Measure 4.3.c: Supplemental - Fishing Hunting Licenses

Reported: August 8, 2016
### Fishing, hunting and wildlife watching are big business in Washington

Every five years the U.S. Fish and Wildlife Service conducts a national survey of fishing, hunting and wildlife watching activities and spending. These results are from the 2011 survey for Washington State.

<table>
<thead>
<tr>
<th></th>
<th>Fishing by residents and non-residents</th>
<th>Hunting by residents and non-residents</th>
<th>Wildlife watching by residents and non-residents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Angler days</strong></td>
<td>13.5 million</td>
<td>2.6 million</td>
<td>9.6 million</td>
</tr>
<tr>
<td><strong>Average annual spending per angler</strong></td>
<td>$1,085</td>
<td>$1,421</td>
<td>$1,412</td>
</tr>
<tr>
<td><strong>Total fishing expenditures</strong></td>
<td>$1.03 billion</td>
<td><strong>Total hunting expenditures</strong></td>
<td>$356 million</td>
</tr>
<tr>
<td><strong>Wildlife-watcher days</strong></td>
<td>9.6 million</td>
<td></td>
<td>$3.2 billion</td>
</tr>
<tr>
<td><strong>Average annual spending per watcher</strong></td>
<td>$1,412</td>
<td></td>
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<tr>
<td><strong>Total wildlife watching expenditures</strong></td>
<td></td>
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</tbody>
</table>

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**Measure 4.3.c. | INCREASE THE NUMBER OF INDIVIDUAL FISHING AND HUNTING LICENSE ISSUED FROM 2,020,000 IN FY 2012 TO 2,103,000 BY FY 2016**

Are you projected to meet the measure’s target?

- Yes. As of the end of fiscal year 2016 we have sold 2,544,599 licenses that put us over the goal.

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<tbody>
<tr>
<td>License sales</td>
<td>2,020,475</td>
<td>1,990,768</td>
<td>2,088,959</td>
<td>2,171,258</td>
<td>2,544,599</td>
</tr>
</tbody>
</table>

- New field staff position located in four areas of the State—working with dealers
- Grew multi-season license by over 1500 and applications by over 7,752
- First ever agency run Fishing derby supported by over 135 dealers across the State
- Two-pole license are up for the third year in a row
- Special application increase again with over 8,000 new customers.
Participation & Revenue Strategies

1. Deploy Field Representatives Statewide
   - Dealer Training - Sales Representatives

2. In-Store Promotions

3. Timely and Relevant Reminders

4. 42 New Dealers

5. Advance the Competitive Environment

4. Corporate Engagement

5. New Products
   - Reaching out to Hispanic markets by providing point of sale materials in Spanish

6. Promotions
   - Fishing Derby
   - Working with State Parks to promote Discover Pass and other promotional opportunities

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Sales Territory Map

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New System

- Developing a New Washington Interactive Licensing Database (WILD) System
- Upselling options
- Newer technology
- Updated sales process that will be easier for the customers and Dealers to use
- Starting work to develop a new website to replace the agency's current fish/hunt website

Conclusion

- WDFW investments are helping people learn more about recreational opportunities and how they can participate
- We’re testing measurable strategies in pilot projects before going statewide
- Partnerships are key to increasing participation and generating much-needed operating funds.
- “Your customers are my customers and my customers are your customers” – Dwayne McAhon owner of Der Sportsman in Leavenworth, WA