

Dream Tag Committee



Interim: Dream Tags Program
by Systems Consultants

Reno, Nevada – August 20, 2013
(amended 10/29/2013)



Interim: 2013 Dream Tags Program (amended 10/29/13) **Agenda**



Our Agenda ...

- Sales Channels
- Sales Figures & Comparison
- RES Demographics and Statistics
- Dream Tag Tickets Statistics



Interim: 2013 Dream Tags Program (amended 10/29/13) **Agenda**



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Interim: 2013 Dream Tags Program (amended 10/29/13) Sales Channels



Function	SCI Dream Tag Site	Application Hunt System Site	NWDS Consumer Site	NWDS Counter Site	NWDS PC POS Site
Need SSN?	No	Yes*	No	No	Yes
Sell Stamp?	Yes	Yes	Yes	Yes	NOT at present
Sell Tickets?	Yes	Yes	No	No	No
Period of Operation	08/31-2012 – 06/30/2013 08/30/2013 – 06/30/2014	03-18-2013 – 04/22/2013 06/10/2013 – 06/30/2013	03/01/2012 Going forward	03/01/2012 Going forward	NOT at Present
Stamp Fee	\$2.00	(included in App Fee)	\$2.00	No	No
Ticket Fee	\$.50	\$.50	N/A	N/A	No



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Interim: 2013 Dream Tags Program (amended 10/29/13)
AHS Ticket Sales from Friday 8/31/2012 through Sunday 6/30/2013



Dream Tag Tickets sold on Application Hunt System (AHS)

Dream Tag Species	Tickets 08-31 to 09-09 ¹	Tickets 01-15 to 02-26 ²	Tickets 02-08 to 03-15 ³	Tickets 03-18 to 04-22 ⁴	Tickets 06-10 to 06-30 ⁵	Tickets Total
Antelope	1	0	21	2,090	106	2,218
California BH	0	21	70	7,848	170	8,109
Deer	1	28	45	7,140	189	7,403
Elk	1	18	56	8,883	335	9,293
Desert BH	0	15	68	10,578	258	10,919
Total	3	82	260	36,539	1058	37,942

Dollars	\$ 15	\$ 410	\$ 1,300	\$ 182,695	\$ 48,920	\$189,710
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¹Swan Draw: 08-31-2012 – 09-09-2012

³NR Guided Draw: 02-08-2013 – 03-15-2013

²Spring Turkey Draw: 01-15-2013 – 02-26-2013

⁴Main Draw: 03-18-2013 – 04-22-2013

⁵2nd Draw: 06-10-2013 – 06-30-2013



Interim: 2013 Dream Tags Program (amended 10/29/13)
AHS Ticket Sales Comparison between 2012 and 2013



Dream Tag Tickets sold on Application Hunt System (AHS)
Comparison between 2012 and 2013

Dream Tag Species	Tickets 2012	Tickets 2013	Increase (Decrease)	Percent (Decrease)
Antelope	3,887	2,218	(1,669)	(42.94%)
California BH	9,652	8,109	(1,543)	(15.99%)
Deer	12,470	7,403	(5,067)	(40.63%)
Elk	13,981	9,293	(4,688)	(33.53%)
Desert BH	12,929	10,919	(2,010)	(15.55%)
Total	52,919	37,942	(14,977)	(28.30%)
Dollars	\$ 264,595	\$ 189,710	(\$ 74,885)	(28.30%)



Interim: 2013 Dream Tags Program (amended 10/29/13)
Ticket Sales from Standalone Site: 08-31-2012 to 06-30-2013



**Dream Tag Tickets sold on Standalone Dream Tag Web Site
 08-31-2012 through 01-31-2013**

	Tickets	Tickets	Tickets	Tickets	Tickets	Tickets
Dream Tag Species	08-31-12	09-01 to 09-30-12	10-01 to 10-31-12	11-01 to 11-30-12	12-01 to 12-31-12	01-01 to 01-31-13
Antelope	1	2	0	204	190	13
California BH	0	2	0	482	248	42
Deer	1	3	2	709	388	150
Elk	1	4	0	796	569	160
Desert BH	0	9	10	650	372	91
Total	3	20	12	2,841	1,767	456

Dollars	\$ 15	\$ 100	\$ 60	\$ 14,205	\$ 8,835	\$ 2,280
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Interim: 2013 Dream Tags Program (amended 10/29/13)
Ticket Sales from Standalone Site: 08-31-2012 to 06-30-2013



**Dream Tag Tickets sold on Standalone Dream Tag Web Site
 02-01-2013 through 06-30-2013**

	Tickets	Tickets	Tickets	Tickets	Tickets	Total
Dream Tag Species	02-01 to 02-28-13	03-01 to 03-31-13	04-01 to 04-30-13	05-01 to 05-31-13	06-01 to 06-30-13	Tickets 2013
Antelope	173	139	215	79	400	1,416
California BH	459	392	508	186	1,909	4,228
Deer	390	428	753	273	1,628	4,725
Elk	567	622	995	320	1,809	5,843
Desert BH	782	434	1,033	477	3,531	7,389
Total	2,371	2,015	3,504	1,335	9,277	23,601

Dollars	\$ 11,855	\$ 10,075	\$ 17,520	\$ 6,675	\$ 46,385	\$ 118,005
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Interim: 2013 Dream Tags Program (amended 10/29/13) Standalone Ticket Sales Comparison between 2012 and 2013



Dream Tag Tickets sold on Standalone Site Comparison between 2012 and 2013

Dream Tag Species	Tickets 2012	Tickets 2013	Increase (Decrease)	Percent Increase
Antelope	1,625	1,416	(209)	(12.86%)
California BH	3,966	4,228	262	6.61%
Deer	4,017	4,725	708	17.63%
Elk	4,421	5,843	1,422	32.16%
Desert BH	5,726	7,389	1,663	29.04%
Total	19,755	23,601	3,846	19.47%
Dollars	\$ 98,775	\$ 118,005	\$ 19,230	19.47%



Interim: 2013 Dream Tags Program (amended 10/29/13)
Total AHS & Standalone Dream Tag Ticket Sales: 2012 vs 2013



Total Dream Tag Tickets sold (AHS & Standalone Site)
Comparison between 2012 and 2013

Dream Tag Species	AHS Draw Tickets 2012	Stand-alone Tickets 2012	Total Tickets 2012	AHS Draw Tickets 2013	Stand-alone Tickets 2013	Total Tickets 2013	Increase (Decrease)	Percent (Decrease)
Antelope	3,887	1,625	5,512	2,218	1,416	3,634	(1,878)	(34.07%)
California BH	9,652	3,966	13,618	8,109	4,228	12,337	(1,281)	(9.41%)
Deer	12,470	4,017	16,487	7,403	4,725	12,128	(4,359)	(26.44%)
Elk	13,981	4,421	18,402	9,293	5,843	15,136	(3,266)	(17.75%)
Desert BH	12,929	5,726	18,655	10,919	7,389	18,308	(347)	(1.86%)
Total	52,919	19,755	72,674	37,942	23,601	61,543	(11,131)	(15.32%)

Dollars	\$264,595	\$98,775	\$363,370	\$189,710	\$118,005	\$307,715	\$(55,655)	(15.32%)
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- Sales Channels
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- **RES Demographics and Statistics**
- Dream Tag Tickets Statistics



Interim: 2013 Dream Tags Program (amended 10/29/13)
RE Sales from Friday 8/31/12 through Sunday 6/30/13



RES Stamp Sales (Counts) By Agent By Month

Agent	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps
	08-31-12	09-30-12	10-31-12	11-30-12	12-31-12	01-31-13
Consumer	1	6	13	0	8	3
Dream Tag	1	4	3	198	138	30
AHS	0	2	0	0	0	17
Reno	0	0	0	0	1	0
Elko	0	0	0	0	0	0
Fallon	0	0	0	0	0	0
Las Vegas	0	0	0	1	1	0
Henderson	0	0	0	0	0	0
Special Ev	0	0	0	0	0	0
Total	2	12	16	199	148	50



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RE Sales from Friday 8/31/12 through Sunday 6/30/13



RES Stamp Sales (Counts) By Agent By Month

Agent	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps
	02-01-13 02-28-13	03-01-13 to 03-31-12	04-01-13 to 04-30-13	05-01-13 to 05-31-13	06-01-13 to 06-30-13	Total 2013
Consumer	4	86	39	3	15	178
Dream Tag	156	113	220	57	446	1,366
AHS	24	755	2,241	0	91	3,130
Reno	0	0	0	0	2	3
Elko	1	0	0	0	0	1
Fallon	0	0	0	0	0	0
Las Vegas	0	1	1	0	0	3
Henderson	0	3	1	0	0	5
Special Ev	2	9	0	0	0	11
Total	187	967	2,502	60	554	4,697



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RE Sales from Friday 8/31/12 through Sunday 6/30/13



RES Stamp Sales (Dollars) By Agent By Month

Agent	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps
	08-31-12	09-30-12	10-31-12	11-30-12	12-31-12	01-31-13
Consumer	10	60	130	0	80	30
Dream Tag	10	40	30	1,980	1,380	300
AHS	0	20	0	0	0	170
Reno	0	0	0	0	10	0
Elko	0	0	0	0	0	0
Fallon	0	0	0	0	0	0
Las Vegas	0	0	0	10	10	0
Henderson	0	0	0	0	0	0
Special Ev	0	0	0	0	0	0
Total	\$20	\$120	\$160	\$1,990	\$1,480	\$500



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RE Sales from Friday 8/31/12 through Sunday 6/30/13



RES Stamp Sales (Dollars) By Agent By Month

Agent	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps
	02-01-13 02-28-13	03-01-13 to 03-31-12	04-01-13 to 04-30-13	05-01-13 to 05-31-13	06-01-13 to 06-30-13	Total 2013
Consumer	40	860	390	30	150	1,780
Dream Tag	1,560	1,130	2,200	570	4,460	13,660
AHS	240	7,550	22,410	0	910	31,300
Reno	0	0	0	0	20	30
Elko	10	0	0	0	0	10
Fallon	0	0	0	0	0	0
Las Vegas	0	10	10	0	0	30
Henderson	0	30	10	0	0	50
Special Ev	20	90	0	0	0	110
Total	\$1,870	\$9,670	\$25,020	\$600	\$5,540	\$46,970



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Interim: 2013 Dream Tags Program (amended 10/29/13)
Max Ticket Sales from Friday 8/31/12 through Sunday 6/30/13



Individual Maximum Ticket Sales (Counts) by Site

Dream Tag	Max	Max
Species	Draw	Standalone
	Purchase	Purchase
Antelope	50	50
California BH	200	200
Deer	100	200
Elk	100	200
Desert Bighorn	500	200



Interim: 2013 Dream Tags Program (amended 10/29/13) RES Stamp Clients vs. Ticket Sales



Do All RE Stamp Clients Buy a Ticket?

2012 Dream Tag RES vs Ticket Sales Thru 06/30/2012

Residency	Total	No Tickets	DT Only	AHS Only	DT & AHS
Resident	4,364	1,607	295	2,379	83
Non Resident	3,650	973	543	2,043	91
Grand Total	8,014*	2,580	838	4,422	174

2013 Dream Tag RES vs Ticket Sales Thru 06/30/2013

Residency	Total	No Tickets	DT Only	AHS Only	DT & AHS
Resident	1,776	112	470	1,134	60
Non Resident	2,908	46	833	1,913	116
Grand Total	4,684**	158	1,303	3,047	176

* In 2012, 8,144 Resource Enhancement Stamps were sold to 8,014 unique clients

** In 2013, 4,697 Resource Enhancement Stamps were sold to 4,684 unique clients



Interim: 2013 Dream Tags Program (amended 10/29/13) Clients and Ticket Sales by State



Where do Clients and Ticket Sales come from?

State	Clients	Tickets	% of Total Sales
Nevada	1,685	22,013	35.77%
California	843	12,440	20.21%
Utah	193	2,882	4.68%
Oregon	132	2,541	4.13%
Washington	109	2,375	3.86%
Texas	139	1,733	2.82%
Colorado	112	1,574	2.56%
Idaho	110	1,460	2.37%
Wyoming	108	1,289	2.09%
Arizona	78	1,211	1.97%
Pennsylvania	85	1,076	1.75%
Alaska	63	963	1.56%
Montana	76	838	1.36%
Minnesota	58	727	1.18%
Wisconsin	60	666	1.08%
Other States	601	6,667	10.83%
Canada	62	973	1.58%
Other Countries	12	115	0.19%
Grand Total	4,526	61,543	100.00%