



ARCHERY
TRADE ASSOCIATION

ATA YEAR IN REVIEW

APRIL 1, 2023 TO MARCH 31, 2024

LEADING THE ARCHERY
INDUSTRY FORWARD



ATA Members,

I'm proud to report on our efforts during our 2023-2024 fiscal year in our annual **ATA Year in Review**. In these pages, you'll see how the ATA continues to develop and deliver impactful programs, resources and advocacy efforts to grow participation, protect business opportunities and help ATA members thrive in a changing environment. Some of our major efforts this year include:

ATA's Bow and Crossbow Technician Certifications: With feedback from retail members, ATA launched its first-ever Bow Technician Certification course in April 2023, exceeding all expectations. The success of this first-of-its-kind certification program will be followed by an additional course specifically for crossbows launching in April 2024.

The 2024 ATA Show: The largest archery-only trade show in the world brought 700 retailers and 450 exhibitors together for a first look at over 150 new products and unmatched face-to-face business and networking opportunities. Most exhibitors reported brisk order writing which set a tone of high expectations for a strong year.

ATA is Your Advocate on the Legislative Front: The ATA worked in Washington and at the state level to protect hunting access, preserve hunting opportunities, and make sure policymakers hear your voice. The ATA spearheaded efforts to address FET loopholes, oppose the legalization of air bows during archery season in Oklahoma, restore funding for archery programs in schools and other high-priority legislative issues.

The ATA also transitioned Bowhunters United, our consumer membership organization dedicated to protecting bowhunting rights, to a free membership model to reach and unite an even larger audience of bowhunters. Since the change, BU membership has increased 125%.

In addition, the ATA is responding to our members' need for more data to help make important business decisions. We launched ATA's Retail Trend Tracker Survey — a quarterly survey to track retail sales trends, customer demographics, business challenges and more — to provide both retail and manufacturer members with a useful view of the archery business landscape.

We will continue to seek member feedback on the programs and services ATA can offer to most benefit your business and protect and grow our industry. Your membership is vital to the work ATA does in support of its mission. Please join or renew today, and thank you for your continued support.

Jeff Poole
ATA President and CEO

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April 1, 2023 to March 31, 2024

ATA SHOW

ATA SHOW EXCEEDS EXPECTATIONS IN THE SHOW ME STATE

Industry professionals crowded the aisles for the 2024 ATA Show, the largest event for archery retailers and manufacturers in the world. The Show is the place the industry comes together to see new products, make new contacts, add new accounts and network, all under one roof. Exposure. Growth. Purpose. Passion. Attending the ATA Show helps you discover new products, increase your brand awareness and achieve your business goals. Attend the 2025 ATA Show to experience where the archery industry meets.

ATA'S IMPACT AWARDS

The ATA's Impact Award is presented to people and companies that use their voice or platform to inspire others to enjoy and participate in archery and bowhunting.

The 2024 recipients are:

Heath McDonald, founder of Young Guns University

Aaron Scheer, executive director of Centershot Ministries

J.D. Strong, former director of the Oklahoma Department of Wildlife Conservation





NEW PRODUCT LAUNCH

The New Product Launch Showcase features products launched at the 2024 ATA Show. This year, three out of over 150 products were awarded for their new product design, innovation and ability to meet customer demands. The winning products are:

1st Place: StealthRig Lite by StealthRig LLC

2nd Place: Katana 2 Blade by Annihilator Broadheads

3rd Place: HyperLite Climbing Sticks by Trophyline USA



The ATA also added six new award categories for the New Product Launch Showcase in 2024 and the winners are:

Best New Bow: Ballista MegaBAT by Ballista

Best New Broadhead: Katana 2 Blade by Annihilator Broadheads

Best New Release: The Ultimate Flex by T.R.U. Ball & Axcel Archery

Best New Technology: QuivAR - Archery Shot Analysis App by QuivAR

Best New Gear: Tetrad Ultimate Duffel Bag by Twisted Iron Hunting

Best New Accessory: Tree Gear Collection by Jakt Gear



ATA'S ICON AWARD

The ATA's Industry Icon Award is presented to someone who's founded an industry-leading company, developed industry-changing products or helped significantly grow participation in archery sports. This person is an industry pioneer who's become iconic because of their contributions. The ATA presented its inaugural industry icon award to:

PETE SHEPLEY, who founded and lead PSE Archery for 50-plus years: Shepley is one of the most well-known figures in the archery industry. He founded PSE Archery more than 50 years ago in a backyard shed and grew it into one of the largest and most respected companies in the archery industry. Shepley helped design and engineer hundreds of PSE products and is credited with over 77 archery patents. He started the PSE Dealer School in the early 80's to teach archery professionals about products and archer development. Throughout his archery career, Shepley also competed internationally and hunted big game all over the world.



BUSINESS SUPPORT

ATA BOW TECHNICIAN CERTIFICATION FILLS TRAINING VOID FOR RETAILERS

(APRIL) The ATA launched the Bow Technician Certification course to help archery pro shop retailers add credibility to their business and provide a consistently positive experience for customers. The course has an on-demand online component and an in-person practical where students must demonstrate proper execution of the course skills, all of which are necessary to set up a compound bow, regardless of brand.

(JUNE) ATA held the first practical assessment opportunity for Bow Technician Certification Course participants at Kinsey's. Since then, more than 100 candidates have signed up for the course and ATA has held five more practical assessment opportunities, resulting in 53 new certified bow technicians in the 2023-2024 membership year. Assets were provided to each successful candidate to hang in the shop. In addition, practical instructors were trained to host assessments nationwide making it easier for participants to find viable options.

ATA COMBATS FEDERAL EXCISE TAX LOOPHOLES

(AUGUST) The ATA shared a "Federal Excise Tax Slippage" advocacy video to give members an update on FET Slippage and the ATA's efforts to educate members of The Government Accountability Office who were currently working on a congress-initiated study regarding FET Slippage.

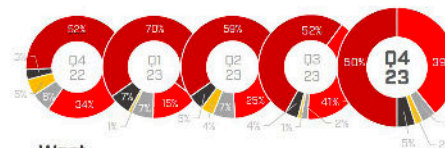
(AUGUST) ATA's Dan Forster and Beth Berkheimer, the Ohio Department of Natural Resources, and the U.S. Fish and Wildlife Service participated in an archery-focused Partner with a Payer event hosted by TenPoint Crossbows at their manufacturing facility in Mogadore, Ohio.

Retail Trend Tracker

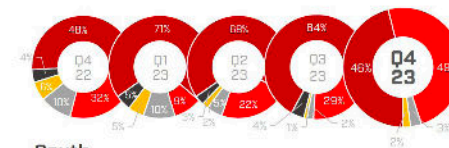
Q4: What is the percentage of your sales in Quarter 4, 2023 for each bow type?



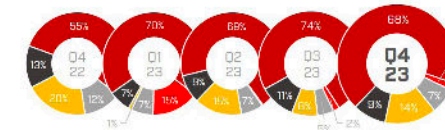
Midwest



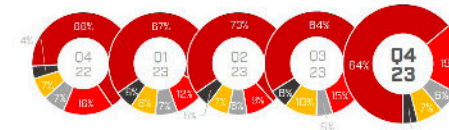
Northeast



West



South



National



THE ATA PROVIDES VITAL DATA FOR THE INDUSTRY

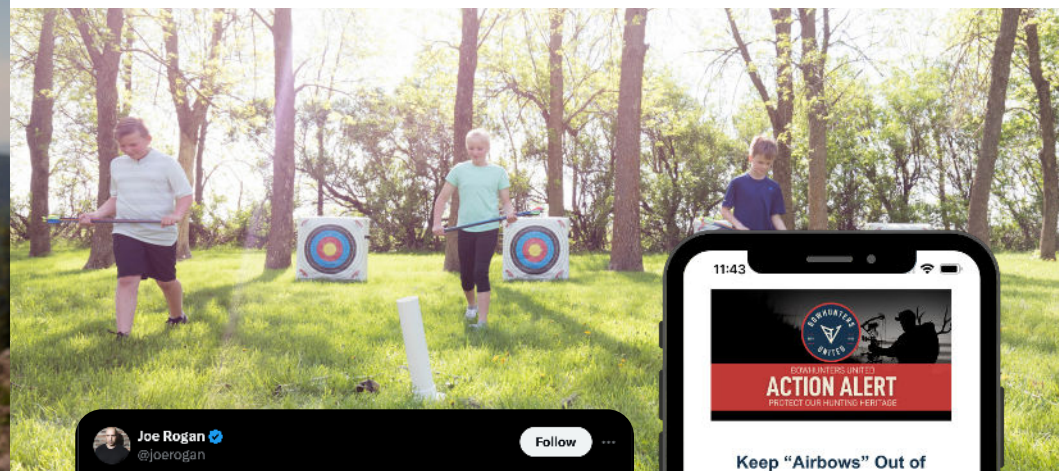
(JULY) The ATA released the first year-over-year data for the Retail Trend Tracker Survey. Now, for the first time, retailers can see sales and trends compared to the same quarter a year ago.

(OCTOBER) The 2022 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation was published showing 14.4 million hunters and 19.2 million target archers in the US. The survey encompasses a wealth of statistics for participation and expenditures related to fishing, hunting, and wildlife watching in the United States.

(NOVEMBER) The Bureau of Economic Analysis released a report on the 2022 Economics of the Outdoor Recreation Industry. This new government data shows outdoor recreation generated \$1.1 trillion in economic output, comprised 2.2% of the U.S. Gross Domestic Product, and supported 5 million jobs — 3.2% of all employees in the country. The economic impact of hunting, shooting, and trapping alone was \$18.8 billion.

(FEBRUARY) ATA released a 2023 State of the Industry Survey to manufacturers to gather intel about sales, product margins, product releases, the post-COVID landscape and industry happenings.





ADVOCACY and CONSERVATION

ATA LEADS THE FIGHT TO KEEP AIRBOWS OUT OF ARCHERY SEASON

(APRIL) ATA and its partners successfully defeated legislative efforts in Oklahoma that aimed to allow arrow-shooting airguns to be used during Oklahoma's archery seasons.

(MAY) The ATA shared an "Oklahoma Airguns" advocacy video to announce the ATA led initiative coordinating partner efforts to oppose the proposed legislation resulted in the House Committee on Wildlife voting to fail the initiative's primary bill.

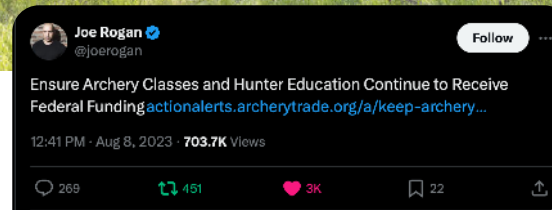
(SEPTEMBER) The Association of Fish and Wildlife Agencies passed a resolution urging Congress to amend the Pittman-Robertson Act to include airguns as a taxable item.

ATA AND PARTNERS RESTORE FUNDING FOR ARCHERY IN SCHOOLS

(MAY) ATA first learned of educational funding being withheld by the U.S. Department of Education due to the earlier passage of the Bipartisan Safer Communities Act.

The U.S. Department of Education determined that under the plain language of the new prohibition on dangerous weapons in the Bipartisan Safer Communities Act, archery programs and hunting safety programs that provide training with the use of items that are technically dangerous weapons may not be funded with Elementary & Secondary Education Act program funds.

(AUGUST) The Protecting Hunting Heritage and Education Act (H.R. 5110) was introduced on August 1, 2023, seeking to fix the elimination of funding for archery and hunting education programming in the U.S.



(SEPTEMBER) An ATA Action Alert was distributed regarding the Bipartisan Safer Communities Act and its impact on archery and hunter education funding in schools. The Action Alert encouraged U.S. Representatives to fix this problem by supporting H.R. 5110, The Protecting Hunting Heritage and Education Act. Our Action Alert, which was the central focus of ATA's podcast with John Dudley of Nock-On Archery, was picked up by Joe Rogan and re-circulated via X, gaining hundreds of thousands of views in a single day. More than 9,000 people reached out to their legislators as a result.

(OCTOBER) The Protecting Hunting Heritage and Education Act (H.R. 5110) was signed by President Biden, restoring educational funding for archery and hunter education programs nationwide.

(NOVEMBER) The ATA shared an "Archery's Relevance & Bowhunter Education Funding Restored" advocacy video that outlined how ATA-member support and action, paired with timely action by Congress, helped restore funding for archery and hunter education through the "Protecting Hunting Heritage and Education Act."

ATA WORKS TO SIMPLIFY BOWHUNTING REGULATIONS IN STATES

(MAY) ATA staff presented on ATA's hunting regulations review study at the R3 Symposium in Albuquerque, New Mexico. For more than three decades, literature has suggested that the complexity of hunting regulations is a barrier to hunter participation and satisfaction. The session overviewed the ATA's data on regulation complexity, shared examples of what state agencies are doing to reduce it and detailed the plan to identify actionable steps across the landscape.

A man with grey hair and a beard, wearing a checkered shirt and a dark vest, is speaking into a microphone. He is standing in front of a large banner that reads 'COFFEE TALKS'. The background is dark with some red and white elements.

MEETINGS and CONFERENCES

ATA GIVES ITS MEMBERS A SEAT AT THE TABLE

(APRIL 17) Hunting and Wildlife Conservation Council's first in-person meeting in Washington, D.C. discusses recommendations for the Secretaries of Agriculture and Interior regarding hunting, shooting, and conservation. ATA staff sit on multiple archery, hunting and conservation group boards and committees, including:

The Council to Advance Hunting and the Shooting Sports

The National Deer Association

Scholastic 3D Association

Outdoor Recreation Roundtable

American Wildlife Conservation Partners

Theodore Roosevelt Conservation Partnership

International Hunter Education Association

European Bowhunting Federation

Association of Fish and Wildlife Agencies

(JANUARY 11) Dan Forster participated in the Association of Fish and Wildlife Agencies' President's Task Force to evaluate and make improvement recommendations regarding the Multistate Conservation Grant process.

FIRST BOWHUNTING SUMMIT CONNECTS STATES WITH INDUSTRY LEADERS.

(JANUARY 13) ATA hosted its first annual Archery and Bowhunting Summit collocated with the ATA Show. The event is designed to foster and build relationships between industry members and state and federal wildlife agency personnel with the goal of establishing valuable partnerships that will propel our work to increase archery participation through the stewardship of Federal Excise Tax dollars. This project was funded by a Multistate Conservation Grant F23AP00459, a program funded by the Wildlife and Sport Fish Restoration Program and jointly managed by the U.S. Fish and Wildlife Service and the Association of Fish and Wildlife Agencies.

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