



Upland Game Bird Account Project Proposal

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

2. **Requested Amount:** \$27,168

3. **Applicant Contact Information**

Organization: California Waterfowl Association

Contact Person: George Oberstadt

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4. **Introduction:**

Project type: Hunter Opportunity / Hunter Retention

California hunting license sales dropped from 767,149 in 1970 to 273,391 in 2016. 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. The report highlights that over 70% of people who took a hunter education course are not continuing to hunt 5 years later. California Waterfowl Association (CWA) Hunting Heritage programs hosts beginning hunter skills camps and hunting opportunities, some of which include hunting mentors / guides. The 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 2017-18 Hunt program.

Specific Goals:

- a. Work to expand the list of participating licensed game bird clubs 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 list of private, licensed upland game bird clubs by region that wished to be part of the 2016-17 grant and 100% of them indicated interest in continuing:

Region 1 – Northern (Rahauges)

Region 2 – North Central (Quail Point)

Region 3 – Bay-Delta (Birds Landing)

Region 6 – Inland Deserts (Raahauges)

Staffing:

Hunting Heritage Program Coordination – George Oberstadt 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 drawing.
Hunt Program Administrator – Nicole Chavez will collect all materials and do all mailings and administrative aspects of the program.

Implementation plan:

CWA will update our list of participating upland game bird hunting club opportunities with goal of including one in each DFW region. We will distribute upland gamebird coupons by raffling 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 ensure interest in program – work done in July/August with completion by September 1. All clubs who participated in 2016-17 have indicated interest in continuing with program.
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. Collect and mail materials – October
7. Hunts to be scheduled by coupon winners working with upland game bird clubs with completion being end of those clubs seasons (approximately April 15, 2018).

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 up-to-date hunt information to everyone who entered the drawing to ensure these new hunters have a wealth of resources available to them.

How the hunt program application process will work:

- Apply via application webpage on www.calwaterfowl.org
- Applicants must have taken a Hunter Education course after July 1, 2014.

6. Expected Benefits

150 hunters (75 coupons) will be provided a quality upland hunt experience at a regional private licensed game bird club. All applicants (estimate – up to 250) 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 Coordination	200	hours	@	\$31.00	\$6,200.00
Hunt Program Administrator	150	hours	@	\$17.00	\$2,550.00
Benefits Salaried Staff			@	33.00%	\$2,887.50
Total Personnel					\$11,637.50
OPERATING EXPENSES:					
2-person Bird Hunts	75	Coupons	@	\$150.00	\$11,250.00
Hunter Packets (printed, mailing)	250	Packets	@	\$5.00	\$1,250.00
Advertising	1		@	\$1,000.00	\$1,000.00
Travel/Mileage	750	Miles	@	\$0.535	\$401.25
Total Operating Expenses					\$13,901.25
Total Personnel Services and Operating Expenses					\$25,538.75
DFW Paid Overhead				14.0%	\$1,629.25
Total Project Costs					\$27,168.00
Upland Game Bird Stamp Grant Request					\$27,168.00