

\$4000+ prize package,
and hunt elk, bear and more!

PURE MICHIGAN
HUNT

Pure Michigan Hunt
Proposed changes for 2019

Where We've Been

- The Pure Michigan Hunt began in 2009.
- Michigan was the first state east of the Mississippi River to offer a drawing for a multi-species hunting license.
- The first year saw 12,963 applicants who purchased 33,758 applications.

Pure Michigan Hunt
Proposed changes for 2019

Where We Are

- 12,717 applicants purchasing 35,076 apps YTD.
- A 59% increase in sales YTD compared to 2017 and a 50% increase compared to 2016.
- About 1/3 of applicants are in the system as new applicants.

Pure Michigan Hunt
Proposed changes for 2019



Where We Want To Go

- Rebrand the "Pure Michigan Hunt" as "Michigan's Ultimate Hunt"
- Rebranding can bring about a renewed awareness to the decade-old program, and potentially re-capture the attention of those who have tuned out communications on the Pure Michigan Hunt.
- NRC has the authority to rebrand.

Pure Michigan Hunt
Proposed changes for 2019
