

Big Game Tag Application Process
“Incentive to Apply Early” Proposal

The intent of this proposal is to provide an incentive to big game tag applicants to apply early during the application period window, resulting in leveling the load of on-line applications submitted across the application period instead of having a higher volume of applications during the last 3 or 4 days before the application deadline.

BACKGROUND:

- At the September 2010 Commission meeting the Department presented a proposal for the “Incentive to Apply Early” drawing¹
 - o The Commission agreed to the incentive concept and the recommendations made by the Department
- The commission requested the Department return for a final discussion of opened issues and finalize the proposal at the Commission’s December 2010 meeting. Resolution of open issues and final recommendations are presented here

STATUS OF OPEN LEGAL ISSUES:

- Are regulation and/or Statute changes required?—NDOW and DAG anticipated this process is procedural only and can be implemented without regulation, statute, etc.
 - o DAG confirmation – Agreed
- Who is eligible to participate?—Some contests typically restrict participation by employees. It is not clear whether this is a practice to promote confidence in the contest or a legal requirement.
 - o DAG confirmation – DAG determined eligibility could restrict NDOW employees, and commissioners. DAG also recommended designated DAGs should be ineligible. System Consultants (SCI) employees are already ineligible to apply for big game tags, therefore ineligible to participate in this incentive program
- Is this proposal considered a lottery?—there were concerns if this incentive (in the form of a draw for a gift certificate for the first X number of applications) would be considered a “lottery” and therefore might come afoul of other statutes
 - o DAG confirmation – Because there is no additional cost for participation, and that the incentive is available to all applicants based only on their early participation in the application process that this doesn’t meet the definition of a “lottery.” DAG agreed

¹ Go to <http://www.ndow.org/learn/com/mtg/> to review the full proposal--agenda items #18 D “Incentive for Early Applications for the Big Game Draw,” presented during the 24 and 25 September, 2010 commission meeting.

FINAL RECOMMENDATIONS:

1. Incentive would be offered beginning with the big game (main draw) application period of 2011.
2. Applicable to on-line applications only. Silver State Tag applicants also eligible.
3. Resident and nonresident applicants are eligible.
4. Incentive will be in the form of a \$1,000 gift certificate funded by SCI from a sporting goods vendor and awarded to a single winner. Winner's choice of vendor—Cabelas, Scheels, or BassPro.
5. The incentive opportunity will be announced via:
 - a. A news release prior to the commencement of the application period.
 - b. A statement on the mailed posted card.
 - c. A notice listed in the "what's new" section of the Application Season and Regulation book.
6. Application eligibility cutoff for 2011 application period will be set at those submitted on-line through the first 60,000 applications. Application cutoff for future incentive events could be adjusted at SCI's discretion.
7. The incentive drawing for the \$1,000 gift certificate will occur at the same time as the big game draw.
8. The eligible range of applications for the incentive drawing will be extracted from the on-line applications submitted for the Silver State Tag and the big game tag draws.
9. An "unsuccessful" applicants list will also be generated in draw order.
10. All tag applicants are eligible in the incentive draw except employees of NDOW, members of the Nevada Board of Wildlife Commission and assigned Deputy Attorneys General (DAG) at the time of the incentive drawing.
11. If an NDOW employee, a commissioner or assigned DAG is the selectee, they will be manually disqualified and the first qualifying applicant will be made successful.
12. SCI will notify the winner via telephone as soon as possible after the draw, with mail follow-up.
13. Winner will be announced via a news release and the NDOW website once the gift certificate is in the hands of the winner.

COMMISSION APPROVAL:

With Commission approval, SCI will proceed with these procedures.