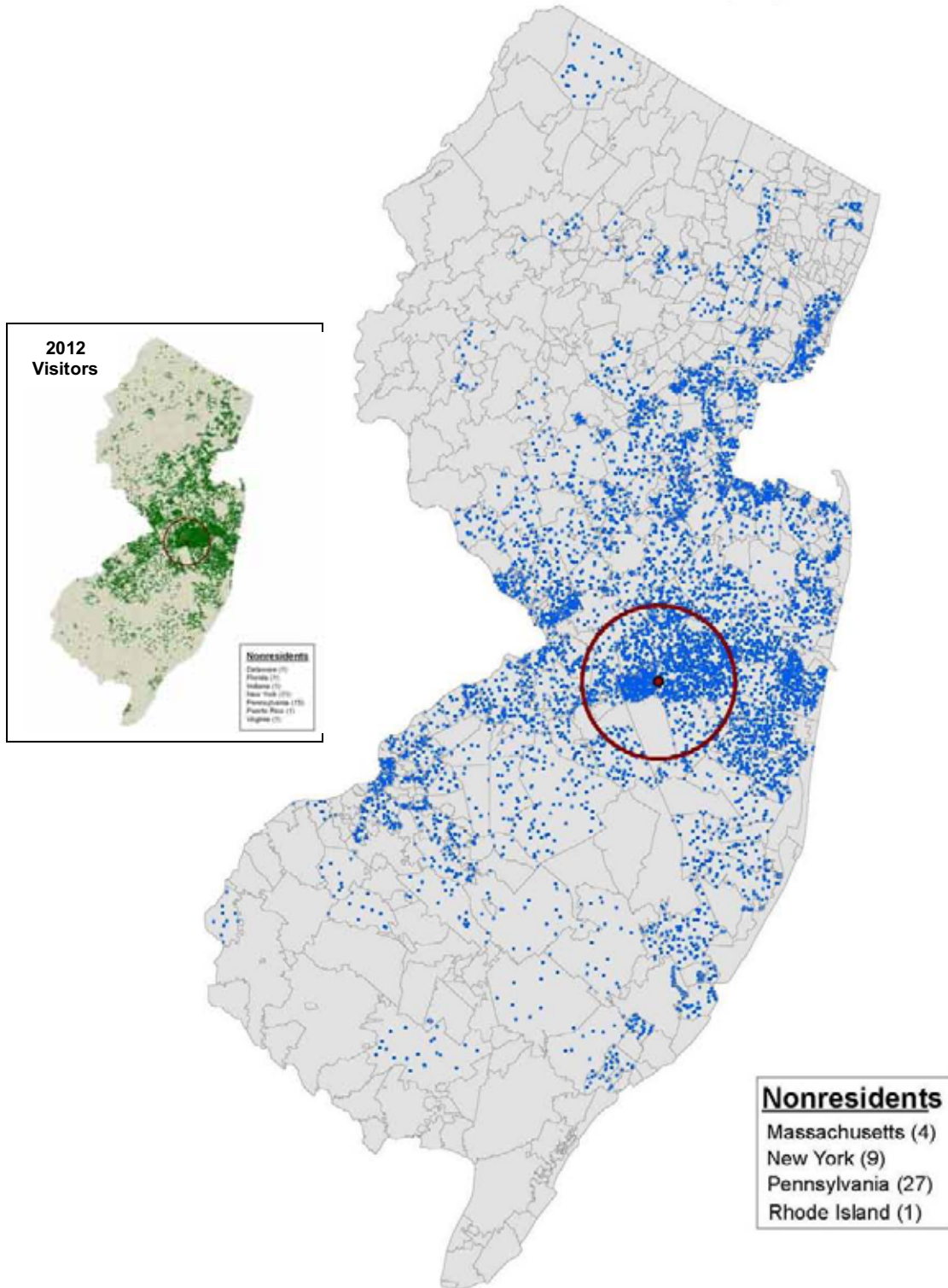
Figure 6. Respondent classification of area in which they live (n=742; 28 missing.)



Survey respondents were asked to provide the zip code where they live. Using Geographic Information System (GIS) software, zip codes of respondents were mapped to understand the density of visitors by zip code (Figure 7.) The Colliers Mills Wildlife Management Area and a 10-mile buffer area are indicated on the map for reference. An additional 41 Expo visitors lived in other states.

Figure 7. Density of respondents by zip code of residence (n=762; 8 missing.)

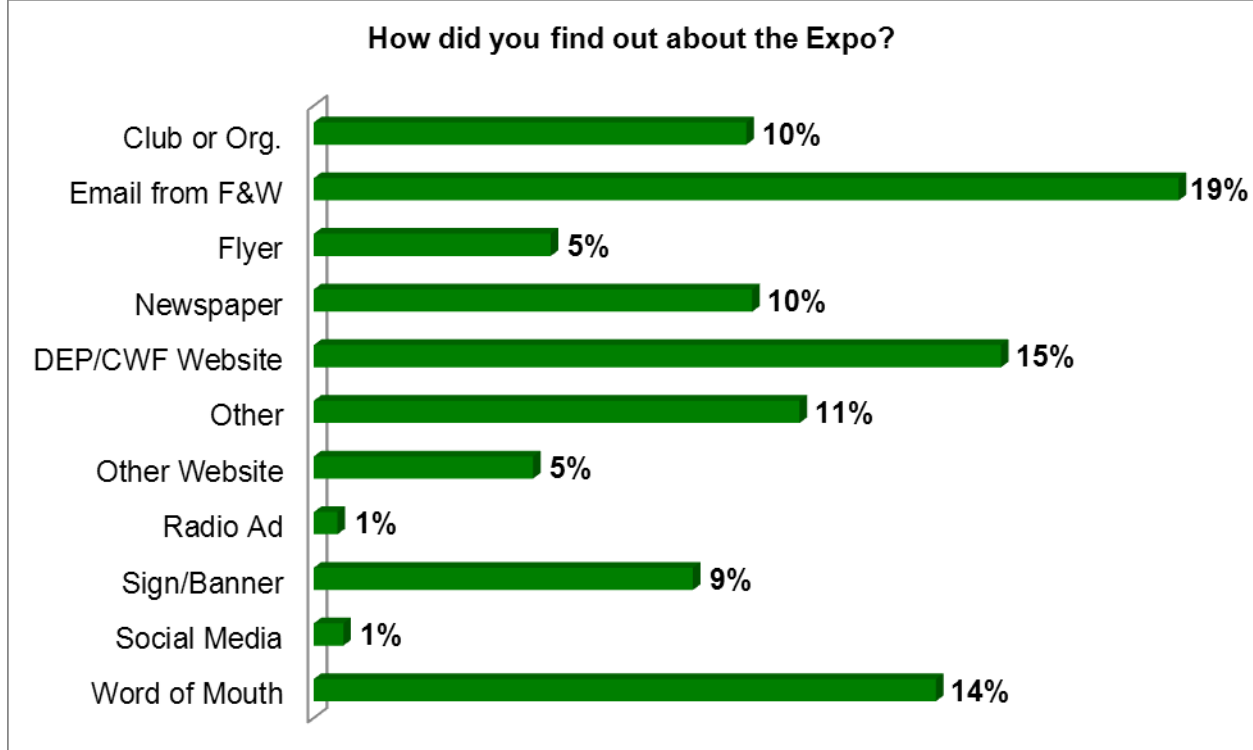
2013 Outdoor Expo Visitors by Zip Code



Information about the Expo

Survey respondents were asked about how they heard about the Expo. The most common sources of information about the Expo were e-mails from the New Jersey Division of Fish and Wildlife, the host organizations' websites, word-of-mouth, newspapers, various clubs or organizations and Expo signs or banners (**Figure 8.**)

Figure 8. Distribution of respondent sources of information about the Expo (n=750; 20 missing.)



Visitor Satisfaction

Respondents were asked to rate their overall satisfaction with attending the Expo, on a scale from one to five. Based on the scale, the number one corresponded with "Poor" and the number five corresponded with "Excellent."

Respondents were overwhelmingly satisfied with their experience. Sixty-eight percent of respondents rated their satisfaction level as number five for excellent, followed by 26 percent selecting the number four. Visitor satisfaction was consistent with feedback received from the 2011 and 2012 exit surveys.



Respondents were also asked to identify their favorite activity at the Expo. Activities were not listed on the survey for respondents to select, so random responses were received. Some

responses were general while others were specific to an activity. A number of respondents also noted more than one favorite activity. Most respondents listed the following responses for their favorite activity at the Expo: shooting ranges, everything, fishing, archery, sporting dog demos, falconers and the historical encampment. Some activities, such as kayaking and mountain biking were only available to a limited number of participants. (Figures 9 and 10.)

Figure 9. Distribution of respondent satisfaction with the Expo (2013: n=747, 23 missing; 2012: n=888, 12 missing; 2011: n=688, 13 missing.)

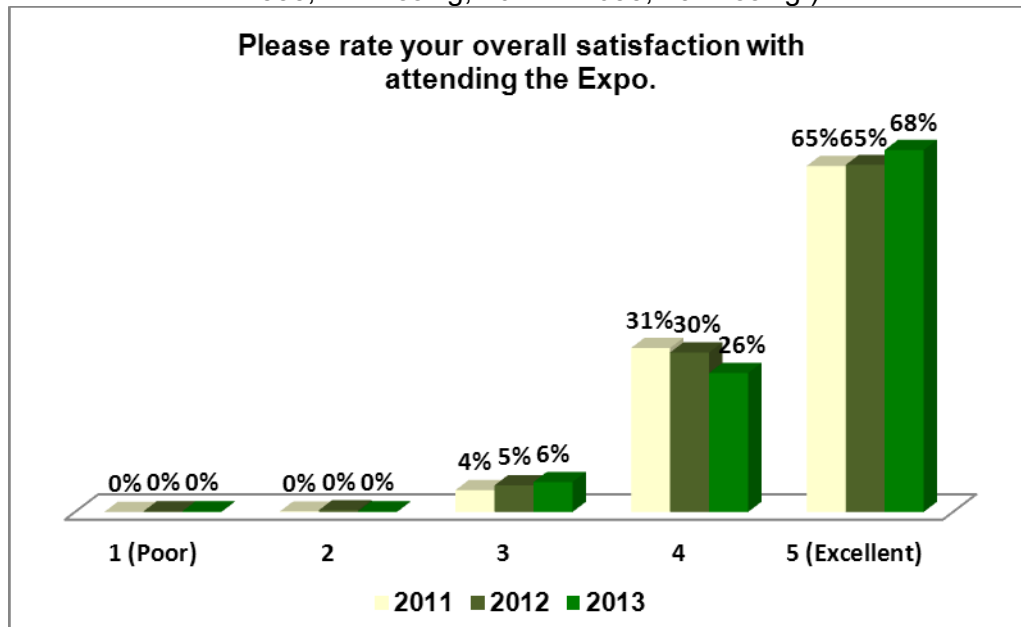
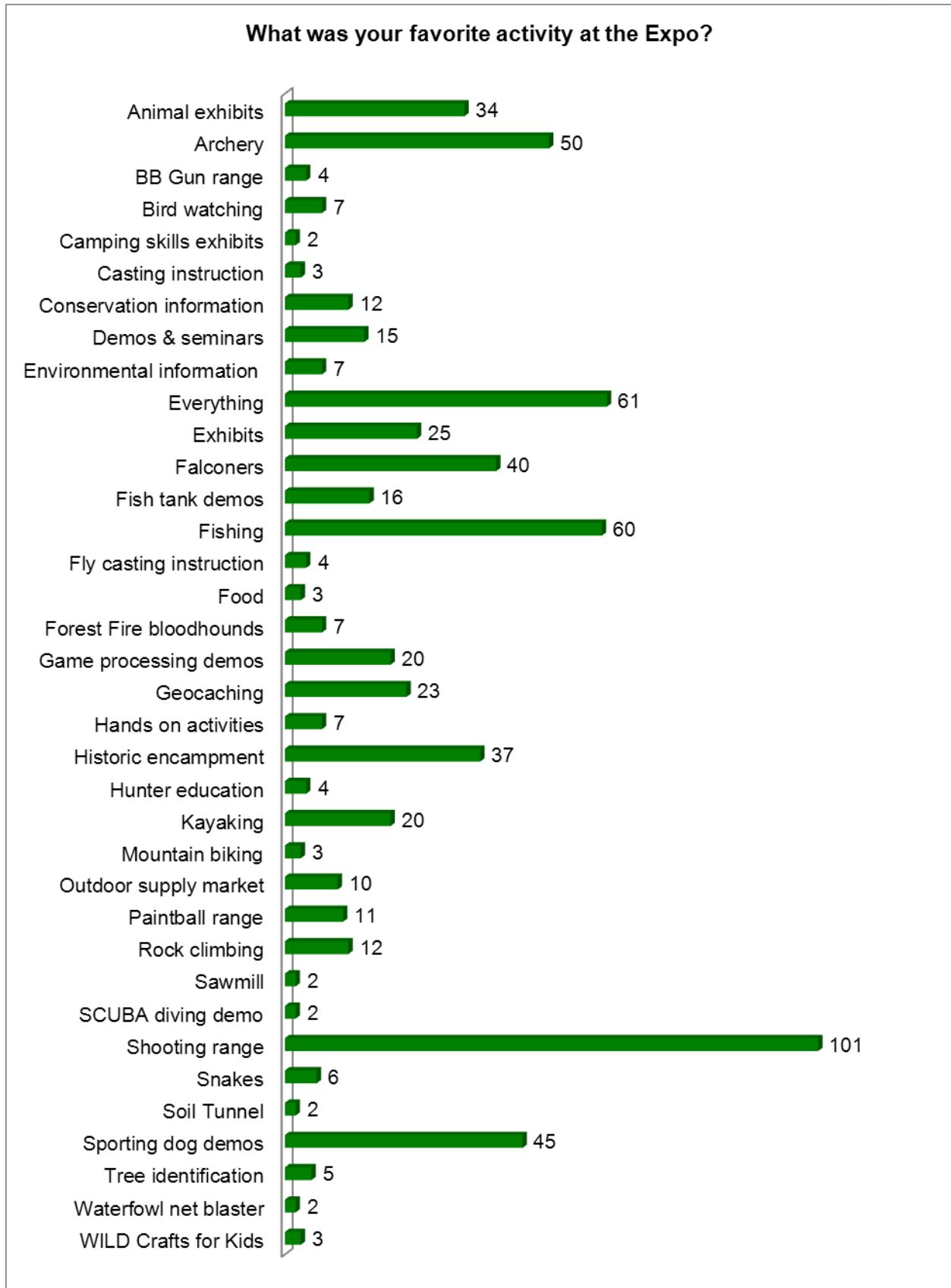


Figure 10. Distribution of respondents' favorite Expo attraction (n=665; 105 missing.)

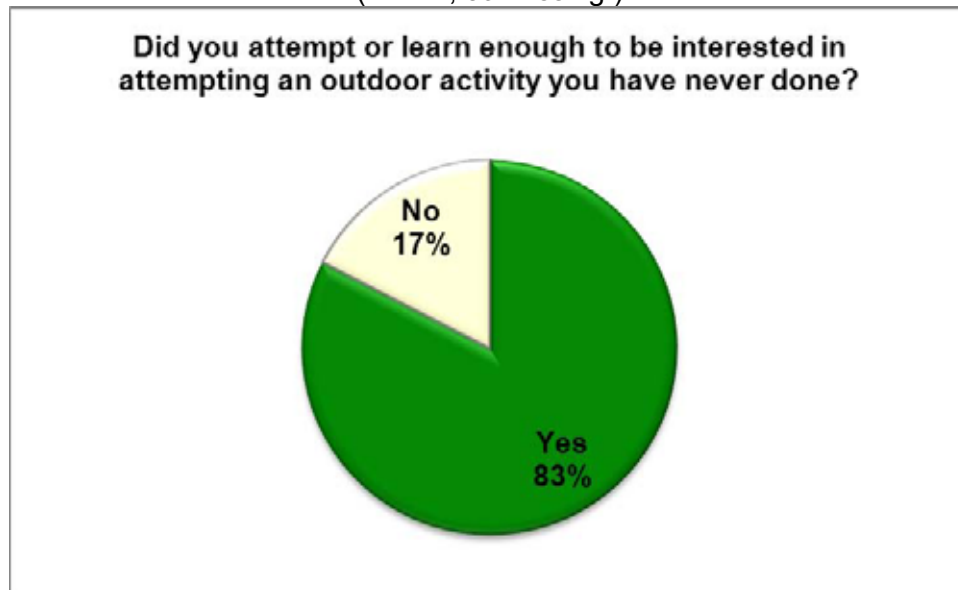


Recruitment and Retention

One of the main goals of the New Jersey Wild Outdoor Expo is to reach new audiences in an effort to get more people outdoors enjoying all that New Jersey has to offer, while building a conservation ethic and sense of stewardship in participants for the state's wildlife and outdoors.

The survey instrument was used to examine possible recruitment and retention potential from the Expo. Respondents were asked if at the Expo they attempted or learned enough to be interested in trying an outdoor activity they have never done. More than 80 percent of respondents did generate an interest in attempting a new outdoor activity (**Figure 11.**)

Figure 11. Distribution of respondent likelihood of participation in new activities (n=711; 59 missing.)



Respondents were asked if prior to 2013 they ever had a fishing and/or hunting license and if in the future they would like to have a fishing and/or hunting license (**Figures 12 and 13.**)

The percentage of respondents who would like to acquire a fishing and/or hunting license in the future showed an increase from those that had licenses prior to 2013.



Figure 12. Distribution of respondents with a fishing/hunting license prior to 2013 (Fishing, n=725; 45 missing. Hunting, n=649; 121 missing.)

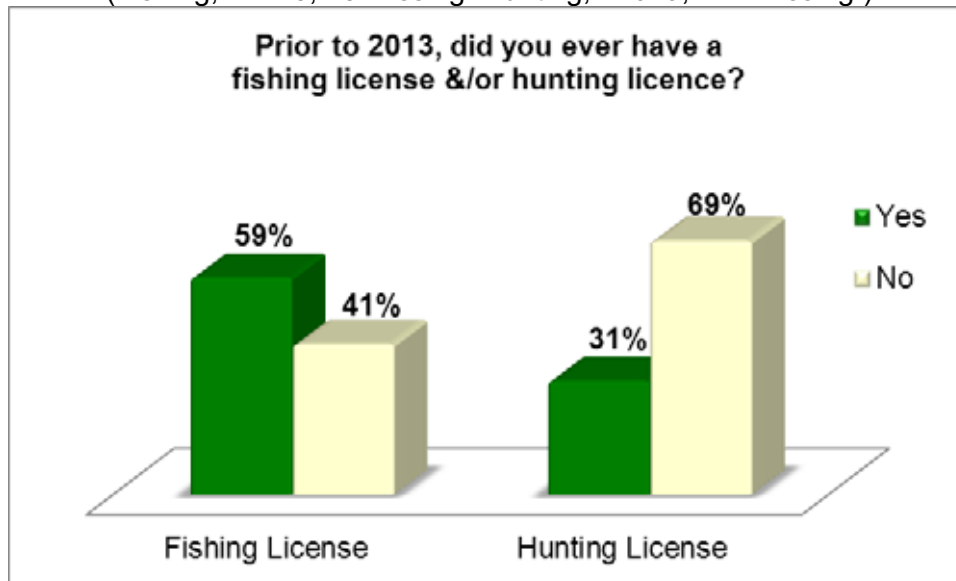
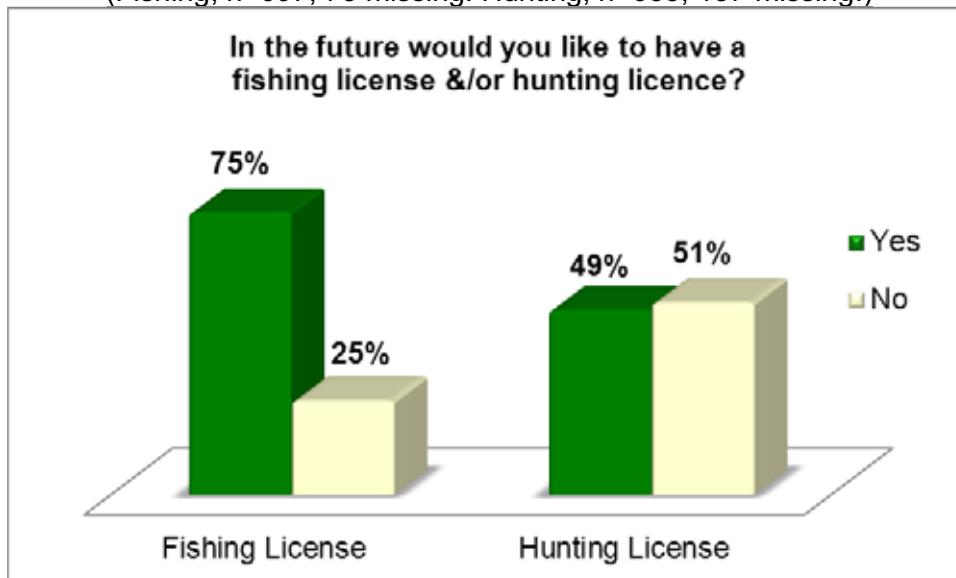


Figure 13. Distribution of respondents who would like a fishing/hunting license in the future (Fishing, n=697; 73 missing. Hunting, n=633; 137 missing.)



The percentage of respondents who never had a fishing and/or hunting license in the past was examined to look at how many of these respondents would like to acquire a fishing and/or hunting license in the future (**Figures 14 and 15.**)

Figure 14. Percent of respondents who never had a fishing license prior to 2013, who would like a fishing/hunting license in the future.

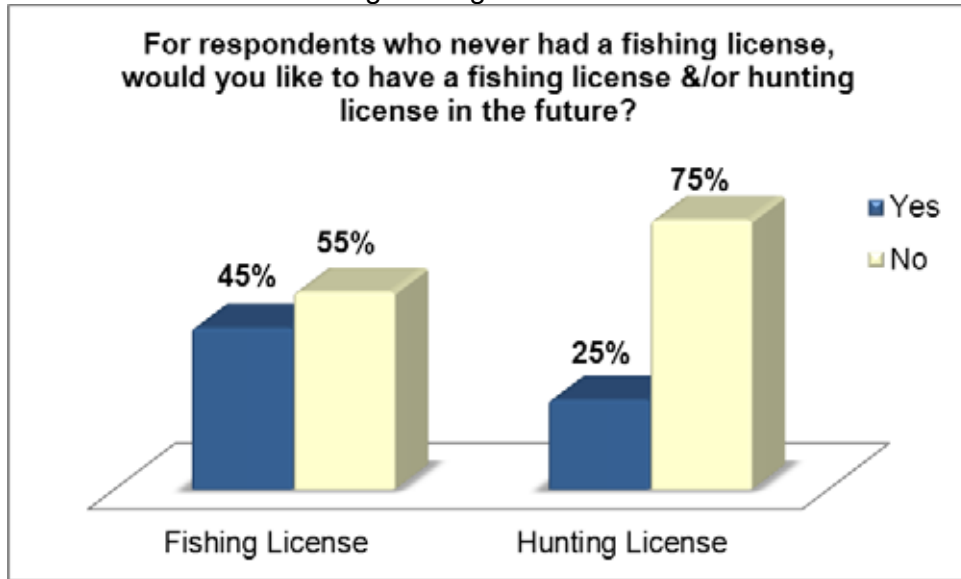
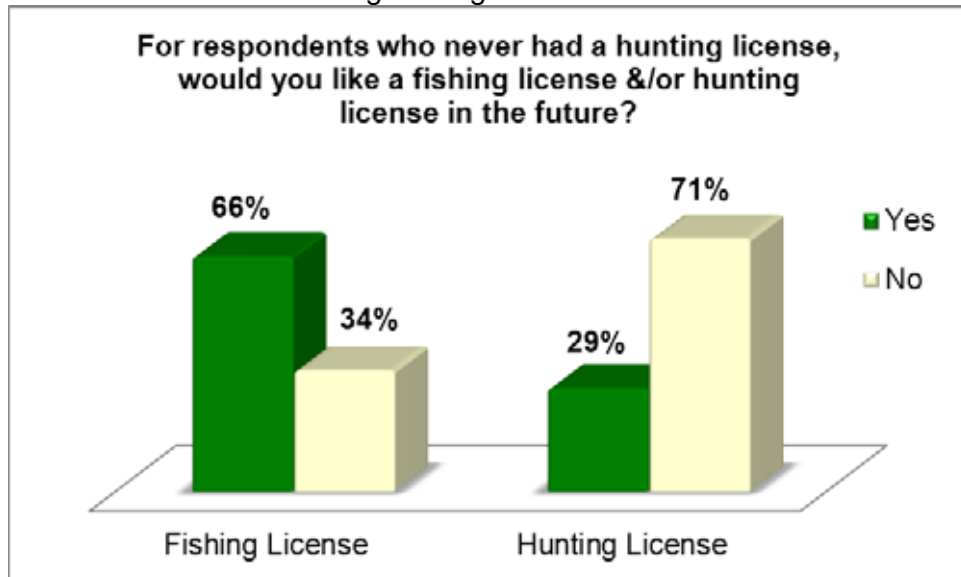


Figure 15. Percent of respondents who never had a hunting license prior to 2013, who would like a fishing/hunting license in the future.



The Expo introduced thousands of new shooters to shotgun shooting and archery. More than 9,000 shotgun shells were fired equating to about 2,800 shooters. More than 2,500 shooters participated in archery over the two days. Hunter education classes were conducted at the Expo for a limited number of participants. One hundred and seventy nine students completed their archery and/or shotgun hunter education requirements at the event.



Respondents were asked directly if they personally attempted shotgun shooting at the Expo and if so, was it their first time. Of the survey respondents that did attempt shotgun shooting, 36 percent of the respondents were new shooters who noted that it was their first time shooting (Figures 16 and 17.)

Note that the shotgun and rifle ranges attracted many children, rather than adults and more children than adults tried their hand at shooting sports.

Figure 16. Respondent participation in shotgun shooting (n=739; 31 missing.)

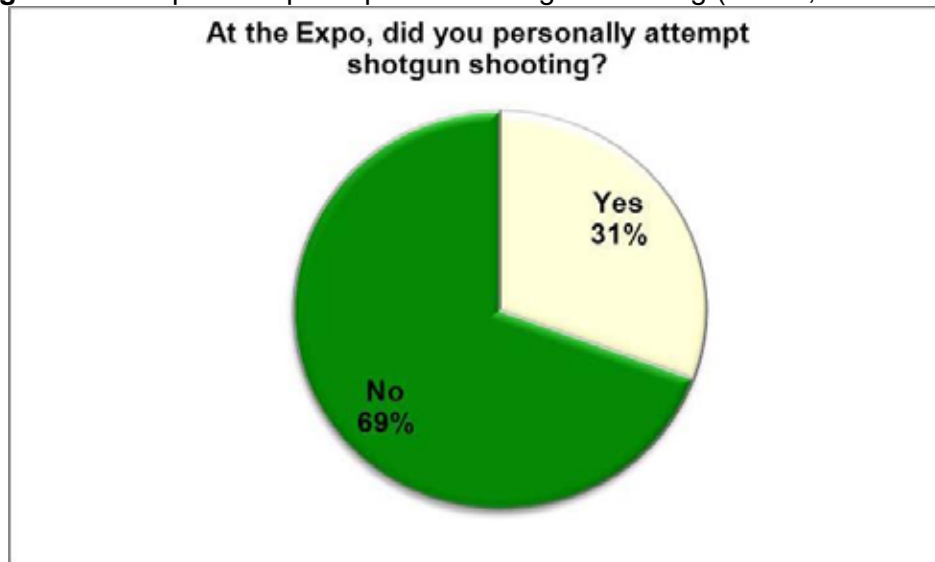
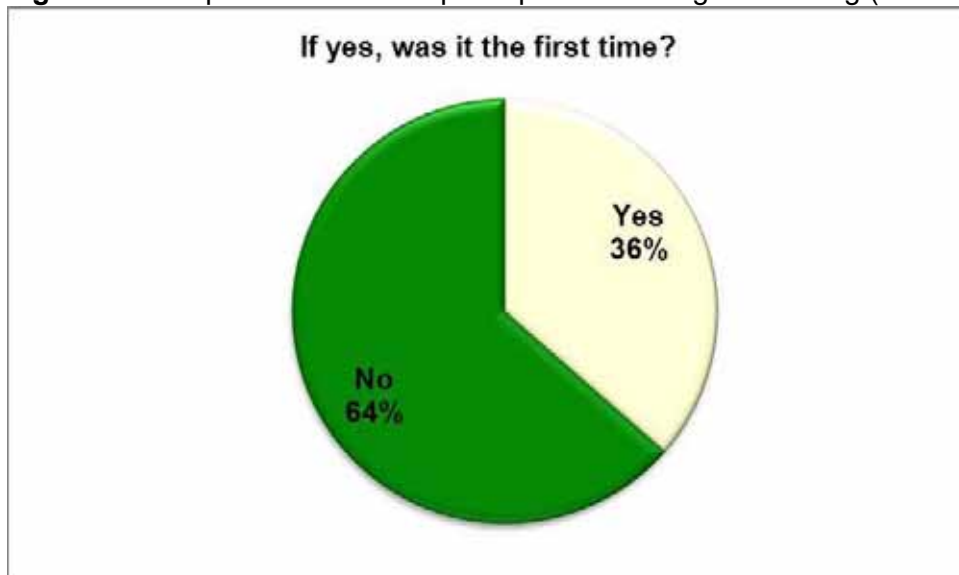


Figure 17. Respondent first-time participation in shotgun shooting (n=244)



Respondents were asked if they personally attempted archery at the Expo and if so, was it their first time. Of the survey respondents that did attempt archery at the compound or crossbow ranges, 35 percent of them noted that it was their first time participating in archery (Figures 18 and 19.)

Note that the archery ranges attracted many children, rather than adults and more children than adults tried archery.



Figure 18. Respondent participation in archery (n= 744; 26 missing.)

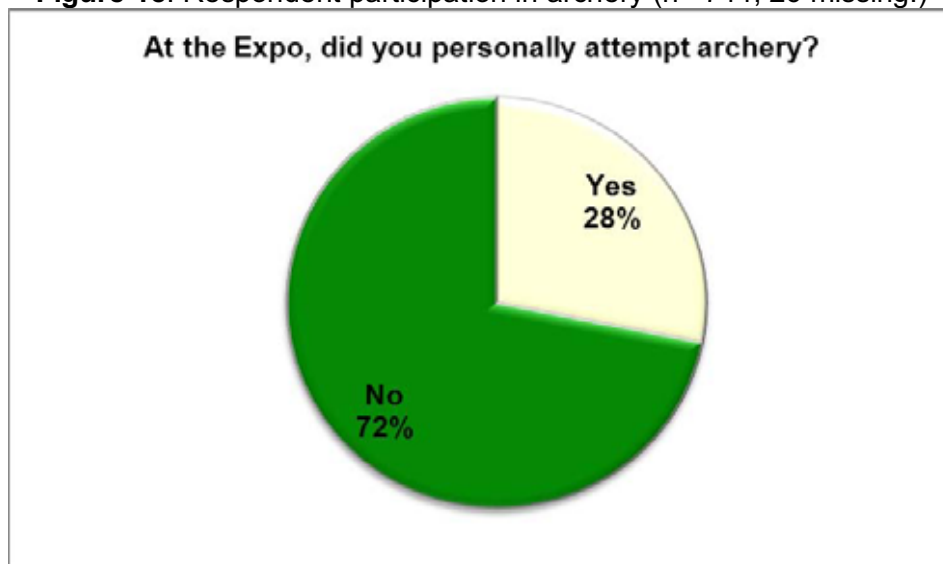
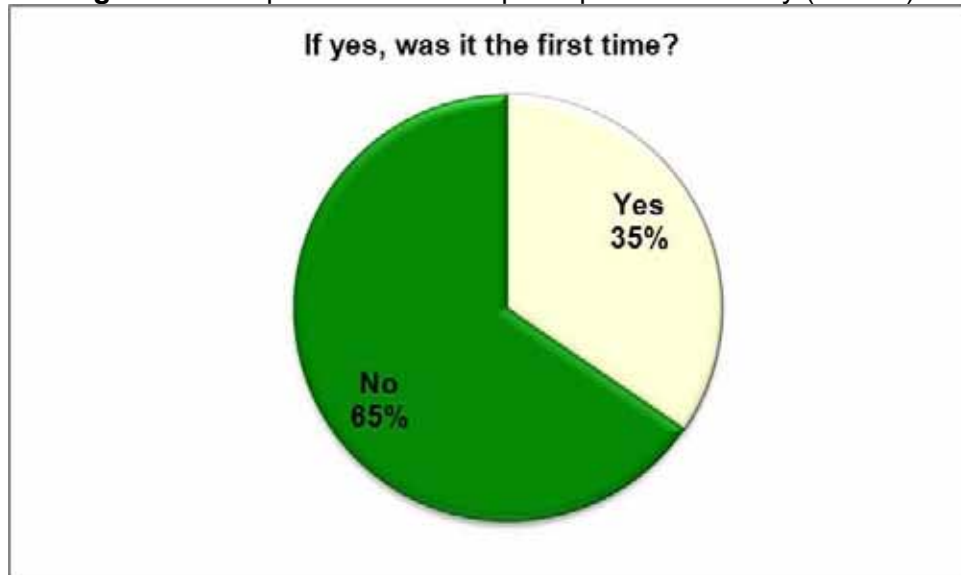


Figure 19. Respondent first-time participation in archery (n=223.)



Conservation Awareness

Survey respondents were asked about how the Expo impacted their motivation to participate in outdoor activities. They were also asked about some of their general attitudes toward outdoor recreation. The survey questions were based on a scale of one to five, where “1” meant strongly disagrees and “5” meant strongly agrees with the statement asked.

Eighty-four percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, which is a slight increase from the 2011 and 2012 Expo results. Eighty-two percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, compared to 78 percent and 80 percent at the 2011 and 2012 Expo.



Seventy-nine percent of respondents agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation, which is a slight decrease from the 2011 and 2012 Expo.



Eighty-eight percent of respondents agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves, compared to 90 percent and 89 percent at the 2011 and 2012 Expo. (Figures 20-23.)

Figure 20. Respondents’ attitude toward Expo providing information or motivation to participate in outdoor activities (2013: n=753, 17 missing; 2012: n=886, 14 missing; 2011: n=680, 21 missing.)

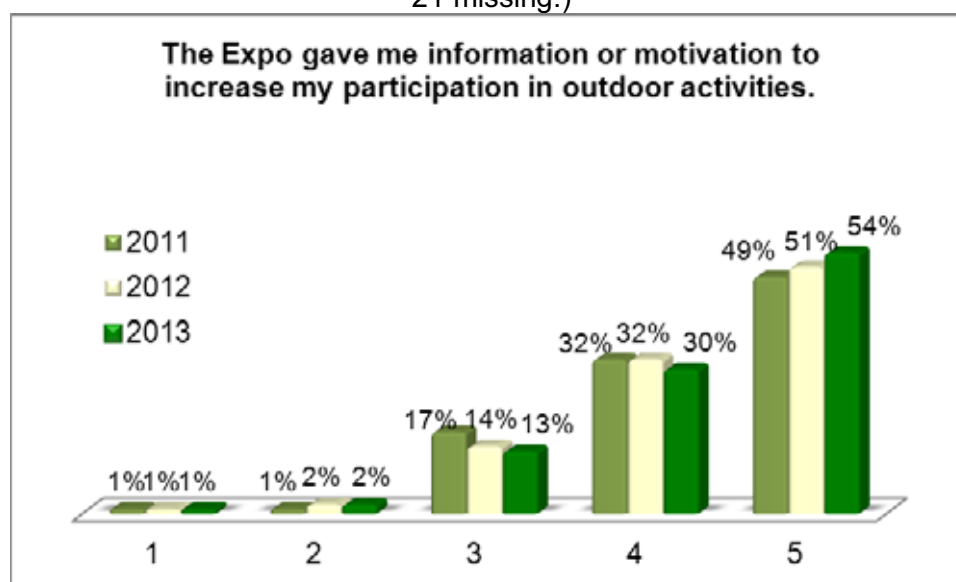


Figure 21. Respondents' attitude toward Expo providing information or motivation to participate in new outdoor activities (2013: n=750, 20 missing; 2012: n=884, 16 missing; 2011: n=677, 24 missing.)

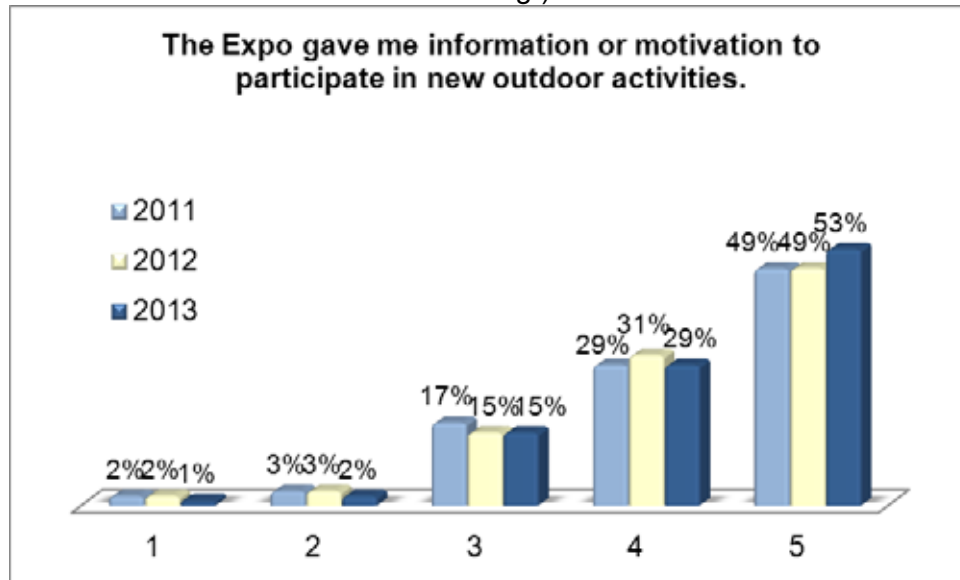


Figure 22. Respondents' attitude toward outdoor recreation and conservation (2013: n=749, 21 missing; 2012: n=883, 17 missing; 2011: n=683, 18 missing.)

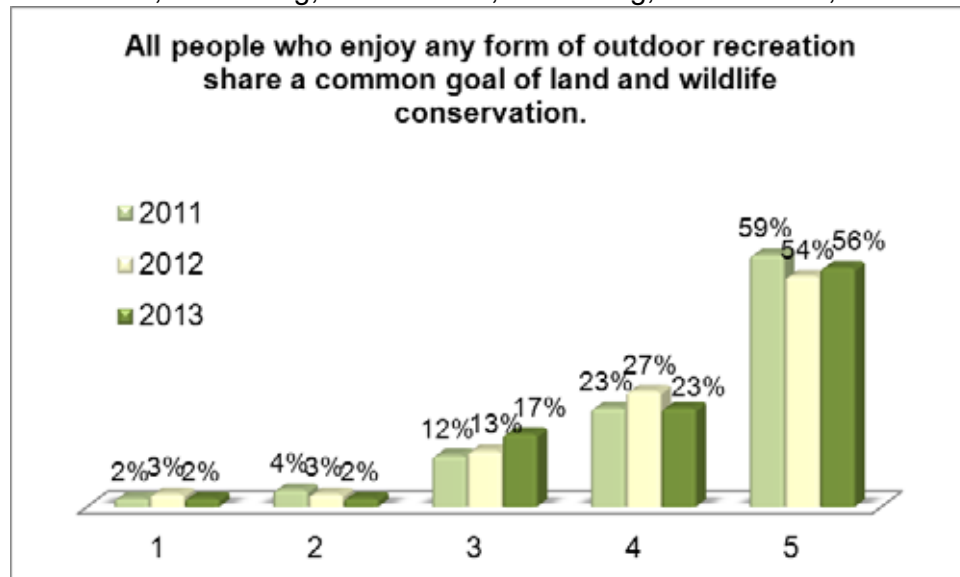
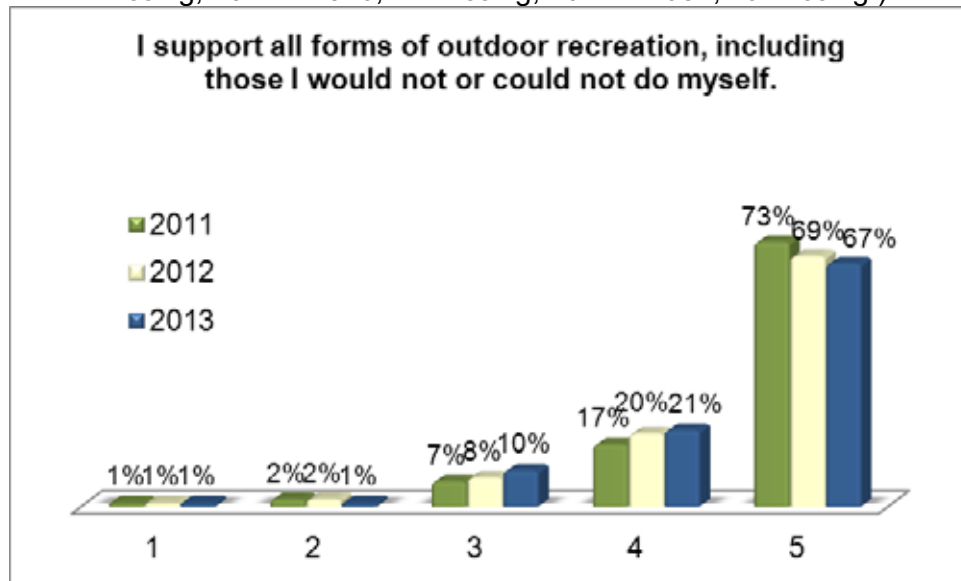


Figure 23. Respondents' attitude toward supporting outdoor recreation (2013: n=743, 27 missing; 2012: n=876, 24 missing; 2011: n=682, 19 missing.)



Expo respondents were asked to rate their current level of outdoor recreation as “none,” “low,” “moderate,” or “extensive.” There were 107 respondents who rated their current level of outdoor recreation as “none” or “low.”

Out of the 107 respondents who rated their level of current outdoor recreation as “none” to “low,” 78 percent of these respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, compared to 71 percent and 82 percent at the 2011 and 2012 Expo.

Seventy-six percent of these respondents also agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, compared to 69 percent and 81 percent at the 2011 and 2012 Expo. **(Figures 24 and 25)**



Figure 24. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to increase participation in outdoor activities (2013: n=107; 2012: n=143; 2011: n=83.)

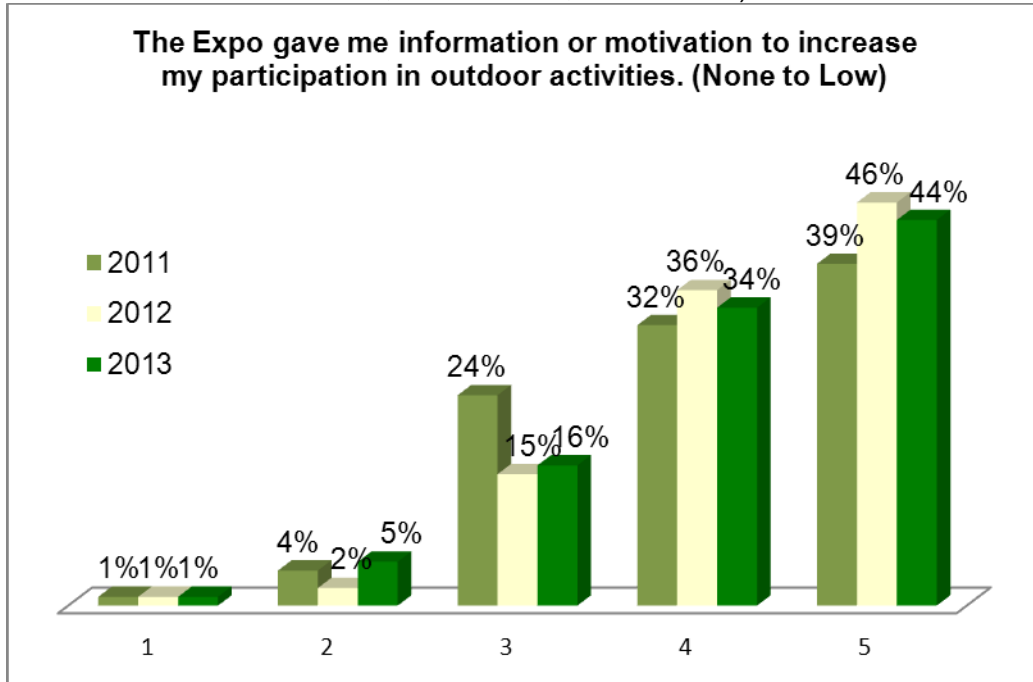
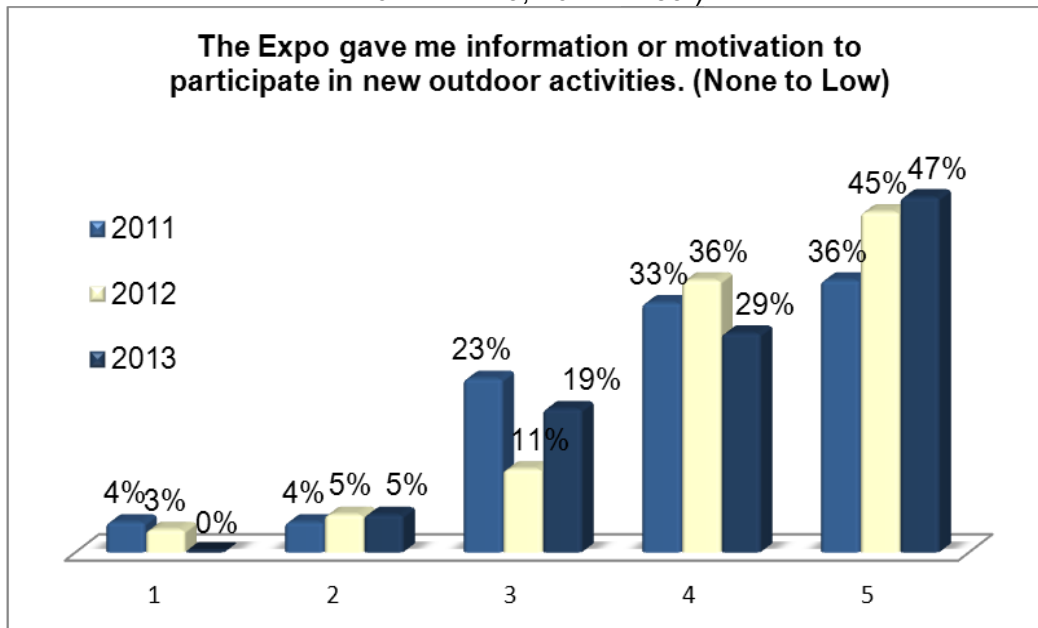


Figure 25. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to participate in new outdoor activities (2013: n=107; 2012: n=143; 2011: n=83.)

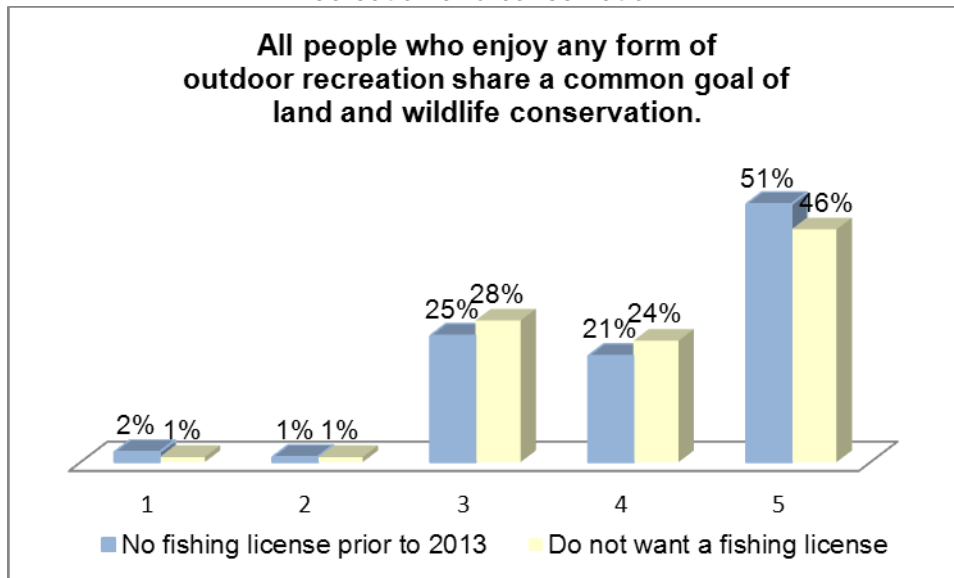


Expo respondents were asked if prior to 2013, they ever had a fishing license or hunting license. Respondents were asked if in the future, they would like to have a fishing license or a hunting

license. (Figures 12 and 13.)

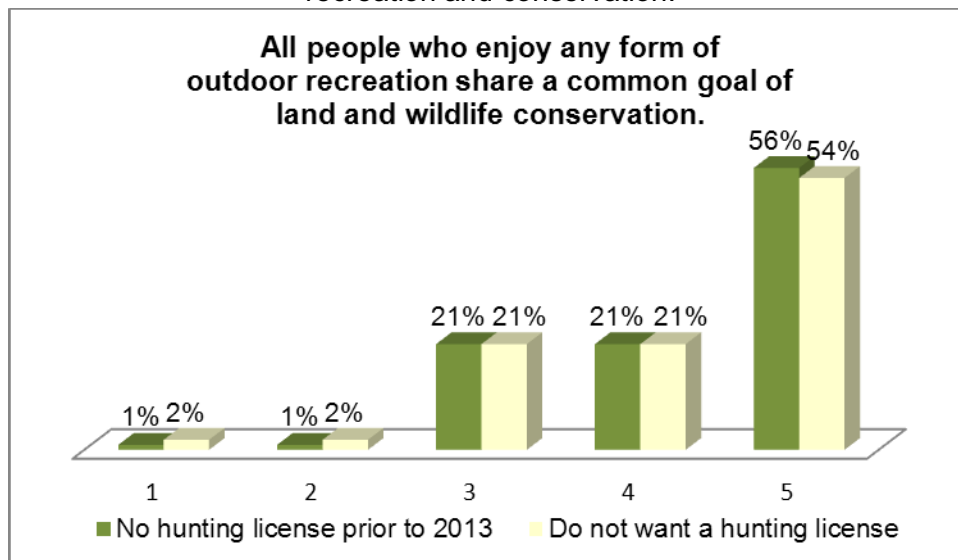
Out of the respondents who never had a fishing license and who do not want a fishing license in the future, 72 percent and 70 percent of respondents respectively agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. (Figure 26.)

Figure 26. Respondents' (who do not have or want a fishing license) attitude toward outdoor recreation and conservation.



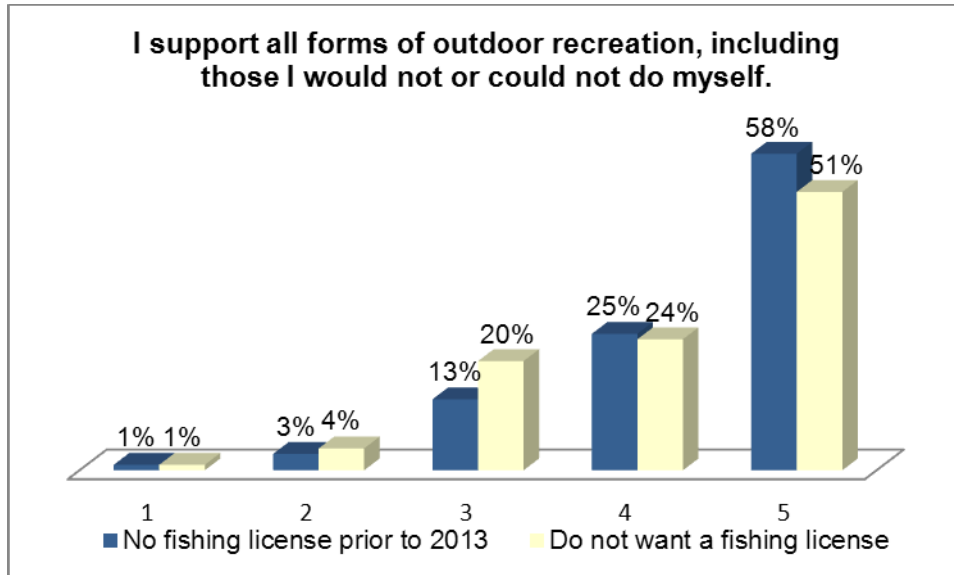
Out of the respondents who never had a hunting license and who do not want a hunting license in the future, 77 percent and 75 percent of respondents respectively agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. (Figure 27.)

Figure 27. Respondents' (who do not have or want a hunting license) attitude toward outdoor recreation and conservation.



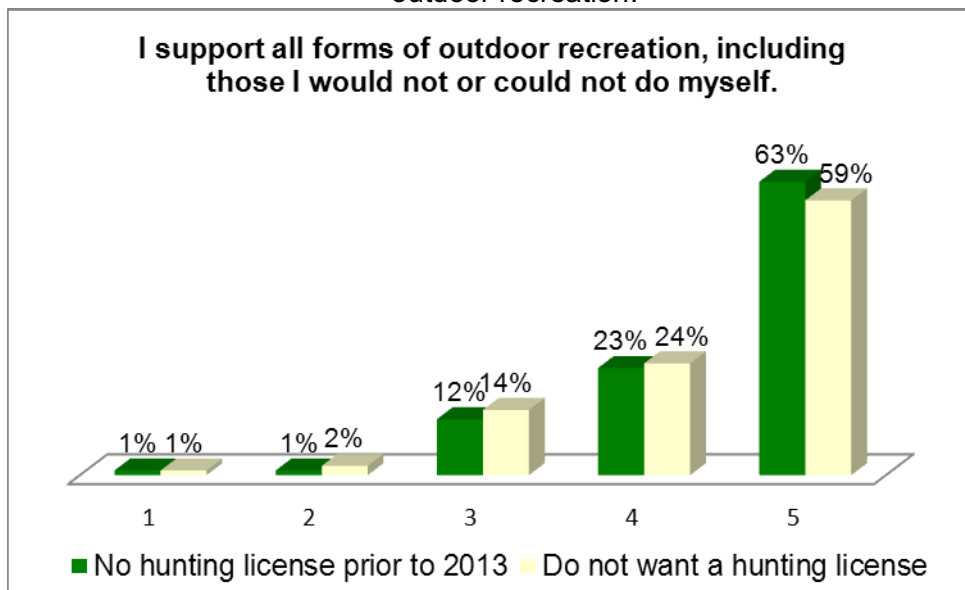
Out of the respondents who never had a fishing license, 83 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves. Seventy-five percent of respondents that do not want a fishing license in the future agreed or strongly agreed with the statement as well (**Figure 28.**)

Figure 28. Respondents' (who do not have or want a fishing license) attitude toward supporting outdoor recreation.



Out of the respondents who never had a hunting license, 86 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves. Eighty-three percent of respondents that do not want a hunting license in the future agreed or strongly agreed with the statement as well (**Figure 29.**)

Figure 29. Respondents' (who do not have or want a hunting license) attitude toward supporting outdoor recreation.



VI. CONCLUSION

The fourth annual New Jersey Wild Outdoor Expo was another successful event that afforded visitors the opportunity to learn about and experience a wide array of outdoor activities available within New Jersey. The event organizers received overwhelmingly positive comments and valuable feedback from visitors through the exit survey instrument, the questionnaire for exhibitors and volunteers, and from participants' general comments.

Some of the logistical challenges that were faced at previous Expo events, including long wait times for certain activities and concession concerns, were addressed successfully at this year's Expo. The Expo Planning Committee and event hosts look forward to continuing to enhance this exciting event for New Jersey's residents and all participating organizations. It is our hope that thousands more people will attend the fifth annual New Jersey Wild Outdoor Expo, which is scheduled for September 13 and 14, 2014, and that this event continues to grow as a highly successful annual tradition.

Some of the positive comments that respondents added to the visitor exit surveys follow.

"The show was great! Bigger and better than last year. There were great activities for all and the kids loved it!"

"I thoroughly enjoy the Expo each year. Keep up the good work and thank you!"

"Awesome event! It gave me exposure to many things you can't see anywhere else to get me outside. The information booths were very informative and the staff was great!"

"Very nice family oriented event."

"It was excellent! Great, with more activities this year."

"Great time. We come every year. Awesome event all around."

"My intention was to take my dog for a walk but I stayed for 1 1/2 hours, I'll be back tomorrow!"

"Really nice event. I'm glad I came."

"Very impressed. I look forward to next year's Expo!"

"I live in Jersey City and never new NJ has so many outdoor activities to offer. This has opened up my imagination to new activities more than anything else I've done this year. The event makes such a difference in making NJ a desirable place to get outdoors."



VII. APPENDIX A

2013 NJ Wild Outdoor Expo's Participating Organizations (Listed Alphabetically)

Acute Art Reflection
Alaska Wilderness League
Appalachian Mountain Club
Arcadia Bird Sanctuary
Atlantic Saltwater Flyrodders
Association of NJ Rifle & Pistol Clubs
Barnegat Bay Partnership
Bayshore Saltwater Flyrodders
Bent Creek Game Farm, LLC
Bi-Catch Café
Birds & Bees Farm
Bob Yurcho's Equipment
Burlington County Park System
CamraScapes.com
Central Jersey Geocaching
Central Jersey Rifle and Pistol Club
Conserve Wildlife Foundation of New Jersey
Cookstown Saltwater Anglers
CT's Bar-B-Que
Deer Heads Unlimited Taxidermy
Del Val NAVDA
Deppen Wood Products
Discount Boots
Edwin B. Forsythe National Wildlife Refuge
EZ Trail Markers
Fernbrook Farms Education Center
FishTek, Inc.
Flight of the Raptor
Freehold Soil Conservation District Soil Tunnel
Friends of Forsythe National Wildlife Refuge
Fun House Productions
Gamebutchers
Garden State Black Powder Association
Girl Scouts of the Jersey Shore
GPS Rescue of NJ
Harold Lawson's Rocks, Minerals & Fossils
Hunters Helping the Hungry
Indian Rock RV Park
Jackson Cub Scout Pack 204
Jackson Township Clean Communities
Jean Radziszewski Fishing Merchandise
Jenkinson's Aquarium
Jernet Enterprises
Jerseyhiker.com

Jersey Off Road Bicycle Association (JORBA)
Jersey Shore Sea Kayak Association
Jersey Shore Trout Unlimited
John Drulle, MD Memorial Lyme Fund, Inc
Joint Base McGuire Dix Lakehurst Natural Resources
Julie Jurusz - Honeybees & Other Pollinators
Kelly Cole Photographic Arts
Kids Outdoors
Lakehurst Historical Society - Indians of NJ of the 16th Century
Mid Atlantic Bulldog Rescue
Mom's Food Concessionaires
Monmouth County Park System
Monroe Township's Enviro-Mobile
National Rifle Association
Navesink Hunting Retriever Club
Navesink Maritime Heritage Association
NJ American Water
NJ Audubon – Plainsboro Preserve
NJ Bass Federation
NJ B.A.S.S. Nation
NJ Beach Buggy Association
NJ Council of Diving Clubs
NJ Department of Agriculture
NJ Department of Environmental Protection (NJDEP)
 NJDEP Clean Water NJ
 NJDEP Division of Fish and Wildlife
 NJDEP Division of Land Use Regulation
 NJDEP Division of Parks and Forestry
 NJDEP Environmental Education – NJ Rocks!
 NJDEP Forest Fire Service
 NJDEP Green Acres Program
 NJDEP State Park Service
NJ Ducks Unlimited
NJ Falconry Club
NJ Federation of Sportsmen's Clubs - Central Region
NJ Forestry Association
NJ Horse Council
NJ Mycological Association
NJ Outdoor Alliance Conservation Foundation
NJ Search and Rescue
NJ Second Amendment Society
NJ SnakeMan
NJ State Chapter of the National Wild Turkey Federation
NJ State Museum
NJ Trappers Association
NJ Waterfowlers Association
Ocean County Mosquito Commission
Ocean County Natural Lands Trust Fund Program
Ocean County Parks Department – Wells Mills Co. Park
On A Mission Fishing Adventures
On Target Paintball Games Inc.

Plumsted Township Environmental Commission
Princeton University Graduate Molecular Biology Outreach Program
Tri-State Weimaraner Rescue
Reel Time Designs
REI
Retriev-R-Trailer/Specialty Products
Rizzo's Reptile Discovery
Round Valley Trout Association
Save Barnegat Bay
Shoot NJ
Solar Mite Solutions
Southard Grange
Sweet Pea Tea
Tasty Kettle Corn
The Kayak Fishing Store
Traditional Archers of NJ
Traditional Earth Skills
Tri-State Weimaraner Rescue
United Blood Trackers
U.S. Coast Guard Auxiliary
Wolf Visions
Woodlands Wildlife Refuge
Wounded Warrior Program

VIII. APPENDIX B

2013 NJ Wild Outdoor Expo Schedule of Events

New Jersey

WILD

OUTDOOR^{EXPO}

Explore. Experience. Enjoy!

Schedule of Events

Ongoing Activities..... Page 2

Scheduled Activities & Seminars..... Page 3

Expo Site Map..... Page 4

Event Supporters..... Page 4

September 14 and 15, 2013

10 am - 5 pm daily

Colliers Mills Wildlife Management Area

Jackson Township, NJ

Sponsored by:



Hosted by:





New Jersey
WILD
OUTDOOR EXPO
 Explore. Experience. Enjoy!

The Wild Outdoor Expo is a free event designed to build appreciation for New Jersey's bountiful natural resources and to encourage increased participation in outdoor recreation through a unique blend of conservation information, education and hands-on opportunities to learn about and experience a wide range of outdoor skills and activities. Attendees are encouraged to try their hand at fishing, hiking, shooting sports, kayaking, camping skills, wildlife watching and more. This event is hosted by the NJDEP Division of Fish and Wildlife, Parks and Forestry, the Green Acres Program and the Conserve Wildlife Foundation of New Jersey.

ONGOING ACTIVITIES

Please note that all programs, exhibits and activities are subject to change.

Ongoing Activities and Exhibits	Location (see map)
General Information (Passports, Exit Surveys, Lost and Found)	Main Entrance
New Jersey Department of Environmental Protection Exhibits and Activities	NJDEP Tent
Environmental, Recreation, Wildlife Rehab, and Nature Photography Exhibits and Activities	Environmental Tent
WILD Craft for Kids, Conservation and Boating Safety Exhibits	Conservation Tent
Additional Environmental, Conservation and Recreation Exhibits and Demos	Exhibitor Area
Forestry Stewardship and Firewise Demos and NJ Forest Fire Service's Tracks Dogs	Forestry Row & Sawmill
Historical Encampment and Re-enactment with Crafters and Demos (Period 1740 - 1840)	Historical Encampment
"How to Make Compost" Demos by Clean Communities at 10:30 am, 12:30 pm and 2:30 pm	Booth in Exhibitor Area
Inflatable Soil Tunnel and "Slam Dunk the Junk" Activity	Soil Tunnel & Enviromobile
"Woodland Creatures" Puppet Shows by JBMDL at 11 am, 12 pm, 3 pm - SUNDAY ONLY	Booth in Exhibitor Area
"Freshwater Fish of NJ" Aquarium and Fishing Demos at 11 am, 12 pm, 2 pm, 4 pm	Fish Tank
Casting & Fishing Instruction	Casting Area
Kiddie Fishing Tanks. (Ages 4-7)	Kiddie Tank
Kids Fishing: (Ages 8-16) 10:30 am-4:30 pm. Register at Kids Fishing Area.	Kids Fishing Area
Kayaking for Beginners: (Ages 12+) Sessions last 2 hours and begin at 10:15 am, 1 pm and 3 pm . Registration required at Kayak Workshop Area. Appropriate attire is encouraged.	Kayak Workshops Area
"Flight of the Raptor" Falconry Exhibit	Falconer Tent
Outdoor Adventure Demos & Outdoor School Class by REI	"Open House" Campsite
"Open House" Family Campsite: Camping & Cooking Demos at 1 pm and 3:30 pm	"Open House" Campsite
Geocaching 101, Demos and "WILD Cache!" Geo-Trail	Geocaching 101
Rock Climbing (\$3 fee per climb) & Golf Practice Net by Monmouth County Park System	Climbing Wall
Hunting Dog Water and Field Demonstrations	Sporting Dog Demos Area
Outdoor Supply Flea Market	Commercial Vendor Area
Food Vendors and Picnic Area	Picnic Area
JAKES Take Aim BB Gun Range by NWTf	JAKES BB Gun Range
On Target Paintball Shooting Range (\$2 for 10 shots; \$5 for 30 shots)	On Target Paintball Range
Introduction to Archery and Shotgun Ranges (Ages 10+) Ranges close at 5 pm.	Archery & Shotgun Ranges
Hunter Education Classes start at 8:00 AM. Must pre-register at : www.nj.wildlifelicense.com/start.php	Hunter Education Tent

SCHEDULED ACTIVITIES, SEMINARS & DEMOS

Time		Activity or Seminar	Location (see map)
10 AM	10:30	"Geocaching 101" Program	Program Building
	10:30	Beginner Birding Walk	Bird Walks Area
	10:30	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
11 AM	11:00	"Rizzo's Reptile Discovery" Program - LIVE ANIMALS	Program Building
	11:00	Tree Identification Walk	Forestry Tree ID Walks
	11:00	Waterfowl Capture/Banding Netblaster Demo - SATURDAY ONLY	Waterfowl Netblaster
	11:00	Bike Tour by JORBA (participants must provide their own bike/helmet)	Environmental Tent
	11:30	Simulated Blood Tracking Dog Demo	Sporting Dog Demos Area
	11:30	Sport SCUBA Diving Demo	Fish Tank
	11:30	Archery Trick Shooting Show by Chris Hurt - SATURDAY ONLY	Archery Range
12 PM	12:00	"Honeybees & Pollinators: What You Can Do to Support Them" Program	Program Building
	12:00	Beginner Birding Walk	Bird Walks Area
	12:00	NJ Trappers Fur Handling Demo	Game Processing Tent
	12:30	Tree Identification Walk	Forestry Tree ID Walks
	12:30	Turkey Calling/Hunting Seminar & Demo by NJ Chapter of the NWTF	JAKES BB Gun Range
	12:30	Water/Field Versatile Hunting Dog Demo by Del Val NAVHDA	Sporting Dog Demos Area
1 PM	1:00	"Family Fun Birding" Program	Program Building
	1:00	"Wildlife Photography Basics" Program by CamraScapes.com	CamraScapes Booth in Exhibitor Area
	1:00	Waterfowl Capture/Banding Netblaster Demo	Waterfowl Netblaster
	1:30	"Flight of the Raptor" Program	Falconer Tent
	1:30	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
2 PM	2:00	"Geocaching 101" Program	Program Building
	2:00	Tree Identification Walk	Forestry Tree ID Walks
	2:00	Gamebutcher's Deer Processing Demo	Game Processing Tent
	2:00	Bike Tour by JORBA (participants must provide their own bike/helmet)	Environmental Tent
	2:30	Archery Trick Shooting Show by Chris Hurt - SATURDAY ONLY	Archery Range
	2:30	Beginner Birding Walk	Bird Walks Area
	2:30	Water/Field Versatile Hunting Dog Demo by Del Val NAVHDA	Sporting Dog Demos Area
3 PM	3:00	"Jigging Techniques for Fall Striped Bass & Bluefish in NJ" Program	Program Building
	3:00	Sport SCUBA Diving Demo	Fish Tank
	3:00	Waterfowl Capture/Banding Netblaster Demo	Waterfowl Netblaster
	3:00	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
	3:30	NJ Trappers Fur Handling Demo	Game Processing Tent
	3:30	NJ Search and Rescue Safety Program for Families	Program Building
	3:30	Simulated Blood Tracking Dog Demo	Sporting Dog Demos Area
4 PM	4:00	"Dispelling the Myth of the Big Bad Wolf" Program - SEE A LIVE WOLF!	Program Building
	4:00	Turkey Calling/Hunting Seminar & Demo by NJ Chapter of the NWTF	JAKES BB Gun Range
	4:00	"Flight of the Raptor" Program	Falconer Tent

Please return your Passport and complete an Exit Survey by the General Information tent as you leave the Outdoor Expo so the hosts can gather information to improve this event.

New Jersey
WILD
OUTDOOR EXPO
 Explore. Experience. Enjoy!

*NJ WILD OUTDOOR EXPO
 SITE MAP*

*This is a representational map.
 It is not to scale and it is subject to change.*



Event Supporters: Monmouth County Park System, Jersey Shore Sea Kayak Association, Traditional Archers of New Jersey, U.S. Fish and Wildlife Service's Wildlife Restoration Program

IX. APPENDIX C - 2013 Visitor Exit Survey Instrument

2013 NJ WILD OUTDOOR EXPO EXIT SURVEY

You are helping the NJ Division of Fish and Wildlife gather information that will help improve this event by completing this survey. Please circle your responses.

1. Present Time: 11 12 1 2 3 4 5
2. Day: **Saturday** **Sunday**
3. Gender of individual completing survey (Must be over age 18): **Male** **Female**
4. How many people came in your vehicle? 1 2 3 4 5 6+
5. How many are aged 18 or younger? 0 1 2 3 4 5 6+
6. Was this the first time you've been to the NJ Wild Outdoor Expo? **Yes** **No**
7. How did you find out about the Expo? (Circle all that apply)

Newspaper (name) _____	Organization website (NJDEP/CWF) _____
Flyer (location) _____	Other website (name) _____
Sign/Banner (location) _____	Email from Division of Fish & Wildlife _____
Club or organization (name) _____	Word-of-mouth (you were told of the Expo) _____
	Other _____
8. Do you consider yourself a resident of an: **URBAN** **SUBURBAN** or **RURAL** area?
9. What is the zip code where you live? _____
10. What year were you born? 19 _____
11. What is your ethnicity?

Caucasian	Hispanic	Native American	African American	Asian	Mixed	Other
------------------	-----------------	------------------------	-------------------------	--------------	--------------	--------------
12. Please rate your overall satisfaction with attending the EXPO: (1=Poor) 1 2 3 4 5 (5=Excellent)
13. What was your favorite activity at Expo? _____
14. At the expo did you attempt or learn enough to be interested in attempting any outdoor activity you have never done? (Y N)
15. At the expo did you personally attempt shotgun shooting? (Y N) If yes, was it the first time? (Y N)
16. At the expo did you personally attempt archery? (Y N) If yes, was it the first time? (Y N)
17. List any outdoor activities that were not at the Expo that you would have liked to see. _____
18. Please rate your current level of outdoor recreation as (circle response) **None** **Low** **Moderate** **Extensive**
19. Do you currently have a 2013 **fishing** license (Y N) **hunting** license (Y N)
20. Prior to 2013, did you ever have a **fishing** license (Y N) **hunting** license (Y N)
21. In the future would you like to have a **fishing** license (Y N) **hunting** license (Y N)

Using a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree please rate your level of agreement with these statements

22. Attending Expo gave me information or motivation to increase my participation in outdoor activities 1 2 3 4 5
 23. Attending Expo gave me information or motivation to participate in new outdoor activities 1 2 3 4 5
 24. All people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation 1 2 3 4 5
 25. I support all forms of outdoor recreation, including those I would not or could not do myself 1 2 3 4 5
 26. Would you like the NJ DEP Division of Fish and Wildlife to provide you with more information about **fishing / hunting / wildlife viewing** in NJ? (circle which one) If so, would you provide email or mailing address? (write on line below)
-
27. Include any additional written comments on the back.

Thank you for participating and have a nice day!

X. APPENDIX D

2013 Exhibitor and Volunteer Questionnaire and Sample Responses

All of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event. The questionnaire and sample responses are listed below.

Questionnaire

Expo Exhibitors & Vendors/Volunteers,

The 2013 NJ WILD Outdoor Expo drew more than 8,400 visitors to the Colliers Mills Wildlife Management Area to learn about the natural world and experience a wide array of outdoor activities available within our great state. This is a 17% increase in visitor participation from the 2012 Expo. Together with exhibitors and volunteers, a diverse crowd of more than 8,700 people participated in this successful outreach event.

One visitor remarked on an exit survey that, *"I live in Jersey City and never new NJ has so many outdoor activities to offer. This has opened up my imagination to new activities more than anything else I've done this year. The event makes such a difference in making NJ a desirable place to get outdoors."* Other survey comments include, *"The show was great! Bigger and better than last year. There were great activities for all and the kids loved it!"* and *"Awesome event! It gave me exposure to many things you can't see anywhere else to get me outside. The information booths were very informative and the staff was great!"*

I truly hope you found the Expo to be a worthwhile experience for your organization. With the Expo hosts considering holding this event again, as in past years, I'd like to obtain feedback in order to try to make the event better for all participating organizations and the public. If your time allows, I'd appreciate it if you can send me your responses to the following questions.

1. Did you feel that participating in this year's Expo was a worthwhile experience for your organization? Why or why not?
2. Would you be interested in participating in the Expo again next year? If not, why not?
3. What were the best and worst parts about participating in/volunteering at the Expo?
4. How can the Expo hosts continue to try to improve the event for participating organizations and the public?
5. Any Additional Comments/Recommendations/Concerns

I sincerely hope that you will be able to participate in next year's Expo. Your presence makes this event possible! I'll send out a save the date e-mail with registration information when a 2014 date is selected. Thank you again for dedicating your time, resources and expertise to help make the 2013 NJ WILD Outdoor Expo a success!

Highlights of Exhibitor, Presenter and Vendor Responses

Question 1.

It was definitely a worthwhile experience! Members were able to meet and talk personally with many people and get the word out about what we do.
--

Of course. We now have the honor and opportunity to help educate thousands of people just itching to
--

get out into nature and give them the tools and knowledge they need.
Absolutely worthwhile.
This year's Expo, as well as every year's expo was definitely worth attending. We were able to raise funds from donations as well as educate people about our program. I spoke to many people who were unaware of our program, and was able to answer questions asked of others who had heard things about the program, but were misled.
I myself felt that the Expo was a great success, and could tell there were more people this year. We had a nice amount of people over the show, and shared many a good tale.
Yes, we enjoyed participating in the Festival. The public was very receptive to the fact that we had a large variety of fishing equipment for all ages, both fresh and salt water.
Yes, the Expo was great, there were many more people there this year and we were constantly busy talking to the public
Yes it was very worthwhile. We gained a lot of exposure for my business and for next year we would like to expand what we do at NJ Wild.
Each year the Center is excited about the event because it is right in our backyard. We believe it is worthwhile for us since it is a FREE event and we are a non-profit organization with a small marketing budget. We also love to see all of the families come to the event who have the same interests in exploring their natural world as we do.
Yes - I was able to teach many people about the facts regarding parrot ownership and show people birds they had never seen before.
Yes
Yes first time with our club and it was positive.
Yes, very worthwhile, NJ needs an event like that
I did feel it worthwhile, because it gives me focused access to a target audience on a topic that I know attendees are interested in.
Yes, it was highly worthwhile. We were able to introduce the Association and the need to wisely manage New Jersey's forests to several hundreds of people. We were able to introduce over 100 people to the basics of Tree Identification.
Yes! We spoke to a lot of people about Scouts. A lot of people think of us as only cookies & crafts and they are surprised to hear everything else we offer.
I very much enjoyed what I did get a chance to see. It was a very profitable adventure. I spoke to people from other states. I was overwhelmed with questions on where they could go in New Jersey to find them themselves.
We love the Expo! We love that it is free for families and that a lot of local people come. We also love that you let us bring our goat, which is something we don't experience with all expos.
Yes, I was able to bring information about our family programs to a new audience and a lot of the visitors were boy scouts which allowed us to advertise our scouting merit badge programs!
Yes, we get to interact with the public, build our brand name, and fulfill our mission which has always been to educate.
Absolutely! Even though we were only able to participate on Saturday, it was a very good day. We spoke to countless people interested in adopting, volunteering and donating to our cause!
Yes- it helped us to work toward achieving our goals of introducing young people to the shooting sports. In addition this venue helps with our name recognition. Hunters and non-hunters learn that we not only do conservation work but that we are involved in outreach as well.
It was a great day we put over 400 people of all ages through our BB Gun Trailer.
It is the perfect setting to spread the word on environmental awareness.
Of all the events we do all year long this is the biggest and best event for us. As long as you have it we will be there. As you know our mission is to spread awareness and prevention education of the illnesses that the ticks carry and the audience that is in the most need is at your event.
Definitely! I always get valuable input from/exposure to this audience, who represent the whole state as well as adjacent county residents.
Yes it was a great experience for our scouts and it gave great exposure to the scouts' organization as a whole.
I had a very successful vending experience. Our family enjoyed the festival very much. There was tons of activities, shows, experiences to enjoy for all.

Yes. It was great exposure for our business,
Our outreach and interest in our table was well above the expectation on both days.
It is a worthwhile experience. Participating in the Expo isn't about advertising. As an educator it gives me the opportunity to talk about NJ wildlife and conservation of those species.
It was very rewarding to be an exhibitor/seller, even better than my first year. I had return visitors who were taking my lessons and examples. Very rewarding and worthwhile.
Yes and the public seems to love everything there.

Question 2.

Yes!!
Yes of course!
I look forward to participating in the Expo next year, as I do every year. It is beneficial to our program, but I also enjoy watching the people who attend learn about new ways to enjoy the outdoors.
I can say that we'll be glad to come back next year.
Yes, we would be interested in participating in the 2014 Festival.
Looking forward to working with you again next year.
Definitely and we would like to offer a kayak demo in addition to having a space.
Of course, please send us the save the date right away!
Unfortunately, I will be moving and not around for next year's event.
Absolutely
Yes we would.
Absolutely I would be there next year
Yes, definitely.
Absolutely yes.
YES It's a great venue to speak to people (who like to be outdoors).
I will be looking forward to participating again next year.
Yes, absolutely. Again, we love the Expo!
Yes!
Yes, as long as the expo exists we will be interested and will plan to attend, it is simply a great event
ABSOLUTELY!
Yes
All agreed we'll be back next year.
Absolutely, we had a great time as usual!
Of course
We definitely would like to participate again next year.
Yes
Yes
It was a lucrative event for us and it was a fun time for all.
Absolutely.
Maybe.
Will absolutely participate again next year.
Yes to next year
A big fat yes

Question 3.

Staff was great with advice and help with set up and breaking down and directing traffic.
Best was inspiring and helping people learn and get excited about the outdoors. Just something even as simple as setting up a tent, made people happy. Not really a worst.
Best was the turnout. Also I happily took notice of the expansive placement of the advertisement placards as far North as NJTPK Exit 16 where I get on and all points in between. There was no "worst."
For me, the best part about participating in the Expo was being able to educate the public about a program that I have worked very hard to build, and to hear stories from people who have been recipients of our program. I can't think of any worst part of your Expo.
The best part of the Expo was my granddaughter visited all of the booths and enjoyed the many things to

do. She is eight (8) years old. I did not find anything negative.
Great exposure. Worst was that ambulance/rescue vehicle running the entire time and when the wind shifted our way we were subjected to diesel fumes.
We love the exposure that the event gets us during a time that is hard for us to promote some of our events. At this time I cannot think of any parts that I would consider negative.
All was positive. Your staff was there to help at the drop of a hat, grounds were kept neat, and all was very organized, from traffic and pedestrian flow to exhibits.
Best- more vendors and exhibitors, more to do and greater food selection many of the folks who visited our booth commented on that. Didn't really have any negative experiences.
Best part was the exposure we got to showcase our dogs. Really liked that an audience built 10 minutes before our demos. Was great to share! Worst part was we had no suitable field area to showcase our dogs. We enjoyed our water demo area.
Best parts: Opportunity to talk to a large cross section of a natural resource oriented audience on two gorgeous days. Worst parts: Dust from the road.
The weather was perfect! (Thank you to Mother Nature), a lot of people attended, being outdoors talking to people.
I did not get a chance to see much. But I very much enjoyed what I did get a chance to see. It was a very profitable venture.
The best: the number of people it draws, and that it draws families (unlike a lot of things like this we go to that are geared toward professionals, etc.). I also love that so many folks are outdoor-minded... it fits in really well with our mission. The worst: nothing, really.
The best was all of the wonderful exhibitors and activities (and the amount of people I was able to talk with). The worst part was the wind (all of my activities kept blowing away.)
The best part is always the people, we get kids who are ecstatic about snakes and those are fun, we get educated adults who are always enjoyable to have discussions with, then we also get the fearful ones, and few things are more enjoyable than helping someone take a step toward overcoming an irrational fear that may cost snakes their lives in some cases.
Very well organized event. Loved the amount of room given to set up.
The days are long. For us the most difficult part is garnering enough help from our volunteers without burning them out. The neat thing about the expo is seeing that we are reaching beyond the choir. The future of conservation depends on attracting new participants in hunting and angling.
You should stagger the food vendors throughout the expo. They also stated that the ad campaign this year was very good as everywhere you went there was some type of ad.
It was a very dry weekend, a water truck to keep the dust down would be great.
I think the location is great, you may want to consider a North and/or South location (just to reach more people).
I think you have really improved things greatly with the last few shows and the increased crowds show it. I personally enjoyed the increase and/or more visibility of the port a potties.
The best part was the chance to talk to hundreds--maybe thousands--of outdoor-oriented people about their interests. Every year something different emerges as the 'hot topic.' The worst part is that it is two, very long, very tiring days without a lot of 'creature comforts.'
I thought it was great all around. The amount and diversity of the vendors is awesome.
The best part is all of what the festival offers throughout the two days of most which is "FREE". The worst part would be how squeezed the vendors are against each other.
We love everything about the event.
The best was to see so many different organizations represented and from so many different backgrounds all with a common purpose - the great outdoors in NJ. The worst was the event was very spread out. When my family came and I finally got a chance to walk around, I couldn't believe how many other exhibitors and activities there were to do behind the food vendors. Not enough food vendors, waiting in line for lunch was way too long and not enough places to sit to eat. I didn't even see the tent with tables the first day. The dust. It was everywhere.
Only bad part of Expo this year was the dry conditions under the tent....dirt/dust was everywhere, covered everything.
No complaints, visitors and staff were very polite and enthusiastic, and all had a genuine interest in the outdoors and wildlife, and I enjoyed sharing my stories and techniques that they too might experience

themselves.
All good nothing bad

Question 4.

Offhand nothing comes to mind.
You guys did a wonderful job.
From my point of view, I don't really know how you can make it better. Not sure how or where you advertise, but I've only heard of the Expo from your e-mails directly to me every year when you ask me if I will be a part of it. Where do you advertise?
I think you did a good job of getting the public to attend.
One advice I would give is to provide participating organizations with small 1/4 page postcards to help advertise the event to our patrons. I understand that there is already a huge attendance rate, but that would be a great way to get the word out to more people.
Perhaps include equestrian
Maybe a little more marketing of the event and continue to add vendors/exhibits.
I don't know.
I would suggest adding food vendors...the lines were so long I opted out of food altogether.
Dampen the dust. Perhaps reaching out a bit more in the media to advertise the event might help. None of my neighbors were aware of the event from the news media.
I can't think of anything I'd change. It seems like a well-oiled machine. Right from dropping off our supplies, parking, the tent, the helpful staff, it all made for a great weekend.
We would have loved to have a corner table again this year. I think this may have been our fault for not requesting that... Keeping it free to the public is very important, so please do not change that!
Maybe provide coffee for exhibitors
It's really a great event, some contests might be cool, and maybe some cool t-shirts for sale or other paraphernalia for the public to buy, help offset the cost.
Food vendors! Great advertising of the event. I recalled seeing the signs on the parkway exit way before the event!
The maps are very helpful. I did not have time to walk around much and there may have been "road" signs, but if not that would help.
Was a great show, the only thing would be more advertising.
You guys do a great job.
Not much I can say, comments from the public were positive across the board. Only one little issue might be that since the public does not really distinguish between state and county facilities like we do, it might be nice if our booth could have some of your materials to distribute or at least, to refer to. It would be much more courteous to the public to have that information available.
Continue to get great vendors and exhibitors.
Everything was great for us!
More signage that goes up more than a few days before the event. Especially on routes 539 and 537. A little bigger too. Maybe start a month in advance or at minimum 2 weeks ahead of time.
I would have liked to have had more time meeting and talking to other exhibitors. Maybe possibly a meet and greet before each day. Or a list of other exhibitors with contact information.
No suggestions really.
I don't have any complaints or suggestions.
No need to change a thing.

Question 5.

It was a very nice weekend.
I felt it was kept true to nature and the outdoors. Even though we are an outfitter, we try to stay true and focus more about what we can do to help with education and conservation.
I first attended the Expo at Assunpink WMA, and I feel that Collier's Mills is a much better location. I have also heard similar comments from other vendors. It is centrally located in NJ, and I think, and ideal location.
I would like to thank you, and all the other folks for your hard work, and dedication to make this Expo a

success.
The people on your staff were kind and patient with the large crowd they had to help and organize. The only complaint is that the food vendors ran out of food.
New Jersey does offer many things for you to do and now many more know that.
Perhaps contact a church or 4H group to see if they would be interested in running a food tent.
This year's event was awesome, so many more vendors and things to do. The crowd was great. We received a lot of positive comments and the food vendors were great too.
We appreciate the chance to share our dogs and let the public get an understanding of what we do. We also appreciate building a partnership with the Division.
I've been to a lot of events and, done/organized many myself. It was one of the best events I've ever seen
Positive accolades to the entire event staff. All were friendly and seemed to be everywhere and on call if needed. Congrats to the staff on successfully managing such a fine event
Thanks for inviting me to participate!
Keep up the good work!
Contact The Mining Museum (they would be a great match)
I love this event. Staff is fantastic and very welcoming. It's awesome to be able to drive up to our site, unload and keep our vehicles there. Especially when we have our dogs, it's nice to be able to give them (and us) a break by giving them a little nap time in the car!
We had a great time and are looking forward to next year. This was an extremely diverse crowd!
The only thing I can think of is expanding to North and/or South sites.
Thanks for having us!
Next year we would like to do a "make a rocket" "launch a rocket" exhibit. It would be a great event for the Expo. The kids loved it.
More trash cans. It seemed like the only trash cans were by the food, maybe putting them spaced out down the middle of the road (not next to the tents) would be a good idea. A breakfast/coffee vendor would be super, this seems to be the # 1 topic in the mornings by vendors. Have someone selling fishing licenses.
You do a great job.
Thanks for the additional space around my tent, which worked out quite nicely, almost as good as an end location would have been. Thanks again.

Highlights of Volunteer Responses

Question 1.

Yes, I enjoyed the group I work with.
It was absolutely worthwhile. I enjoyed teaching the children how to fish and to see them smile when they caught their first fish. Wow.
Yes, both my husband and I totally enjoyed ourselves. The only downside was we were so busy at our posts, we were unable to see any part of the event.
Volunteering at the Expo was definitely a worthwhile experience. Meeting other sportsmen and women as well as working with the kids was extremely gratifying.
It absolutely was a worthwhile experience since it was the first time for me doing something like this.
Yes, I felt it was very worthwhile! There was a lot of work and effort organizing it and even if my part was very small I felt it was significant. I really enjoyed meeting the smiling happy faces of the other volunteers and visitors. It was amazing to see so many people attend and take interest. Particularly the children.
I absolutely feel that volunteering was a worthwhile experience simply because so many people were able to come and enjoy just a small taste of what NJ has to offer and it wouldn't be possible without people giving up their time to set up the displays and pass on info to the public.

Question 2.

Yes, I hope to come back.
Absolutely
Yes, we both would be interested.

I will definitely volunteer for next year's Expo.
I will do it again next year
I would LOVE the opportunity to volunteer next year in any way I can.
I would definitely be interested in volunteering next year and giving even more of my time to help out in any way.

Question 3.

I enjoy working with people.
I was so busy on Saturday with the fishing I came back on Sunday to walk around.
I worked the Kids Craft event ... which was great ... but overwhelming. There were too many activities and too few volunteers to manage the table (although we our best). We didn't have any kind of a break. All-in-all is was great.
There were no worst parts.
The best parts were watching some of the kids catch fish. obviously the worst part was that most didn't .
The best parts were meeting people with similar interests and the worst part was listening to the safety whistles but I felt like they also drew attention to the closing survey tent. So in some ways they were good.
For me the best part of the expo was the fishing demonstrations and the game butchering demo. I believe I learned the most from those two events. I suppose having it only be two days instead of a third day was the only downside.

Question 4.

The group I work with always has more people to accommodate than they can handle.
I would like to see more vendors selling outdoor stuff. (Fishing, camping, clothing, etc.) In the past the American Fly Fishing Schools was present and other suppliers of fishing gear.
We had never heard of this event (although it was the 4th Annual). Not sure where or how you advertise.
Hard to say. I really didn't get a chance to take in the entire Expo. Except for a half-hour break, I didn't explore as much as I would have like.
You can improve the event for volunteers by buying them lunch or have a certain food vender give them a discount and you paying the difference. As for the public, I can only speak for the kids fishing the fish tanks. Like I said, most of them didn't catch fish.
As I was passing out the flyers people were getting confused as to where some of the locations were. For instance, the fishing area. Not casting. Also I heard some people complain about the distance to the food and drinks. It might be good to have some spread out throughout the expo.
I think the best way to improve the event would just be more advertising through public television or some other means to draw a bigger crowd and possibly more vendors. I was only able to volunteer for one day and it was fun, I can't say there was any one thing that could be altered to make it better for me as a volunteer.

Question 5.

Great weekend and great weather.
The water outside the Port a Potties ran out (luckily I brought hand wipes). You should have at least 1 volunteer per kid craft. We needed more Wet Ones. More hand sanitizer would be nice as well. It'd be nice to have water. Running water would be best. Have you ever offered painting seashells with paints?
It was simply great.
Once again I truly loved being a part of the expo. I hope that you keep me in mind for next year. I have spread the word to my family and friends and they are excited to attend the expo.
As far as additional comments, I guess I could just say that I wish this was an event done twice a year, once in Spring and then Fall just to gain more exposure to the public of outdoor fun here in NJ. It was really something to see so many kids actually outside rather than inside playing video games. The animals that were there made it even better, though a few kids told me they didn't seem them even though the raptors and the wolf were in a good section to be viewed.