



2021

# BIG GAME DRAW RESULTS

The Nevada Department of Wildlife's Big Game Draw is one of the biggest hunting events in North America, where hunters all over North America apply for big game tags. In 2021, we entered the 4th year in our partnership with the Nevada Department of Wildlife (NDOW) as their contracted licensing vendor. In that time, we have successfully met our business objectives year-over-year.

**2021 was no exception to our prior success.**



# PARTNERSHIP HIGHLIGHTS

2018 was the first year of our partnership with the Nevada Department of Wildlife. In 2021, we saw record growth in several key areas for the Big Game Draw.

## NEW IN 2021

Our SaaS business model utilizes an agile approach in project management and software development. This allows us to do more for our partners year after year. In 2021, we had a busy year working with NDOW as we introduced new features, product upgrades, and tools.

- We introduced **FIRST COME, FIRST SERVED**
- We implemented several new product features
- We updated the draw order for the Big Game Draw
- We improved harvest reporting validation tools
- We implemented new donation workflows

## BIG GAME DRAW HIGHLIGHTS

- 53,496 applications in one day (05/11/2021) daily record
- Record number of individuals applying at one time (85,056)
- Recruited 4092 new customers
- Reactivated 10,655 lapsed customers
- Sales support volume (# of calls) down 44% from 2020

### +33%

Total APPLICATIONS

2018: 295,727 vs 2021: 393,913

### +21%

Unique Clients

2018: 69,736 vs 2021: 85,056

### +60%

Average Order Value

2018: \$43 vs 2021: \$69

### +12%

APPLICATIONS Per Client

2018: 4.1 vs 2021: 4.6



# FIRST COME, FIRST SERVED

After the Big Game Draw is complete, some customers choose to return their tag. In 2020, 1,100 tags went unused. That's why First Come, First Served (FCFS) was developed.

The goal of the First Come, First Served program was to make sure all tags are utilized and allow more customers to get out into the field.

Once FCFS is activated on the NDOW licensing site, customers can log into their account and see a list of available tags that they're eligible for.

## HOW FCFS WORKS

Everything about First Come, First Served is tailored to the individual and their customer profile.

Customers visit nevada.licensing.kalkomey.com and click on the First Come, First Served navigation bar item. From there, they will be asked to log into their account which ensures NDOWs business rules are applied. The FCFS page will load where the system automatically displays any tags the customer is eligible for.

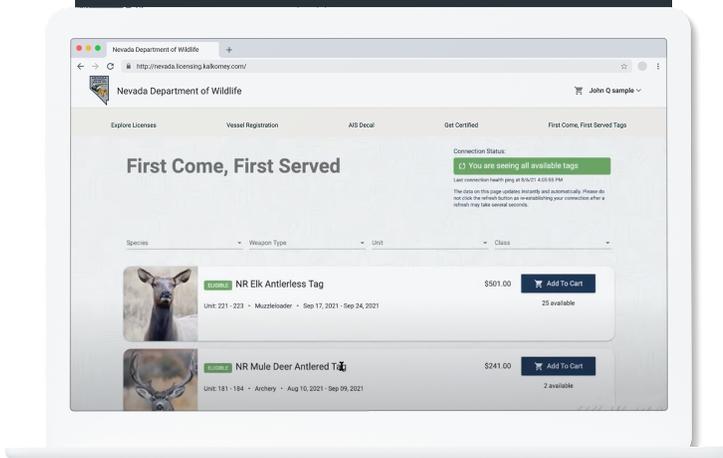
The FCFS list auto-updates every few seconds as our powerful FCFS engine evaluates multiple business rules including a customer's age, residency, current tag holdings, waiting periods, and what tags the customer currently has on file. This has been so effective that available tags will appear on the page and disappear within 5 seconds.

If a customer is in a waiting period for a tag, our system will let them know they're not eligible for an FCFS tag of that specific animal. Also, if a customer already owns a deer tag, they won't see any deer tags on their list. Customers are only permitted to purchase one FCFS tag at a time, ensuring that the tags are distributed fairly.

Once a customer adds a tag to their cart, our system will make sure the client has their license valid through all season dates of that hunt. If not, the customer will be prompted to renew their license.

There will be a 5:00 minute countdown for the customer to check out with the tag in the cart. Once the tag is either claimed by the customer through the checkout process, or the 5:00 minute countdown expires, the tag will be removed from the FCFS list and randomized within 24 hours. We purposely designed the FCFS engine to be fair and equitable and prevent people from holding tags for other people or trying to take advantage of the system.

Within 3 clicks, you can purchase a tag and choose to pick it up locally or have your tag delivered.



# 2021 BIG GAME DRAW RESULTS

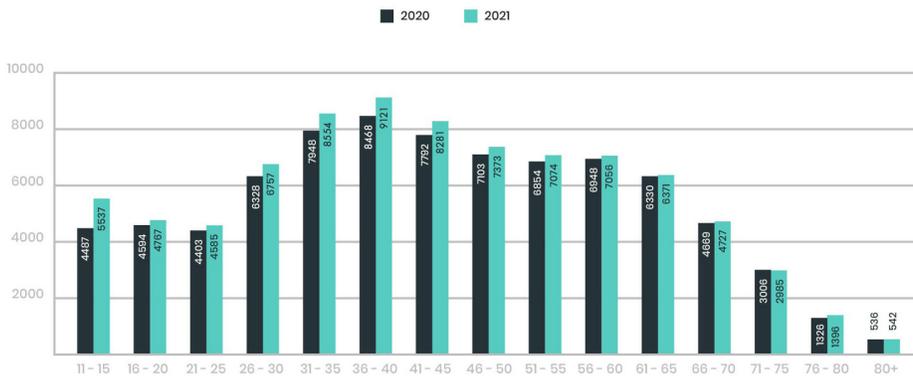


## UNIQUE CLIENTS



Since 2017, NDOW has had a 33% increase in clients through the Big Game Draw.

## TOTAL UNIQUE CLIENTS BY AGE GROUP



NDOW gained new clients in every age group in 2021. Most notably in the 11-15 age group. These are junior hunters ageing in who are finally able to apply. Even in the 80+ age group, we gained a few new customers from 2020.

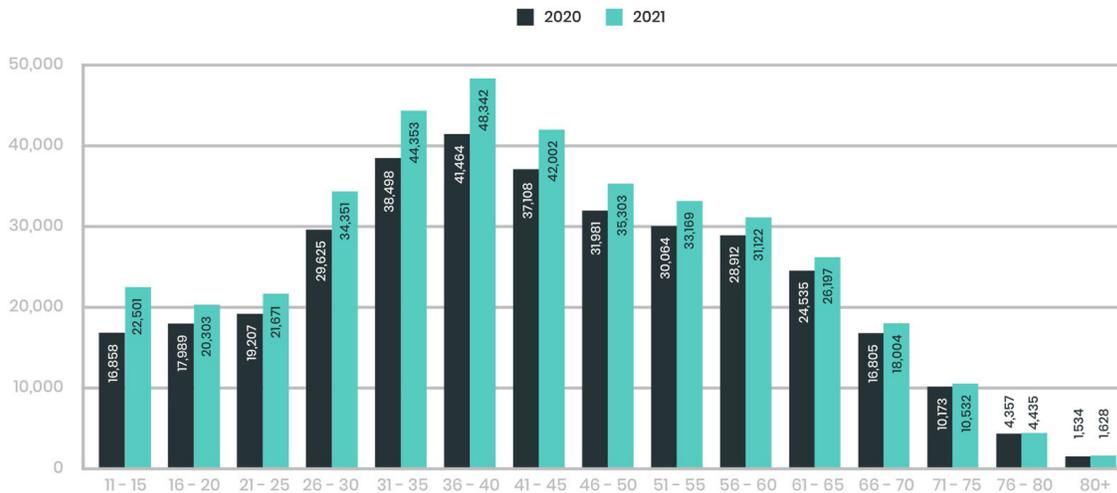
## BIG GAME APPLICATIONS

**2020** 349,110 applications

**2021** 393,913 applications

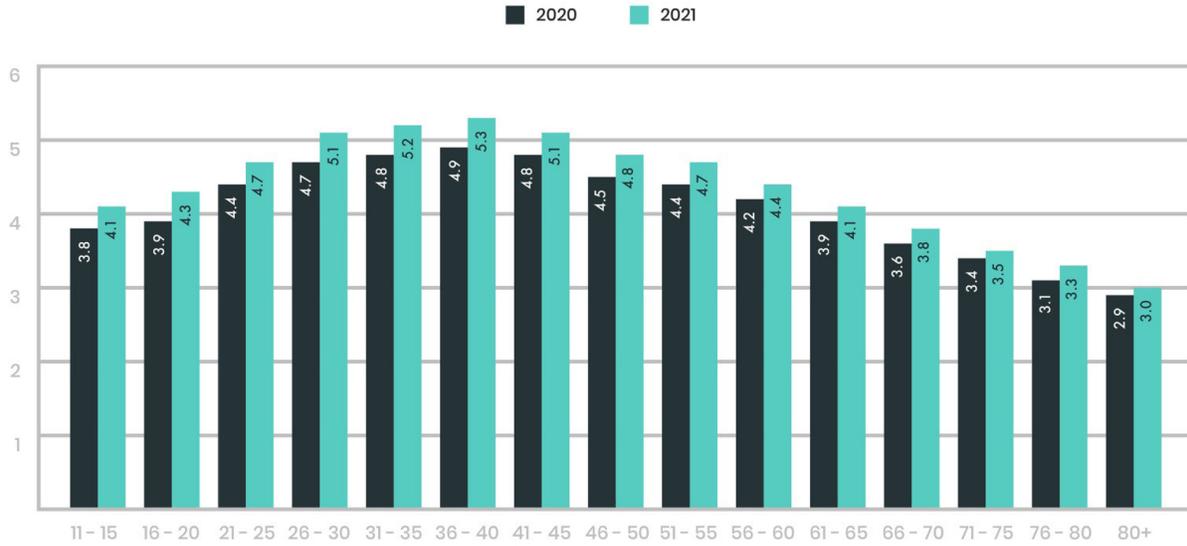
In 2017, there were 250,000 applications. Since then, we've seen a 57% increase in applications. We believe this is due to more consistent, effective marketing strategies and more options to submit applications every year.

## BIG GAME APPS BY AGE GROUP

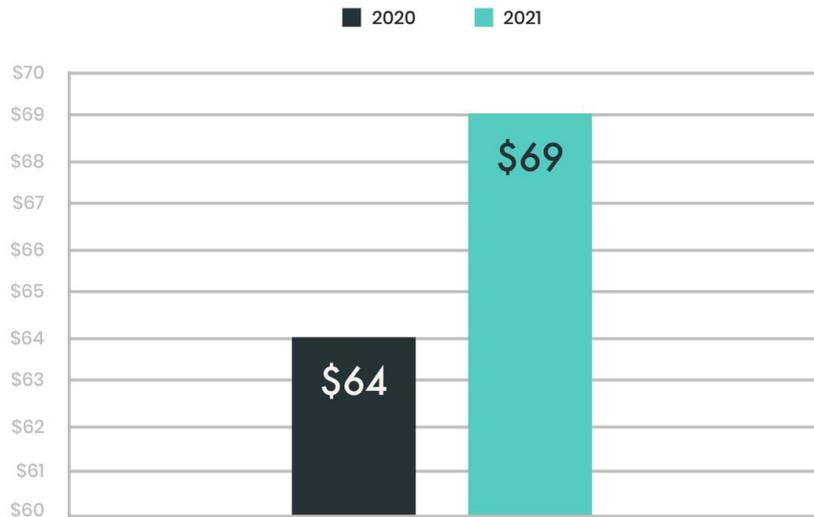


**Application Status:** These figures are based on point-in-time snapshot of the Application Status. Application Status will change over time as the applications progress through the business cycle.

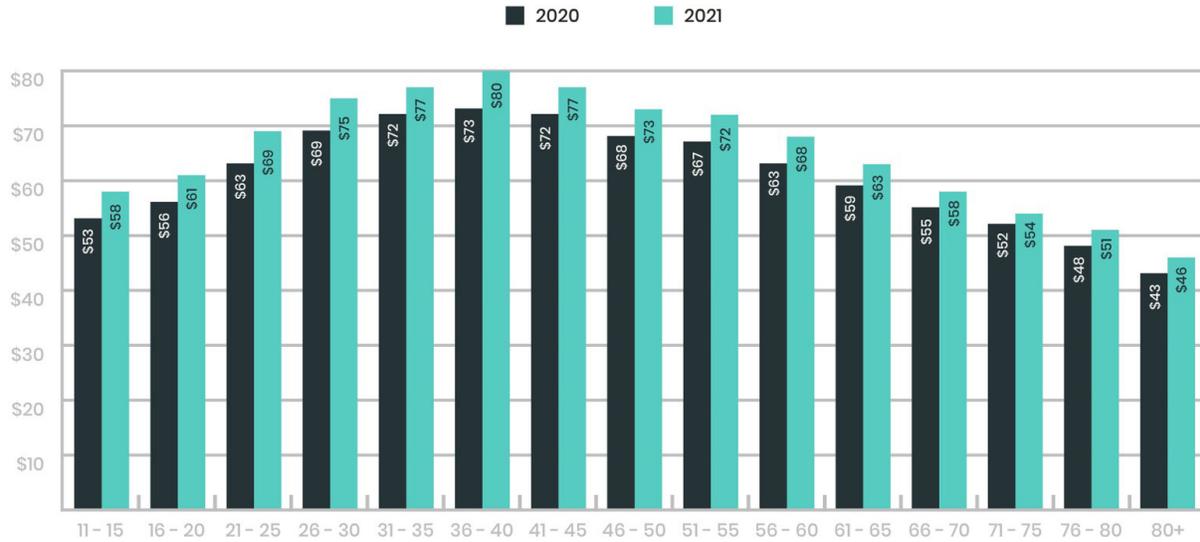
## AVERAGE APPLICATION BY AGE GROUP



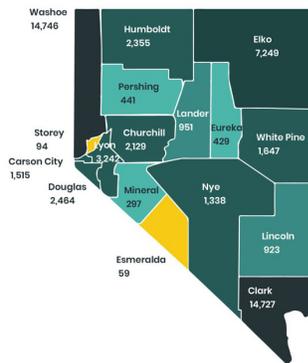
## AVERAGE DOLLARS SPENT BY UNIQUE CLIENTS



## AVERAGE DOLLARS SPENT BY UNIQUE CLIENTS BY AGE GROUP



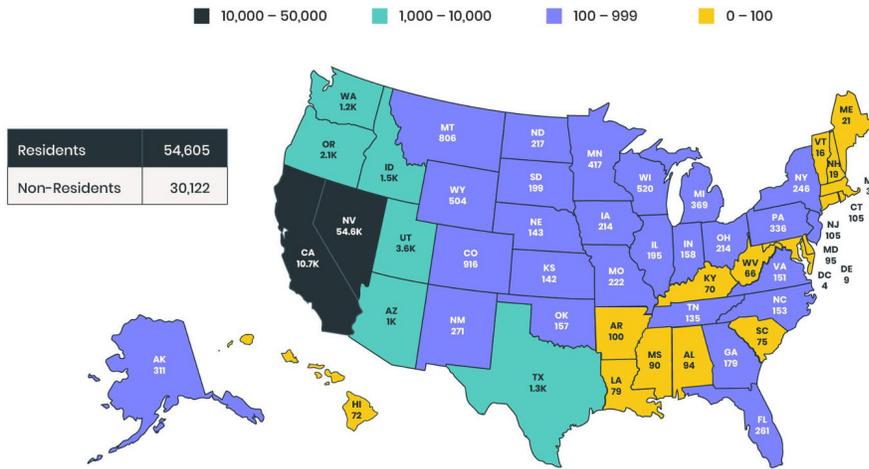
## COUNTY GEO BREAKDOWN OF CLIENTS (RESIDENTS)



County	2020	2021
Washoe	14,138	14,746
Clark	14,088	14,727
Elko	7,211	7,249
Lyon	3,025	3,242
Douglas	2,354	2,464
Humboldt	2,283	2,355
Churchill	2,072	2,129
White Pine	1,608	1,647
Carson City	1,467	1,515
Nye	1,266	1,338
Lander	944	951
Lincoln	909	923
Pershing	437	441
Eureka	412	429
Mineral	278	297
Storey	92	94
Esmeralda	52	59

Washoe and Clark are the most populated counties in Nevada, so we typically expect the most applications from these counties. But rural counties from Elko to Esmeralda made up for 25,000 applications. It's not quite the same as Washoe and Clark combined, but still impressive. Every county had an increase in applications in 2021.

## STATE GEO BREAKDOWN OF UNIQUE CLIENTS

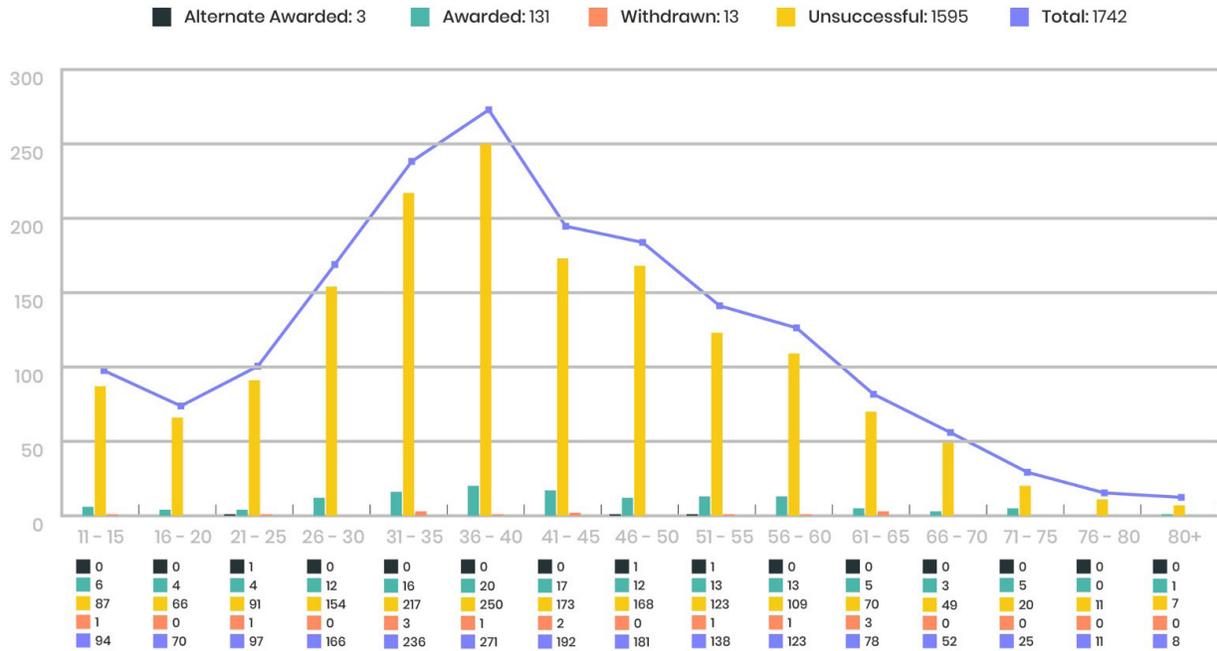


In 2021, the Big Game Draw had applicants from every US state. 54,605 Nevada residents applied, while 30,122 non-residents applied – 10.7k of which applied from California.

## BIGHORN APPS BY STATUS AND AGE GROUP



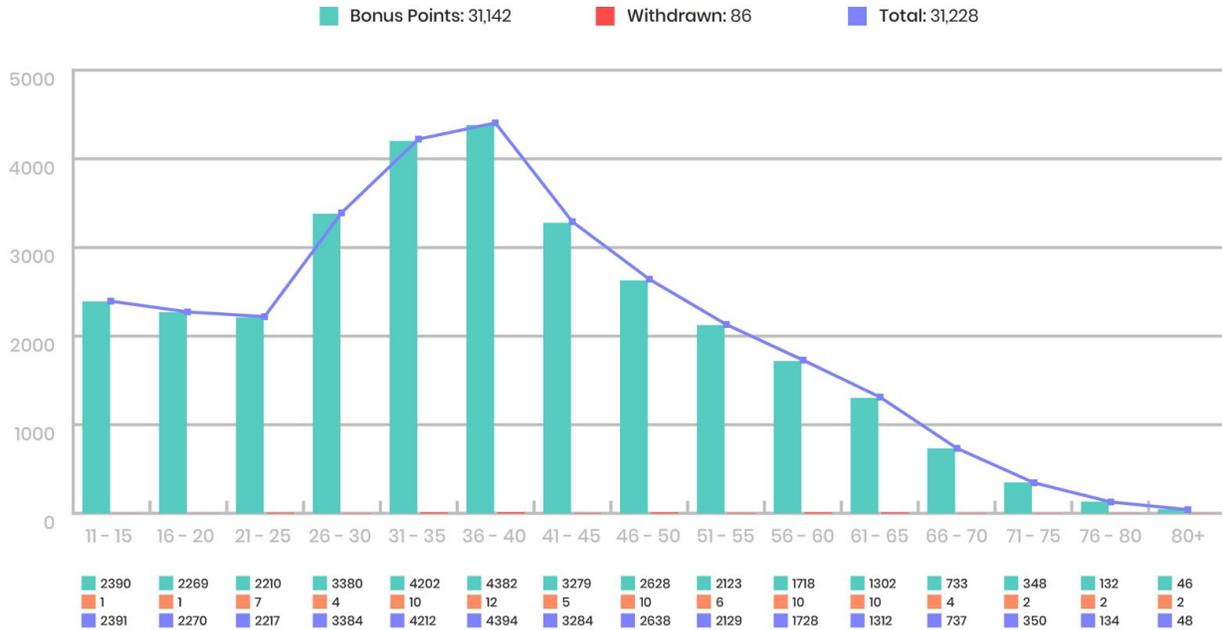
## BIGHORN SHEEP “EWE” APPS BY STATUS AND AGE GROUP



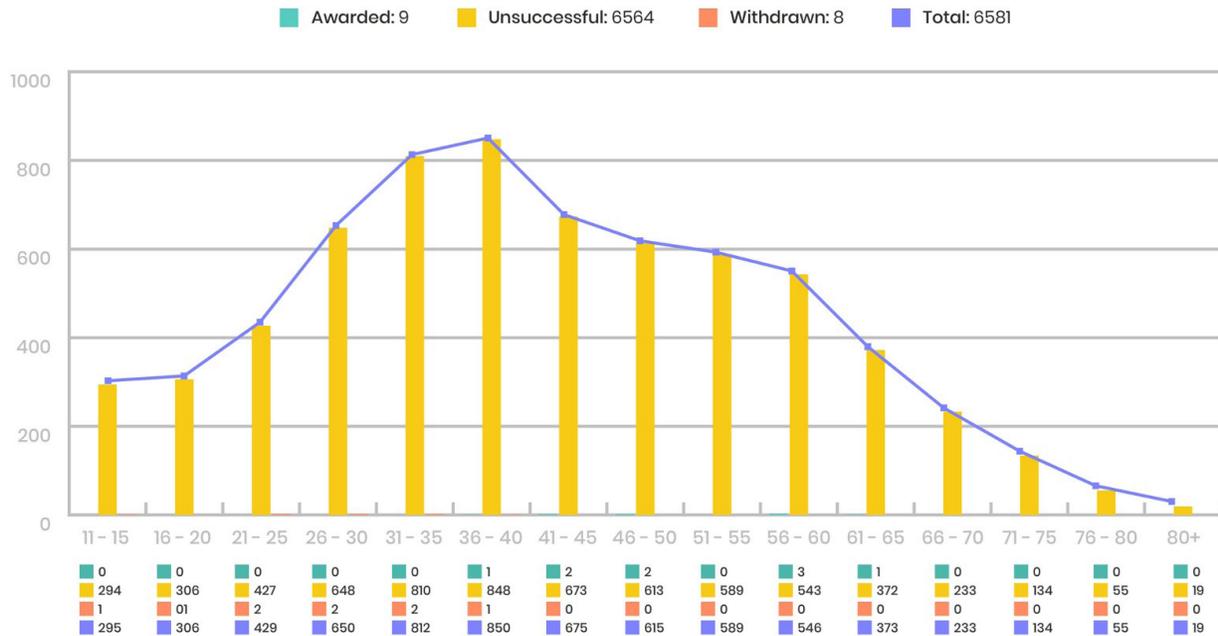
## BIGHORN SHEEP “RAM” APPS BY STATUS AND AGE GROUP



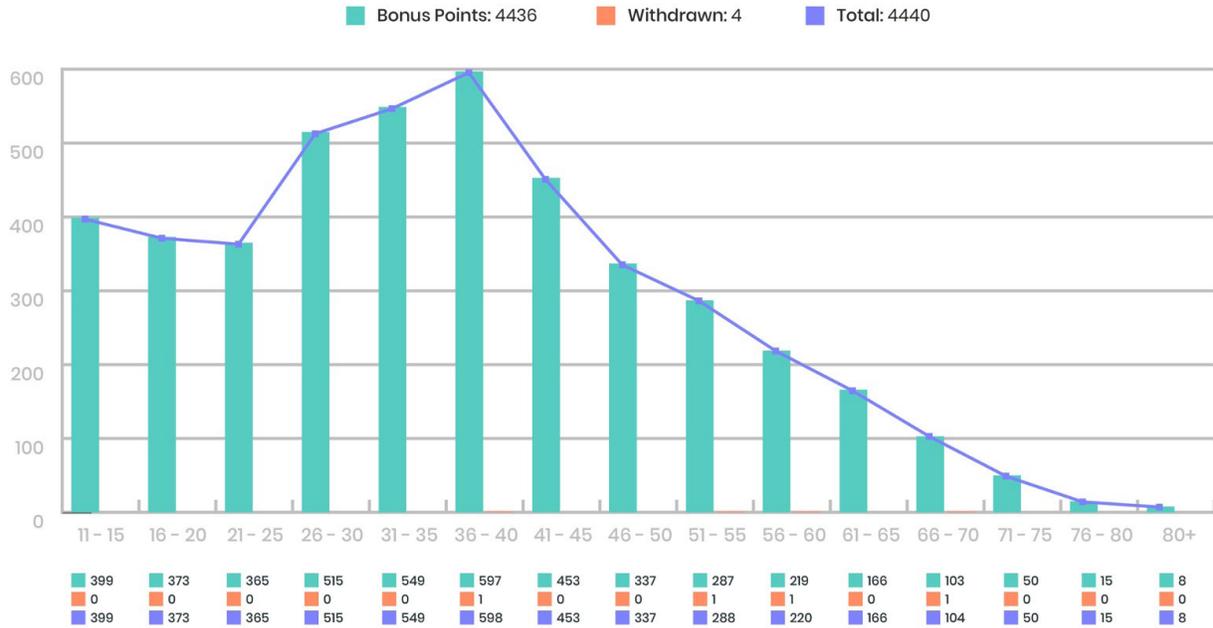
## BIGHORN SHEEP BONUS POINTS APPS BY AGE GROUP



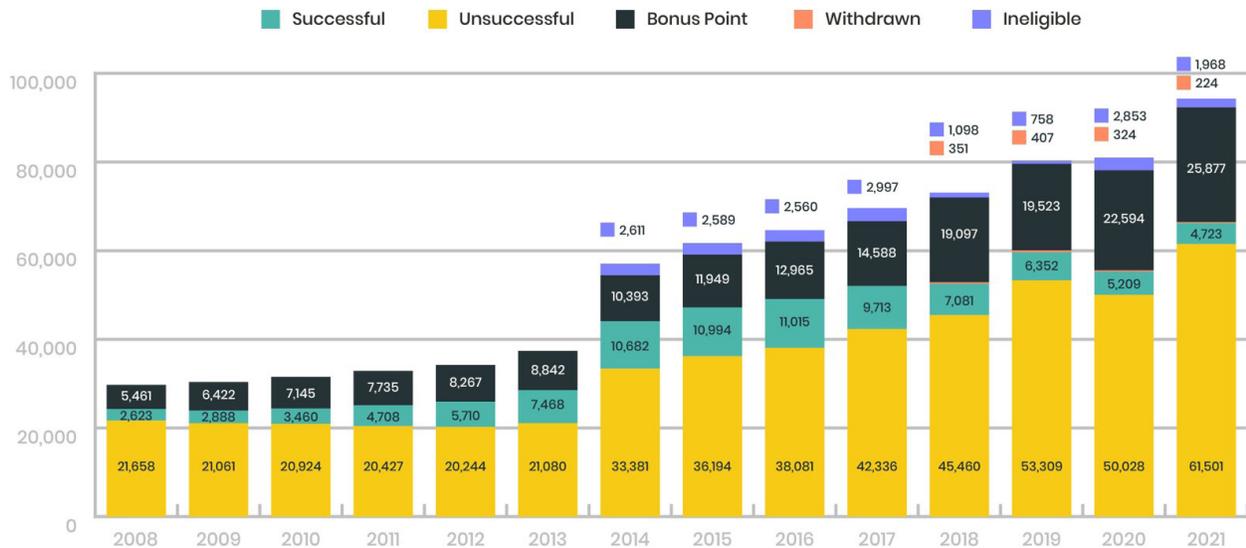
## MOUNTAIN GOAT APPS BY STATUS AND AGE GROUP



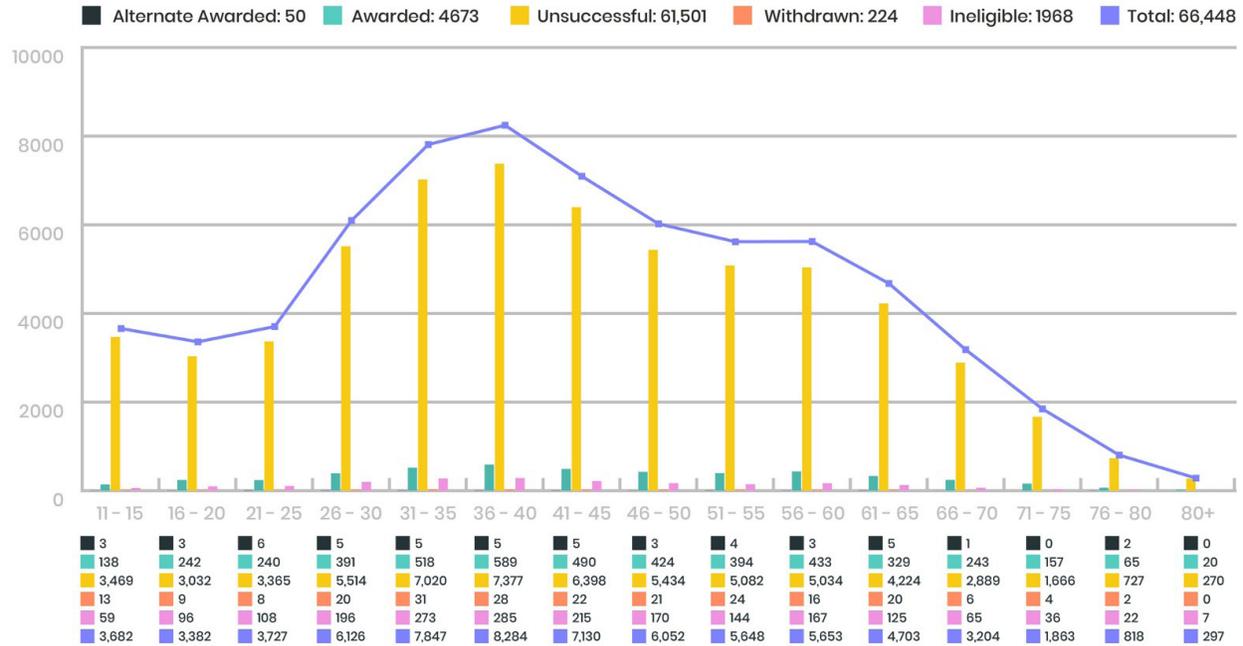
## MOUNTAIN GOAT BONUS POINT BY AGE GROUP



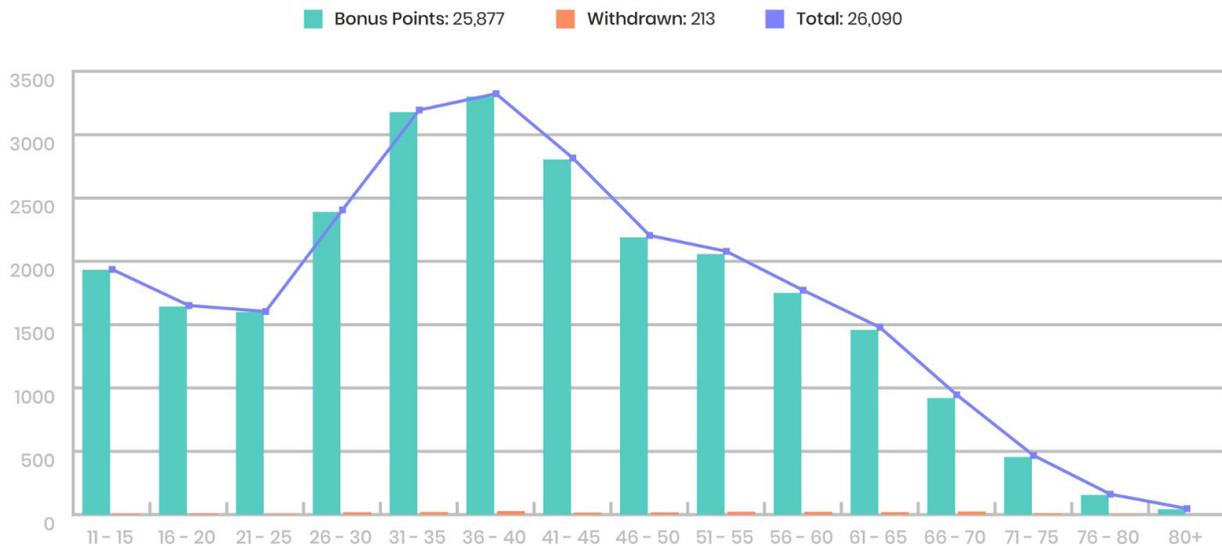
## ELK APPS BY YEAR AND STATUS



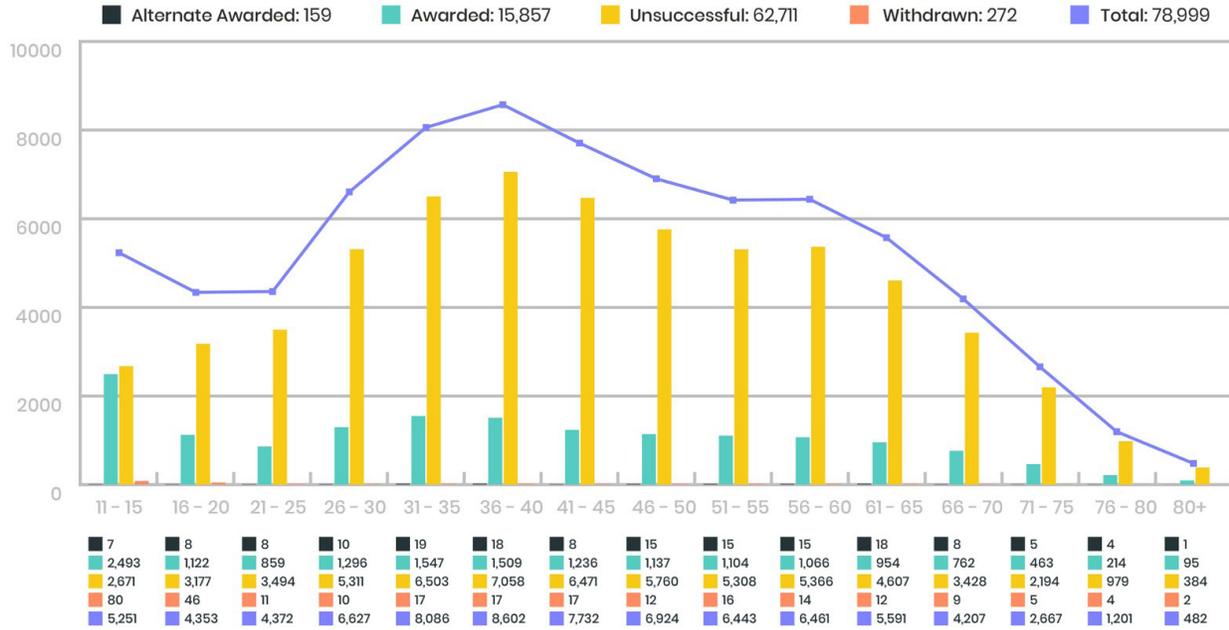
## ELK APPS BY STATUS AND AGE GROUP



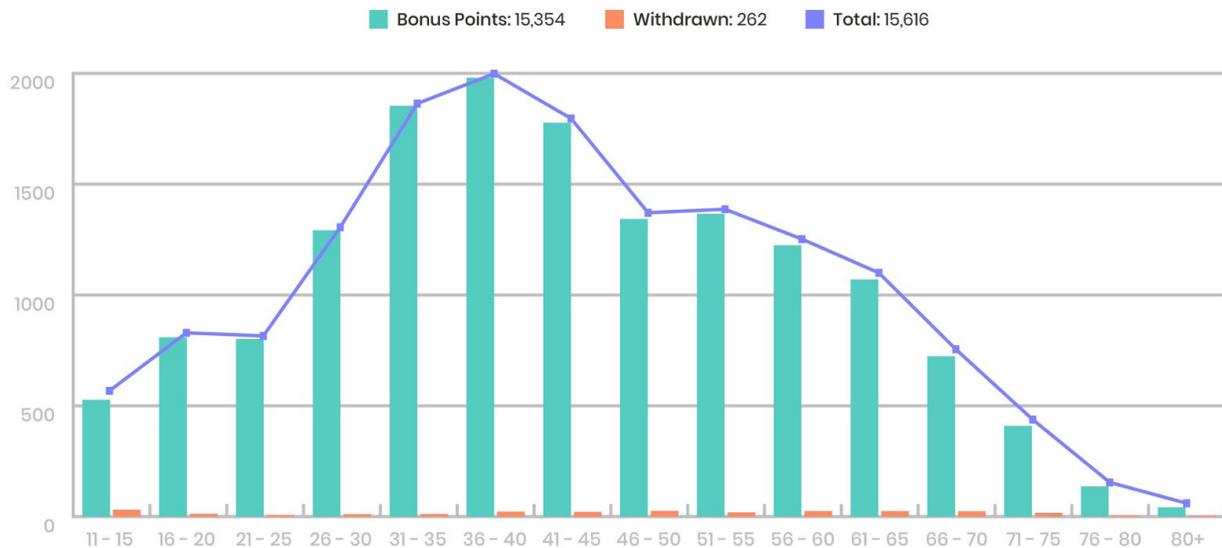
## ELK APPS BONUS POINTS BY AGE GROUP



## DEER APPS BY STATUS AND AGE GROUP



## DEER APPS BONUS POINTS BY AGE GROUP



## JUNIOR APP REVIEW

**4571**  
TOTAL APPLICATIONS

**3040**  
SUCCESSFUL JUNIORS

**1531**  
UNSUCCESSFUL JUNIORS

**90**  
TAGS REMAIN

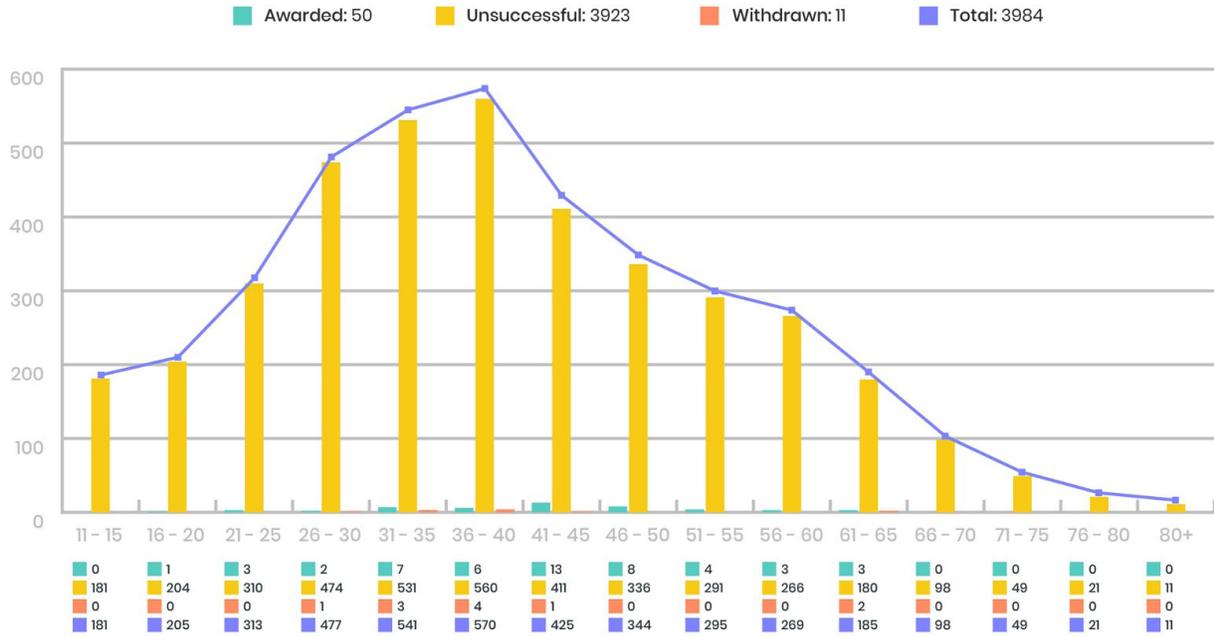
**18**  
IN AREA 032

**72**  
IN AREAS 101-109

## AGE BREAKDOWN OF JUNIOR APPLICANTS AND RESULTS

Age	11	12	13	14	15	16	17	Grand Total
Successful	116	540	607	614	588	444	131	3040
Unsuccessful	75	290	309	306	268	222	61	1531
% Unsuccessful	39.27%	34.25%	33.73%	32.55%	31.31%	33.33%	31.77%	33.49%

## BEAR APPS BY STATUS AND AGE GROUP



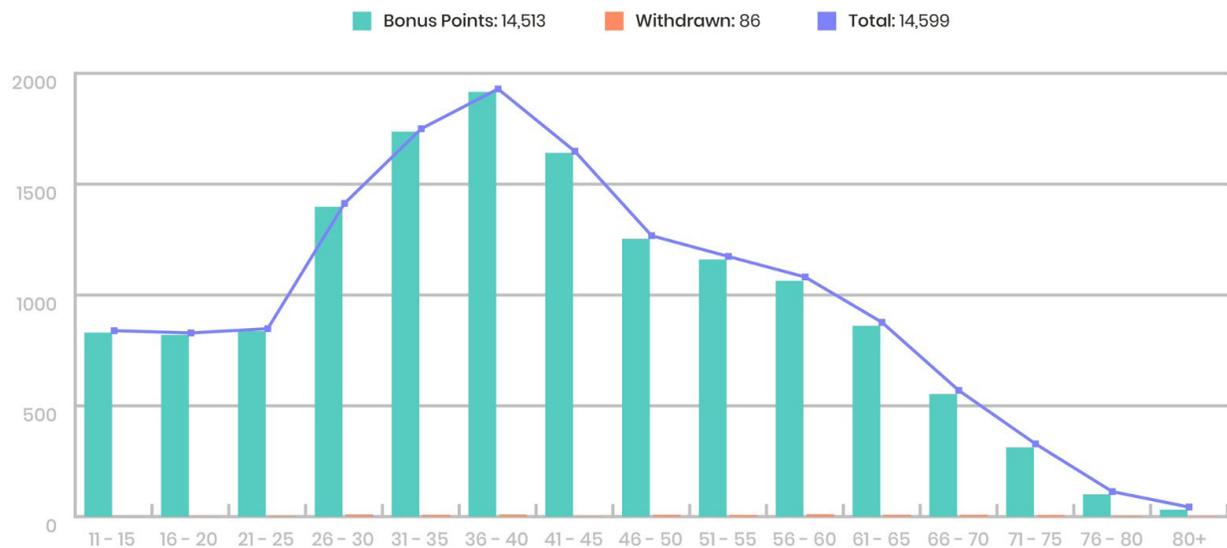
## BEAR BONUS POINTS BY AGE GROUP



## PRONGHORN ANTELOPE APPS BY STATUS AND AGE GROUP

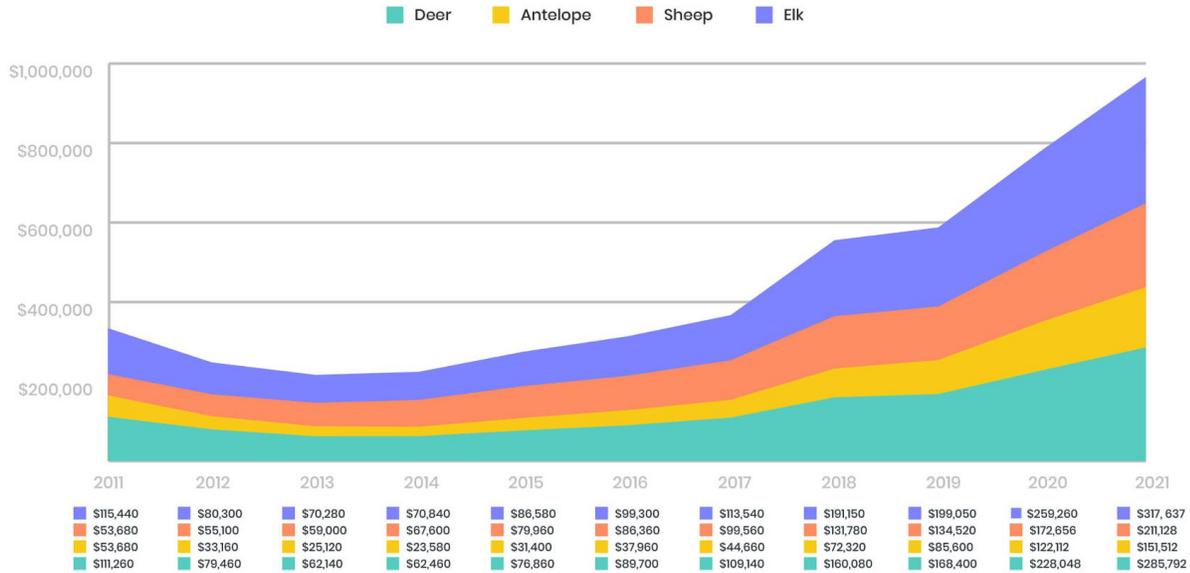


## PRONGHORN ANTELOPE BONUS POINTS BY AGE GROUP





## SILVER STATE TAG APP REVENUE BY YEARS



The Silver State Tag is similar to the state's Heritage Tags, sometimes called governors tags or bid tags, and will provide lucky recipients with the opportunity to hunt a specific big game animal statewide in those hunt units where there is an established season for the species specified on the tag.

More sportsmen are investing in the Silver State program. The largest jump was in the elk program which increased by 22.39%. We noticed a lot more customers are applying for silver state tags in 2021.

## NUMBER OF TAGS FOR A HUNTER

NUMBER OF TAGS DRAWN	CLIENTS	TAGS
Five	0	0
Four	10	40
Three	249	747
Two	2733	5466
One	18565	18565

In 2021, 21,557 clients applied for more than one tag. We can attribute some of this to the ease-of-use of our licensing system.

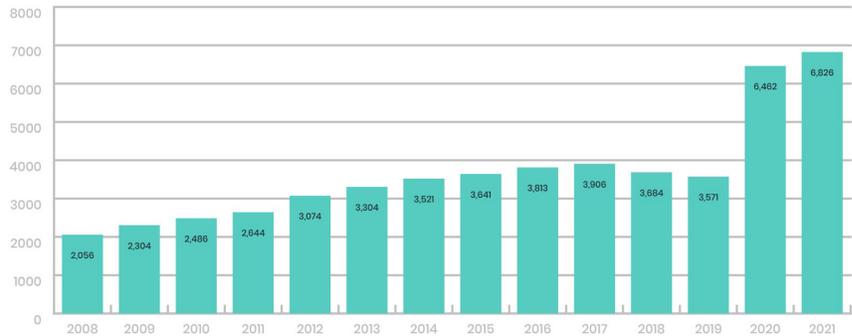


From 2017 to 2019, Mountain Lion tags were decreasing. In 2020, we implemented an upsell workflow where every applicant who applied for mule deer was offered a mountain lion tag. This allowed customers to purchase a Mountain Lion tag with their Big Game Draw application or receive the tag only if they're successful in the draw. This resulted in a large increase in mountain lion tag purchases.

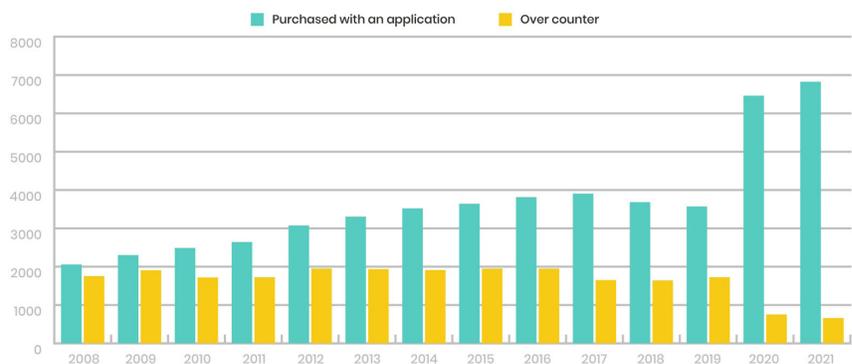
This is the result of working with our partners in Nevada, improving our product placement, being flexible, and utilizing our agile AMS system to the best of its abilities.

To date, we're seeing more mountain lion tags purchased online vs over the counter with NDOW or a licensing agent.

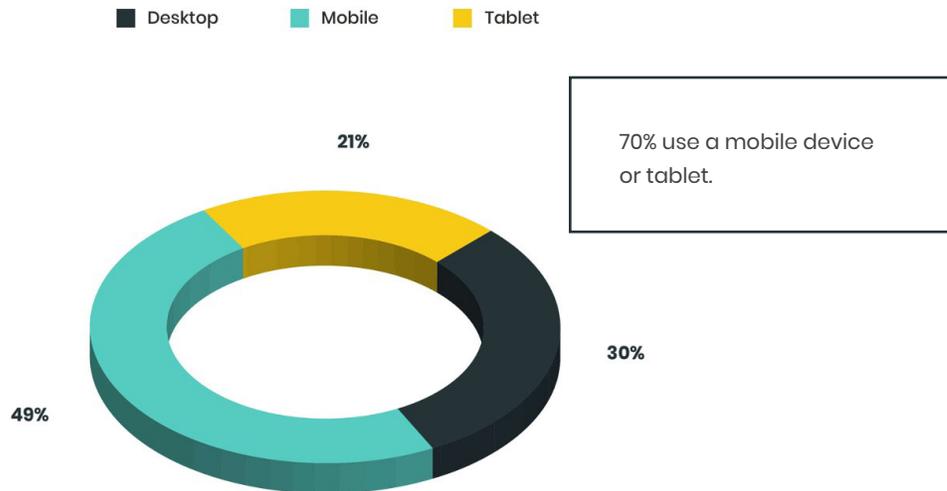
### MOUNTAIN LION TAGS PURCHASED WITH AN APPLICATION



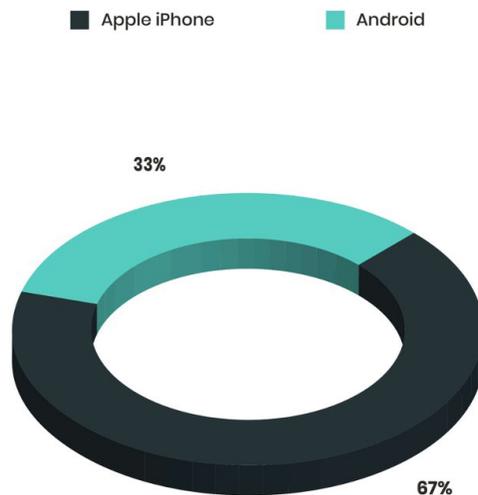
### MOUNTAIN LION TAGS PURCHASED WITH AN APPLICATION AND OVER THE COUNTER



## DESKTOP VS MOBILE BREAKDOWN

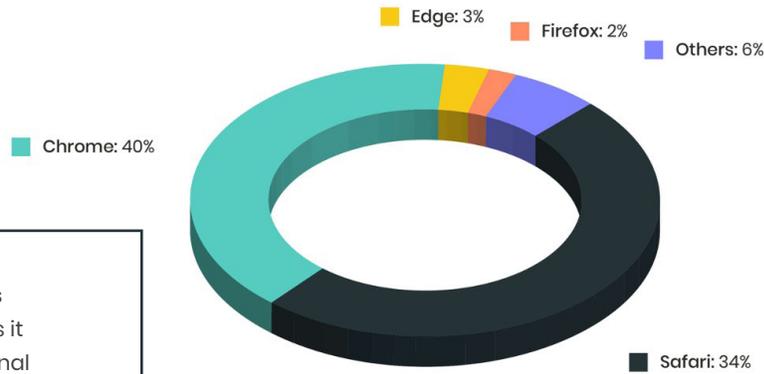


## MOBILE DEVICE BREAKDOWN



## MOST USED BROWSERS

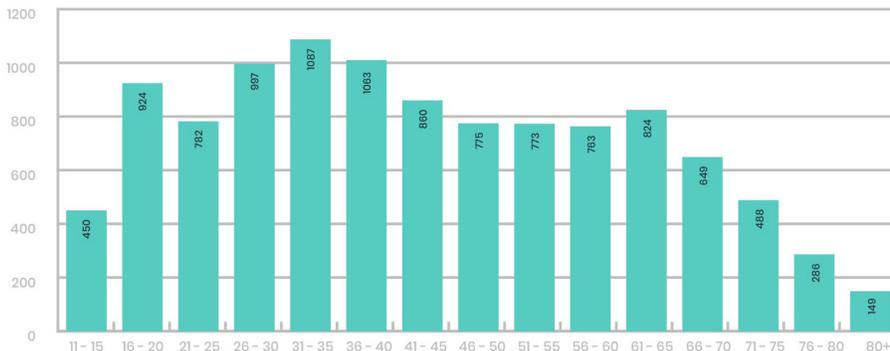
■ Safari: 34%   
 ■ Chrome: 40%   
 ■ Edge: 3%   
 ■ Firefox: 2%   
 ■ Others: 6%



This information is important to us as it provides our internal testing and development team to enhance our AMS software and provide better solutions for our partners.

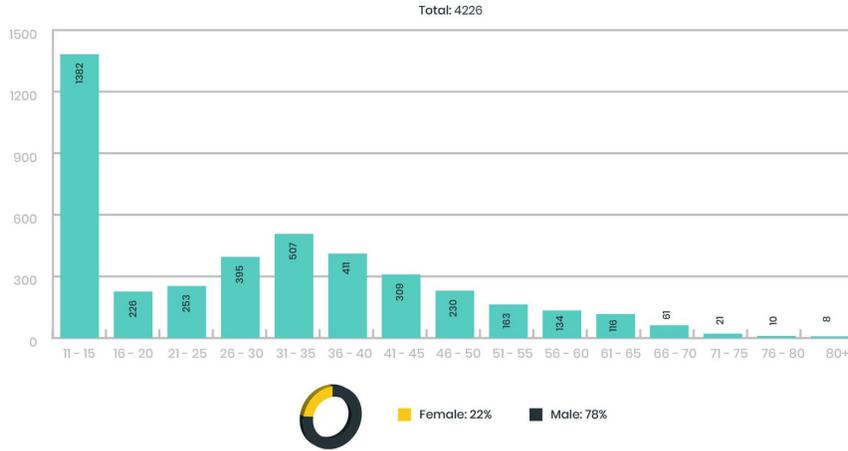
## LOST CUSTOMERS

Total: 10,870



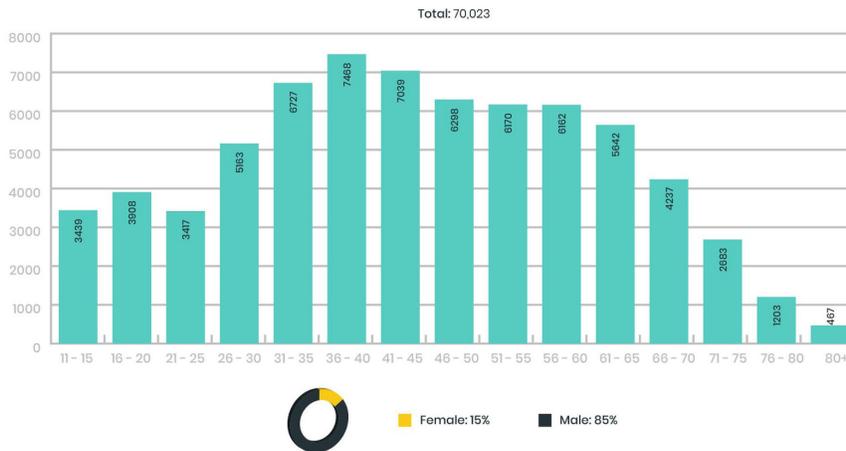
This figure was on average with our annual lost customers. But, with the increase in customers and applicants, we attribute this loss is due to non-residents.

## NEW CUSTOMERS



New junior applicants represent the highest age group for new customers, while there was also some good growth amongst new customers amongst the 31-35 age group in 2021. In 2021, we saw more females are entering the hunting space than were dropping out.

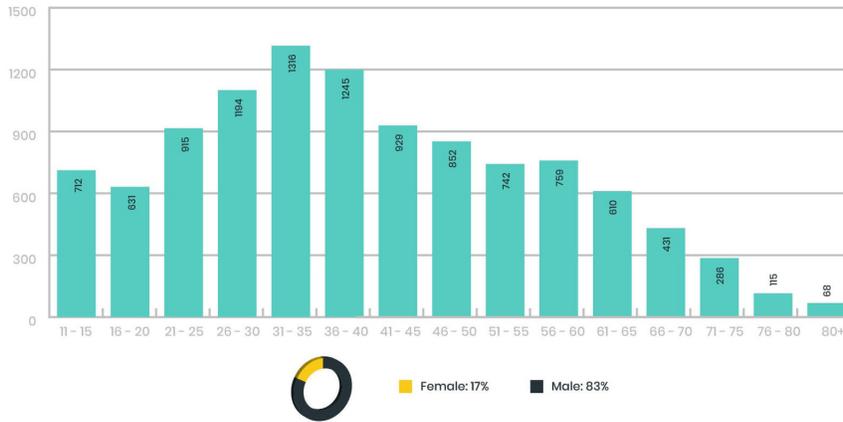
## LOYAL CUSTOMERS



These figures represent individuals who applied in 2020 and 2021.

## RE-ACTIVATED CUSTOMERS

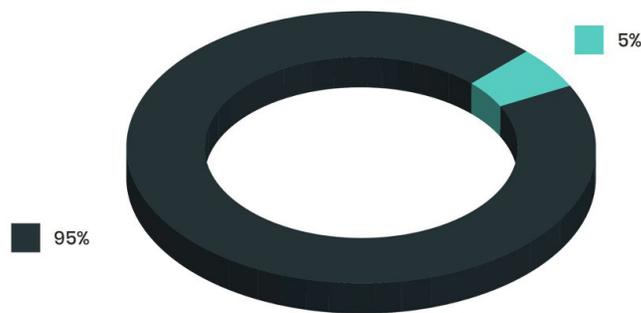
Total: 10,805



These figures represent individuals who did not apply in 2020 but did apply in 2021 – not for the first time, but historically. In addition, we reactivated 10,805 customers.

## CUSTOMER INFORMATION SHARING PREFERENCE

■ Please allow my information to be shared: 18,355
 ■ Please keep my information private: 330,057

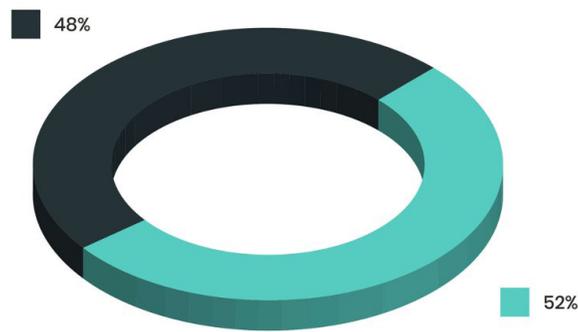




## CUSTOMER DRAW RESULT DELIVERY PREFERENCE

■ Please include my draw results on the list: 38,891

■ Please keep my draw results private: 36,185



The 2021 Big Game Draw once again saw record numbers of applications and continued growth. At Kalkomey, our mission is to grow with our state partners by innovating and working towards a shared goal of conservation. The AMS platform has provided unique opportunities to iterate on successful solutions to problems we already know how to solve. For more information on how to grow together, contact:

Mitch Strobl, EVP & GM, Software  
214-437-9900 or [mstrobl@kalkomey.com](mailto:mstrobl@kalkomey.com)

