

# 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	Estimate
Population 5 years and over	<b>17,983,218</b>
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



Comisión de Conservación de Pesca y Vida Silvestre de Florida  
**Licencias para actividades recreativas**

[Inglés](#) [Ayuda](#) [Cerrar sesión](#)

[Detalles de Richard Abrams](#) [Ubicar un agente](#) [Disponibilidad de permisos](#) [Volver a FWC](#)

[Comprar licencia](#)

[Solicitar permiso de cupo limitado](#)

[Permiso de invitado](#)

### Detalles del cliente

[✎ Editar info.](#)

**Richard William Abrams** , Identificación del cliente: 118757715

Masculino, blanco, 5' 8"

Número de teléfono  
(850) 877-1783

Email  
rich@dd.com

Residente

Dirección física  
██████████  
Tallahassee, FL 32317

Dirección postal  
██████████  
Tallahassee, FL 32317

### Licencias

[🔍 Mostrar historial de licencias](#)

[Reimprimir licencias](#)

Licencia	Tipo	Plazo	Fecha de vigencia	Fecha de vencimiento adicional	Información
Permiso para róbalo	🔍 Residente	5 año(s)	10/18/2010	10/18/2015	
Permiso para langosta	🔍 Residente	5 año(s)	10/18/2010	10/18/2015	
Pesca en agua salada	🔍 Residente	5 año(s)	10/18/2010	10/18/2015	

### Permisos aprobados

<https://licencia.myfwc.com/Customer/LimitedEntryOfferings>

[🔍 Mostrar historial de permisos](#)

[Ver puntos de preferencia](#)

Página segura



## Demographic Profile of Floridians for 2003

Subject	2000	2003 (estimate)	% of Total	% chg '03/'00
<b>HISPANIC or LATINO and RACE</b>				
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%
<b>HOUSEHOLDS BY TYPE</b>				
<b>Total Households</b>	<b>6,337,929</b>	<b>6,637,845</b>		<b>4.7%</b>
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%



1. **Pinellas County** Hispanic (73,241) 8.0%  
Breakdown: Mexicans 2.4%, Puerto Ricans 2.4%
2. **Hillsborough County** Hispanic (306,635) 24.9%  
Breakdown: Puerto Ricans 7.4%, Cubans 5.3%, Mexicans 5.3%
3. **St. Johns County** Hispanic (9,972) 5.2%  
Breakdown: Puerto Ricans 1.6%, Mexicans 1.0%
4. **Orange County** Hispanic (308,244) 26.9%  
Breakdown: Puerto Ricans 13.0%, Mexicans 3.2%
5. **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  
Recreational Licenses Online

[Español](#) [Help](#) [Log Off](#)

[Robert Wattendorf Details](#) [Locate an Agent](#) [Permit Availability](#) [Return to FWC](#)

[Purchase a License](#)

[Apply for Limited Entry/Quota Permit](#)

[Guest Permit](#)

## Customer Details

[Edit Information](#)

**Robert James Wattendorf**, Customer ID: 41929589

White Male 6' 0"

Phone #  
(850) 488-0520

Email  
wattendorf@[REDACTED].com

Resident

Physical Address  
[REDACTED]  
Tallahassee, FL 32309

Mailing Address  
[REDACTED]  
Tallahassee, FL 32309

## Licenses



[Show Licenses History](#)

[Reprint Licenses](#)

License		Type	Term	Effective Date	Expiration Date	Extra Information
Turkey Permit		Resident	5 year	01/02/2013	01/02/2018	
Deer Permit		Resident	5 year	01/02/2013	01/02/2018	
Freshwater Fishing		Resident	5 year	01/02/2013	01/02/2018	
Hunting		Resident	5 year	01/02/2013	01/02/2018	

## Awarded Permits



[Show Permit History](#)

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



[Robert Wattendorf Details](#) [Locate an Agent](#) [Permit Availability](#) [Return to FWC](#)

[Purchase a License](#) [Apply for Limited Entry/Quota Permit](#) [Guest Permit](#)

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White Male 6' 0"

Resident  
Phone # (850) 488-0520  
Physical Address [Redacted]  
Tallahassee, FL 32309  
Email wattendorf@[Redacted].com  
Mailing Address [Redacted]  
Tallahassee, FL 32309

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[Hide Licenses History](#) [Reprint Licenses](#)

License	Type	Term	Effective Date	Expiration Date	Extra Information
Turkey Permit	Resident	5 year	01/02/2013	01/02/2018	
Deer Permit	Resident	5 year	01/02/2013	01/02/2018	
Freshwater Fishing	Resident	5 year	01/02/2013	01/02/2018	
Hunting	Resident	5 year	01/02/2013	01/02/2018	
Freshwater/Saltwater/Hunting	Resident	1 year	11/24/2011	11/24/2012	
Deer Permit	Resident	1 year	12/12/2010	12/12/2011	
Turkey Permit	Resident	1 year	04/01/2010	04/01/2011	
Hunting	Resident	1 year	04/01/2010	04/01/2011	
Saltwater Fishing	Resident	1 year	06/13/2009	06/13/2010	<a href="#">Renew</a>
Turkey Permit	Resident	1 year	03/29/2009	03/29/2010	

Secure Page





# Florida Fish and Wildlife Conservation Commission Using Renew



Florida Fish and Wildlife Conservation Commission  
**Recreational Licenses Online**

[Español](#) [Help](#) [Log Off](#)

[Robert Wattendorf Details](#) [Locate an Agent](#) [Permit Availability](#) [Return to FWC](#)

## Saltwater Fishing

[Cancel & Continue Shopping](#)

This license authorizes the holder to take, attempt to take, or possess saltwater species consistent with state and federal regulations and rules of the Commission. Valid for 12 months from the specified effective date. Additional permits are required to attempt to take Lobster or possess Snook.

**Term:** 1 year

Effective Date

12/02/2013

Expiration Date

12/02/2014

Total Cost: \$17.00

[Add to Cart & Continue Shopping](#)

[Add to Cart & Checkout](#)



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

What would you like to do?



\$47.50

## Avid Angler

Freshwater, Saltwater, Lobster, and Snook Licenses

ADD TO CART



\$22.00

## Lobster Blaster

Saltwater Fishing License and Lobster Permit

ADD TO CART



\$32.00

## Saltwater Angler

Saltwater Fishing License, Lobster Permit, and Snook Permit

ADD TO CART

What would you like to do?



\$117.50

## Super Sportsman

Gold Sportsman, Migratory Bird Permit, and Federal Duck Stamp Licenses

ADD TO CART



\$66.00

## Waterfowler

Hunting, Management Area, Migratory Bird, Waterfowl, and Federal Duck Licenses

ADD TO CART




\$0

## Wildlife Viewer

Management Area Permit, Federal Duck Stamp(Annual Will Be Mailed) and \$5 Donation to Youth Programs

ADD TO CART



## Turkey Package

Hunting License, Management Area Permit, and Turkey Permit

\$53.50

ADD TO CART



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



**Florida Fish and Wildlife  
Conservation Commission**

**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](http://www.MyFWC.com)
- [Saltwater Fishing  
Regulations](#)
- [Freshwater Fishing  
Regulations](#)
- [Hunting Regulations](#)
- [Boating Safety](#)



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 [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:

1. [Visit license.myfwc.com](http://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.

**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



**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](mailto:bill.hunter@myfwc.com) by <http://license.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  
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- 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](#) or [licencia.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



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

