

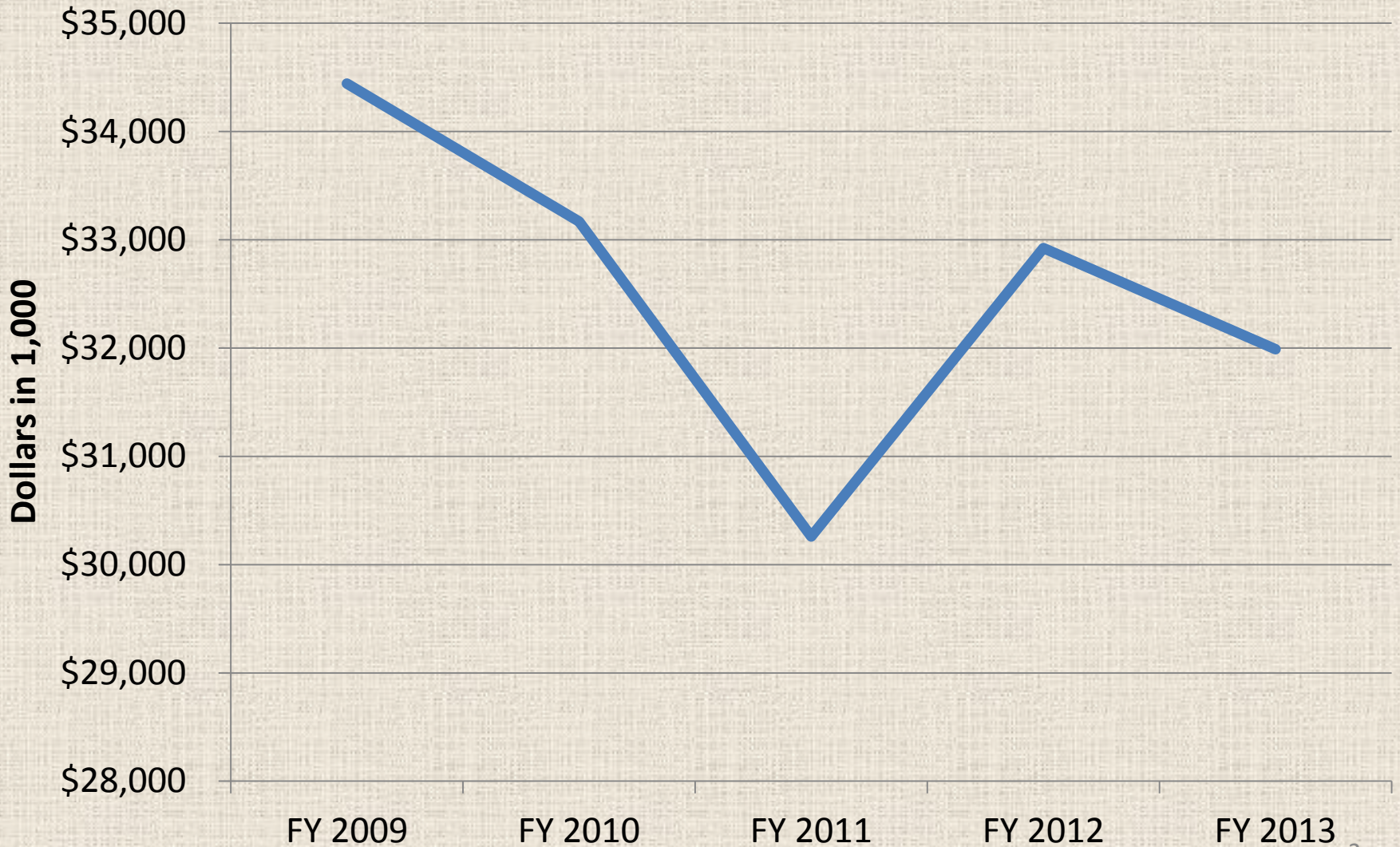


IDAHO DEPARTMENT OF FISH & GAME

LICENSE REVENUE – PROPOSED STRATEGY

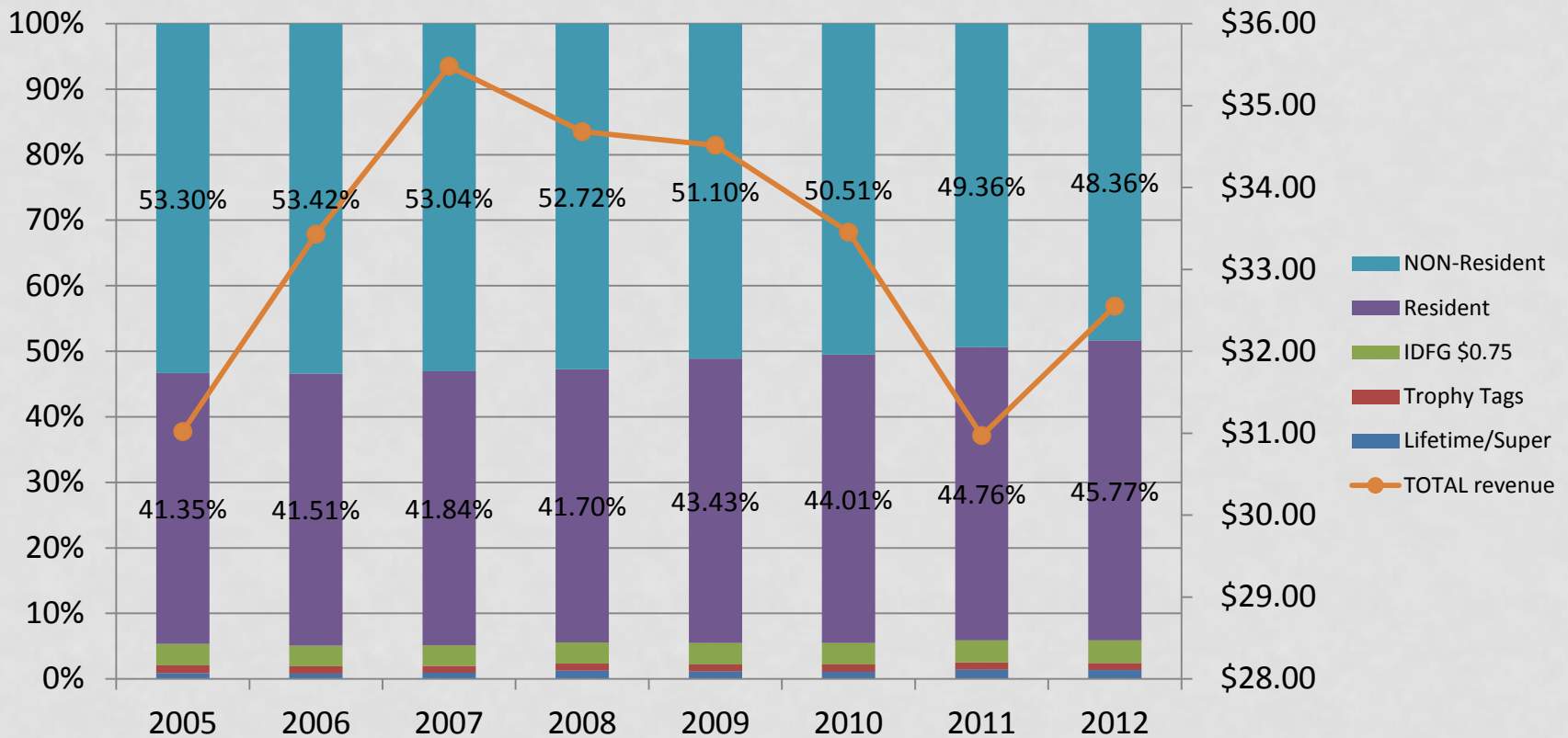


Fish & Game License Revenue



Where Does the Majority of “License” Revenue Come From?

% Breakdown of sales, Resident vs. Non-Resident

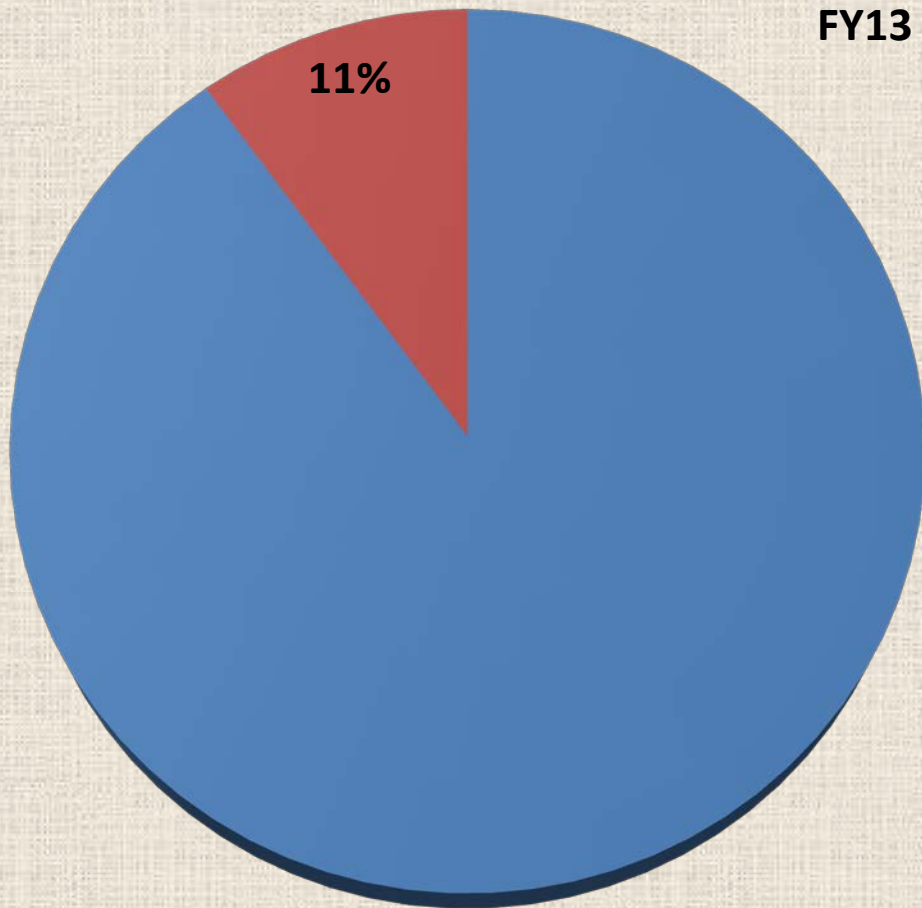


Recent Revenue Trends FY05 – FY12

- Ranged from \$31 to \$35.5 M
- FY07 was “high water” mark at \$35.5M
- FY11 was “low water” mark at \$30.98M
- Major reductions in license revenue from FY07 to FY12 are chiefly attributed to declining sales in NR hunting licenses, NR elk tags and NR deer tags
- Despite continued decline in sales of NR deer and Elk tags, license revenue did rebound approximately \$1.5M in FY12 due to improved sales of other items (i.e. wolf tags and fishing licenses and permits)



IDFG Appropriation vs. Revenue (FY13)

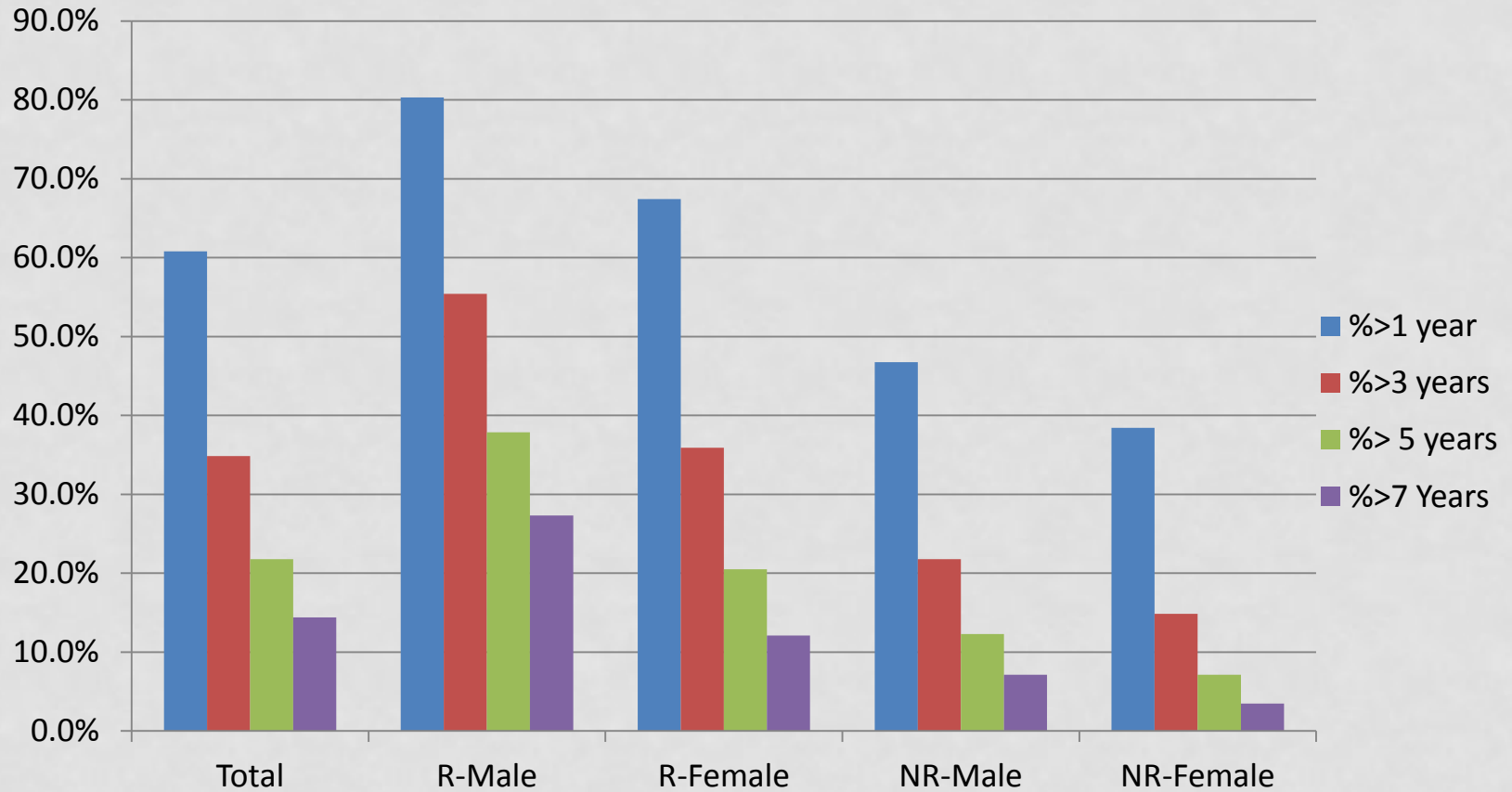


FY13 Revenue: \$31.8M
FY13 Appropriation: \$35.8M
GAP: (\$4.0M)

■ Appropriation
■ Revenue Gap

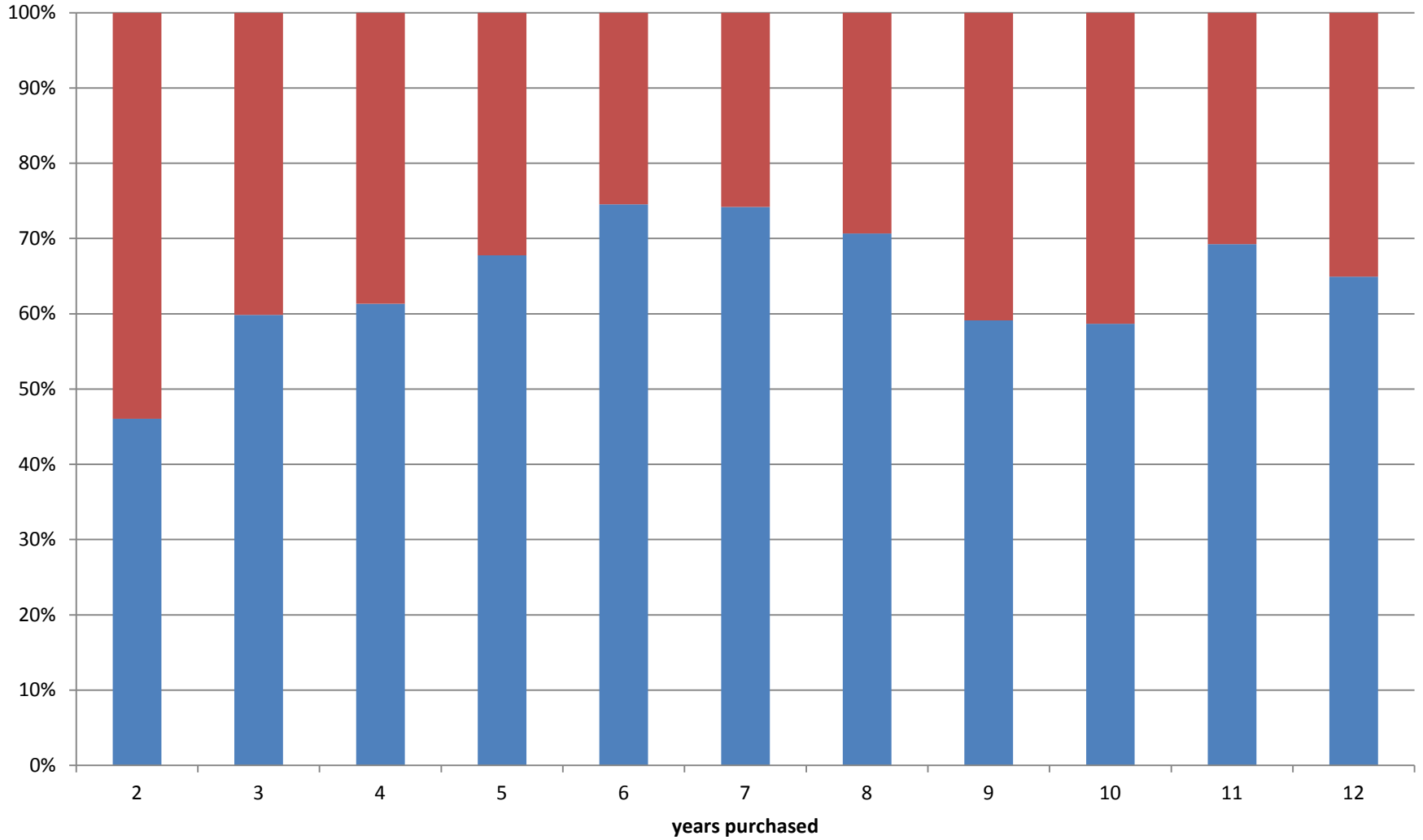


Customer Churn, 2000-2012





Sales Buying Pattern



Intermittent

Continuous



Time to Try a New Strategy!

(proposed)

“Traditional” Fee Increase

+

Enhanced Commission Discount Authority

- **Every-year Buyer Customer Discount**

 - “Lock in” 2013 price

- **Customer Volume Discount**

 - Want fries with that?

= Buying Behavior Incentivized by Fee Increase

= Revenue to Meet Appropriation