



# Licenses and Permits Sales Report

Prepared For  
Natural Resources Commission Meeting  
July 16, 2020



# Industry Trends, News and the Outdoor Recreation Landscape

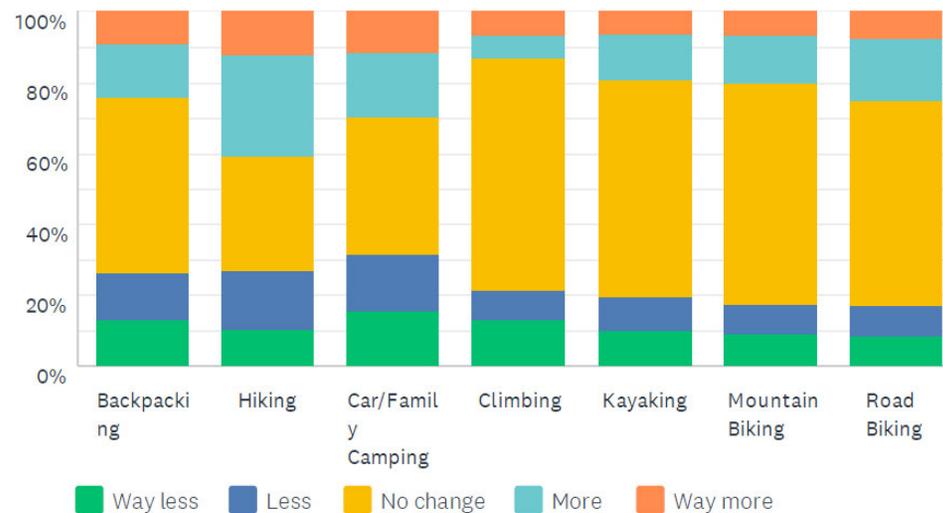


# Industry Trends – Moosejaw Survey

The Moosejaw Coronavirus Outdoor Impact Survey

Q1 How has coronavirus impacted your plans for these outdoor activities this summer?

Answered: 44,098 Skipped: 49





# Outdoor Rec In Demand

## Headlines

- ***From couch potato to bike trails: a coronavirus silver lining in Michigan***
- ***Pandemic drives booming demand for kayaks, bikes, outdoor gear***
- ***Parks and Recreation Interest Spikes As Michigan Reopens***
- ***Local bicycle shops experience a sudden boom of sales during pandemic***
- ***Bike boom: Washtenaw shops see huge increase in business amid coronavirus stay-at-home orders***
- ***Dealers Face Shortage of Bikes, Pools, Boats***
- ***Worried About Social Distancing When Traveling? Join the Crowd and Rent an R.V.***
- ***Polaris has a 'once-in-a-generation opportunity,' Jim Cramer says***
- ***Boat Sales Increase During COVID-19 Pandemic***

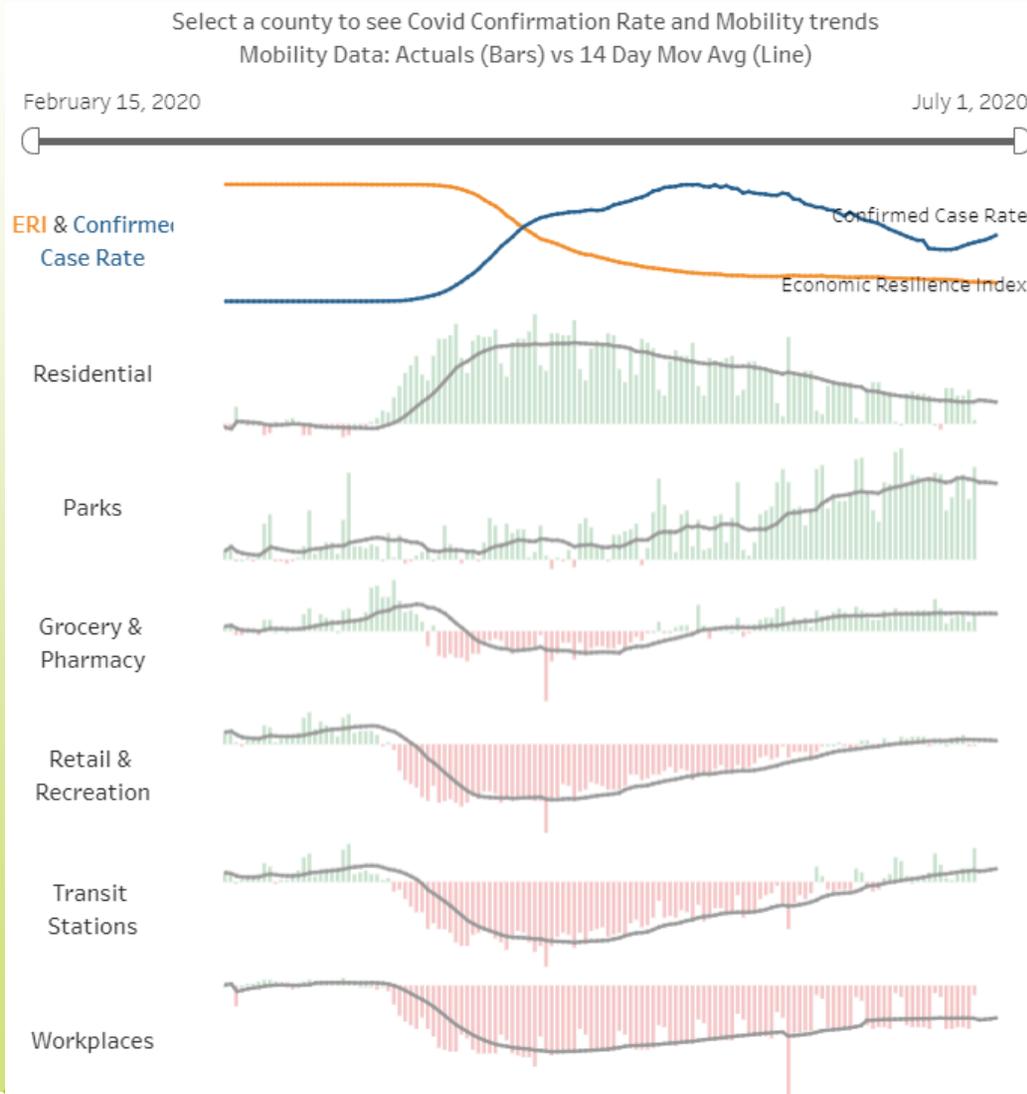
“Booming demand for kayaks and paddleboards, bicycles and fishing equipment”

“more families buying their first boat and staycationing rather than traveling for vacation”

“Many RV dealerships that were able to reopen their showroom reported record sales”



# Mobility Dashboard



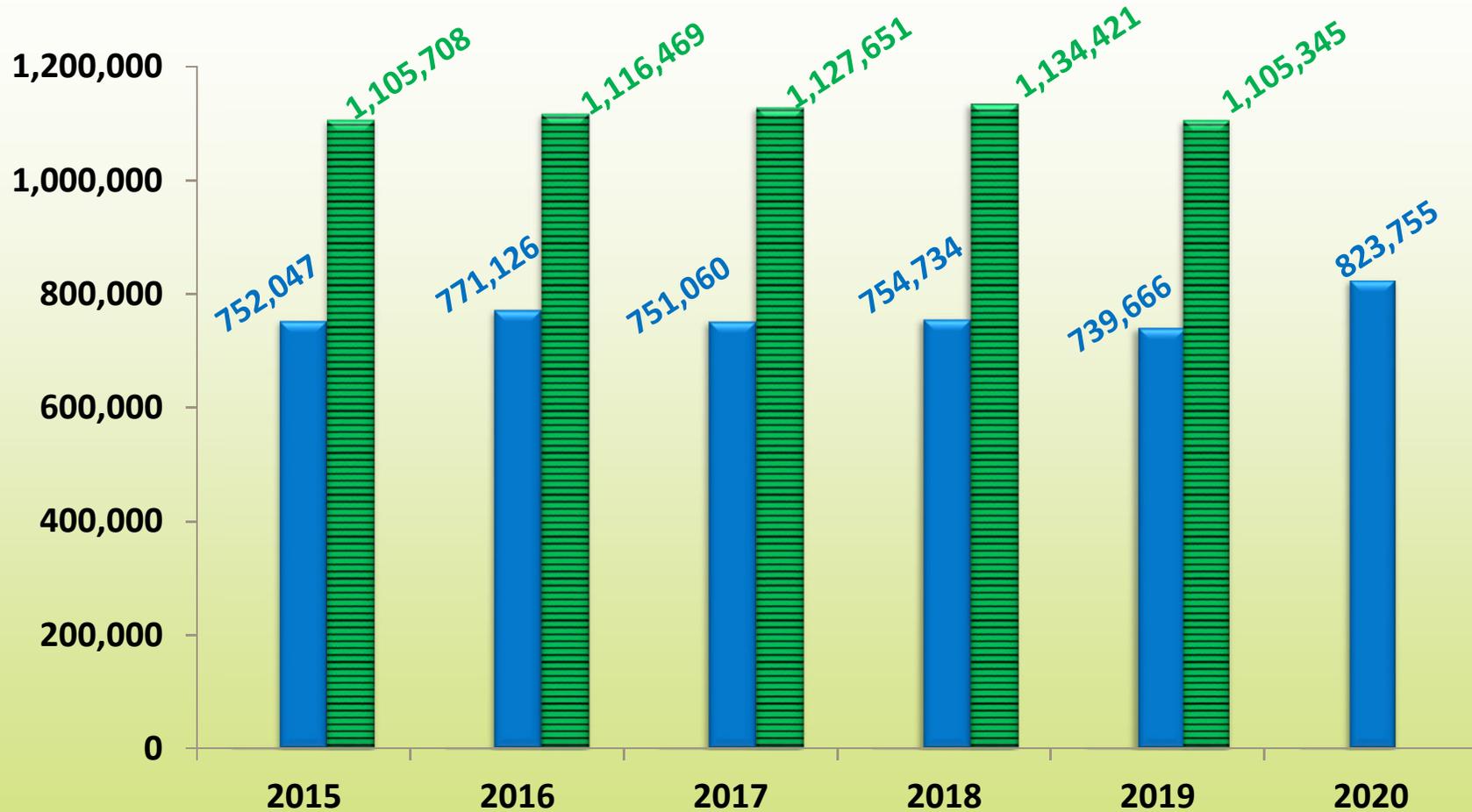
Google Mobility Data of the Great Lakes region visualized through Merkle data dashboard shows high utilization of parks compared to other sectors.



# License and Sales Update



# Fishing Customers - YTD



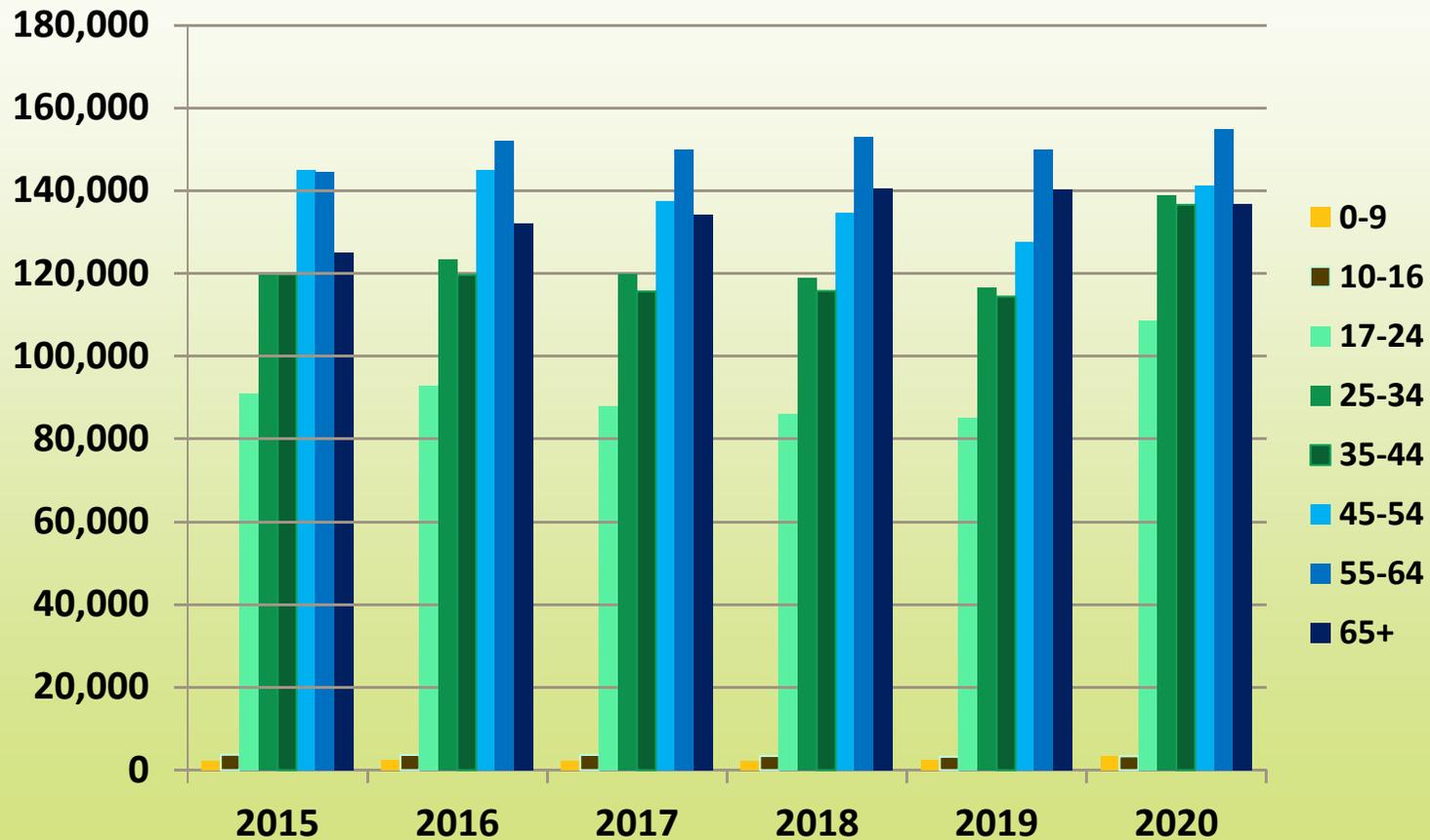
■ FISH - Total Unique Customers    ■ Total license year

Blue bar represents license year to end of previous month.

Green bar represents entire license year.

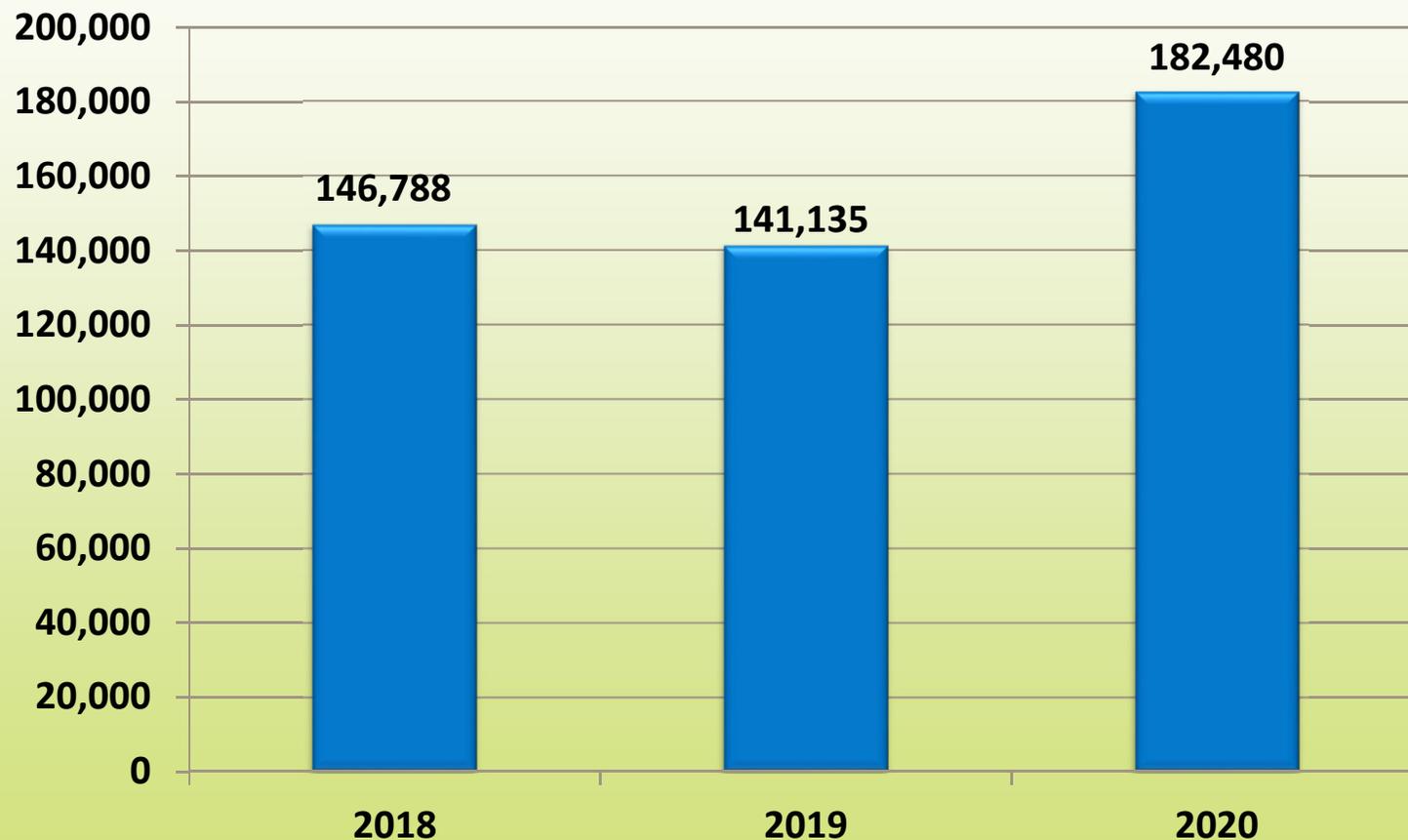


# Fishing Customers by Age - YTD





# Female Fishing Customers – YTD



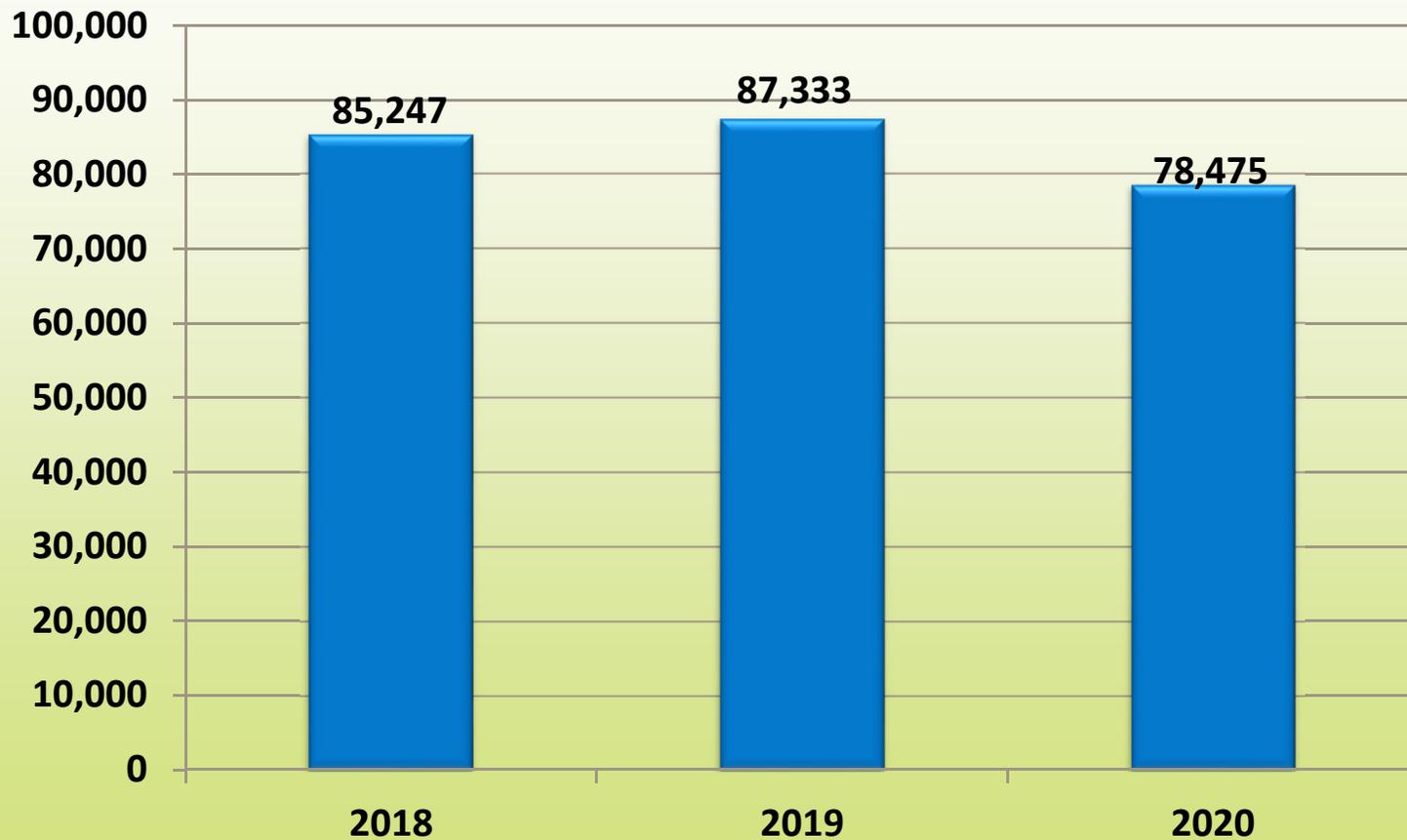


# New Fishing Customers - YTD

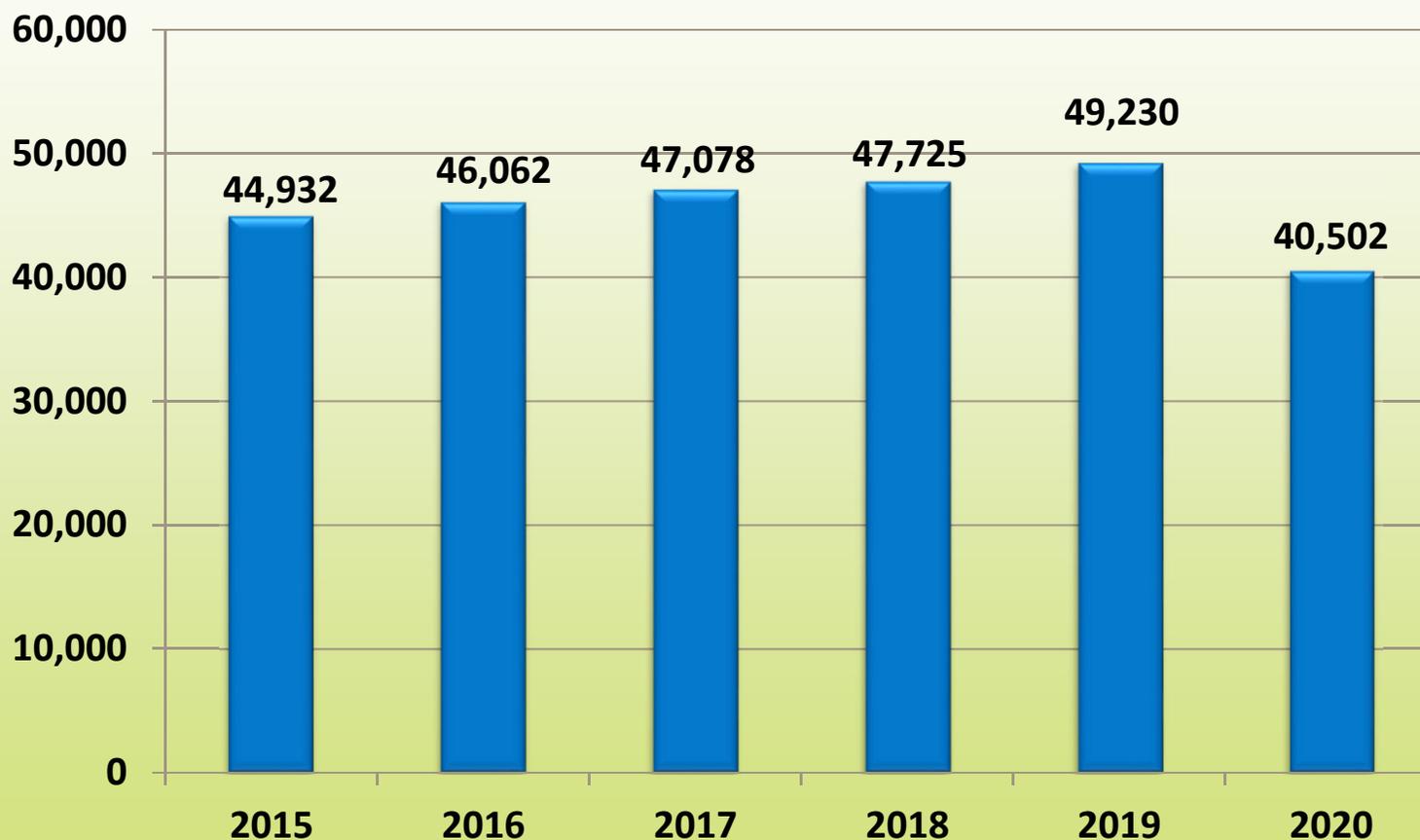




# Est. Nonresident Fishing Customers - YTD

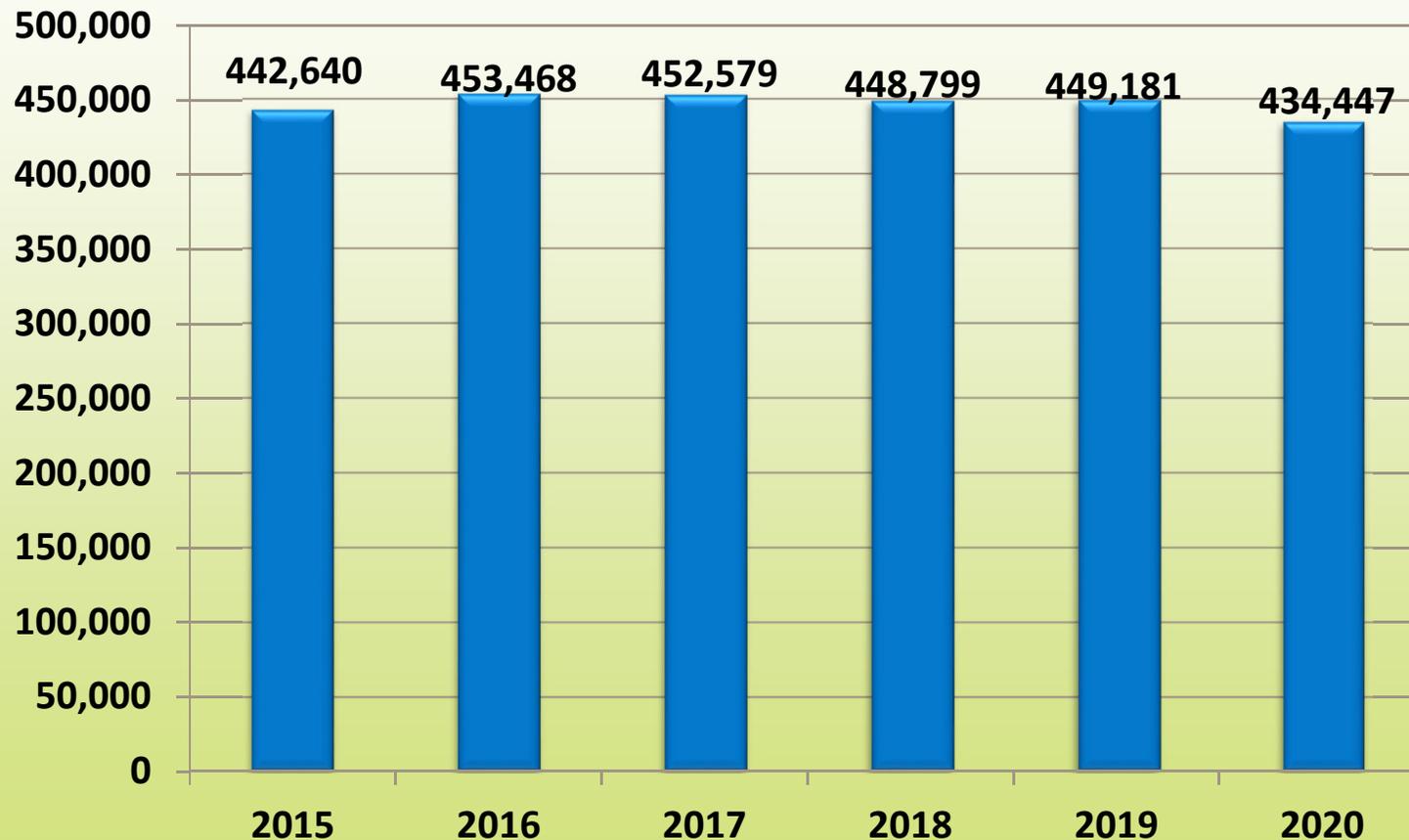


# Fishing Customers Buying Short-Term Licenses (1 or 3 day) - YTD



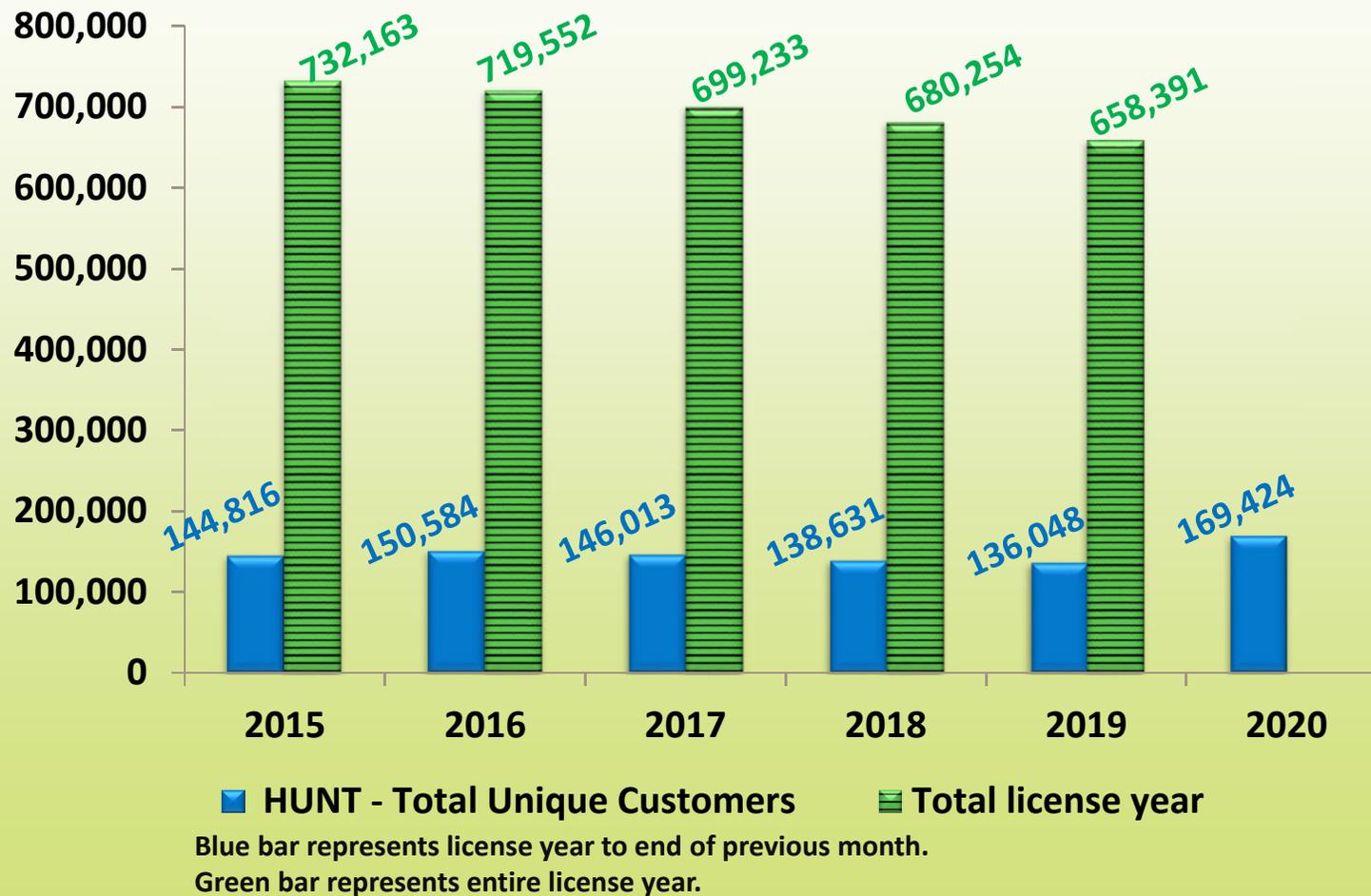


# Repeat Fishing Customers – YTD



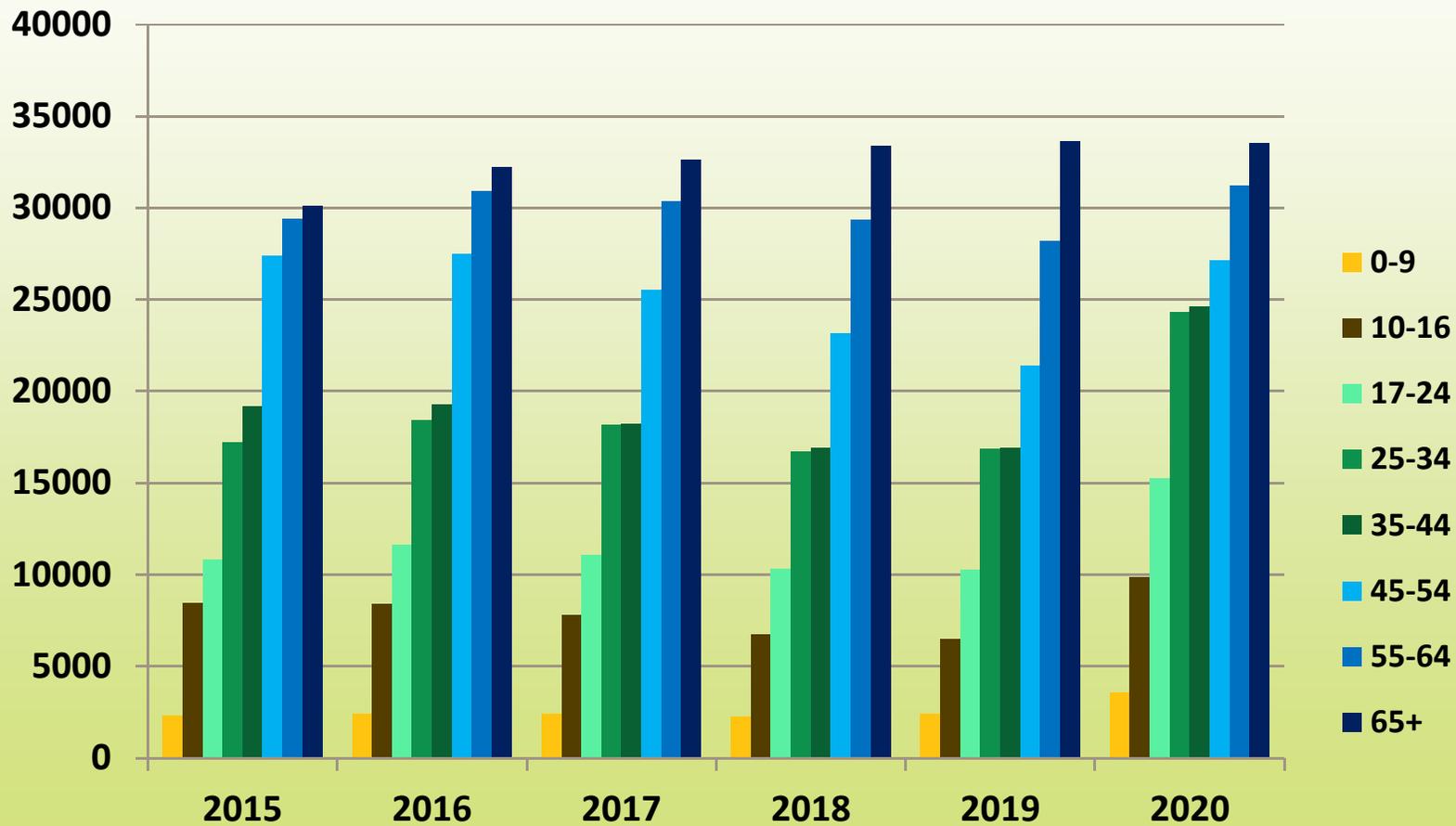


# Hunting Customers - YTD



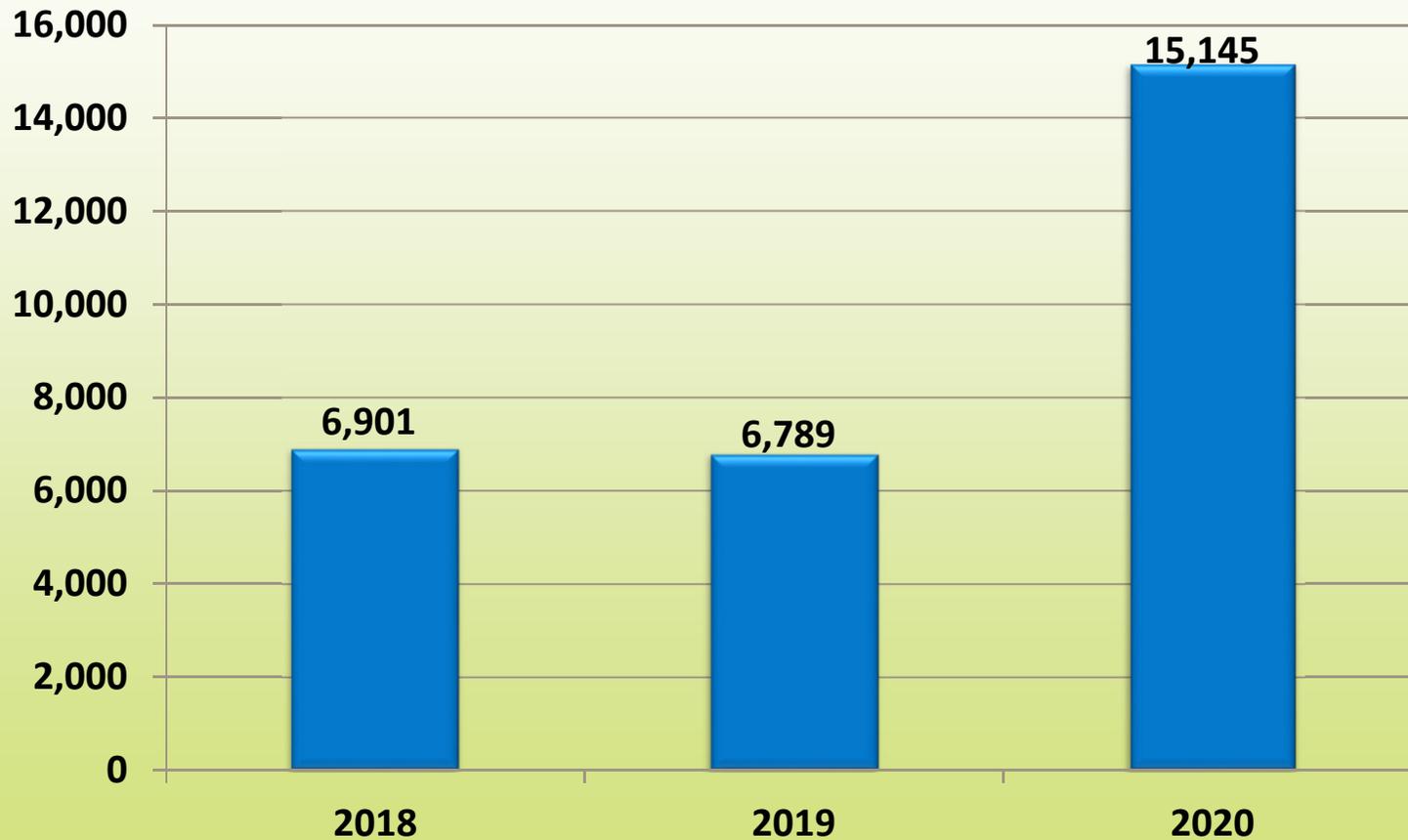


# Hunting Customers by Age - YTD



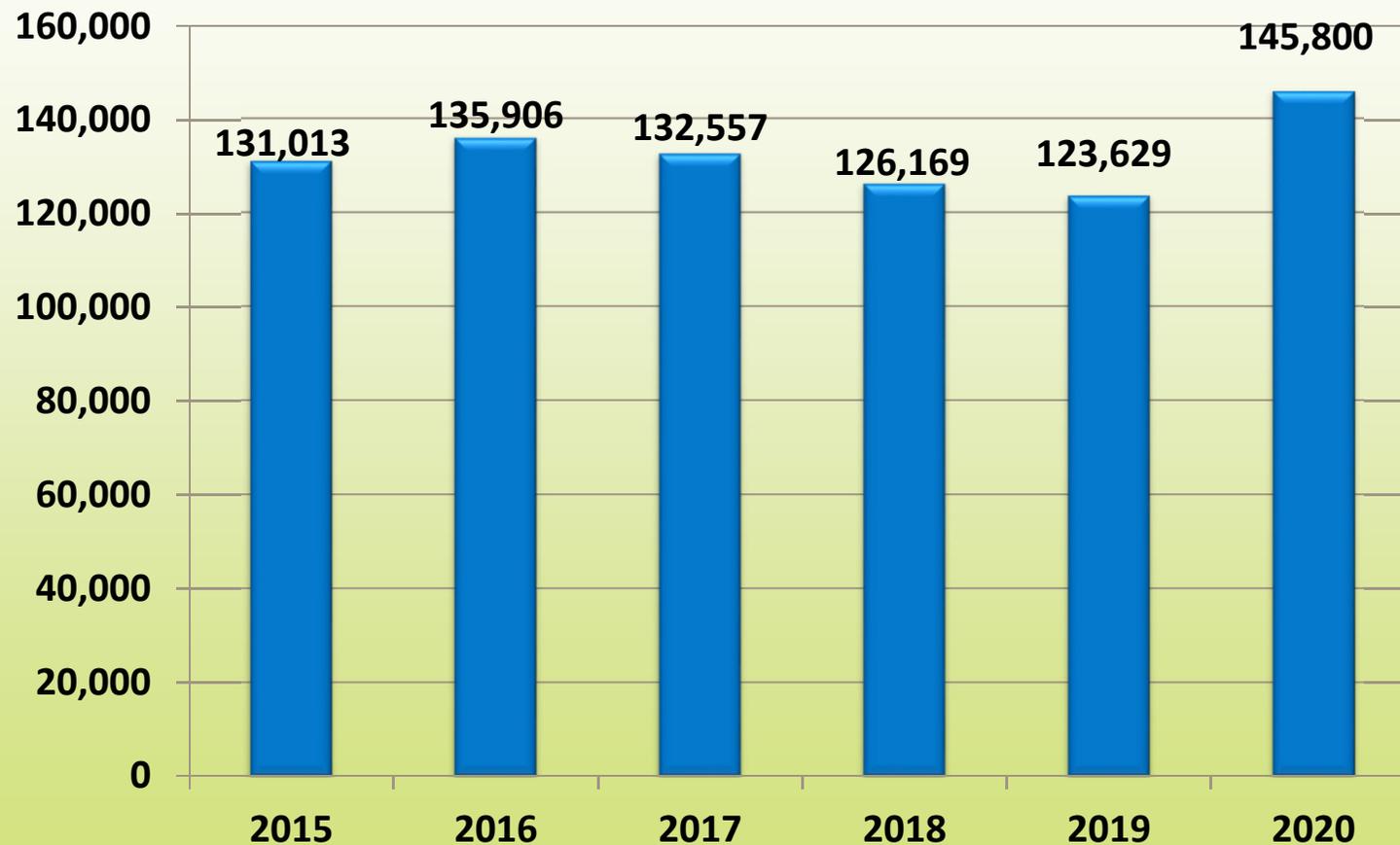


# New Hunting Customers - YTD



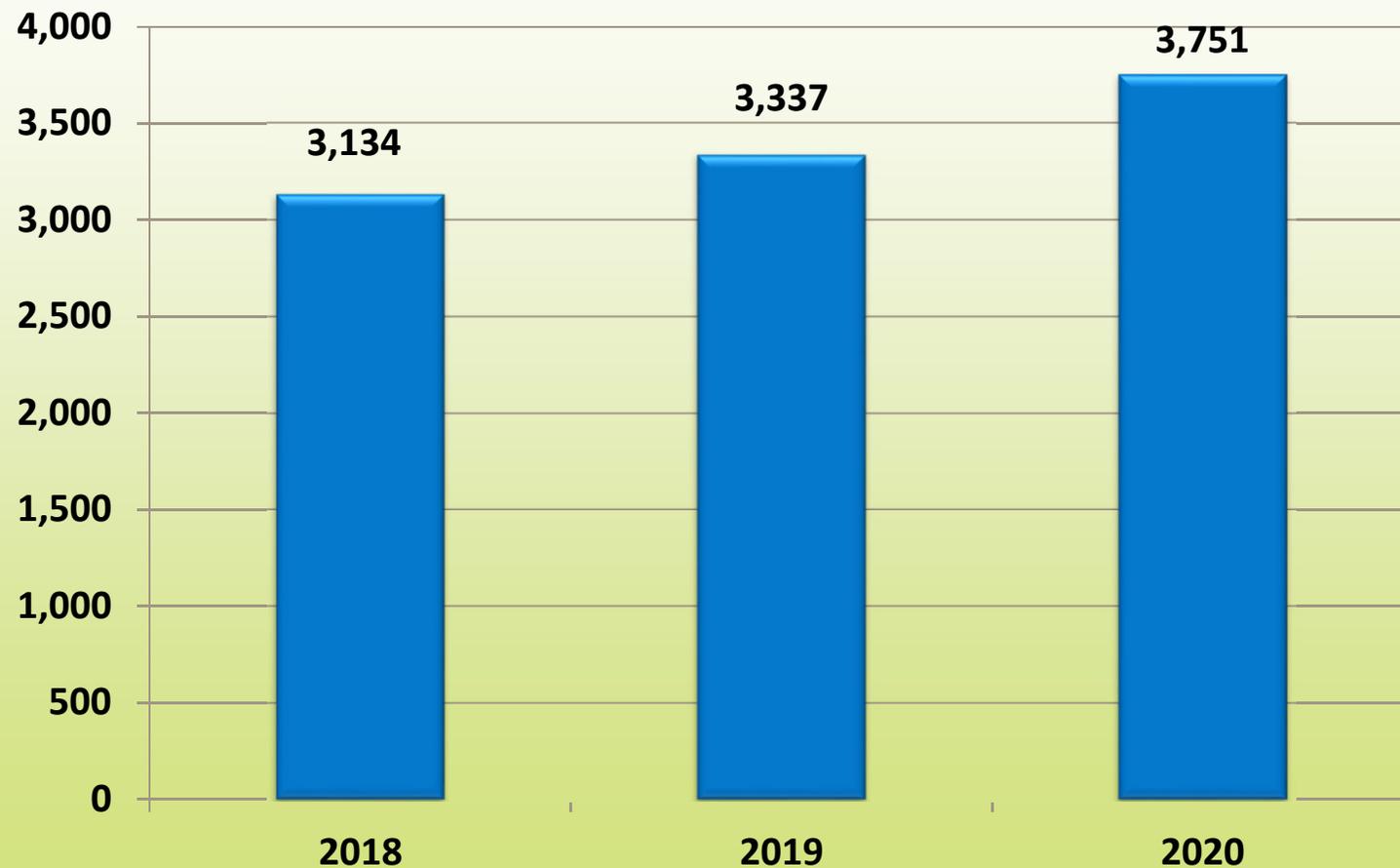


# Repeat Hunting Customers - YTD



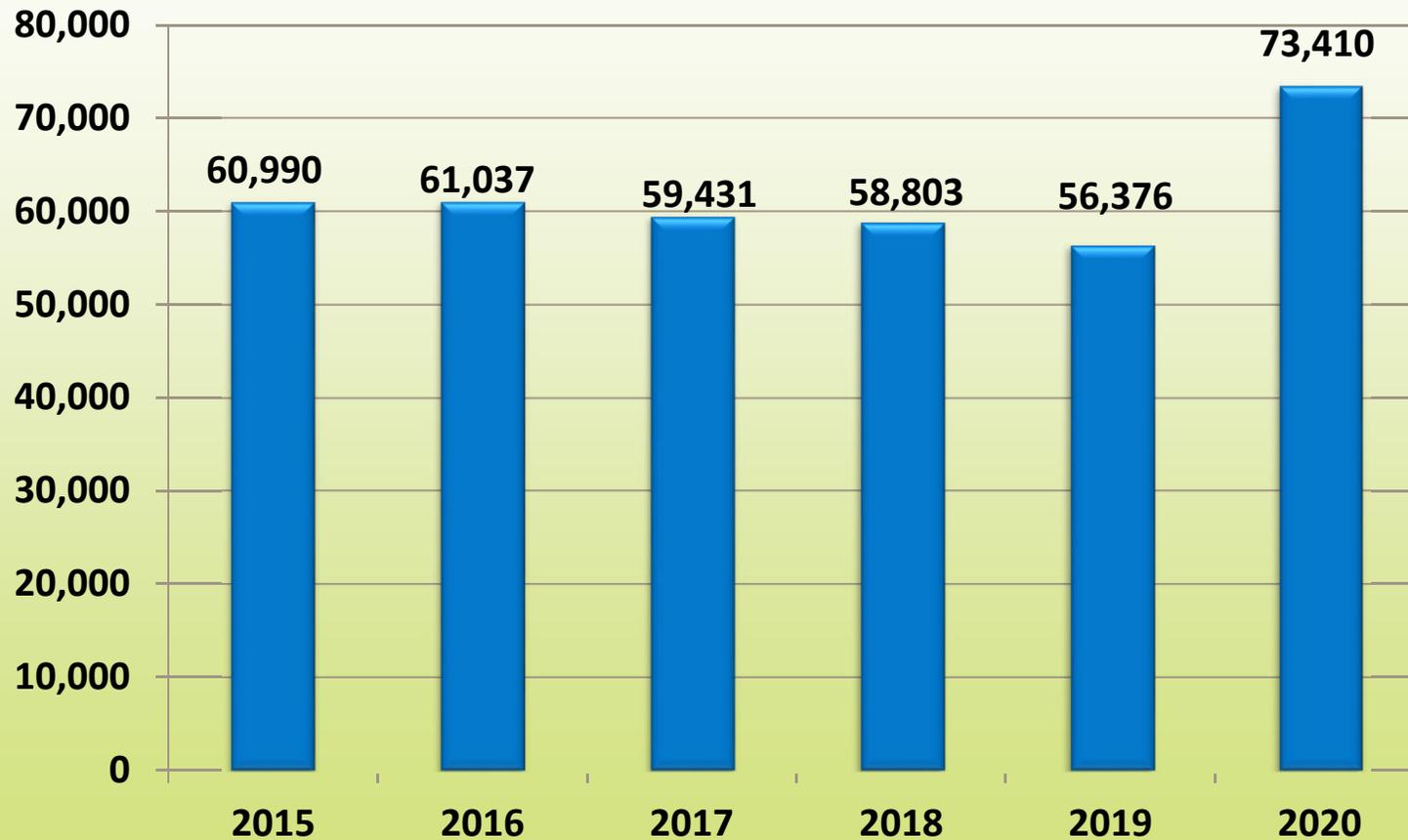


# Nonresident Hunting Customers - YTD



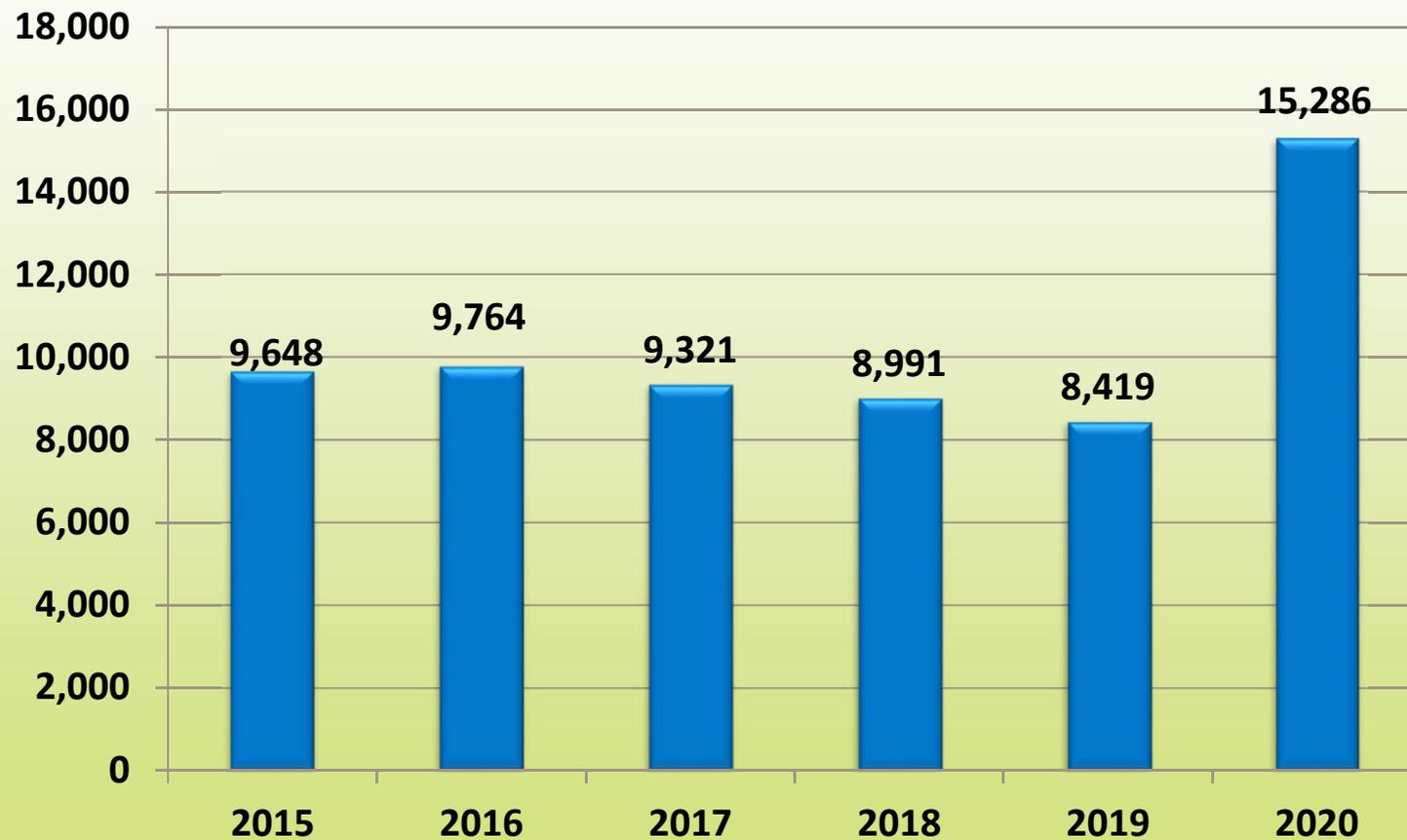


# Deer License Customers - YTD



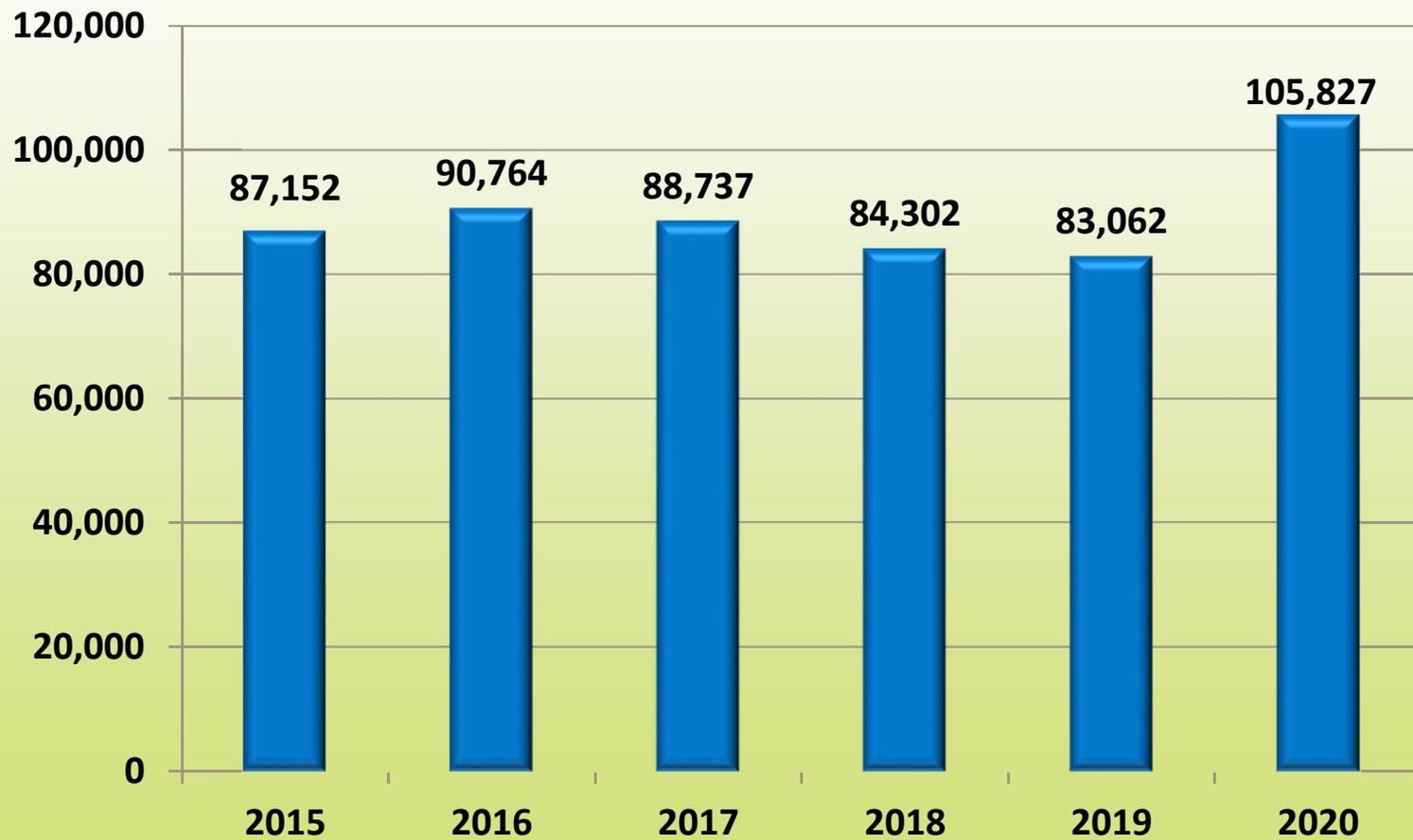


# Waterfowl Customers - YTD





# Spring Turkey Customers - YTD





# Sportsmen Against Hunger Revenue - YTD





# Recreation Passport Monthly Revenue

## FY20 through May



**Total FY 2019 - \$31,640,500**  
**Total FY 2018 - \$30,277,900**  
**% Change: +4.5%**

**Cumulative May FY2020 - \$17,340,757**  
**Cumulative May FY2019 - \$18,161,775**  
**% Change: -4.5%**

**May FY2020 - \$2,042,434**  
**May FY2019 - \$2,947,225**  
**% Change: -30.7%**

**NOTE: Effective 1/1/18 a convenience fee of \$5 was added for Recreation Passports purchased at most state parks. The Recreation Passport fee for motorcycles was increased from \$5 to \$6.**



# Park Nights and Reservations

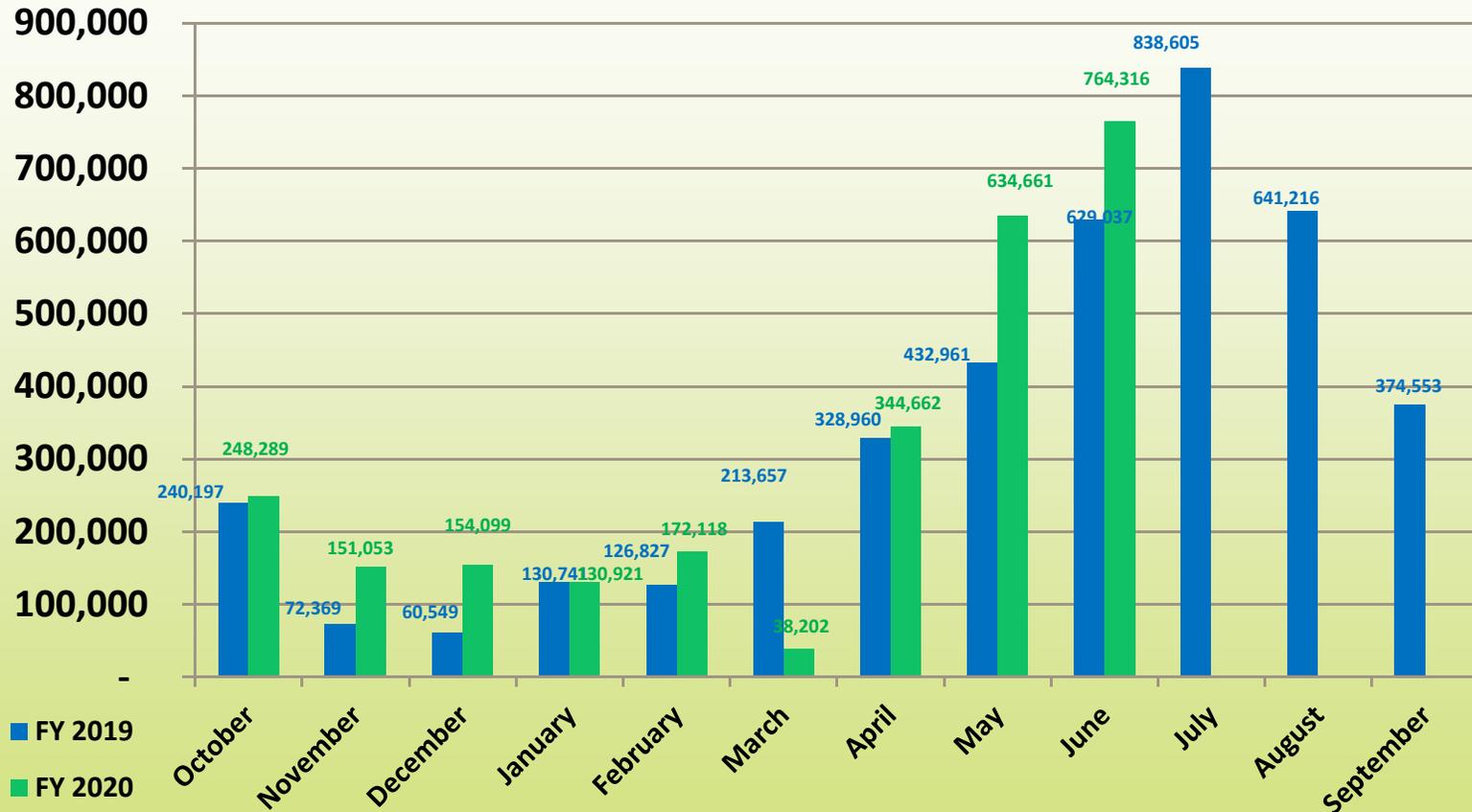
## FY20 October Through June

<u>Category</u>	<u>FY 2018</u>	<u>FY 2019</u>	<u>FY 2020</u>	<u>% Change FY19 to FY20</u>
Lodging Nights	904,447	889,955	696,604	-21.73%
Lodging Reservations	288,065	281,727	252,753	-10.28%
Harbor Nights	20,616	18,725	17,732	-5.3%
Harbor Reservations	8,017	8,083	8,079	-0.05%

- Nov 1, 2017 (FY2018) – implementation of new cancellation / modification fee structure



# Belle Isle Average Monthly Attendance



FY19 October – September 4,089,672

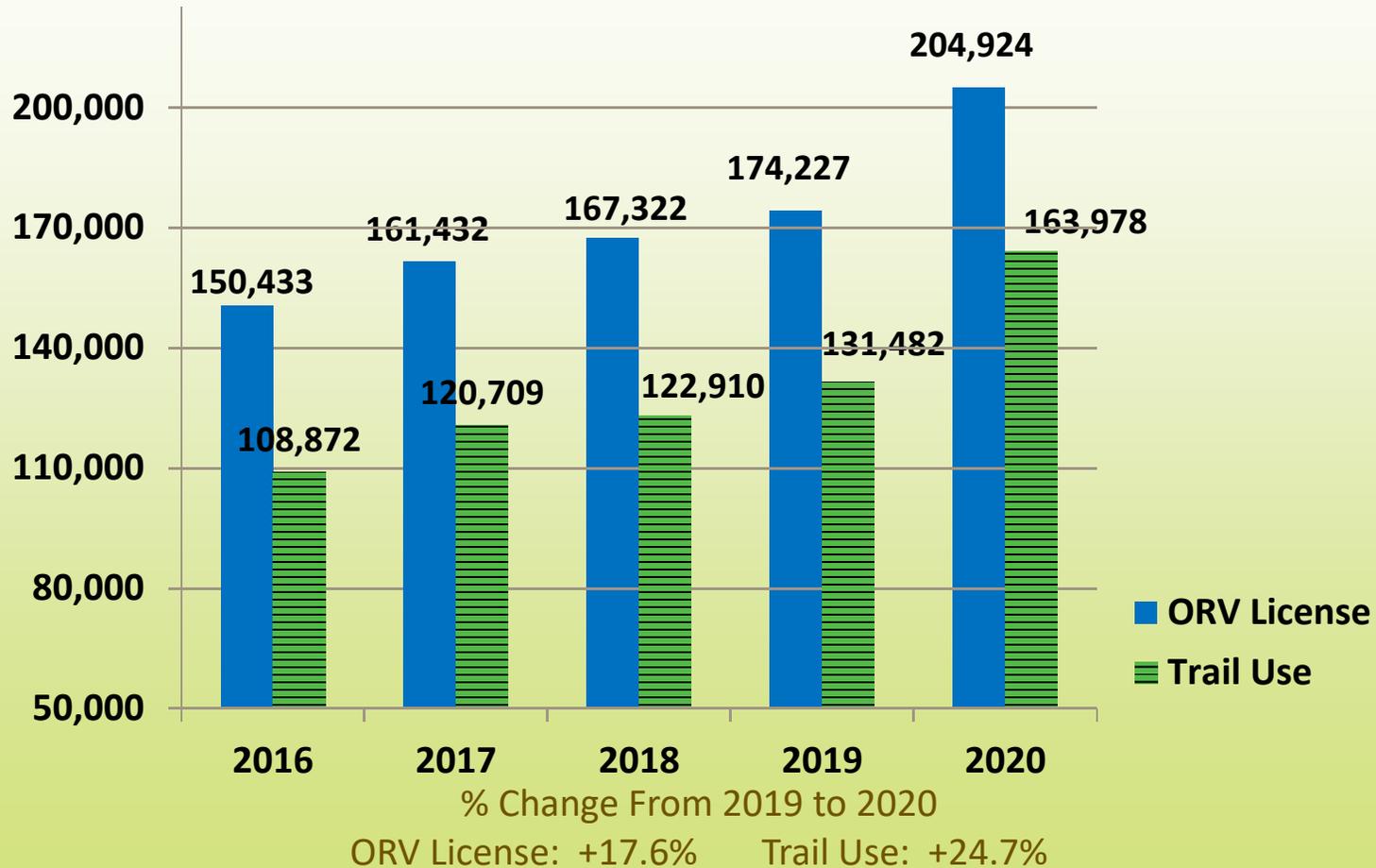
FY20 October – June 2,638,321

FY19 October – June Total 2,235,298

CY19 Jan – December Total 4,269,998



# ORV License Sales Through June





# The New Retail Sales System



# Online Portal

Michigan.gov

DNR HOME | CONTACT DNR

## Licenses & Permits

DEPARTMENT OF NATURAL RESOURCES

Helpful Links

Helpdesk: 517-284-6057

### Sign in Options

Username & Password

Don't have an account yet? [Sign up today](#)

Have you already signed up for an account?  
Sign in using your username & password.

Signing into your account allows you to:

- Purchase & view / print licenses, applications & permits
- Check your points, chances & drawing results
- View & manage your customer profile
- See your purchase history, reprint or replace lost items
- Setup auto-renewals for select licenses

ID & Birthdate

Don't have an account & don't want to create one?  
You can use your ID & birthdate instead.

Signing in with your ID & birthdate allows you to:

- Purchase & view / print licenses, applications & permits
- Check your points, chances & drawing results
- View & manage your customer profile



# Auto Renewal

- 10,890 customers have enrolled in auto renewal through July 7, 2020.
- Currently only available on fishing licenses

The screenshot shows the Michigan.gov website interface for the 'Auto Renewal' section. At the top, there is a navigation bar with 'Michigan.gov' on the left and 'DNR HOME | CONTACT DNR' on the right. Below this is a green header with 'Licenses & Permits' and 'DEPARTMENT OF NATURAL RESOURCES'. A secondary navigation bar includes 'Helpful Links' and 'Helpdesk: 517-284-6057'. A main navigation bar contains links for 'Profile', 'Product Catalog', 'Purchase History', 'Drawings', 'Auto Renewals' (which is highlighted), 'Change Password', and 'Log Out'. The main content area is titled 'Existing Payment Details' and contains a form with two input fields: 'Card Number' (empty) and 'Expiration Date' (containing '08/2023'). A blue button labeled 'Update Payment Method' is positioned to the right of these fields. Below the payment details is a table with the following information:

Product:	Name:	Renewal Date:	Auto Renew:	Quantity:
200	Fish All Species	03/01/2021	<input checked="" type="checkbox"/>	1

Below the table is a section titled 'Terms & Conditions' with the text: 'To read the DNR Terms and conditions, please open the following link: <https://www.michigan.gov/dnr/0,4570,7-350--281460--,00.html>'



# Purchase History

Michigan.gov DNR HOME | CONTACT DNR

## Licenses & Permits

DEPARTMENT OF NATURAL RESOURCES

Helpful Links Helpdesk: 517-284-6057

[Profile](#) [Product Catalog](#) **[Purchase History](#)** [Drawings](#) [Auto Renewals](#) [Change Password](#) [Log Out](#)

License Year\*

Open all: [+](#)

<b>Product:</b> Base (110)	<b>Date Issued:</b> 04/09/2020 03:59 PM	<a href="#">Reprint</a> <a href="#">+ Details</a>
<b>Product:</b> Fish All Species (200)	<b>Date Issued:</b> 05/14/2020 03:12 PM	<a href="#">Reprint</a> <a href="#">+ Details</a>
<b>Product:</b> Elk (170)	<b>Date Issued:</b> 05/20/2020 11:05 AM	<a href="#">+ Details</a>
<b>Product:</b> Bear (180)	<b>Date Issued:</b> 05/20/2020 11:05 AM	<a href="#">+ Details</a>

# Drivers License Scanning

Scanning of both Michigan and nonresident drivers licenses makes transactions more accurate and efficient





# Realtime quota license numbers

Michigan.gov DNR HOME | CONTACT DNR

## Licenses & Permits

DEPARTMENT OF NATURAL RESOURCES

Helpful Links Helpdesk: 517-284-6057

Hunt Code	Management Unit	Hunt Name	Hunt Dates	Land Type	Remaining
0125	ZD	Unit ZD - General		General	SOLD OUT
May 9 - May 31					
0127	ZE	Unit ZE - General		General	SOLD OUT
April 18-24 and June 1-7					
0129	ZE	Unit ZE - General		General	SOLD OUT
May 9 - May 31					
0131	ZF	Unit ZF - General		General	SOLD OUT
April 18-24 and June 1-7					
0133	ZF	Unit ZF - General		General	1737
May 9 - May 31					



# Digital turkey tags

Emailed over 20,000 spring turkey kill tags to customers to meet unprecedented online demand



## Michigan Department of Natural Resources 2020 Spring Turkey Replacement Kill Tag

This temporary kill tag along with your receipt of purchase of your 2020 Spring Turkey License must be carried with you while hunting (please note your receipt was emailed to you when you bought your license). Once your eLicense kill tag arrives in the mail this temporary kill tag is no longer valid. **Please note this is not a second kill tag.** You are only licensed to harvest one turkey during the 2020 spring season and all DNR rules and regulations apply.

Customer ID Number (Drivers License# / Sportcard#): \_\_\_\_\_

Customer Date of Birth: \_\_\_\_\_

Signature: \_\_\_\_\_

Immediately upon harvest, notch the tag and attach it to the animal.

Month			Day													
April	May	June	0	1	2	3	0	1	2	3	4	5	6	7	8	9
▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲



# Thank You

Dustin Isenhoff

DNR - Marketing Research Specialist