

Michigan's Simplified License Structure & Successes

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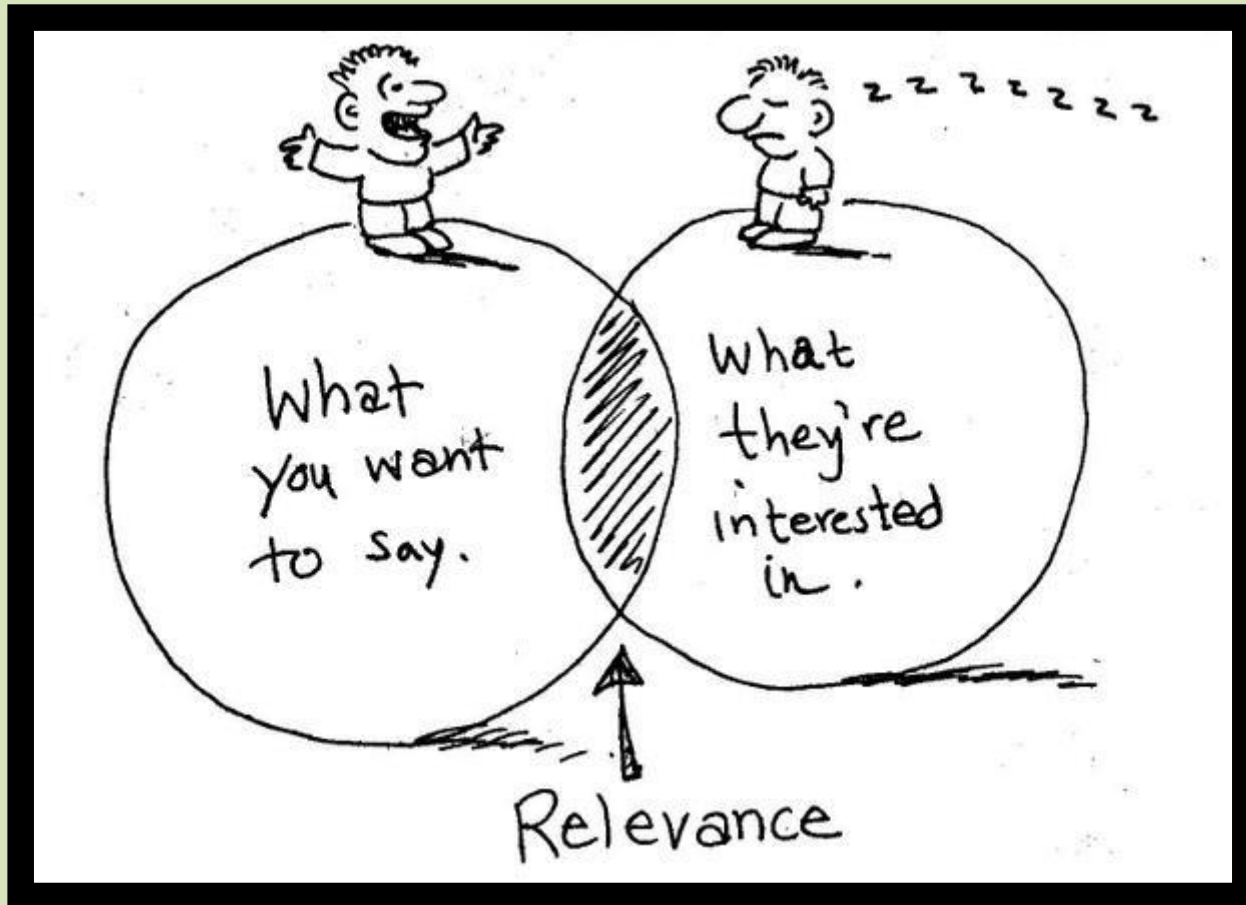


Where were we?

- 2008 recession
 - 200,000 people left Michigan
 - Unemployment rate near 15%
 - Nearly 800,000 jobs lost in 10 years
- No modifications to licenses in 17 years
- Public perception of agency
- Low morale



Where were we?





What did we do?

- Developed license package
 - Simple-Fair-Efficient
 - Fewer licenses
 - Priced based on research
- Worked to gain support
 - Brought community together with one voice
 - Addressed legislative concerns
- Promised outcomes
 - Access
 - Outreach, education, promotion
 - Impact on resources



At the same time...

- HP
 - Technical side of things
 - How system works
- RBFF
 - Critical feedback about buying process
 - Web review

Michigan Department of Natural Resources

Michigan.gov DNR Home Contact the DNR E-License Home

Welcome to E-License

Buy your Michigan hunting and fishing licenses, special hunt applications and permits here!

1. Tell us who you are
2. Choose your items
3. Answer a few questions, if applicable
4. Make your payment

Payment options:

VISA MasterCard DISCOVER NOVUS

You will receive non-kill tag items like your base, fishing license, and applications immediately at the email address you provide. These items are noted as "Online" delivery in the catalog.

Print your "Online" items directly from E-License for up to 7 days or print the PDF that we email you. Save your PDF for future reprinting.

You can show your purchased license on your mobile device. We recommend saving the PDF on your device and printing a backup copy.

Kill tags and licenses noted as "Mail" will take 7-10 business days to receive. If you plan on using "Mail" items before 7-10 days, please purchase at one of our license agents listed in the navigation link or menu.

[View Sample PDF](#) [View Rules and Regulations](#)

Archery deer season is here! Consider donating venison

[Get Started](#)



Marketing efforts to support new structure



- Campaigns
 - Pure Michigan
 - Michigan Wildlife Council
- Unique Partnerships
 - Convention & Visitors Bureaus
- Targeted Promotions / R3
 - Targeted messages to license buyers & females in certain counties





Marketing efforts to support new structure



- Digital Efforts
 - Email
 - Social Media



- Special Events
 - Bi-annual Free Fishing Weekends
 - Educational programming



- World-Class Fisheries!



Results

- Expected 7% drag resistance
- Push back by non-residents = discounted price in 2015
- Switching behavior
- Decline in first year



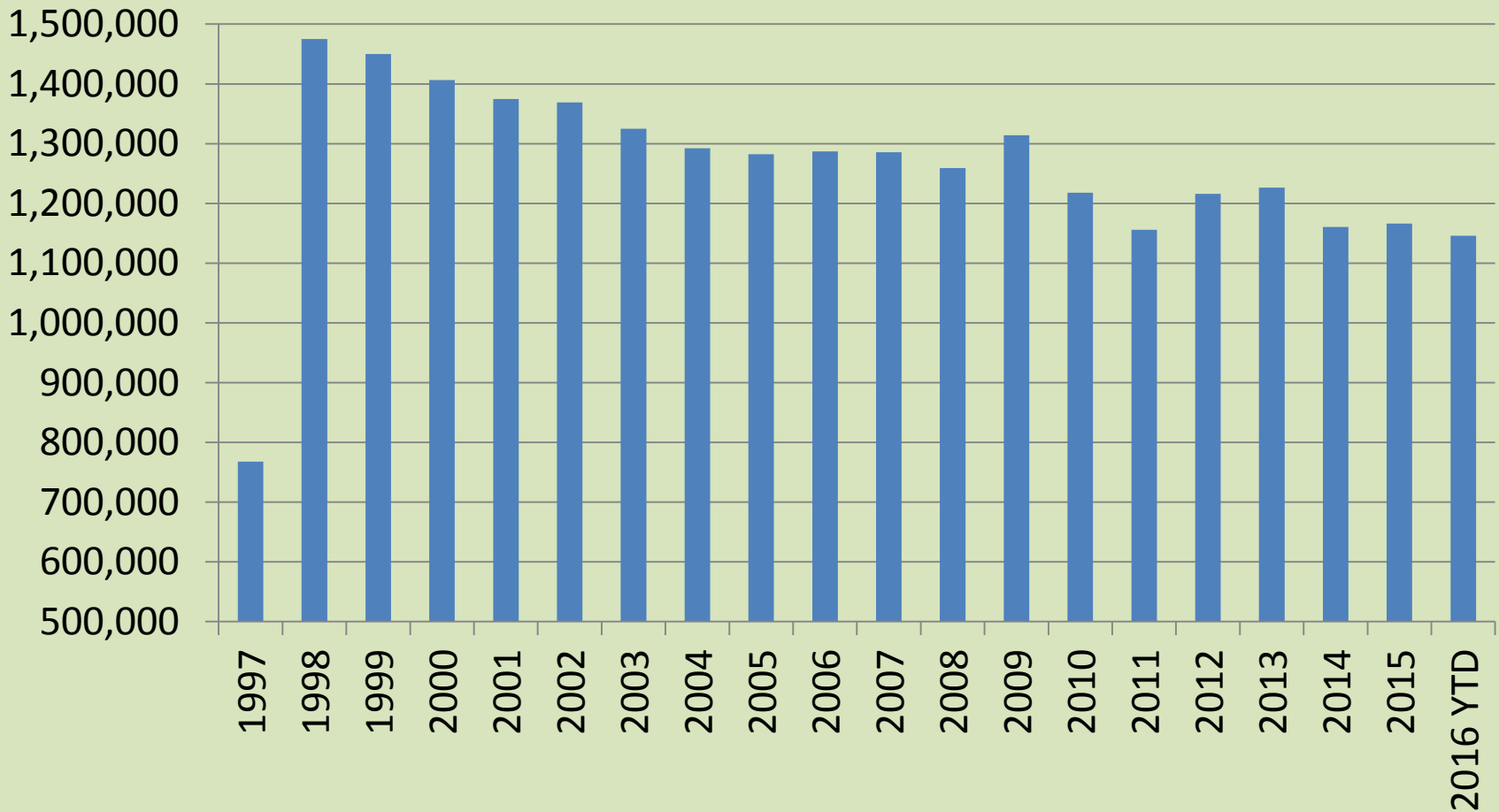
Revenue

**Hunting & Fishing License Sales
Game & Fish Protection Fund - General Purpose
Fiscal Years 1997 to 2015**



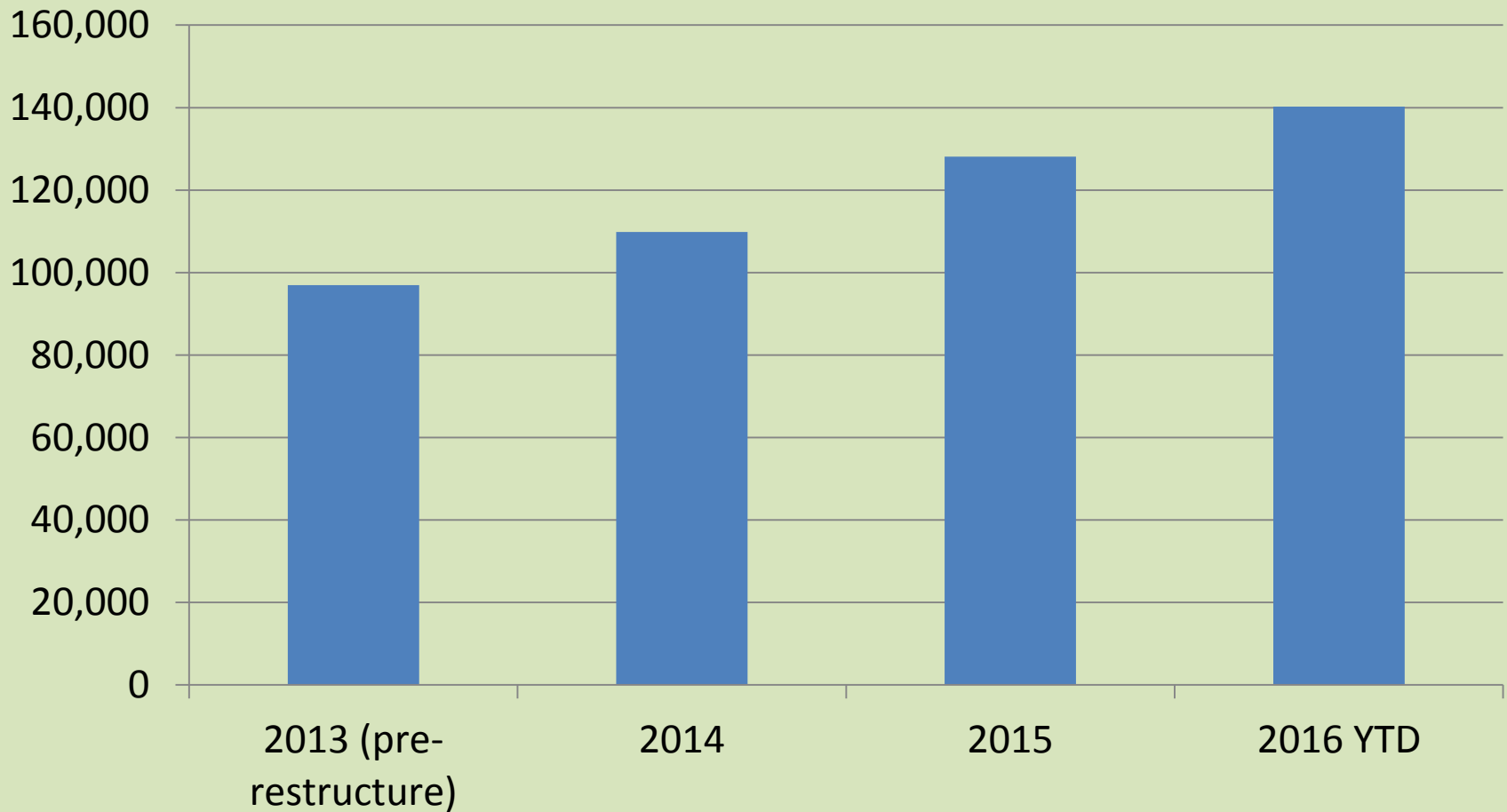


Fishing License Sales



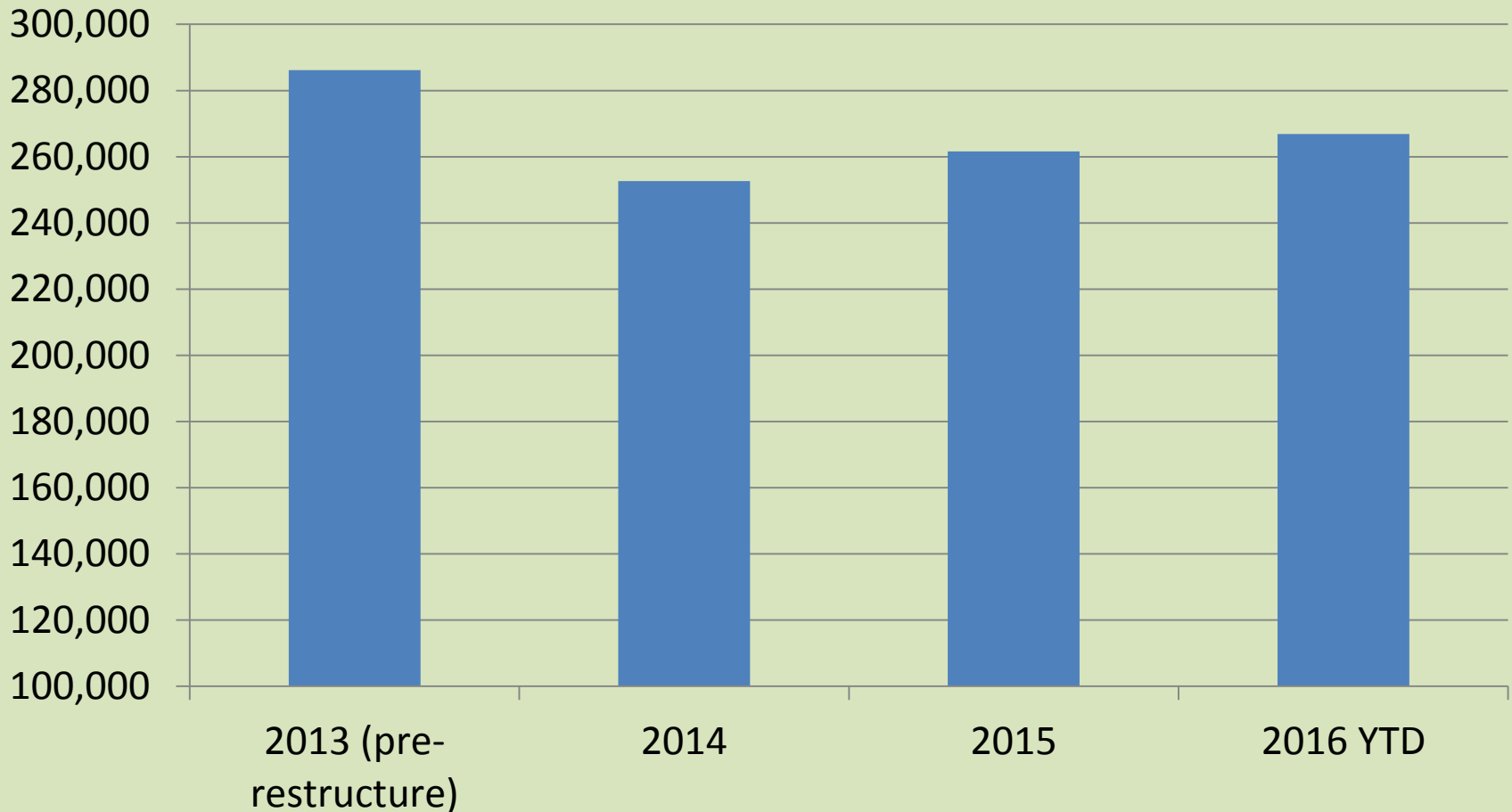


E-license Fishing Sales





New Fishing License Customers





The future

- Maintain world-class fisheries
 - Invasive Species
 - Hatchery investments
- Fishing heritage
 - Recruitment / Retention / Reactivation
 - Education
 - Marketing
- Sustainable funding model



Thank you