

# Dream Tag Committee



**Interim:** Dream Tags Program  
by Systems Consultants

Reno, Nevada – August 16, 2017



## **Interim:** 2017 Dream Tags Program Agenda



### **Our Agenda ...**

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



## **Interim:** 2017 Dream Tags Program Agenda



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## Interim: 2017 Dream Tags Program 2017 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	No
Sell Tickets?	Yes	NO** Last Sale Allowed was 12/26/2014, Last Sale Occurred 10/17/2014	No	No	No
Period of Operation	09/01/2016 – 06/30/2017	09/01/2016 – 10/26/201? (FCFS Big Game) 09/01/201? – 09/11/201? (Swan) 10/09/201? – 12/24/201? (FCFS Swan) 01/17/2017 – 02/14/2017 (Spring Turkey) 03/20/2017 – 03/24/2017 (Big Game Draw) 06/09/2017 – 06/30/2017 (Remaining Draw)	09/01/2016 – 06/30/2017  Sales suspend each year between 7/1 and ~9/1	09/01/2016 – 06/30/2017  Sales suspend each year between 7/1 and ~9/1	NOT at Present
Stamp Fee	\$2.00	(included in App Fee)	\$2.00	No	No
Ticket Fee	\$.50	\$.50	N/A	N/A	No



## **Interim:** 2017 Dream Tags Program Agenda



### **Our Agenda ...**

- Sales Channels
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## **Interim: 2017 Dream Tags Program**

AHS Ticket Sales from Thursday 9/01/2016 through Friday 6/30/2017



### **Dream Tag Tickets sold on Application Hunt System (AHS)**

**None**

1. Remaining Main Draw FCFS: 09-01-2016 – 10-26-201? **{Not Sold}**
2. Swan Draw: 09-01-201? – 09-11-201? **{Not Sold}**
3. Swan FCFS: 10-09-201? – 12-24-201? **{Not Sold}**
4. Spring Turkey Draw: 01-12-201? to 02-02-201? **{Not Sold}**
5. NR Guided Draw: 02-12-201? to 03-11-201? **{Not Sold}**
6. Main Draw: 03-20-2017 to 04-24-2017 **{Not Sold}**
7. 2<sup>nd</sup> Draw: 06-09-2017 – 06-30-2017 **{Not Sold}**



## Interim: 2017 Dream Tags Program

AHS Ticket Sales Comparison between 2012, 2013, 2014, 2015, 2016, 2017



### Dream Tag Tickets sold on Application Hunt System (AHS) Comparison between 2012, 2013, 2014, 2015, 2016, 2017

Dream Tag Species	Tickets 2012	Tickets 2013	Tickets 2014	Tickets 2015	Tickets 2016	Tickets 2017
Antelope	3,887	2,218	2,051	2	0	0
California Bighorn	9,652	8,109	8,333	1	0	0
Deer	12,470	7,403	7,172	3	0	0
Elk	13,981	9,293	9,514	7	0	0
Desert Bighorn	12,929	10,919	11,124	0	0	0
Total	52,919	37,942	38,194	13	0	0
Dollars	\$264,595	\$189,710	\$ 190,970	\$65	\$0	\$0



**Interim: 2017 Dream Tags Program**  
Ticket Sales from Standalone Site: 09-01-2016 to 06-30-2017



**Dream Tag Tickets sold on Standalone Dream Tag Web Site  
09-01-2016 through 01-31-2017**

<b>Dream Tag Species</b>	<b>Tickets 09-01 to 09-30-16</b>	<b>Tickets 10-01 to 10-31-16</b>	<b>Tickets 11-01 to 11-30-16</b>	<b>Tickets 12-01 to 12-31-16</b>	<b>Tickets 01-01 to 01-31-17</b>
Antelope	9	2	28	19	21
California Bighorn	25	2	74	63	137
Deer	53	15	65	50	42
Elk	15	10	59	53	84
Desert Bighorn	26	2	96	117	216
<b>Total</b>	<b>128</b>	<b>31</b>	<b>322</b>	<b>302</b>	<b>500</b>
Dollars	\$ 640	\$ 155	\$ 1,610	\$ 1,510	\$ 2,500





**Interim: 2017 Dream Tags Program**  
 Ticket Sales from Standalone Site: 09-01-2016 to 06-30-2017



**Dream Tag Tickets sold on Standalone Dream Tag Web Site  
 02-01-2017 through 06-30-2017**

<b>Dream Tag Species</b>	<b>Tickets 02-01 to 02-28-17</b>	<b>Tickets 03-01 to 03-31-17</b>	<b>Tickets 04-01 to 04-30-17</b>	<b>Tickets 05-01 to 05-31-17</b>	<b>Tickets 06-01 to 06-30-17</b>	<b>Total Tickets 2016-17</b>
Antelope	29	344	1,435	427	1,547	3,866
California Bighorn	180	1,526	3,769	1,087	3,600	10,463
Deer	119	1,068	4,031	1,041	4,165	10,649
Elk	131	1,038	4,823	1,176	4,716	12,105
Desert Bighorn	245	1,846	5,363	1,335	6,138	15,384
<b>Total</b>	<b>704</b>	<b>5,822</b>	<b>19,421</b>	<b>5,066</b>	<b>20,166</b>	<b>52,467</b>
<b>Dollars</b>	<b>\$ 3,520</b>	<b>\$ 29,110</b>	<b>\$ 97,105</b>	<b>\$ 25,330</b>	<b>\$ 100,830</b>	<b>\$ 262,335</b>



## Interim: 2017 Dream Tags Program

Standalone Ticket Sales Comparison for 2012, 2013, 2014, 2015, 2016 and 2017



### Dream Tag Tickets sold on Standalone Site Comparison between 2012, 2013, 2014, 2015, 2016 and 2017

Dream Tag Species	Tickets 2012	Tickets 2013	Tickets 2014	Tickets 2015	Tickets 2016	Tickets 2017	2017 Change Over 2016 Inc/(Decr)	Percent Increase (Decr)
Antelope	1,625	1,416	1,550	3,152	2,892	3,866	974	25.19%
California BH	3,966	4,228	4,993	9,941	8,431	10,463	2,032	19.42%
Deer	4,017	4,725	4,561	9,082	8,152	10,649	2,497	23.45%
Elk	4,421	5,843	5,139	11,722	9,642	12,105	2,463	20.35%
Desert BH	5,726	7,389	7,443	14,781	12,224	15,384	3,160	20.54%
<b>Total</b>	<b>19,755</b>	<b>23,601</b>	<b>23,686</b>	<b>48,678</b>	<b>41,341</b>	<b>52,467</b>	<b>11,126</b>	<b>21.21%</b>
Dollars	\$98,775	\$118,005	\$118,430	\$243,390	\$206,705	\$ 262,335	\$ 55,360	21.21%



## Interim: 2017 Dream Tags Program

**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%)
<b>Total</b>	<b>52,919</b>	<b>19,755</b>	<b>72,674</b>	<b>37,942</b>	<b>23,601</b>	<b>61,543</b>	<b>(11,131)</b>	<b>(15.32%)</b>
Dollars	\$264,595	\$98,775	\$363,370	\$189,710	\$118,005	\$307,715	\$(55,655)	(15.32%)



## Interim: 2017 Dream Tags Program

**Total AHS & Standalone Dream Tag Ticket Sales: 2013 vs 2014**



### Total Dream Tag Tickets sold (AHS & Standalone Site) Comparison between 2013 and 2014

Dream Tag Species	AHS Draw Tickets 2013	Stand-alone Tickets 2013	Total Tickets 2013	AHS Draw Tickets 2014	Stand-alone Tickets 2014	Total Tickets 2014	Increase (Decrease)	Percent (Decrease)
Antelope	2,218	1,416	3,634	2,051	1,550	3,601	(33)	(.91%)
California BH	8,109	4,228	12,337	8,333	4,993	13,326	989	8.02%
Deer	7,403	4,725	12,128	7,172	4,564	11,736	(392)	(3.23%)
Elk	9,293	5,843	15,136	9,514	5,139	14,653	(483)	(3.19%)
Desert BH	10,919	7,389	18,308	11,124	7,443	18,567	259	1.41%
<b>Total</b>	<b>37,942</b>	<b>23,601</b>	<b>61,543</b>	<b>38,194</b>	<b>23,689</b>	<b>61,883</b>	<b>340</b>	<b>.55%</b>
Dollars	\$189,710	\$118,005	\$307,715	\$190,970	\$118,445	\$309,415	\$1,700	.55%



## Interim: 2017 Dream Tags Program

**Total AHS & Standalone Dream Tag Ticket Sales: 2014 vs 2015**



### Total Dream Tag Tickets sold (AHS & Standalone Site) Comparison between 2014 and 2015

Dream Tag Species	AHS Draw Tickets 2014	Stand-alone Tickets 2014	Total Tickets 2014	AHS Draw Tickets 2015	Stand-alone Tickets 2015	Total Tickets 2015	Increase (Decrease)	Percent (Decrease)
Antelope	2,051	1,550	3,601	2	3,152	3,154	(447)	(12.41%)
California BH	8,333	4,993	13,326	1	9,941	9,942	(3,384)	(25.39%)
Deer	7,172	4,564	11,736	3	9,082	9,085	(2,651)	(22.59%)
Elk	9,514	5,139	14,653	7	11,722	11,729	(2,924)	(19.95%)
Desert BH	11,124	7,443	18,567	0	14,781	14,781	(3,786)	(20.39%)
<b>Total</b>	<b>38,194</b>	<b>23,689</b>	<b>61,883</b>	<b>13</b>	<b>48,678</b>	<b>48,691</b>	<b>(13,192)</b>	<b>(21.32%)</b>
Dollars	\$190,970	\$118,445	\$309,415	\$65	\$243,390	\$243,455	(\$65,960)	(21.32%)



## Interim: 2017 Dream Tags Program

**Total AHS & Standalone Dream Tag Ticket Sales: 2015 vs 2016**



### Total Dream Tag Tickets sold (AHS & Standalone Site) Comparison between 2015 and 2016

Dream Tag Species	AHS Draw Tickets 2015	Stand-alone Tickets 2015	Total Tickets 2015	AHS Draw Tickets 2016	Stand-alone Tickets 2016	Total Tickets 2016	Increase (Decrease)	Percent (Decrease)
Antelope	2	3,152	3,154	0	2,892	2,892	(262)	(8.31%)
California BH	1	9,941	9,942	0	8,431	8,431	(1,511)	(15.20%)
Deer	3	9,082	9,085	0	8,152	8,152	(933)	(10.27%)
Elk	7	11,722	11,729	0	9,642	9,642	(2,087)	(17.79%)
Desert BH	0	14,781	14,781	0	12,224	12,224	(2,557)	(17.30%)
<b>Total</b>	<b>13</b>	<b>48,678</b>	<b>48,691</b>	<b>0</b>	<b>41,341</b>	<b>41,341</b>	<b>(7,350)</b>	<b>(15.10%)</b>
Dollars	\$65	\$243,390	\$243,455	\$0	\$206,705	\$206,705	(\$36,750)	(15.10%)



## Interim: 2017 Dream Tags Program

Total AHS & Standalone Dream Tag Ticket Sales: 2016 vs 2017



### Total Dream Tag Tickets sold (AHS & Standalone Site) Comparison between 2016 and 2017

Dream Tag Species	AHS Draw Tickets 2016	Stand-alone Tickets 2016	Total Tickets 2016	AHS Draw Tickets 2017	Stand-alone Tickets 2017	Total Tickets 2017	Increase (Decrease)	Percent (Decrease)
Antelope	0	2,892	2,892	0	3,866	3,866	974	25.19%
California BH	0	8,431	8,431	0	10,463	10,463	2,032	19.42%
Deer	0	8,152	8,152	0	10,649	10,649	2,497	23.45%
Elk	0	9,642	9,642	0	12,105	12,105	2,463	20.35%
Desert BH	0	12,224	12,224	0	15,384	15,384	3,160	20.54%
<b>Total</b>	<b>0</b>	<b>41,341</b>	<b>41,341</b>	<b>0</b>	<b>52,467</b>	<b>52,467</b>	<b>11,126</b>	<b>21.21%</b>
Dollars	\$0	\$206,705	\$206,705	\$0	\$262,335	\$262,335	\$55,630	21.21%



## **Interim:** 2017 Dream Tags Program Agenda



### **Our Agenda ...**

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





**Interim: 2017 Dream Tags Program**  
**RE Sales from Thursday 9/1/16 through Friday 6/30/17**



**RES Stamp Sales (Counts) By Agent By Month**

Agent	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps
	09-01-16 to 09-30-16	10-01-16 to 10-31-16	11-01-16 to 11-30-16	12-01-16 to 12-31-16	01-01-17 to 01-31-17
Consumer	11	19	10	3	7
Dream Tag	12	4	25	26	32
AHS	29	18	2	0	38
Reno	0	0	0	0	0
Elko	0	0	0	0	0
Las Vegas	1	0	0	0	0
Fallon	0	0	0	0	0
Henderson	0	0	0	0	0
Winnemucca	0	0	0	0	0
Special Events	0	0	0	0	0
<b>Total</b>	<b>53</b>	<b>41</b>	<b>37</b>	<b>29</b>	<b>77</b>



**Interim: 2017 Dream Tags Program**  
**RE Sales from Thursday 9/1/16 through Friday 6/30/17**



**RES Stamp Sales (Counts) By Agent By Month**

Agent	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps
	02-01-17 to 02-28-17	03-01-17 to 03-31-17	04-01-17 to 04-30-17	05-01-17 to 05-31-17	06-01-17 to 06-30-17	Total 2016-2017
Consumer	4	73	47	10	10	194
Dream Tag	31	134	295	135	917	1,611
AHS	56	991	4,011	0	40	5,185
Reno	0	0	0	0	2	2
Elko	0	1	0	1	0	2
Las Vegas	0	0	0	0	0	1
Fallon	0	0	0	0	0	0
Henderson	0	1	0	0	0	1
Winnemucca	0	0	0	0	0	0
Special Events	0	0	0	0	1	1
<b>Total</b>	<b>91</b>	<b>1,200</b>	<b>4,353</b>	<b>146</b>	<b>970</b>	<b>6,997</b>



**Interim: 2017 Dream Tags Program**  
**RE Sales from Thursday 9/1/16 through Friday 6/30/17**



**RES Stamp Sales (Dollars) By Agent By Month**

Agent	RE Stamps	RE Stamps	RE Stamps	RE Stamps	RE Stamps
	09-01-16 to 09-30-16	10-01-16 to 10-31-16	11-01-16 to 11-30-16	12-01-16 to 12-31-16	01-01-17 to 01-31-17
Consumer	\$110	\$190	\$100	\$30	\$70
Dream Tag	\$120	\$40	\$250	\$260	\$320
AHS	\$290	\$20	\$20	\$0	\$380
Reno	\$0	\$0	\$0	\$0	\$0
Elko	\$0	\$0	\$0	\$0	\$0
Las Vegas	\$10	\$0	\$0	\$0	\$0
Fallon	\$0	\$0	\$0	\$0	\$0
Henderson	\$0	\$0	\$0	\$0	\$0
Winnemucca	\$0	\$0	\$0	\$0	\$0
Special Events	\$0	\$0	\$0	\$0	\$0
<b>Total</b>	<b>\$530</b>	<b>\$410</b>	<b>\$370</b>	<b>\$290</b>	<b>\$770</b>



**Interim: 2017 Dream Tags Program**  
**RE Sales from Thursday 9/1/16 through Friday 6/30/17**



**RES Stamp Sales (Dollars) By Agent By Month**

<b>Agent</b>	<b>RE Stamps 02-01-17 to 02-29-17</b>	<b>RE Stamps 03-01-17 to 03-31-17</b>	<b>RE Stamps 04-01-17 to 04-30-17</b>	<b>RE Stamps 05-01-17 to 05-31-17</b>	<b>RE Stamps 06-01-17 to 06-30-17</b>	<b>RE Stamps Total 2016-2017</b>
<b>Consumer</b>	\$40	\$730	\$470	\$100	\$100	\$1,940
<b>Dream Tag</b>	\$310	\$1,340	\$2,950	\$1,350	\$9,170	\$16,110
<b>AHS</b>	\$560	\$9,910	\$40,110	\$0	\$400	\$51,850
<b>Reno</b>	\$0	\$0	\$0	\$0	\$0	\$20
<b>Elko</b>	\$0	\$10	\$0	\$10	\$0	\$20
<b>Las Vegas</b>	\$0	\$0	\$0	\$0	\$20	\$20
<b>Fallon</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>Henderson</b>	\$0	\$10	\$0	\$0	\$10	\$10
<b>Winnemucca</b>	\$0	\$0	\$0	\$0	\$0	\$0
<b>Special Events</b>	\$0	\$0	\$0	\$0	\$10	\$10
<b>Total</b>	\$910	\$12,000	\$43,530	\$1,460	\$9,700	\$69,970



## **Interim:** 2017 Dream Tags Program Agenda



### **Our Agenda ...**

- Sales Channels
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- **Dream Tag Tickets Statistics**



## Interim: 2017 Dream Tags Program

Max Ticket Sales from Thursday 9/1/16 through Friday 6/30/17



### Individual Maximum Ticket Sales (Counts) by Session

<b>Dream Tag Species</b>	<b>Max One Session Purchase</b>	<b>Max Total Purchase</b>
<b>Antelope</b>	<b>100</b>	<b>100</b>
<b>California BH</b>	<b>450</b>	<b>450</b>
<b>Deer</b>	<b>200</b>	<b>200</b>
<b>Elk</b>	<b>200</b>	<b>200</b>
<b>Desert Bighorn</b>	<b>100</b>	<b>300</b>



## Interim: 2017 Dream Tags Program 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: 2017 Dream Tags Program RES Stamp Clients vs. Ticket Sales



### Do All RE Stamp Clients Buy a Ticket? (continued)

#### 2014 Dream Tag RES vs Ticket Sales Thru 06/30/2014

Residency	Total	No Tickets	DT Only	AHS Only	DT & AHS
Resident	1,680	83	391	1,140	66
Non Resident	2,987	44	856	1,938	149
Grand Total	***4,667	127	1,247	3,078	215

#### 2015 Dream Tag RES vs Ticket Sales Thru 06/30/2015

Residency	Total	No Tickets	DT Only	AHS Only	DT & AHS
Resident	3,533	2,546	983	3	1
Non Resident	4,321	2,404	1,917	0	0
Grand Total	****7,854	4,950	2,900	3	1

\*\*\* In 2014, 4,678 Resource Enhancement Stamps were sold to 4,667 unique clients

\*\*\*\* In 2015, 7,867 Resource Enhancement Stamps were sold to 7,854 unique clients





## Interim: 2017 Dream Tags Program RES Stamp Clients vs. Ticket Sales



### Do All RE Stamp Clients Buy a Ticket? (continued)

#### 2016 Dream Tag RES vs Ticket Sales Thru 06/30/2016

Residency	Total	No Tickets	DT Only	AHS Only	DT & AHS
Resident	2,866	2,004	862	0	862
Non Resident	3,411	1,865	1,546	0	1,546
Grand Total	*****6,277	3,869	2,408	0	2,408

#### 2017 Dream Tag RES vs Ticket Sales Thru 06/30/2017

Residency	Total	No Tickets	DT Only	AHS Only	DT & AHS
Resident	3,794	1,810	1,984	0	1,984
Non Resident	3,190	2,065	1,125	0	1,125
Grand Total	*****6,984	3,875	3,109	0	3,109

\*\*\*\*\* In 2016, 6,286 Resource Enhancement Stamps were sold to 6,277 unique clients

\*\*\*\*\* In 2017, 6,997 Resource Enhancement Stamps were sold to 6,984 unique clients



## Interim: 2017 Dream Tags Program Clients Buying a Single Ticket for a Species



### How Many Clients Buy a Single Ticket for a Species?

2017 Dream Tag Single Ticket Purchases				
Species	AHS Clients	Standalone Clients	Both Sites Clients*	Total Clients
Antelope	0	482	0	482
Calif Bighorn	0	495	0	495
Deer	0	585	0	585
Elk	0	573	0	573
Nelson Bighorn	0	552	0	552
Grand Total	0	2,687	0	2,687

\* These are clients who purchased a single ticket for a species, in each site. I.e., one California Bighorn ticket in the AHS Draw Site and one California Bighorn ticket in the Standalone site.



## Interim: 2017 Dream Tags Program Clients and Ticket Sales by State



### Where do Clients and Ticket Sales come from?

State/Country	Clients	Tickets	% of Total Sales
Nevada	1,128	18,650	35.55%
California	637	12,170	23.20%
Oregon	118	2,432	4.64%
Utah	132	2,198	4.19%
Texas	107	1,661	3.17%
Colorado	84	1,490	2.84%
Arizona	79	1,348	2.57%
Washington	71	1,279	2.44%
Idaho	76	1,169	2.23%
Alaska	41	741	1.41%
Wisconsin	44	665	1.27%
Montana	52	646	1.23%
Wyoming	37	401	0.76%
OTHER STATES	457	6,791	12.94%
CANADA	40	693	1.32%
OTHER COUNTRIES	6	133	0.25%
Grand Total	3,109	52,467	100.00%



## Interim: 2017 Dream Tags Program Clients Age Demographics



What are the age demographics of the Clients?

Age Group	Clients	Residents	Non Res
12-14	11	5	6
15-17	19	12	7
18-20	12	10	2
21-24	23	17	6
25-29	94	51	43
30-34	205	78	127
35-39	284	118	166
40-44	293	104	189
45-49	337	117	220
50-54	397	136	261
55-59	419	132	287
60-64	432	136	296
65-69	271	93	178
70-74	206	74	132
75-79	72	24	48
Over 80	34	18	16
Total	3,109	1,125	1,984