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 you want to say.
- What they're interested in.

Relevance.
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
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

500,000 | 600,000 | 700,000 | 800,000 | 900,000 | 1,000,000 | 1,100,000 | 1,200,000 | 1,300,000 | 1,400,000 | 1,500,000
E-license Fishing Sales

- 2013 (pre-restructure)
- 2014
- 2015
- 2016 YTD
New Fishing License Customers

2013 (pre-restructure) 2014 2015 2016 YTD
The future

• Maintain world-class fisheries
  – Invasive Species
  – Hatchery investments

• Fishing heritage
  – Recruitment / Retention / Reactivation
  – Education
  – Marketing

• Sustainable funding model
Thank you