The Clam Clinic

Town of Fairfield Shellfish Commission
Clam Clinic Planning

• Date Selection
• Back Up Plan for Inclement Weather or Closure
• Volunteer Recruiting
• Event Promotion
• Parking Logistics
• Clam Rakes and Supplies
• Permit Sales, Handouts & Mailing List
• Kids Activities and Prizes
• Event Logistics
Getting The Families Involved, Too!

- peachjar e-flyer program
- Eventbrite
  - RSVP
  - Ability to Email participants
  - Capture email addresses for mailing list
- Town Banner
- Social Media Promotion
- Local News Outlets and Online Resources
- Email Blast to Current Permit Holders
Town of Fairfield Clam Clinic
Saturday, June 20th
8:00 – 10:00 am
Rain or Shine
Sasco Hill Beach - 1401 Sasco Hill Rd
Free Event – No Shellfish Permit Required
Info: (203) 256-3071
facebook.com/fairfieldshellfishcommission • fairfieldct.org/shellfishcommission
Town of Fairfield Clam Clinic

Saturday, June 20, 2015
8:00 – 10:00 am
Sasco Hill Beach – 1401 Sasco Hill Rd

Fairfield Residents,

Please join us for two hours of fun at Sasco Hill Beach and experience the natural shellfish resources that Fairfield and the Long Island Sound have to offer. All town residents are welcome – including children. Learn clamming techniques, harvest your own clams and keep your catch.

This is a free event sponsored by the Town of Fairfield Shellfish Commission. No clamming permits are required for the clinic but permits will be sold for future use.

Event is rain or shine but please call the Shellfish Hotline to ensure Sasco Beach Shellfish Bed is open at: (203) 256-3074.

For more information contact the Fairfield Conservation Department at: (203) 256-3071.

https://www.facebook.com/fairfieldshellfishcommission
http://www.fairfieldct.org/shellfishcommission
June 2015 Fairfield Clam Clinic
Sasco Beach

<table>
<thead>
<tr>
<th>Success!</th>
<th>Challenges</th>
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<tbody>
<tr>
<td>Estimated 225+ attendees</td>
<td>Clam rake shortage</td>
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<tr>
<td>Clams donated for take home</td>
<td>Held during closure</td>
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<td>Grew mailing list and SoMe presence</td>
<td>Needed more volunteers</td>
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<td>Sold out of permits on hand</td>
<td>Limited parking</td>
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<td>Very positive feedback from kids and adults</td>
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<td>Increased awareness</td>
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Kids At Work
Chowder To Sample
Looking Forward

- “Pop Up” Clam Clinic Program
- Add Another Summer or Early Fall Clam Clinic
- School Field Trips
- Oyster Bed Development
- Oyster Shell Collection