

Meeting Date: Nov 19, 2015

Agenda Item No. 8

Agenda Item: Sales Trend Update for Discounted Items

Bureau Chief Approval: _____

Prepared by: Michael Pearson, Chief, Bureau of Administration

Background:

The Commission asked for an update on the sales of discounted Fish and Game items, which includes:

- Second non-resident deer and elk tags
- Super Hunt applications
- Non-resident Mountain Lion tags (discount only for units 4, 4A, 6, 7, 9, 10, 12, 16A, 17, 19, 20, 20A, 26, 27, and portions of 16, 21, 28 as described in the regulations)
- Non-resident Black Bear tags (discount only for units 4, 4A, 6, 7, 9, 10, 12, 16A, 17, 19, 20, 20A, 26, 27, and portions of 16, 21, 28 as described in the regulations)
- Non-Resident Wolf tags

In July 2015 the Commission voted to discount *second* nonresident deer tags to \$199 and \$350 for nonresident elk before the vendor issuance fee.

At the July meeting also the Commission voted to continue the practice of selling Super Hunt applications without a discount for “bulk purchase”.

Attached to this gold sheet is a summary of sales on the above listed items at time of submission.

Statutory Authority and/or Policy Issues:

The Commission is authorized to discount license, tag, and permit fees to encourage the purchase of licenses in consecutive years and to encourage the purchase of multiple tags and permits in I.C. 36-415.

Public Involvement Process:

N/A

Staff Recommendation:

N/A, update only.

Suggested Motion:

N/A

Sales Summary of Discounted Items:

NR Deer/Elk (as of October 23rd):

DEER	TOTAL Count	TOTAL NR Revenue	Sold as 2 nd at a discount	Sold as 2 nd at full price	TOTAL 2 nd Tags Sold	2 nd NR Deer Revenue	2 nd tag bought by RES	2 nd tag RES %
2013	7,393	\$2,217,900		663	663	\$198,900	400	60.3%
2014	9,982	\$2,785,934	2,066	0	2,066	\$411,100	1,318	63.8%
2015	12,082	\$3,400,083	2,220	637	2,857	\$632,900	1,842	64.5%
	21%	2015 % Increase over prior year						

ELK	TOTAL Count	TOTAL NR Revenue	Sold as 2 nd at a discount	Sold as 2 nd at full price	TOTAL 2 nd Tags Sold	2 nd NR Deer Revenue	2 nd tag bought by RES	2 nd tag RES %
2013	7,766	\$3,222,890		392	392	\$162,700	278	70.9%
2014	9,036	\$3,639,160	955	0	955	\$285,500	707	74.0%
2015	9,673	\$3,975,470	566	317	883	\$329,700	662	75.1%
	7%	2015 % Increase over prior year						

Super Hunt Applications (as of September 30):

SUPER HUNT APPLICATIONS, fiscal year-to-date				
Through Sept 30:	# of Apps	% inc/dec	\$ Revenue	% inc/dec
2015	13,166	6.8%	\$108,261	82.6%
2014	12,331	60.1%	\$59,289	46.5%
2013	7,702		\$40,470	

Non-Resident Mountain Lion, Black Bear, and Wolf tags (as of September 30):

Non-Res. Discounted Mountain Lion Tags					
Through Sept 30:	Price	# of Tags	% inc/dec	\$ Revenue	% inc/dec
2015	\$41.75	101	12.2%	\$4,040	49.6%
2014	\$31.75	90	18.4%	\$2,700	20.0%
2013	\$31.75	76		\$2,250	

Non-Res. Discounted Black Bear Tags					
Through Sept 30:	Price	# of Tags	% inc/dec	\$ Revenue	% inc/dec
2015	\$41.75	435	9.3%	\$1,700	-85.8%
2014	\$31.75	398	19.9%	\$11,940	20.2%
2013	\$31.75	332		\$9,930	

Non-Res. Discounted Wolf tags					
Through Sept 30:	Price	# of Tags	% inc/dec	\$ Revenue	% inc/dec
2015	\$31.75	1,664	-9.2%	\$49,920	-9.2%
2014	\$31.75	1,833	18.3%	\$54,990	18.4%
2013	\$31.75	1,549		\$46,440	