



License Simplification

Outdoor NV Made Easy



Challenge

Hunting and fishing licenses have become increasingly complex over time.

Revenues generated through license purchases are essential funding for Nevada's wildlife and benefits all citizens.

NDOW compared its license structure to other Western states.

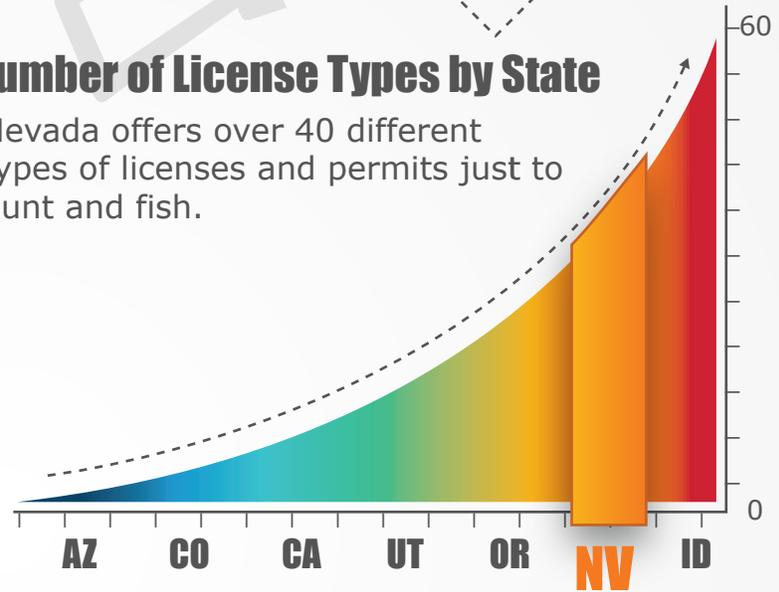
Using this data, along with other information we are gathering from our customers, we aim to simplify Nevada's license structure.

Hunting License Types



Number of License Types by State

Nevada offers over 40 different types of licenses and permits just to hunt and fish.



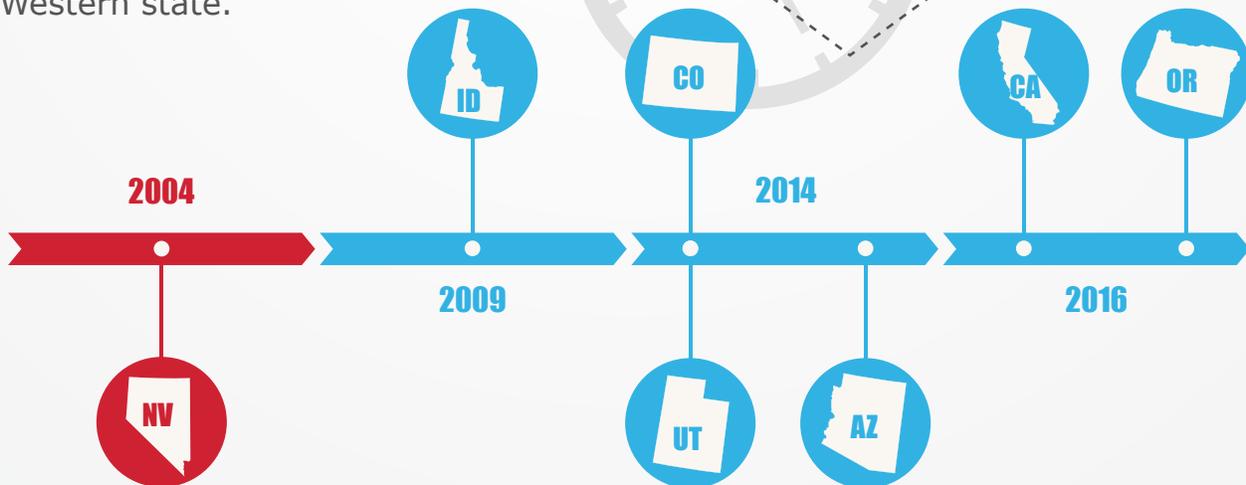
Fishing License Types



Timeline

While licenses have become more complex, the fee structure has remained the same. Nevada's fee structure is the most outdated of any Western state.

12 YEARS since Nevada updated fees





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Why Simplify

Wildlife receives little general tax revenue.

Instead, we operate more like a business with a "user pay-user benefit" model.

Hunting and angling remain some of the most important components of successful wildlife conservation.

1 fee increase in 20 yrs

The better we are at providing products and services customers want and will pay for, the more money there is for wildlife management and conservation for all.

Leverage

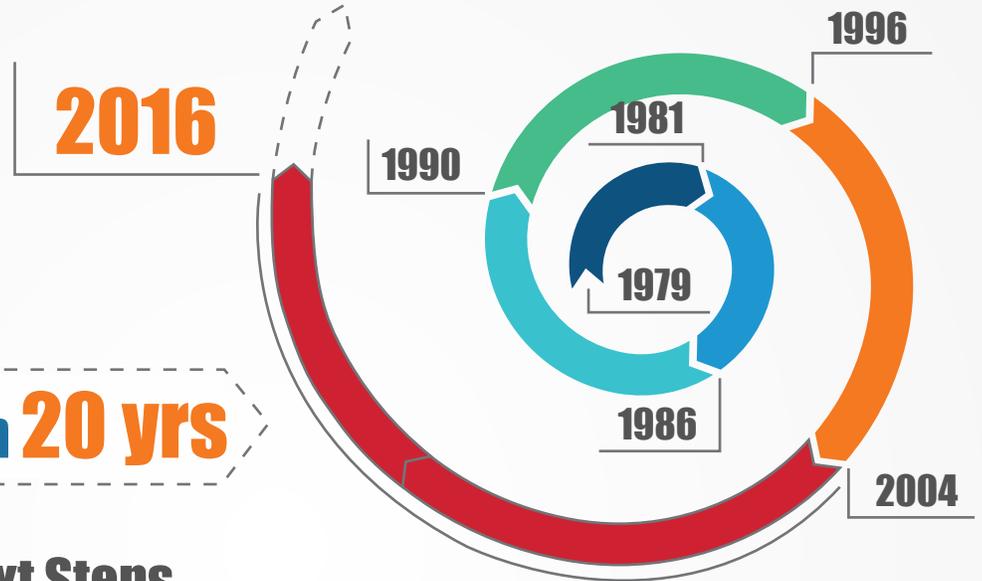
\$1 = \$4

Every dollar a customer spends on a hunting or fishing license is matched three to one by Federal grants.

Now that's a return on investment!

Frequency

In the past, Nevada updated its fee structure on a regular basis to reflect both the needs of wildlife and the needs of our customers. Those updates have become far less frequent.



Next Steps

The Nevada Department of Wildlife is undertaking a comprehensive review of its license structure.

We are engaging our customers to discover their views on the improvements that can be made to the license buying process and the value they receive from a hunting or fishing license. A series of focus groups will be held across the state to solicit this input.

Additionally, we will be conducting a survey to let us know how our customers and constituents think.

Mission

The Nevada Department of Wildlife (NDOW) protects, restores and manages fish and wildlife, and promotes fishing, hunting, and boating safety. NDOW's wildlife and habitat conservation efforts are primarily funded by sportsmen's license and conservation fees and a federal surcharge on hunting and fishing gear. Support wildlife and habitat conservation in Nevada by purchasing a hunting, fishing, or combination license.