



Upland Game Bird Account Project Proposal

1. **Project Title:** Statewide Apprentice Pheasant Hunts

2. **Requested Amount:** \$29,926.43

3. **Applicant Contact Information**

Organization: California Waterfowl Association

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4. **Introduction:**

Project type: Hunter Opportunity / Hunter Retention

California hunting license sales dropped from 767,149 in 1970 to 268,254 in 2013. A leading cause in the drop of hunting license sales is the loss of family support to get started and continue hunting. A study by Response Management (US FWS report "Fishing and Hunting Recruitment and Retention from 1990 to 2005") showed that in 2005 the Pacific region only retained 27% of hunters which was a drop from 36% retention rate in 1990. Bottom line, it's tough to recruit and retain hunters and it's getting tougher. To help reverse these trends, California Waterfowl Association (CWA) Hunting Heritage hosts beginning hunter skills camps and hunting opportunities, some of which include hunting mentors / guides. CWA's Hunt Program currently provides high quality hunting opportunities including waterfowl, pheasant, dove, turkey, and pig hunts. We will incorporate FREE upland hunts for new hunters at private, licensed upland game bird clubs into 2015-16 Hunt program.

Specific Goals:

- a. Develop list of licensed game bird clubs and negotiate number of birds / options for the upland game bird coupons. Coupons will be for 2 hunters (new hunter plus guest) for pheasant, chukar or quail.
- b. Develop registration page and promote these opportunities.
- c. Manage hunt drawings, mail materials and answer questions from participants.

5. **Project Description:**

Location:

The following is a partial list of private, licensed upland game bird clubs by region that will be approached:

Region 1 – Northern (Red Bank)

Region 2 – North Central (Quail Point)

Region 3 – Bay-Delta (Birds Landing, Hastings Island)

Region 4 – Central (High River)

Region 5 - South Coast (Antelope Valley)

Region 6 – Inland Deserts (Four Winds, Raahauges, Lone Pine, Woodlands)

Staffing:

Hunt Program Coordinator – Jeff Smith will develop registration page, promote program, will work directly with game bird clubs to develop coupons, create materials for new hunter packets and will manage all aspects of the hunt program drawing.

Hunt Program Administrator – Nicole Chavez will administer the upland stamps through our ALDS system, collect all materials and do all mailings of materials.

Implementation plan:

CWA will develop a list of upland game bird hunting club opportunities in each DFW region. We will negotiate a price for upland bird hunt coupons that will be raffled off (Free raffle) to hunters who have received their hunter safety certificate within the last 3 years. These hunts will be offered through CWA's existing hunt program.

1. Contact game bird clubs to develop coupons – work done in July/August with completion by September 1.
2. Develop registration page – August, completion September 1.
3. Create / collect materials for new hunter packets – August/September with completion by October 1.
4. Promote program – September.
5. Hunt program drawings – October 1
6. Create the upland stamps through our ALDS system – October
7. Collect and mail materials – October
8. Hunts to be scheduled by coupon winners working with upland game bird clubs with completion being end of those clubs seasons (approximately April 1, 2016).

In addition to the upland bird hunt coupon the folks who get drawn will be mailed an upland game bird stamp (if needed). All applicants in the hunt program will receive a hunter packet outlining hunt opportunities and hunting information materials.

Upland game bird hunts provide great inroads for new hunters as they are pretty much guaranteed to see game, get an opportunity to shoot and harvest some upland birds. These apprentice hunts will be hosted at private, licensed game bird clubs with safety protocols in place and supportive, fun hunting environments. In other words, great places to start out hunting. We will provide hunt information across the board to ensure these new hunters have a wealth of resources to continue hunting after taking advantage of these opportunities. Lastly, CWA's Hunt program already has a large following and we will provide information about these opportunities to the 600 or so attendees at hunter camps and hunter education classes so these opportunities will be made available to a large group very quickly.

How the hunt program application process will work:

- Apply via application webpage on www.calwaterfowl.org

- Each hunt application is Free and applicants will need to provide proof of HE certificate issued after July 1, 2012.
- Each hunter fills out CWA liability forms via online and they will have to fill out additional waiver forms at the respective private game bird clubs.
- CWA supplies liability insurance up to \$1,000,000 Common Cause and \$3,000,000 Aggregate.

6. Expected Benefits

100 hunters will be provided a quality upland hunt experience at a regional private licensed game bird club. All applicants (estimate – up to 400) will receive hunter packets with information about upland hunting opportunities statewide as well as other hunting opportunities and information to support their development as a hunter. The hunt opportunities, hunter materials and the network provided to these new hunters will provide a foundation for their hunting success and a roadmap for their future involvement in hunting.

7. Itemized Budget

Budget - Apprentice Upland Hunts					
PERSONNEL					
Hunt Program Coordinator	315	hours	@	\$25.00	\$7,875.00
Hunt Program Administrator	200	hours	@	\$17.00	\$3,400.00
Benefits Salaried Staff			@	33.00%	\$3,720.75
Total Personnel					\$14,995.75
OPERATING EXPENSES:					
2-person Bird Hunts	50	Lump Sum	@	\$150.00	\$7,500.00
Hunter Packets (printed, mailing)	400	Packets	@	\$7.50	\$3,000.00
Upland Stamps	50		@	\$9.46	\$473.00
Travel/Mileage	500	Miles	@	\$0.565	\$282.50
Total Operating Expenses					\$11,255.50
Total Personnel Operating Expenses					\$26,251.25
DFW Paid Overhead				14.0%	\$3,675.18
Total Project Costs					\$29,926.43