

NV Dream Tags 2019 Recap



COMMUNITY
FOUNDATION
of Western Nevada



You Win. Nevada Wins!

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2019 Dream Tags



Tickets: Annual Sales by Species

* Note: Gross rev includes fees for 2017, 2018 and 2019.

Species	2013	2014	2015	2016	2017	2018	2019	2019 YoY Change (#)	2019 YoY Change (%)
California BHS	12,337	13,326	9,942	8,431	10,463	12,540	14,056	1,516	12.08%
Elk	15,136	14,653	11,729	9,642	12,105	16,144	16,780	636	3.93%
Mule Deer	12,128	11,736	9,085	8,152	10,649	14,330	15,478	1,148	8.01%
Desert BHS	18,308	18,567	14,781	12,224	15,384	18,069	20,394	2,325	12.86%
Pronghorn	3,634	3,601	3,154	2,892	3,866	4,528	4,799	271	5.98%
Bear	0	0	0	0	0	1,726	1,699	-27	-1.56%
Total Units	61,543	61,883	48,691	41,341	52,467	67,337	73,206	5,869	8.74%
Gross Rev	\$307,715.00	\$309,415.00	\$243,455.00	\$206,705.00	\$288,568.50	\$387,187.75	\$421,061.00	\$33,873.25	8.74%

2019 Dream Tags

Tickets: Monthly Sales by Species

Species	Pre-March	March 2019	April 2019	May 2019	June 2019	Total
California BHS	358	1,849	4,754	2,950	4,145	14,056
Elk	360	1,689	5,756	4,188	4,787	16,780
Mule Deer	304	1,523	4,653	3,594	5,404	15,478
Desert BHS	676	2,270	6,467	4,194	6,787	20,394
Pronghorn	103	502	1,669	1,090	1,435	4,799
Bear	25	102	1,004	212	356	1,699
Total	1,826	7,953	24,303	16,228	22,914	73,206
Gross Rev	\$10,499.50	\$45,729.75	\$139,742.25	\$93,311.00	\$131,755.50	\$420,934.50

2019 Dream Tags

RES: Annual Sales by Month

Month	2018	2019	2019 YoY Change #	2019 YoY Change %
Pre-March	0	148	-148	NA
March	180	470	290	161.00%
April	1,741	1,540	-201	-11.54%
May	491	978	487	99.18%
June	2,408	1,442	-966	-40.11%
Total Units	4,820	4,578	-242	-5.02%
Gross Rev	\$53,020.00	\$50,468.00	-\$2,552.00	-4.81%

Total Sales by category, YoY

Category	2018	2019	2019 YoY Change #	2019 YoY Change %
Tickets - Units Sold	67,337	73,206	5,869	8.74%
Tickets - Gross Rev	\$387,187.75	\$421,061.00	\$33,873.25	8.74%
RES - Units Sold	4,820	4,578	-242	-5.02%
RES - Gross Rev	\$53,020.00	\$50,468.00	-\$2,552.00	-4.81%
Total - Units Sold	72,157	77,806	5,649	7.80%
Total - Gross Rev	\$440,207.75	\$471,529.00	\$31,321.25	7.11%

Tickets: Maximum Purchase Quantities by Species

Species	Max Purchase Qty by Order	Max Purchase Qty by Customer
California BHS	100	120
Elk	301	301
Mule Deer	500	940
Desert BHS	200	620
Pronghorn	55	100
Bear	650	650

Tickets: Number of Single Ticket Purchases by Species

Species	Single Ticket by Order	Single Ticket by Customer
California BHS	1,396	1,181
Elk	1,739	1,463
Mule Deer	1,612	1,375
Desert BHS	1,514	1,303
Pronghorn	1,126	949
Bear	363	325

2019 Dream Tags

Tickets: Purchase behavior

Per Order

	Per Order 2018	Per Order 2019	2019 YoY Change (#)	2019 YoY Change (%)
Average tickets purchased	12.53	13.95	1.42	11.33%
Max tickets purchased	627	701	74	11.80%

Per Customer

	Per Customer 2018	Per Customer 2019	2019 YoY Change (#)	2019 YoY Change (%)
Average tickets purchased	16.10	16.9	0.8	4.96%
Max tickets purchased	801	1,411	610	76.15%

Tickets: Customers by State

	NV	CA	UT	TX	OR	CO	AZ	WA	ID	MT	Other States	Canada	Other Countries	Total
Clients	1,491	860	225	204	168	153	131	124	118	90	967	51	2	4,584
% of clients	32.52%	18.76	4.90%	4.45%	3.66%	3.33%	2.85%	2.70%	2.57%	1.96%	21.00%	1.11%	0.04%	100.00%

Tickets: Units by State

	NV	CA	UT	OR	TX	WA	CO	ID	AZ	MT	Other States	Canada	Other Countries	Total
Tickets	22,768	16,721	3,379	3,186	3,003	2,266	2,023	2,007	1,997	1,199	14,030	620	7	73,206
% of tickets	31.10%	22.84%	4.61%	4.35%	4.10%	3.09%	2.76%	2.74%	2.72%	1.63%	19.16%	0.84%	0.01%	100.00%