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*of Western Nevada*

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From: Chris Askin, President & CEO  
Lauren Renda, Program Officer

Date: January 28, 2019

Re: Advisory Board on Dream Tags Activities

Report: As per legislation approved ([NRS 502.219](#), [502.222](#) and [502.225](#)) which established the Dream Tags Program ("Program") and the Advisory Board on Dream Tags ("Board"), under the umbrella of the Community Foundation of Western Nevada ("Foundation"), a report shall be made on or before February 1<sup>st</sup> of each year. Included in this year's report is a brief summary of activities as required by legislation, a narrative that more fully accounts for the activities of the Board and the Foundation, and the implementation of the Program. Should you have any questions or desire additional information, please contact me.

Legislative Requirements NRS 502.219 Sec. 5 (a)(b)(c)(d)

1. The number of Dream Tags issued during the immediately preceding calendar year:  
Six Dream Tags were issued in 2018
2. The total amount of money paid to the Department for Dream Tags during the immediately preceding year:  
\$1,908.00

3. The total amount of money received by the nonprofit organization from the proceeds of the Dream Tags raffle, the amount of such money expended by the nonprofit organization, and a description for each project for which the money was spent:

**Revenue received:**

A complete history of raffle sales is presented in a chart in section 4 of this report. This year saw the second highest revenue since the first year of the program. As noted in previous reports, the Application Hunt Site (AHS) was a major source of sales simply because of the exposure Dream Tags received by being available on that site. In 2016, when sales were confined to the standalone site, sales of raffle chances had decreased, but have been on the rise in 2017 and 2018 due to the excellent job goHUNT.com has done, and the Marketing team's efforts to find ways to increase exposure of the wonderful opportunity to hunt in the state of Nevada. The innovative marketing strategies included email blasts, social media posts, and the "Nevada Dream Tags- A True Conservation Story" video, created by goHUNT.com, which had over 16,000 views. The video can be viewed at <https://www.youtube.com/watch?v=NEaEHmed2ts>.

The program is still a success and is still bringing joy to 6 hunters each year who tell exciting stories of their experience hunting in Nevada and the thrill they experience by being a Dream Tags winner.<sup>1</sup>

**New projects funded:**

- #53 Northeastern Nevada Stewardship Group, \$15,525 for Natural Propagation of Sagebrush in Burn Areas
- #55 Nevada Department of Wildlife, \$25,000 for Acquisition of replacement helicopter for NDOW
- #58 Nevada Department of Wildlife, \$250,000 for Emergency Proposal- 2018 Wildfire Habitat Restoration Projects

**Funded projects still in work:** n/a

**Projects completed in 2018:**

- #36 Nevada Department of Wildlife, \$25,000 for Mud & Upper and Lower Scott Springs habitat enhancement project
- #44 Nevada Land Trust, \$25,000 for Little Valley Fire Emergency Watershed & Habitat project
- #45 Nevada Department of Wildlife, \$250,000 for 2017 Wildfire Habitat Restoration Projects
- #46 The Nature Conservancy, \$26,696 for Mapping Mule Deer Habitat Suitability for Restoration Planning

**Projects terminated or deferred in 2018:** none

**Expenses to conduct 2018 raffle sales and draw:**

The vendor, GoHUNT.com, was paid \$10,000 in 2018; this expense includes the costs for our agreement with goHUNT.com to conduct the sales cycle for 2017-2018. Additionally, a convenience fee of \$1.00 per RES and \$0.75 per ticket was collected.

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<sup>1</sup> Nevada Department of Wildlife revised its accounting guidelines and determined that Systems Consultants, Inc. could not collect funds and forward funds to NDOW.

4. Any recommendations concerning the continuation of the Program or necessary legislation:

The chart below details the historical sales of RES and Dream Tag raffle chances via AHS and the standalone (SA) sites.

	RES - NDOW		Ticket Sales Channel		Ticket Revenue - DT Fund	
	Total	Revenue \$10	AHS	SA	Total	Revenue \$5
2012	8,144	\$81,440	52,919	19,755	72,674	\$363,370
2013	4,697	\$46,970	37,942	23,601	61,543	\$307,715
2014	4,678	\$46,780	38,194	23,689	61,883	\$309,415
2015	7,867	\$78,670	13	48,678	48,691	\$243,455
2016	6,286	\$62,860		41,341	41,341	\$206,705
2017	6,997	\$69,970		52,467	52,467	\$262,335
2018	4,820	\$48,200		67,337	67,337	\$336,685
	43,489	\$434,890	129,068	209,531	405,936	\$2,029,680

Source: Dream Tags Program 2018 Recap report prepared by GoHUNT.com, 9/13/18

Per Legislation, the proceeds from the \$5 raffle chance sales go to the nonprofit; the proceeds from the \$10 RES sales go to the Nevada Department of Wildlife. Marketing strategies for the Nevada Dream Tags program are administered by Nevada Department of Wildlife (NDOW) Conservation Education Division. NDOW Marketing team is exploring various markets inside and outside of Nevada. The team recognizes that the Dream Tags program is very appealing to hunters throughout the state of Nevada because of the unique opportunity to win a tag that allows hunting virtually anywhere in the state and regardless of whether a hunter is within a wait-list period. The appeal to out-of-state hunters not only attracts them to learn more about our great state, it also brings revenue to the state of Nevada by virtue of the tourism revenue also generated by their visits.

Summary of Activities:

- A. The Advisory Board on Dream Tags met four times from January through December 2018. Activities included:
  - i. Reviewing marketing committee reports and activities
  - ii. Reviewing and supporting marketing budget
  - iii. Reviewing vendor report on raffle sales
  - iv. Establishing annual Advisory Board work calendar
  - v. Reviewing payments to NDOW for winners' tags and fees
  - vi. Reviewing grant proposals—including emergency funding requests—and selecting proposals to receive funding
  - vii. Reviewing 2018 raffle sales and process to identify potential areas of improvement
  - viii. Formalizing agreements with grantees and monitoring performance on grants (ongoing oversight)
  - ix. Attending hunting shows to promote Dream Tags program
  - x. Working with a new vendor, goHUNT.com; site went live March 1, 2018.
- B. Legal issues: None at this time.
- C. Change in Vendor: NDOW contracted with Kalkomey Enterprises, LLC; GoHUNT.com was new vendor beginning in 2018.

## 5. Conclusion

Nevada experienced devastating wildfires in 2018. These fires destroyed essential wildlife habitat and forage areas. The Dream Tags fund has been able to respond to emergency needs related to such fires by supporting Nevada Department of Wildlife to restore wildlife habitat through various projects and has enabled Northeastern Nevada Stewardship Group to provide natural propagation of sagebrush in burn areas. The grants received this year were very helpful, but more support is always needed.

The Advisory Board on Dream Tags members—Chair Bill Bradley, Vice Chair Chris MacKenzie, Dianna Belding, and Judi Caron—have a thorough understanding of the Dream Tags program and have developed a smooth and consistent working relationship with one another, with NDOW and with grant seeking organizations. They remain committed to the ongoing effectiveness and impact of the program to restore resilience in at-risk Nevada habitats with strategic collaborative projects for sustained impact that supports the preservation, protection, management, or restoration of wildlife and its habitat.

As the entity ultimately responsible for the grantmaking done by the Dream Tags program, the Community Foundation has experience working with Advisory Boards and selection committees on a number of grantmaking funds. Working with established committees with deep knowledge of the purpose they serve provides excellent consistency with how grant selections are made, consistent messaging to those seeking grants, and efficiencies of operations because of this experience of the grant programs. For these reasons, we are grateful that we've been able to retain the current Advisory Board members for since the inception of the Fund and would like to continue with that same Advisory Board for as long as they are able and wish to serve.

Advisory Board members are poised to respond quickly to emergency fire needs identified by potential grantees. The Advisory Board is watching developments of another grantmaking fund administered by the Community Foundation—the Truckee River Fund, which supports organizations coordinating with BAER (Burn Area Emergency Response) teams. Advisory Board on Dream Tags is poised to coordinate with these efforts when funds are needed.

The Advisory Board continues to focus on ensuring adequate marketing attention is given to selling Dream Tag raffle chances. Dream Tag Legislation states that proceeds of the Dream Tag raffle, less the cost of Dream Tags purchased by the Foundation and administrative costs charged by the Foundation, must be used for the preservation, protection, management, or restoration of game and its habitat. Members of the Advisory Board work closely with NDOW to ensure the Dream Tags Program is marketed in appropriate and effective ways. NDOW is committed to marketing the Dream Tags program using the RES proceeds in accordance with the provisions NAC.501.400, Grant Program for Wildlife Restoration Activities and Wildlife Research. Fluctuations in the sales of RES impact the amount of monies potentially available for marketing of the Program. The marketing committee continues to focus on marketing efficiencies by identifying the most effective advertising means and focusing marketing efforts in those areas.

NDOW representatives attended all 2018 Advisory Board meetings and presented marketing updates and plans as requested by the Advisory Board. The two entities continue to work together to devise the best strategies for maximizing the marketing dollars generated by the RES for the purpose of expanding Dream Tags raffle ticket sales.<sup>2</sup>

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<sup>2</sup> **GRANT PROGRAM FOR WILDLIFE RESTORATION ACTIVITIES AND WILDLIFE RESEARCH**  
NAC 501.400 Solicitation of applications; eligibility; funding sources for grants. ([NRS 501.105](#), [501.115](#), [501.117](#), [501.181](#))

1. The Department shall administer a grant program to provide funding to facilitate wildlife restoration activities and wildlife research.

2. The Department may solicit applications for grants by giving public notice of the availability of grants and the deadlines. Public notice given pursuant to this section must include, without limitation, the criteria for receiving a grant, reporting and recordkeeping requirements for applicants that have received a grant and any other information relating to the grant program that the Department determines is necessary.

3. An application for a grant may be submitted to the Department by a federal, state or local governmental entity or a private nonprofit organization.

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4. The program will be administered with the following money received by the Department:
    - (a) Federal grants from the United States Fish and Wildlife Service, the United States Coast Guard, the United States Bureau of Land Management and the United States Bureau of Reclamation pursuant to [NRS 501.115](#) and [501.117](#);
    - (b) Money deposited in the Wildlife Heritage Account pursuant to [NRS 501.3575](#);
    - (c) Money received for Dream Tag fees pursuant to [NRS 502.219](#);
    - (d) Resource enhancement stamp fees collected pursuant to [NRS 502.222](#);
    - (e) Habitat conservation fees collected pursuant to [NRS 502.242](#);
    - (f) Fees collected for processing applications for game tags pursuant to [NRS 502.253](#);
    - (g) Upland game bird fees collected pursuant to [NRS 502.294](#);
    - (h) Duck stamp fees collected pursuant to [NRS 502.300](#);
    - (i) State trout stamp fees collected pursuant to [NRS 502.326](#);
    - (j) Permit fees collected pursuant to [NRS 502.390](#); and
    - (k) If applicable, any other money received for development projects with potential impacts to wildlife as determined by the United States Fish and Wildlife Service or any other agency within the United States Department of the Interior. (Added to NAC by Bd. of Wildlife Comm'rs by [R141-13](#), eff. 3-28-2014)

**NRS 502.219 Dream Tags: Establishment of program; administration of program by Department; award of Dream Tags by raffle by certain nonprofit organizations.**

1. A program is hereby established for the issuance of additional big game tags each year to be known as "Dream Tags." The program must provide:
  - (a) For the issuance of Dream Tags to either a resident or nonresident of this State;
  - (b) For the issuance of one Dream Tag for each species of big game for which 50 or more tags were available under the quota established for the species by the Commission during the previous year; and
  - (c) For the sale of Dream Tags to a nonprofit organization pursuant to this section.
2. The Department shall administer the program and shall take such actions as the Department determines are necessary to carry out the provisions of this section and [NRS 502.222](#) and [502.225](#).
3. A nonprofit organization established through the Community Foundation of Western Nevada which is exempt from taxation pursuant to 26 U.S.C. § 501(c)(3) and which has as its principal purpose the preservation, protection, management or restoration of wildlife and its habitat may purchase such Dream Tags from the Department, at prices established by the Department, subject to the following conditions:
  - (a) The nonprofit organization must agree to award the Dream Tags by raffle, with unlimited chances to be sold for \$5 each to persons who purchase a resource enhancement stamp pursuant to [NRS 502.222](#).
  - (b) The nonprofit organization must agree to enter into a contract with a private entity that is approved by the Department which requires that the private entity agree to act as the agent of the nonprofit organization to sell chances to win Dream Tags, conduct any required drawing for Dream Tags and issue Dream Tags. For the purposes of this paragraph, a private entity that has entered into a contract with the Department pursuant to [NRS 502.175](#) to conduct a drawing and to award and issue tags or permits as established by the Commission shall be deemed to be approved by the Department.
  - (c) All money received by the nonprofit organization from the proceeds of the Dream Tag raffle, less the cost of the Dream Tags purchased by the nonprofit organization and any administrative costs charged by the Community Foundation of Western Nevada, must be used for the preservation, protection, management or restoration of game and its habitat, as determined by the Advisory Board on Dream Tags created by [NRS 502.225](#).
4. All money received by the Department for Dream Tags pursuant to this section must be deposited with the State Treasurer for credit to the Wildlife Account in the State General Fund.
5. The nonprofit organization shall, on or before February 1 of each year, report to the Department and the Interim Finance Committee concerning the Dream Tag program, including, without limitation:
  - (a) The number of Dream Tags issued during the immediately preceding calendar year;
  - (b) The total amount of money paid to the Department for Dream Tags during the immediately preceding calendar year;
  - (c) The total amount of money received by the nonprofit organization from the proceeds of the Dream Tag raffle, the amount of such money expended by the nonprofit organization and a description of each project for which the money was spent; and
  - (d) Any recommendations concerning the program or necessary legislation.
6. As used in this section, "big game tag" means a tag permitting a person to hunt any species of pronghorn antelope, bear, deer, mountain goat, mountain lion, bighorn sheep or elk.  
(Added to [NRS by 2009, 2058](#); A [2009, 2648](#); [2011, 1640](#), [3150](#); [2015, 96](#))

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**NRS 502.222 Dream Tags: Eligibility for Dream Tag raffle; resource enhancement stamps.**

1. To be eligible to participate in the Dream Tag raffle, a person must purchase a resource enhancement stamp.
2. Resource enhancement stamps must be sold for a fee of \$10 each by the Department and by persons authorized by the Department to sell the stamps. All money received by the Department for resource enhancement stamps pursuant to this section must be deposited with the State Treasurer for credit to the Wildlife Account in the State General Fund.
3. The Department shall determine the form of the stamps.  
(Added to NRS by [2009, 2059](#); A [2009, 2650](#); [2011, 3151](#); [2015, 97](#))

**NRS 502.225 Dream Tags: Advisory Board on Dream Tags; membership; duties.**

1. There is hereby created the Advisory Board on Dream Tags, consisting of the following five members:
  - (a) One member appointed by the Governor;
  - (b) One member appointed by the Majority Leader of the Senate;
  - (c) One member appointed by the Speaker of the Assembly;
  - (d) One member appointed by the Director of the State Department of Conservation and Natural Resources;and
  - (e) The Vice Chair of the Commission, who serves as an ex officio member of the Board.
2. Each appointed member of the Board must be a resident of this State and, following the initial terms, serves a term of 2 years.
3. At its first meeting each year, the members of the Board shall elect a Chair, who shall serve until the next Chair is elected. The Board shall meet as necessary at the call of the Chair.
4. A majority of the members of the Board constitutes a quorum for the transaction of business, and a majority of those members present at any meeting is sufficient for any official action taken by the Board.
5. While engaged in the business of the Board, to the extent of legislative appropriation, each member of the Board is entitled to receive the per diem allowance and travel expenses provided for state officers and employees generally.
6. To the extent of legislative appropriation, the Department shall provide the Board with such staff as is necessary to carry out the duties of the Board.
7. The Board shall, in accordance with the requirements of paragraph (c) of subsection 3 of [NRS 502.219](#), determine the appropriate use of money received by a nonprofit organization from the proceeds of a Dream Tag raffle. (Added to NRS by [2009, 2059](#); A [2009, 2650](#); [2011, 2479](#))