

Meeting Date: January 26, 2023

Agenda Item No. 12.

Agenda Item: December 1 Tag Sale

Bureau Chief Approval:

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Background:

As a convenience for Idaho hunters and anglers, the Department has traditionally sold future license year items starting on December 1 of each year for both residents and nonresidents. This date is not mentioned in rule or statute but is advertised to the public in Commission proclamation.

Sales on this date have become brisk over the past few years as nonresident interest in Idaho deer and elk tags have increased, most notably for capped zone tags. When the Commission approved limits on nonresident deer and elk tags by unit/zone for 2021, December 1 sales dramatically increased from selling out capped zones on that date to all tags being in high demand.

Nonresident Sales for the past three years are as follows:

	Revenue	Transactions	Items sold	Customers
Dec 1, 2020	\$9.3M	16,126	51,241	22,600
Dec 1, 2021	\$13.0M	28,447	85,000	65,000
Dec 1, 2022	\$14.8M	34,204	95,447	67,000

Breakdown by sales channel:

	Internet	Vendors	IDFG offices	Telesales
Dec 1, 2020	14,251 (88%)	1,001 (6%)	407 (3%)	467 (3%)
Dec 1, 2021	24,777 (87%)	2,205 (8%)	813 (3%)	652 (2%)
Dec 1, 2022	26,219 (77%)	5,053 (15%)	1,317 (4%)	1,615 (4%)

To meet the high demand and prevent the licensing system from crashing, a “waiting room” is used to stage internet customers and put them into a line prior to entering the sales website. Inflow of customers from this line is monitored and adjusted to ensure system performance.

With so many customers, many nonresidents have opted to not purchase online but instead physically travel to an Idaho vendor and purchase in person. The benefits of in person purchase is there is no “waiting room” like online, and it is easier to buy items for others in the customer’s hunting party. For the most recent sale, in person purchases have increased almost fivefold over 2020.

The nonresident sale in 2022 resulted in almost every available over-the-counter deer and elk sold out on December 1st for the 2023 license year.

This presentation will include an overview of the current process, and possible alternatives to the sale with their pros and cons.

Statutory Authority and/or Policy Issues:

Idaho Code 36-106 (e) 11 (A) authorizes the Director to enter into an agreement with an independent contractor for the purpose of providing a telephone order and credit card payment service for licenses, tags, and permits.

Idaho Code 36-301 provides for the Commission to prescribe by rule the procedures for the issuance of licenses and applications by a computerized licensing system.

Public Involvement Process:

The Commission received an overview of how the licensing system is structured during high volume sales events at the March 2022 meeting. This presentation covered the sales flow from initial log in, to waiting room queue, and then entry into the site for purchase.

Justification:

N/A

Staff Recommendation:

None. This agenda item is for Commission information.

Action Requested:

None.