### Florida Fish and Wildlife Conservation Commission

For us to sell a license --

# Someone has to be thinking about fishing.









#### Florida Fish and Wildlife Conservation Commission

## Make the purchase experience convenient & easy

- Sales Channels
  - Retailers (624 locations; 58% of units sold)
  - Internet (28% of units sold)
  - Tax Collectors (211locations; 7.5% of units sold)
  - Telephone Sales Call Center (6% of units sold)

#### Ease of Use for Retailers and Customers

- English and Spanish versions
- Reduce data entry pre-fill fields from Drivers License file when available
- Let me know what I have now and in the past
- Renew button
- Packages of likely groups of licenses and permits



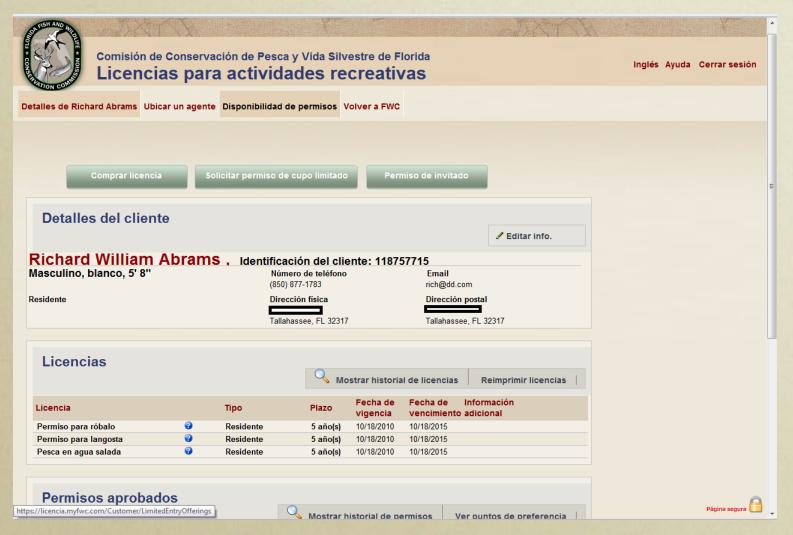
# Language and Foreign Born

Language Spoken at Home	Estim ate	
Population 5 years and over	17,983,218	
English only	13,024,032	
Language other than English	4,959,186	
Speak English less than "very well"	43.0%	
Spanish or Spanish Creole	3,646,758	
Speak English less than "very well"	44.8%	
Other Indo-European languages	944,748	
Speak English less than "very well"	37.6%	
Asian and Pacific Islander languages	265,511	
Speak English less than "very well"	44.0%	
Other languages	102,169	
Speak English less than "very well"	27.3%	

- In 2011, almost 5 million Floridians (age 5 or older) spoke a language other than English at home, of which about 2.1 million spoke English less than "very well". If this relationship continues, by 2030, around 6.1 million Floridians (age 5 or older) will speak a language other than English at home, of which about 2.6 million will speak English less than "very well".
- In 2011, 19.4% of Florida's population was foreign born.



## Florida Fish and Wildlife Conservation Commission Spanish





### **Demographic Profile of Floridians for 2003**

Subject	2000	2003 (estimate)	% of Total	% chg '03/'00
HISPANIC or LATINO and RACE				
Hispanic or Latino (of any race)	2,682,715	3,108,578	18.7%	15.9%
Mexican	363,925	453,248	2.7%	24.5%
Puerto Rican	482,027	571,755	3.4%	18.6%
Cuban	833,120	957,661	5.8%	14.9%
Other Hispanic or Latino	1,003,643	1,125,914	6.8%	12.2%
Not Hispanic or Latino	13,299,663	13,509,567	81.3%	1.6%
White alone	10,458,509	10,471,177	63.0%	0.1%
HOUSEHOLDS BY TYPE				
Total Households	6,337,929	6,637,845		4.7%
Family households (families)	4,210,760	4,339,037	65.4%	3.0%
with own children under 18 years	1,779,586	1,853,435	27.9%	4.1%
Married-couple family	3,192,266	3,199,739	48.2%	0.2%
with own children under 18 years	1,215,197	1,207,836	18.2%	-0.6%
Female householder, no husband present	759,000	842,856	12.7%	11.0%
with own children under 18 years	437,680	507,380	7.6%	15.9%
Nonfamily households	2,127,169	2,298,808	34.6%	8.1%
Householder living alone	1,687,303	1,862,645	28.1%	10.4%
Average household size	2.46	2.50	n/a	1.6%
Average family size	2.98	3.08	n/a	3.4%



- Pinellas County Hispanic (73,241) 8.0%
   Breakdown: Mexicans 2.4%, Puerto Ricans 2.4%
- Hillsborough County Hispanic (306,635) 24.9%
   Breakdown: Puerto Ricans 7.4%, Cubans 5.3%, Mexicans 5.3%
- St. Johns County Hispanic (9,972) 5.2%
   Breakdown: Puerto Ricans 1.6%, Mexicans 1.0%
- Orange County Hispanic (308,244) 26.9%
   Breakdown: Puerto Ricans 13.0%, Mexicans 3.2%
- Osceola County Hispanic (122,146) 45.5%
   Breakdown: Puerto Ricans 27.2%, Dominicans 3.8%, Colombians 2.8%
- 6. Okeechobee County Hispanic (9,561) 23.9% Breakdown: Mexicans 18.9%, Puerto Ricans 1.3%, Cubans 1.3%
- 7. Palm Beach County Hispanic (250,823) 19.0% Breakdown: Mexicans 3.7%, Cubans 3.3%, Puerto Ricans 3.0%
- 8. Broward County Hispanic (438,247) 25.1%
  Breakdown: Cubans 4.8%, Puerto Ricans 4.3%, Colombians 3.8%
- 9. Miami-Dade County Hispanic (1,623,859) 65.0% Breakdown: Cubans 34.3%, Colombians 4.6%, Nicaraguans 4.2%
- 10. Monroe County Hispanic (15,071) 20.6% Breakdown: Cubans 11.3%



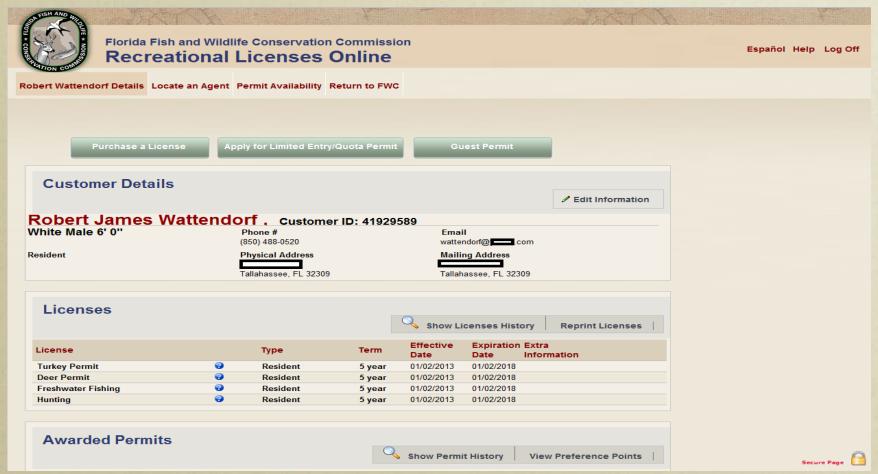


Hispanic diversity in Florida

Depending on where you live in the state, the largest group of Hispanics may be Mexicans, Puerto Ricans or Cubans

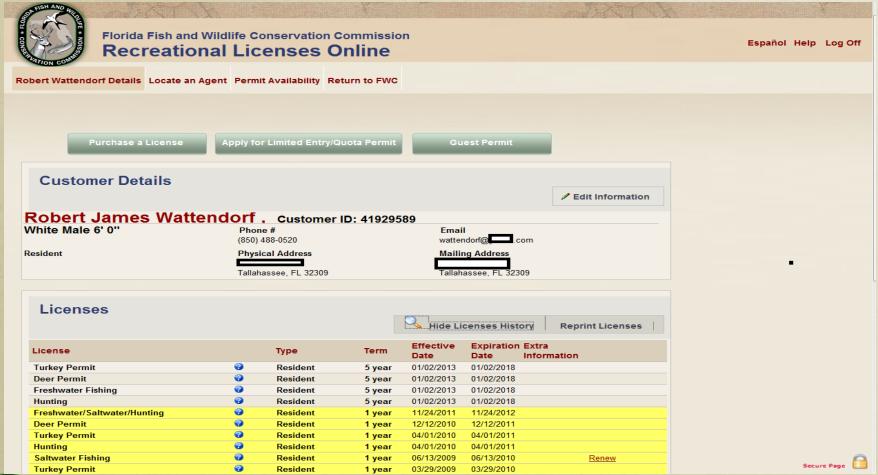
Source: Florida Trend, Mike Vogel, 5/1/2013.

## Florida Fish and Wildlife Conservation Commission English





# Florida Fish and Wildlife Conservation Commission History of Purchases and Renew





## Florida Fish and Wildlife Conservation Commission Using Renew





## Florida Fish and Wildlife Conservation Commission Packages of Licenses and Permits









## Florida Fish and Wildlife Conservation Commission Youth License Holiday Email Campaign



YOUTH Fishing or Hunting Licenses Make a Great Holiday Gift or Stocking Stuffer



PASS DOWN A LEGACY...BUY A YOUTH LICENSE TODAY AND GIVE THE GIFT THAT
KEEPS ON GIVING!

Buying a Youth License for a child can open the doors to a healthy lifetime hobby that can be passed on from generation to generation

Youth Fishing and Hunting Licenses are for children 15 or younger\* and are valid until their 17th birthday!

#### Florida Hunting and Fishing Regulations:

- www.MyFWC.com
- Saltwater Fishing Regulations
- Freshwater Fishing Regulations
- Hunting Regulations
- Boating Safety



Follow us on Twitter

#### **GET YOUR LICENSE ONLINE NOW.**

Your purchase of a license is vital to help us ensure that Florida's outdoor resources survive and thrive.

Thank You for your support

Youth Fishing and Hunting Licenses are for children 15 or younger\* and are valid until their 17th birthday!

Children under 16 do not need a license to fish or hunt, so why should I buy a Youth License?

- A Youth License gives a child a feeling of participation and something to show their friends!
- Youth Licenses contribute to <u>conservation</u> and <u>youth activities</u> of the Florida Fish and Wildlife Conservation Commission(FWC). The FWC will get about an extra \$8 for <u>Wildlife and Sport Fish Restoration</u> without costing you a penny, for each year the license is valid.
- A Youth License locks in the cost of a child's first license at 16 to the current license fee.

To purchase a Youth License you will need to know the child's:

- Legal Name
- Date of Birth
- Social Security Number
- Home Address
- Credit Card/Payment Information

How to Purchase a Youth license:

- 1. Visit license.myfwc.com
- 2. Enter the child's date of birth and Social Security number to logon to the site
- 3. Create a Customer Profile for the child
- 4. Purchase the desired Youth License
- 5. Print the license instantly using your printer, or choose to have the license mailed!

\*Children must be at least 8 years old, and have completed a hunter safety course, for you to purchase them a hunting license. The age minimum does not apply to fishing.

Florida Fish and Wildlife Conservation Commission • Farris Bryant Building 620 S. Meridian St. • Tallahassee, FL 32399-1600 • (850) 488-4676 Learn More at AskFWC

\*\*\*Automated message -- Please do not reply to this email \*\*\*
This email was sent to bill.hunter@myfwc.com by http://license.MyFWC.com



MyFWC.com

## Florida Fish and Wildlife Conservation Commission Youth License Holiday Email Campaign - Latino



### Florida Fish and Wildlife Conservation Commission

YOUTH Fishing or Hunting Licenses Make a Great Holiday Gift or Stocking Stuffer



PASS DOWN A LEGACY...<u>BUY A YOUTH LICENSE TODAY</u> AND GIVE THE GIFT THAT KEEPS ON GIVING!

Buying a Youth License for a child can open the doors to a healthy lifetime hobby that can be passed on from generation to generation

Youth Fishing and Hunting Licenses are for children 15 or younger\* and are valid until their 17th birthday!

#### Florida Hunting and Fishing Regulations:

- www.MyFWC.com
- Saltwater Fishing
   Regulations
- Freshwater Fishing Regulations
- Hunting Regulations
- Boating Safety



Children under 16 do not need a license to fish or hunt, so why should I buy a Youth License?

- A Youth License gives a child a feeling of participation and something to show their friends!
- Youth Licenses contribute to conservation and youth activities of the Florida Fish
  and Wildlife Conservation Commission(FWC). The FWC will get about an extra \$8
  for Wildlife and Sport Fish Restoration without costing you a penny, for each year
  the license is valid.
- A Youth License locks in the cost of a child's first license at 16 to the current license fee.

To purchase a Youth License you will need to know the child's:

- Legal Name
- Date of Birth
- Social Security Number
- Home Address
- Credit Card/Payment Information

How to Purchase a Youth license:

- Visit license.mvfwc.com or icencia.myfwc.com to purchase a license in Spanish

  (Visita licencia.myfwc.com para comprar una licencia en español)
- 2. Enter the child's date of birth and Social Security number to logon to the site
- 3. Create a Customer Profile for the child
- 4. Purchase the desired Youth License
- 5. Print the license instantly using your printer, or choose to have the license mailed!

¿Sabes que puedes comprar tu licencia en español a licencia.myfwc.com?

**GET YOUR LICENSE ONLINE NOW.** 

Your purchase of a license is vital to help us ensure that Florida's outdoor resources survive and thrive.

Thank You for your support



MvFWC.com

## Florida Fish and Wildlife Conservation Commission Coming Customer Oriented Enhancements

- Automatic License Renewal Winter
- License Purchase App Winter
- Fishing Regs Geo-Location In Progress
- E-Gift Card Spring
- Responsive Web Page Design Spring (adapts the layout for optimal viewing on various My trophy swims in Florida

devices)

- Angler Recognition:
  - TrophyCatch and Big Catch are current pilot efforts through Brandt



Reward Yourself at: TrophyCatchFlorida.com