Solicitation No. AS16003
Technical Proposal

Redacted
November 24, 2015
Solicitation No. AS16003 Technical Proposal

Western Hunting and Conservation Expo Partners: Mule Deer Foundation, Sportsmen for Fish and Wildlife, and Utah Foundation for North American Wild Sheep
# State of Utah Request for Proposal

**Ordering Address:**
1939 South 4130 West, Suite H

**Remittance Address:**
If different from ordering address

**Federal Tax Identification Number:**
68-0163253

**State of Utah Sales Tax ID Number:**
N 21009

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**Company Contact Person:**
Jon Larson

**Telephone Number (Include area code):**
801-885-5277

**Fax Number (Include area code):**
801-936-0139

**Company's Internet Web Address:**
www.huntexpo.com

**Email Address:**
jon@sfw.org

**Discount Terms (for prompt payment discounts):**
not applicable

**Days Required for Delivery After Receipt of Order (see attached for any required minimums):**
not applicable

By submitting a proposal in response to this RFP, the Offeror acknowledges and agrees that the specifications, terms and conditions, or other elements of the RFP are not ambiguous, confusing, contradictory, unduly restrictive, erroneous, or anti-competitive. The Offeror further acknowledges that it has read this RFP, along with any attached or referenced documents, and this document, including the General Provisions.

**Offeror's Authorized Representative's Signature:**

**Date:**
November 16, 2015

**Type or Print Name:**
Jon Larson

**Position or Title:**
Senior Event Coordinator
A Collaborative Partnership for Utah Wildlife Conservation

The work of UDWR, in partnership with the Expo Partners, is a powerful force for good. The important conservation efforts the Western Hunting and Conservation Expo (WHCE) supports are helping restore wildlife in Utah. The Expo Partners have brought a powerful combination of passionate volunteers, philanthropic donors, and the energy of Utah’s hunting public together to build and maintain Utah’s world-class herds and a world-class expo. The true success of these partnerships is supporting UDWR’s conservation efforts across the state.

The original vision of the WHCE was to build a stronger foundation to support Utah’s herds and habitats as well as revitalize what is now a thriving $2.4 billion outdoor hunting industry. Two Utah businessmen, with well over $1 billion in net worth, stepped up with large donations to help launch the WHCE. To support the vision of the Expo, they have contributed millions of additional dollars to help the Expo Partners ensure its long-term success.

Through their love of hunting, fishing, and spending time with their families in the outdoors, they have now created a legacy which is protecting the future of Utah’s wildlife and habitats. One of those businessmen, Marc Bingham, with his experience building more than 80 companies, shares a key insight, “I have seen that people who do not found the business, or who don’t have substantial investment in business creation and development, often destroy or let fail a business they inherit.”

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1 See Appendix 1 for a full letter from Marc Bingham.
Executive Summary

The Expo Partners are committed to protecting and restoring a bright future of abundant world-class wildlife in the mountains, valleys, rocky plateaus and deserts across the state of Utah. The winners from the growth and success of the WHCE are Utah’s sportsmen, wildlife and habitat.

This Western Hunting and Conservation Expo (WHCE) is a marquee event which showcases the many foundational elements that make hunting, fishing and trapping a world-class experience in the state of Utah. The original purpose of the Expo was to accelerate the work of conservation by the Utah Division of Wildlife Resources and the partners in the WHCE (Sportsmen for Fish and Wildlife, the Mule Deer Foundation, and the Utah Foundation for North American Wild Sheep). In just nine years, the Expo has grown to one of the largest wildlife conservation expos in the country with 40,000 attendees annually. Just as important, over $22 million in direct funding for conservation for UDWR’s conservation efforts have been raised by the Expo Partners since 2007, the first year of the WHCE. The WHCE has played a significant role in increasing conservation funding, with average annual amounts raised from the Expo Partners increasing from $1.18 million per year to over $3.6 million per year in 2015. This accounts for over 96% of the private funding for UDWR’s conservation efforts annually in the state.

Just as important, the WHCE showcases Utah’s world-class wildlife and its $2.4 billion outdoor and hunting industry. Many Utahns are unaware of how important Utah’s outdoor and hunting industry is to the state. Not only does it contribute to Utah’s tremendous economic prosperity, it provides jobs for thousands of Utahns and supports the health and viability of communities across the state. It supports the wildlife, landscapes and experiences that provide a special dimension to the life of hundreds of thousands of Utahns. One of the driving factors for this flourishing industry is Utah’s world-class herds of Bighorn Sheep, Mule Deer, Rocky Mountain Elk, Wild Bison, Mountain Goats, Antelope, Pheasants and Wild Turkey. Utah has become truly a Serengeti of North America and a principal destination for thousands of non-resident hunters and big game enthusiasts from all over the country who seek the unmatched wildlife Utah offers. The WHCE supports the dedicated wildlife professionals at UDWR, strong partnerships with Utah’s conservation organizations, and tireless efforts of sportsmen volunteers.

Organization of Proposal

The Offeror's proposal is organized to facilitate review of each section of the proposal. The layout is intended to make finding
responsive information to each proposal requirement simple and straightforward. A table of contents is provided on page ii. Additionally, each of the four sections in the “Technical Requirements” portion of the response includes a separate table of contents. This is intended to assist reviewers in locating responsive information in each individual section of the proposal. The table of contents for “Section 1: Viability of Business Plan” is on page 27. The table of contents for “Section 2: Ability to Conduct a Secure and Fair Permit Drawing” is on page 67. The table of contents for “Section 3: Permit Application Fee Revenue” is on page 88. The table of contents for “Section 4: Historical Contribution to Conservation” is on page 116.

For ease of evaluation, the Offeror’s proposal includes a point-by-point response addressing in detail each area of the Mandatory Minimum Requirements, Qualifications and Technical Response portions of the proposal. In each section of the point-by-point response, the proposal includes the exact language from the state’s request for proposal in an orange font color. The detailed response information from the Offeror immediately follows in a black font color.

A full response to each point is provided in the detailed response for that section. In some cases, a cross-reference to other sections is included in the event additional information on a certain topic is covered in greater detail in a different section. In the event that additional information is needed, the Offeror is happy to provide additional information upon request of the selection committee or during the interview process.

Major Features of the Proposal

The proposal includes required sections in the following order: (1) RFP Form; (2) Executive Summary; (3) Protected Information; (4) Potential Conflicts of Interest; (5) Exceptions and/or Addendums to the Standard Terms and Conditions; (6) Mandatory Requirements; and (7) Technical Requirements.

Mandatory Requirements

The WHCE, as Offeror, is in compliance with each and every Mandatory Minimum Requirement and Qualification.
Technical Requirements

The following is a more detailed summary of the Offeror’s proposal to the Technical Requirements of the RFP. A complete Response is included in Section 7-Technical Requirements.

1. *Business Plan*

As previously discussed, with 40,000 attendees annually, the WHCE is one of the largest conservation expos in the country and the only conservation expo to successfully operate in the state of Utah for a period of multiple years. The WHCE attendance has been strong, consistent and growing for the past nine years. One key to the success of the WHCE is that the Expo Partners have made it more than just another hunting convention; the WHCE is operated as a platform for accelerating the important work of conservation in Utah and other Western States.

World-class hunts in Utah and across North America are a significant draw at the WHCE. These hunts are available from four primary sources:

- The 200-permit drawing, which is available to all attendees for a very affordable $5 per hunt application;
- Conservation Permit Auctions for some of the most sought-after hunts in all of North America;
- Over 140 guides and outfitters from Utah, North America and across the world; and
- Draw permits for over 20 wild sheep hunts for every species of North American wild sheep.

The WHCE has a dedicated professional team that has made the WHCE a major success. The team has extensive experience, not only with the WHCE, but also with the Outdoor Retailers Show, and other exhibits in other parts of the country that cater to sportsmen, the outdoors and other industries. World class entertainers such as Jeff Foxworthy, Alan Jackson, the Oakridge Boys, Ted Nugent, Sawyer Brown, and "Lone Survivor" Marcus Luttrell, who cater to sportsmen are featured every year during concerts and auction fundraisers raising millions for UDWR conservation efforts. Expo permit applications for Utah's 200 tags were over 228,000 in 2015, raising $1.14 million for Utah UDWR's conservation efforts and the conservation efforts of the Expo Partners.

The WHCE is held at the Salt Palace in downtown Salt Lake City, Utah. The Expo has confirmed reservation dates for the next six years (2016-2021). Because of the high level of attendance from non-residents, the WHCE accounts for 18,900 commercial room nights during the course of the event. The Expo Partners actively market the WHCE with approximately $230,000 per year of marketing and advertising. The WHCE is a significant economic benefit to the state of Utah. With an average of $930 in spending per visit, WHCE visitors accounted for $13,104,640 spending in 2015.

The WHCE highlights Utah’s abundant world-class wildlife and rich opportunities for hunting, fishing and trapping. Approximately 300 exhibitors fill 500 booths at the WHCE each year. Over 140 premier guides and outfitters attend the WHCE every year. Utah’s most successful outdoor companies attend and/or sponsor the WHCE, including small businesses (Mossback, Wade Lemon, Hunting Fool, Cross Canyon Arms); Retailers (Cabela’s, Sportsmen’s Warehouse); Conservation Organizations (SFW, MDF, UFNAWS, UCWMU, BGF); and National Outdoor Products Companies (Browning, Winchester, Remington, Hoyt, Easton, Vista Outdoors, King’s Camo, and many others). The WHCE also supports the mission of the UDWR by providing space for outreach, the permit draw and other activities such as National Archery in the Schools Program and Help Stop Poaching.
WHCE showcases Utah’s world-class wildlife and hunting units. The excitement for the 200-permit drawing for these hunts brings the world to Utah.

2. Permit Drawing Procedures and Data Security Plan

For the last nine years the Western Hunting and Conservation Expo has been a trusted provider of the expo permit drawing in cooperation with the state of Utah. The expo permit drawing is conducted by GraySky Technologies under the direct monitoring and with validation from the Utah Division of Wildlife Resources.

There are two ways for an applicant to enter the expo permit drawing. Applicants can apply online or in-person at the Expo. Each applicant is required to have a valid Utah hunting license to apply for the drawing. Applicants can purchase a license online or at the WHCE. All applicants for the expo permit drawing must validate their application in person at the WHCE. An entrance pass to the WHCE exhibit hall is not required to apply for the drawing or validate the expo permit drawing application.

The drawing for successful applicants occurs on-site at the Utah Division of Wildlife Resources offices on North Temple in Salt Lake City. The drawing process is open to the public. The drawing is conducted using industry standard random number generation processes. The drawing utilizes an array of unique random numbers of the same size and number as records in the drawing for each permit. Random process verification is utilized to provide assurance for true and complete fairness in the process. A successful applicant and a list of alternates are created for each permit. These are also checked against state revocation lists to ensure applicants are not on a revocation list. UDWR personnel help validate the process and successful applicant list.
Security of applicant data from unauthorized release or data breach is of paramount importance to the WHCE and its staff. The WHCE utilizes strict protocols, procedures and applications to ensure total security of applicant information. A small amount of data is necessary to be stored in order to properly identify successful applicants. The usage of this data is in compliance with state code and direction of the UDWR. Limited data is retained for reporting and analysis by the Expo Partners and the UDWR for review and analysis to help improve drawing, marketing and customer service aspects of future events. The WHCE and its partners will ensure that personal data is not utilized for marketing unless an “opt-in” by the applicant for use in future notifications and marketing. The Expo Partners adhere to a strict policy of “Not Sharing or Selling Personally Identifying Information or the Database to Third Parties.” In fact, no applicant identifying information is stored by WHCE or its service providers. All on-site paper applications are shredded using secured providers and processes.

Only approved personnel are allowed access to the database systems necessary to ensure compliance with big game permit requirement identified in Utah Code 23-19-22 to ensure top-level security protocols. In the last nine years of operating the expo permit drawing, there has not been a single instance of data breach. In the event of an unauthorized release or data breach, the contractor will follow notification requirement under applicable law (Utah Code sections 12-44-101). The contractor agrees, at its own expense, to assume responsibility for information all such individuals in accordance with applicable laws and to indemnify, hold harmless and defend the State Entity and the State of Utah. The WHCE is fully compliant with Payment Card Industry Data Security Standards (PCI DSS).

3. Revenue from Expo for Conservation

The Western Hunting and Conservation Expo is a major driver of conservation and conservation revenues in the state of Utah. Since the first year of the WHCE in 2007, over $22 million in direct funding to the state of Utah has been raised by the Expo Partners. This is over 86% of the direct conservation funding provided to the UDWR since 2007 and eight times more than any other conservation group in the state. This funding has been a key catalyst for conservation programs that are providing real solutions to serious challenges facing Utah’s wildlife and wildlife habitat. In partnership with Utah DWR, the Expo Partners use these resources to (1) develop policies; (2) advance new and existing conservation programs; and (3) implement on-the-ground projects.

These proactive conservation efforts are paying dividends. Over 1.2 million acres of projects have been completed through the Watershed Restoration Initiative. These projects are restoring...
the health and productivity of diverse habitats across the state of Utah. Transplants and species augmentation projects are dramatically improving the health and quality of herds of bighorn sheep, mule deer, elk, goats, bison, moose and other species. These invaluable resources have revitalized a now thriving $2.4 billion outdoor hunting industry in the state of Utah.

Over the past nine years, the funding provided by the Expo Partners to UDWR has increased over 300% (see page 92 for more information). The WHCE has played a significant role in increasing conservation funding, with average annual amounts raised from the Expo partners increasing from $1.18 million per year to over $3.6 million per year in 2015.

Monies raised from the WHCE, including funds generated by the expo permit drawing, will continue to accelerate the important work of conservation in the state of Utah. Every dollar is utilized to support the efforts and mission of UDWR and the conservation efforts of the Expo Partners. Total dollars for conservation resulting from the efforts of the Expo Partners are not limited to the direct funding provided by the state. These dollars are leveraged to help secure matching funding from local, state, and federal sources to put substantially more dollars on the ground for conservation.

Utah’s world-class quality wildlife herds are providing significant conservation funding through the 200-permit drawing. In turn, the conservation funding by the Expo Partners are a key component of Utah’s world-class conservation efforts. The conservation initiatives supported by these efforts include, but are not limited to, the following categories:

1. Habitat Restoration;
2. Transplants and translocations to restore and enhance native wildlife;
3. Predator management policies and programs; and
4. Outdoor youth support, recruitment and retention programs.

While there are many sportsmen’s shows around the country, the WHCE is the clear-cut leader when it comes to providing direct funding for conservation. WHCE also supports Utah-based conservation groups that are producing tangible on-the-ground results for Utah’s wildlife. Utah’s world-class wildlife attracts sportsmen from across the state and around the country. These are a few of the reasons why the WHCE has become the expo for avid hunters. In fact a comparative market analysis of the WHCE and other expos demonstrates why avid hunters and 200-permit applicants choose the WHCE over any other show in the country.

4. Historical Contributions/Past Performance

SFW, MDF and Utah FNAWS are not only the primary contributors of conservation funding in the state of Utah, they have also driven some of Utah’s most important and effective policy initiatives for restoring Utah’s wildlife. The Expo Partners have a successful history of providing much needed private funding, grassroots clout and other resources at critical junctures that have been a catalyst for change and improvement for Utah’s wildlife and related industries. These include policy and funding initiatives starting with a historical rally at the Utah State Capitol, combining the Wildlife Board and Board of Big Game Control, addressing funding shortfalls for UDWR, the constitutional amendment through Proposition 5, the Watershed Restoration Initiative, the Utah Conservation Permit Program, fish hatcheries and in stream flow, Cooperative Wildlife Management Units, trophy poaching legislation, lowering the youth hunting age, landowner depredation hunt legislation, and protecting Utah’s wild game from a future of unmanaged wolves. It also includes building the WHCE from the ground up and restoring and strengthening the working relationship between UDWR and the sportsmen. It includes hundreds of projects to restore and enhance habitat and wild game populations in the state of Utah.

Conclusion

The WHCE develops a more profound appreciation for the policies, programs and needs of Utah’s wildlife and Utah’s sportsmen. This appreciation is critical to facilitate the funding and promoting the foundational policies that are restoring abundant herds, flocks and fisheries. Utah’s world-class outdoor product makes it easy to promote the need to do more for wildlife. The dramatic increase in the total applications for Utah’s permits – growing from 40,000 to now nearly 400,000 applicants – is a very clear demonstration of how the Expo is helping promote Utah’s great herds to sportsmen across America.

The partners of the Western Hunting and Conservation Expo have a tremendous track record of: (1) expo operation; (2) providing funding for projects, programs and policies; (3) leveraging private funding to obtain over $100 million in state and federal funding for Utah’s conservation efforts; and (4) building and supporting programs to benefit Utah’s lands, herds, and hunting economy. The Expo Partners are committed to protecting and restoring a bright future of abundant world-class wildlife in the mountains, valleys, rocky plateaus and deserts across the state of Utah. The winners from the growth and success of the WHCE are Utah’s DWR, wildlife, habitat, sportsmen, families and economy.
CLAIM OF BUSINESS CONFIDENTIALITY

Pursuant to Utah Code Annotated, Subsections 63G-2-305(1) and (2), and in accordance with Section 63G-2-309, (company name) asserts a claim of business confidentiality to protect the following information submitted as part of this solicitation. Pricing/Cost Proposals may not be classified as confidential or protected and will be considered public information. An entire proposal cannot be identified as “PROTECTED”, “CONFIDENTIAL” or “PROPRIETARY”.

☐ Non-public financial statements
☐ Specific employee name and contact information
☐ Specific customer information, client lists, or subscription lists
☐ Other (specify): _____

This claim is asserted because this information requires protection as it includes:

☐ trade secrets as defined in Utah Code Annotated Section 13-24-2 ("Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique, or process, that: (a) derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use; and (b) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy).

☐ commercial information or non-individual financial information obtained from a person if: (a) disclosure of the information could reasonably be expected to result in unfair competitive injury to the person submitting the information or would impair the ability of the governmental entity to obtain necessary information in the future; [and] (b) the person submitting the information has a greater interest in prohibiting access than the public in obtaining access.

This statement of reasons supporting the claim of business confidentiality applies to the following information in this proposal:

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**Confidential business information**

You will be notified if a record claimed to be protected herein under Utah Code Annotated § 63G-2-305(1) or (2) is classified public or if the governmental entity determines that the record should be released after weighing interests under Utah Code Annotated § 63G-2-201(5)(b) or Utah Code Annotated § 63G-2-401(6). See Utah Code Annotated § 63G-2-309.

Signed: 
On behalf of (company): 
Date: 

(Revision 6/4/2015)
Potential Conflicts of Interest

Exceptions/Additions to the Standard Terms & Conditions

The Offeror has no proposed exceptions or additions to the Standard Terms and Conditions to the expo contract.
Mandatory Requirements

The Western Hunting and Conservation Expo and the Expo Partners meet all mandatory minimum requirements set forth in Solicitation AS16003. A point-by-point response is set forth below for each mandatory minimum requirement and/or qualification.


Sportsmen for Fish & Wildlife (SFW) is a 501(c)3 nonprofit wildlife conservation organization (Federal Tax ID# 87-0575540). SFW is a nonprofit corporation founded for the purpose of promoting wildlife conservation and has raised $12,825,361 through the sale of conservation permits since 2001.

Mule Deer Foundation (MDF) is a 501(c)3 nonprofit wildlife conservation organization (Federal Tax ID# 68-0163253). MDF is a nonprofit corporation founded for the purpose of promoting wildlife conservation and has raised $10,645,509.00 through the sale of conservation permits since 2001.

Utah Foundation for North American Wild Sheep (UFWAWS) is a 501(c)3 nonprofit wildlife conservation organization (Federal Tax ID# 87-0490312). UFWAWS is a nonprofit corporation founded for the purpose of promoting wildlife conservation and has raised $5,885,980.00 through the sale of conservation permits since 2001.

2. Offerer must be capable of attracting a successful regional or national annual Wildlife Exposition to Utah, as defined in Utah Admin. Code R657-55-2(2)(c). This includes drawing nationwide attendance of 10,000 or more visitors. The Wildlife Exposition may include wildlife conservation fundraising activities, outdoor exhibitors, retail marketing of outdoor products and services, public awareness programs, and other similar activities.

The Western Hunting Conservation & Exposition partners, Sportsmen for Fish & Wildlife, Mule Deer Foundation, and Utah Foundation for North American Wild Sheep, annually host a four day Expo held in Salt Lake City, Utah. Our show attracts a nationwide attendance of 40,000 attendees from several different countries and nearly every state. Our show hosts three separate wildlife conservation and fundraising auctions which is a major
attraction to the show. We annually gross over $2.3 million dollars for conservation during the three auctions. We partner with over 300 exhibitors who primary sale products and services to the general public during the four-day show. We offer several free educational seminars supporting public awareness programs in addition to offering a wide variety of youth-oriented programs.

3. Offeror must be capable of administering the wildlife expo permit drawing or other random selection process in a way that fairly accommodates DWR’s constituents and is in accordance with state and federal law.

The WHCE has a proven track record of trusted experience in administering the wildlife expo permit drawing. In fact, the WHCE has been conducting the 200-permit drawing under the direction of the state of Utah for the past 9 years. The 200-permit drawing is conducted by GraySky Technologies under the direct monitoring and with validation of the Utah Division of Wildlife Resources. The Expo has worked closely with the State of Utah to ensure compliance with all requirements and requests to ensure the random selection process fairly accommodates DWR’s constituents. The WHCE drawing is conducted in accordance with state and federal law. Every year the WHCE meets specifically with UDWR to discuss the 200-permit drawing system. The 200-permit drawing is a state sponsored drawing. WHCE is the vendor which helps coordinate and execute marketing, applications and the drawing selection process. The drawing for the 200 permits is performed at the Utah Division of Wildlife Resources offices on North Temple in Salt Lake City. The drawing process is open to the public. However, a non-disclosure agreement for each attendee is required to prevent premature notification of draw results. This is an important procedure due to the fact that each applicant selected is eligible for the permit. A review process is conducted to make sure successful applicants are not on a revocation list or have any other issue that would prevent them from being awarded the hunting permit they were drawn for.

Beginning immediately, the Expo Partners and GraySky Technologies will work to incorporate any new developments
requested as part of this RFP into the 2016 drawing process. While the drawing is a state of Utah drawing, WHCE acts as the vendor by selling the hunting licenses through their own interface. The coordination required for this to occur has already been successfully implemented. The WHCE is happy to provide any additional information that may be required by UDWR, the selection committee, the wildlife board, or the state of Utah.

4. Offeror may not be in breach or default of any contractual agreement with the State of Utah at the time the Expo Application is submitted.

The Western Hunting Conservation & Exposition partners, Sportsmen for Fish & Wildlife, Mule Deer Foundation and the Utah Foundation for North American Wild Sheep are currently not in breach or default of any contractual agreement with the State of Utah.

5. The Expo Application must include the name, address, and telephone number of the conservation organization, and the name of the president or other individual responsible for the administrative operations of the conservation organization.

Sportsmen for Fish & Wildlife
215 N Redwood Rd #1
North Salt Lake, UT 84054
Office: 801-936-1386
President/CEO: Jon Larson

Mule Deer Foundation
1939 S 4130 W suite H
Salt Lake City, UT 84014
Office: 801-973-3940
Chief Operating Officer: Eric Tycksen

Utah Foundation for North American Wild Sheep
215 N Redwood Rd #1
North Salt Lake, UT 84054
Office: 435-531-3272
President: Adam Bronson

6. The Expo Application must include a copy of the conservation organization’s mission statement.

Mission Statement of Sportsmen for Fish & Wildlife:
“Promote the protection and enhancement of wildlife, wildlife habitat, and assist in providing quality wildlife management programs, educate the public about the role hunters play in wildlife conservation, and perpetuating the family tradition of hunting and fishing”

Mission Statement of Mule Deer Foundation:
“To ensure the conservation of Mule Deer, Black-Tailed Deer and their Habitat”

Mission Statement of Utah Foundation for North American Wild Sheep:
“The purpose of the Utah FNAWS is to promote and enhance increasing populations of indigenous wild sheep to Utah, to safeguard against the decline or extinction of such species, and to fund programs for professional management of these populations, keeping all administrative costs to a minimum.”
The return of abundant herds of world-class wildlife is a testament to the policies, projects and programs supported by the WHCE and the Expo Partners.

7. Offeror must submit detailed permit drawing procedures and data security plan (further described later in this document). This plan must include the following minimum protocols for conducting the expo permit drawing:

The WHCE’s proposal includes a substantial explanation of the processes, systems and procedures for following the minimum protocols for conducting the expo permit drawing as further requested in the RFP document. The full explanation is provided in the response to Section 2 of the “Detailed Technical Proposal Response Requirements” entitled, “Permit Drawing Procedures and Data Security Plan”, on page 67.

As dictated in the Section 2.2 of the Request For Proposal, entitled, “Mandatory Minimum Requirements,” the following is a detailed narrative outlining how WHCE proposal meets the following mandatory minimum requirements in a point-by-point response, addressing in detail each area of the mandatory minimum requirements and/or qualifications.

a. Drawing applicant data must be secured and the conservation organization must provide remedies or corrective action to applicants in the event of a data breach. Applicant data must be encrypted at rest and in transit. DWR must be notified of any data breach in accordance with Attachment B herein and state and federal law.

In order to connect to the UDWR customer database, an STunnel connection is created between the IP address of the application
Utah FNAWS has played a major role in restoring wild sheep in Utah.
b. Offeror agrees to provide a report of a third party scan showing hardware and software vulnerabilities of any web application they plan to use to administer the expo permit drawing, or will allow the State of Utah to conduct a hospitable penetration scan of the web application internal to their network, prior to conducting the expo permit drawing.

c. Offeror may not share or market any personally identifying information Offeror collects from UDWR or permit applicants without the prior written consent of the permit applicant or their parent or legal guardian.

- Transplanting protocols include weight, blood work, stool samples and other vital statistics which help monitor the health and well-being of transplanted bighorn sheep. These efforts are restoring healthy herds across Utah.
- Restoring healthy pheasant populations is becoming a favorite initiative of Utah’s sportsmen and young hunters.

d. Offeror must allow applicants to apply for wildlife expo permits without purchasing admission to the wildlife exposition, and will ensure the Utah hunting license requirement is verified at the point of permit application.
e. Offeror must provide a mechanism for Utah hunting licenses to be sold to applicants at the expo without requiring applicants to purchase admission to the wildlife exposition.
f. Offeror must understand and comply with Payment Card Industry security standards (PCI Compliance) for all credit card transactions, and must agree to meet future PCI standards.

8. Offeror must obtain and maintain commercial general liability insurance consistent with the requirements on paragraph 16 of Attachment A. Please refer to pages 22-24 to view insurance contracts.

9. Upon approval by the Wildlife Board, the selected applicant will be expected to hold an annual expo in Utah for the entire 5 year agreement. Offeror must demonstrate their capability to effectively plan and complete the wildlife exposition for this 5 year term.

10. Offeror must submit to an annual wildlife exposition audit by a division appointed auditor.
**Certification of Liability Insurance**

**Client #: 7070**

### MULEDEE

**ACORD CERTIFICATE OF LIABILITY INSURANCE**

**Date (MM/DD/YYYY): 11/17/2015**

This certificate is issued as a matter of information only and confers no rights upon the certificate holder. This certificate does not affirmatively or negatively amend, extend or alter the coverage afforded by the policies below. This certificate of insurance does not constitute a contract between the issuing insurer(s), authorized representative or producer, and the certificate holder.

**Important:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

**Producer:** Moreton & Company - Utah

- P.O. Box 58139
- Salt Lake City, UT 84158-0139
- 801 531-1234

**Contact:** Melissa MacPherson

- Phone (A/C, No): 801 531-1234
- Fax (A/C, No, Ext): 801-531-6117
- Email: mmacpherson@moreton.com

**Insurer:**

- **A** Cincinnati Insurance Company
  - Insured: Workers Compensation Fund
  - NAIC #: 10033

**Insured:** Mule Deer Foundation

- 1939 South 4130 West, Suite H
- Salt Lake City, UT 84104

**Policy Information:**

- **A** General Liability:
  - Cap: $1,000,000
  - Policy Number: CAP5138485
  - Policy Effective: 01/14/2015
  - Policy Expiration: 01/14/2016

- **A** Automobile Liability:
  - Cap: $1,000,000
  - Policy Number: CAP5138485

- **A** Umbrella Liability:
  - Cap: $4,000,000
  - Policy Number: CAP5138485

- **B** Excess Liability:
  - Cap: N/A

**Description of Operations / Locations / Vehicles:**

(Attach ACORD 101, Additional Remarks Schedule, if more space is required)

**Miscellaneous Coverage:**

- Crime - Policy #: CAP5138485

(See Attached Descriptions)

**CANCELLATION**

Mule Deer Foundation

1939 South 4130 West, Ste H

Salt Lake City, UT 84104

Should any of the above described policies be cancelled before the expiration date thereof, notice will be delivered in accordance with the policy provisions.

**Authorized Representative:**

Mule Deer Foundation

1939 South 4130 West, Ste H

Salt Lake City, UT 84104

- Client #: 7070
- **ACORD**
- **ACORD-CERTIFICATE-OF LIABILITY-INSURANCE**
- **Date (MM/DD/YYYY): 11/17/2015**
- **Copyright © 1988-2010 ACORD Corporation. All rights reserved.**

#S769555/M769554

**MELMA**
# Commercial General Liability Insurance for Sportsmen for Fish and Wildlife

**CERTIFICATE OF LIABILITY INSURANCE**

**Date (MM/DD/YYYY): 11/10/2015**

**THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFER NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.**

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

**Producer:** Goldenwest Insurance Services  
5025 S Adams Ave  
Ogden UT 84403

**Contact Name:** Brian Hoxer  
PHONE (801)337-8341  
FAX (801)475-6593  
E-MAIL bhoxer@gwcu.org

**Insured:** Sportsmen For Fish & Wildlife  
215 N Redwood Road #1  
North Salt Lake UT 84054

**Insurer(s) Affording Coverage:**  
INSURER A: Essex Insurance Company  
NAIC #: 39020

**COVERAGES**

**Certificate Number: CL15111800645**  
Revision Number:  

<table>
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<tr>
<th>TYPE OF INSURANCE</th>
<th>LIMIT</th>
<th>POLICY NUMBER</th>
<th>POLICY EFF (MM/DD/YYYY)</th>
<th>POLICY EXP (MM/DD/YYYY)</th>
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<tr>
<td>COMMERCIAL GENERAL LIABILITY</td>
<td></td>
<td>2CW1537</td>
<td>11/14/2015</td>
<td>11/14/2016</td>
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**Workers Compensation and Employers Liability**  
Y/N/A: N/A

**Automobile Liability**  
ANY AUTO:  
SCHEDULED AUTOS:  
NON-OWNED AUTOS:  
HIRE Autos:  

**Umbrella Liability**  
EXCESS LIAB CLAIMS-MADE OCCUR

**Other**

**Workers Compensation and Employers Liability**  
AND EMPLOYERS' LIABILITY  
ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)  
Y/N: N  
If yes, describe under DESCRIPTION OF OPERATIONS below

**Description of Operations / Locations / Vehicles** (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**Certificate Holder**

**For Insurance Verification Only**

**Cancellation**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

**Authorized Representative**

Brian Hoxer/BRIAN

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CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFER NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Goldenwest Insurance Services
5025 S Adams Ave
Ogden UT 84403
Phone: (801)337-8341  Fax: (801)475-6933
Email: bhozer@gwcu.org

INSURED
Utah Foundation for North American Wild Sheep
215 N Redwood Rd
North Salt Lake UT 84054

COVERAGES

COVERAGE
COMMERCIAL GENERAL LIABILITY
CLAIMS-MADE
OCURRENCE

POLICY NUMBER
C19268798

LIMITS
EACH OCCURRENCE $1,000,000
MEDICAL EXPENSES $5,000
PERSONAL & ADJURY $1,000,000
GENERAL AGGREGATE $3,000,000
PRODUCTS - COMPOUNDABLE AGG $2,000,000

OTHER:

AUTO:
ANY AUTO
SCHEDULED AUTOS
NON-OWNED AUTOS

UMBRELLA LIABILITY
OCURRENCE
CLAIMS-MADE

ENFORCEMENT
RETENTION

WORKERS COMPENSATION
AND EMPLOYERS' LIABILITY
ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER
For Insurance Verification Only

CANCELLATION
SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Signature
Brian Hozer/BRIAN

Date
11/18/2015

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ACORD 25 (2014/01) The ACORD name and logo are registered marks of ACORD
INS025 (201401)
Technical Requirements
27 | Business Plan

67 | Permit Drawing Procedures & Data Security Plan

88 | Permit Application Fee Revenue

116 | Historical Contributions/Past Performance
Walking into the exhibit hall at the Western Hunting and Conservation Expo (WHCE), you can immediately see that this show is different. Celebrities, exhibitors, VIPs and visitors from all over the world make the same comment, “Look at all the families. Look at all the children. THIS is what the future of conservation and our outdoor heritage looks like.”

At the WHCE, people from all walks of life celebrate the things that make America great: faith, family, freedom, and spending time together in the great outdoors. Restoring and bolstering the quality and quantity of wildlife and fish to their native Utah ranges while protecting the mountains, deserts and plains they call home is the very purpose of the WHCE. It is about restoring the mighty elk, majestic mule deer, regal bighorn, speedy pronghorn, shaggy mountain goat and prehistoric moose and bison. It is about rebuilding fish hatcheries, transplanting tiger muskies and native salmon. Investing in a future of wild abundance ensures these wild things and wild places can be enjoyed by our children, grandchildren and future generations.

We appreciate the partnership with the State of Utah to fulfill the original vision of the WHCE in:
1. Accelerating the important work of conservation in the state and the West;
2. Bringing the world to Utah;
3. Appreciating our God-given freedoms;
4. Giving thanks to the members of our military, police, firefighters and all who have given so much to protect our way of life; and
5. Ensuring a brighter future for tomorrow.

It is no surprise that in just nine years, the WHCE has become one of the largest outdoor shows in the country. Thousands of hunters come together to support Utah’s thriving $2.4 billion outdoor hunting and fishing industry. Generous contributions support conservation efforts in Utah.

Just as importantly, the WHCE provides a powerful mechanism for conservation. It provides the fuel for programs, policies and funding for projects—all of which are revitalizing the landscapes that make America and the West unique. WHCE is the catalyst that is successfully rebuilding Utah’s abundant wild game, world-class trophy herds, and critical habitat that sustains them; all of which has been critical to revitalizing a now $2.4 million outdoor hunting industry in the state of Utah.
Expo Operations

Experience in Operating Large Events

Discuss the past performance of your organization in planning and operating large-scale events, conventions and expositions, including any activities undertaken in support of the conservation permit program described in Utah Admin. Code R657-41.

The Expo Partners have a dedicated professional team with significant experience running large-scale events,

The Expo Partners raise more money for conservation in Utah than any other hunting conservation group.

conventions and expositions. For the last nine years, they have successfully administered the only national conservation convention in Utah. In fact, they are the only conservation convention that has been successfully operated in Utah for multiple years. As evidence of their qualifications, the WHCE has:

1. Increased attendance almost every year;
2. Raised millions for conservation every year;
3. Become one of the largest conservation conventions in the country; and
4. Brought the world to Utah.

Because the Mule Deer Foundation, Sportsmen for Fish and Wildlife and the Utah Foundation for North American Wild Sheep (the Expo Partners) are all headquartered in Utah, they have

1. From 2009 to 2010, the WHCE experienced a slight decline in attendance. This was during the recession which started in 2008. Other hunting shows experienced significantly greater declines in attendance for a period of multiple years from 2008–2011. The Expo attendance quickly rebounded and now substantially exceeds pre-2009 levels.
tremendous insight into how to run a successful event in the state of Utah. These organizations have established chapters in every county in the state. In addition, the Expo Partners have operated hundreds of profitable conservation banquets in Utah over the last two decades.

The Expo Partners raise more money for conservation in Utah than any other hunting conservation group. Combined, they account for over 86% of the direct conservation funding out of the top five groups participating in Utah’s conservation permit program (as described in Utah Administrative Code R657-41). Since 2007, they have raised over $23 million in direct funding for to the state of Utah. This is not only the bulk of the private funding for conservation programs in the state, it is many times more funding than the next closest competitor, Rocky Mountain Elk Foundation, which has raised $2.5 million since 2007.

The WHCE is a smoothly run, professional operation with world-class auction tags, wildly popular entertainment, informational seminars and millions of dollars raised for conservation.

Continue on page 31
high value auction tags in North America, educational seminars for all ages, a wide variety of exhibitors with something for everyone, world-class entertainment, and the all-inclusive youth and family ticket pricing. They made the entire experience FUN and amazingly, SFW and MDF have attracted and woven together hunters of all levels of social and economic backgrounds, of all ages, men, women and children . . . something not seen in many other places.  

For more information on:  
The WHCE team, visit page 33.  
Entertainment, visit page 39.  
200-permit drawing, visit pages 67.  
For more information on the success of the Expo Partners in providing direct funding to the state of Utah for conservation programs, visit section 3, “Permit Application Fee Revenue,” on page 88.

How the Expo Will Be Organized and Run

Describe in detail how you will organize and run the expo.

One key to the success of the WHCE is that Expo Partners have made it more than just another hunting convention. Instead, the WHCE is operated as a platform for accelerating the important work of conservation in the state of Utah and other western states. Tens of millions of dollars raised at the WHCE in direct and indirect funding support proactive and effective conservation programs. Utah’s world-class wildlife, which is showcased at the Expo, is a testament to the effectiveness of this conservation partnership between the Utah Division of Wildlife Resources and the partners of WHCE.

World-class hunts in the western United States and throughout the world are available to

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2 See Appendix 2 for full letter from Rob Keck.
participants from three primary sources:
1. 200-permit drawing, which is available to all attendees for a very affordable $5 per hunt application;
2. Conservation auctions; and
3. Guides and outfitters who attend the show.

Virtually every species of North American wild game are available at the WHCE. This powerful combination allows attendees of all backgrounds and financial means to obtain permits for world-class hunting opportunities.

The WHCE is also the only show in the country where a hunter can draw permits for each of the four species of North American Wild Sheep. Every year 15-20 sheep hunts are provided by drawing through a combination of: (1) the state of Utah’s 200-permit drawing; (2) the Expo raffle drawings, and (3) the Full Curl Society.

200-Permit Drawing: The 200-permit drawing for Utah’s world-class hunting is a significant reason for the success of the WHCE. The 200-permit drawing attracts people from all over the state of Utah and from across the country to a national hunting convention in Utah. Applicants can apply for one, several, or all 200 permits. The 200-permit drawing at the WHCE helps create several important synergies that make the expo a success by:
1. Promoting the state’s world-class hunting and fishing, and unique landscapes of Utah to resident and non-resident sportsmen;
2. Allowing people from all walks of life to pursue their dreams of hunting in Utah’s world-class hunting units;
3. Generating more funding for conservation of wildlife in Utah; and
4. Bringing the world to Utah.

Auction Tags: Many of the auction tags at the WHCE are some of the most sought after conservation permits in North America. Please refer to “2015 Auction Items” on page 32 for a sample of the world-class permits auctioned every year at the WHCE.

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**2015 Auction Items**

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Sold</th>
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</thead>
<tbody>
<tr>
<td>Pahvant Landowner Elk Permit</td>
<td>$32,000</td>
</tr>
<tr>
<td>San Juan Landowner Elk Permit</td>
<td>$29,000</td>
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<tr>
<td>Paunsaugunt Landowner Deer Permit</td>
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<tr>
<td>Nine Mile Anthro Antelope Conservation Permit</td>
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<tr>
<td>Pahvant Premium Bull Elk Conservation Permit</td>
<td>$37,000</td>
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<tr>
<td>Bison Hunters Choice Conservation Permit</td>
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<tr>
<td>Paunsaugunt Landowner Deer Permit</td>
<td>$22,000</td>
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<tr>
<td>Premium Monroe Elk Conservation Permit</td>
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<td>San Juan Bear – Spring and/or Fall Conservation Permit</td>
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<tr>
<td>Paunsaugunt Landowner Deer Permit</td>
<td>$21,000</td>
</tr>
<tr>
<td>Beaver Mountain Nanny (female only) Goat Conservation Permit</td>
<td>$18,500</td>
</tr>
<tr>
<td>LaSal Bear Spring and/or Fall Conservation Permit</td>
<td>$6,500</td>
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<tr>
<td>Boulder Elk Archery Conservation Permit</td>
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<tr>
<td>Mt. Dutton Premium Elk Conservation Permit</td>
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<tr>
<td>North/South Slope Central High Uintas Rocky Mountain Goat Conservation Permit</td>
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</tr>
<tr>
<td>Henry Mountains Bison Conservation Permit (early)</td>
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<tr>
<td>Fish Lake Premium Elk Conservation Permit</td>
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<tr>
<td>LaSal Premium Bull Elk Conservation Permit</td>
<td>$19,000</td>
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<td>Paunsaugunt Landowner Deer Permit</td>
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<tr>
<td>San Juan Muzzleloader Mule Deer Conservation Permit</td>
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<tr>
<td>Plateau Boulder Elk Conservation Permit</td>
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<tr>
<td>Statewide Cougar Conservation Permit</td>
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<tr>
<td>South Slope Diamond Mountain Premium Bull Elk Conservation Permit</td>
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<td>Pahvant Landowner Elk Permit</td>
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<td>San Juan LaSal Desert Bighorn Conservation Permit</td>
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<td>Wasatch Moose Conservation Permit</td>
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<td>Rocky Mountain Goat Conservation Permit – Beaver (early)</td>
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<tr>
<td>Statewide Mule Deer Conservation Permit</td>
<td>$220,000</td>
</tr>
<tr>
<td>Antelope Island California Bighorn Sheep Permit</td>
<td>$85,000</td>
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**TOTAL** $2,337,500
The Expo Partners have a dedicated professional team which has made the Western Hunting Conservation Expo a major success. The team has extensive experience, not only with the WHCE, but also with the Outdoor Retailers show, and exhibits in other parts of the country that cater to sportsmen, the outdoors, and other industries.

Don Peay
Founder of SFW and WHCE

Don's rare and unique skill set matched with a chemical engineering degree and an MBA combined with his passion for hunting and conservation is what drove him to be what many consider the architect and engineer of rebuilding Utah's habitat and herds. Don envisioned combining the five elements of Utah's current hunting expo combining something for everyone. For his contribution to wildlife, Outdoor Life in 2008, honored Don with Top Conservationist in North America. Additionally, the Utah legislature in 2010, in a unanimous resolution thanked Don for his leadership for rebuilding Utah's herds and bringing the world to Utah and the Western Hunting Expo.

Jon Larson
President/CEO of SFW

Jon has been a feature in the outdoor retail industry for the past 20 years. He has held a number of leadership positions with nationally known retailers such as Cabela's, Sportsman's Warehouse and Wholesale Sports Outdoor Outfitters, a Western Canadian based retailer where Jon served on the Executive Committee. Jon joined Sportsmen for Fish and Wildlife in 2014 and is an integral part of the management team for the Western Hunting & Conservation Expo. His skills and relationships with leading the hunting and retail industries is key to the future planning and growth of the EXPO.
Chris Carling

Chief Marketing Officer for SFW and Marketing/Communications Director for WHCE

Chris is a 30-year veteran of Salt Lake City’s advertising industry and a life-long student of the outdoors. He started his career at Utah’s second largest advertising agency where telecommunications, skiing/snowboarding, healthcare and the outdoor industries became familiar ground to him. Chris has overseen all advertising, marketing and communications aspects of the EXPO since its inception in 2007. His expertise has generated measurable results for the EXPO partners, its sponsors and exhibitors, and the state of Utah while helping this important event grow year after year.

Troy Justensen

Chairman of Fulfillment Committee for SFW

Troy has played a major role with SFW since the early days. This committee is a group of core leaders in 17 counties and regions throughout Utah who represent the most passionate and motivated Sportsmen in the State. He is also the Committee Leader for Full Curl Society with a direct focus on bringing high net-worth individuals to the Western Hunting Expo every year for the sole purpose of bidding on high dollar auction tags.

Melissa Kemp

Executive Assistant and Wildlife Permit Coordinator for SFW and Special Events Coordinator for WHCE

Melissa’s responsibilities include ensuring clear communication with all auction tag buyers and successful 200 permit applicants both during the Expo and through the hunting seasons. Prior to her current role with SFW, Melissa was the Administrative Assistant for a number of prominent construction firms in Utah.
Miles Moretti
President/CEO of MDF

Miles has worked over 40 years in Wildlife Conservation, he retired after a 30 year career with UDWR. Miles has been the leader of the Mule Deer Foundation for 9 years. He has been part of the planning team for the Western Hunting & Conservation Expo since its inception in 2007. Miles currently sits on the boards of several national conservation groups and was recently selected to represent big game interests on the Federal Wildlife Hunting Heritage Conservation Council in Washington D.C.

Eric Tycksen
Chief Operation Officer of MDF

Eric brings with him 20 years of executive and financial management experience. He oversees MDF’s operations, working specifically on development, growth and overall financial success. Prior to joining MDF, Eric started and ran a successful construction company for over 20 years. Eric’s love for wildlife and conservation brought him to MDF. Eric has been a key component in the planning team for the Western Hunting & Conservation Expo for the past 7 years.

Jeff Hunt
Creative Director for the Mule Deer Foundation

Jeff joined the Mule Deer Foundation in 2012 as a part of their marketing team. During his time there he has played an important role with the Western Hunting Expo. His direct Expo responsibilities include technical support for TV commercials, event videos, digital billboards, exhibitors guide and various Expo signage and print production. Jeff has worked in the Hunting Industry for 17 years which such reputable groups as: Muley Crazy Magazine, Mossback Guides & Outfitters and Mule Deer Federation.
Jon Zinnel
Director of Operations for the Mule Deer Foundation.

Jon joined the Mule Deer Foundation (MDF) in 2012 as the Youth Programs Coordinator. In his current role as Director he oversees all of the day-to-day operations at the MDF’s Headquarters and works closely with their regional staff. Jon is also heavily involved with the Youth Wildlife Conservation Experience and the National Archery in the Schools programs. Before his tenure at the MDF he worked for Safari Club International Foundation out of Tucson, Arizona.

Ray Crow
Vice President of Marketing and Merchandise for MDF

Since 2007 Ray has been involved with many areas of the Western Hunting & Conservation Expo (WHCE) including, Day & Evening Auctions, Ladies Luncheon, Coordinating Seminars, Selling Sponsorships, Exhibit Hall Pass and Evening Event Registrations. Currently Ray handles the evening event registration and Seminar/Celebrity schedules. Previous to his role with the MDF and WHCE, Ray was the General Manager of Austin & Halleck, a muzzleloader manufacturer in Provo Utah.

Rachel Moody
Executive Assistant and Wildlife Permit Coordinator for MDF

Rachel works closely with the CEO, COO, Board of Directors and oversees the three auctions at MDF’s National Convention, the Western Hunting and Conservation Expo. She has extensive experience with MDF’s auctions, raffles, and overall management of all the allocated tags from the various western states.
Adam Bronson
President of UFNAWS

Adam has held a number of leadership positions with the non-profit group over the past 5 years. His prior experience working for the Division of Wildlife Resources including his education, having earned his Masters Degree in Wildlife Management makes him a perfect candidate to fully understand the conservation needs of the Expo. He is hunting consultant and owns his own big game outfitting business “Bronson Outfitting.”

Kate Schoening
Operations Director of WHCE

Kate works directly with Salt Lake City, Convention Center, Hotel community and Outside Vendors to facilitate a successful event each year. She is directly responsible for working with the caterer and convention center staff during the event to ensure all functions outside of the exhibit hall are running smoothly. Previous to joining WHCE, Kate worked for Visit Salt Lake for 17 years promoting Salt Lake City as a meeting and convention destination.

Teri Schloemer
Sales and Service Manager of WHCE

Teri has been in the business of producing face-to-face marketing opportunities for her clients and their customers for over nine years. Working sales and service, her experience and skills assist large organizations in successfully producing large events with a focus on wildlife conservation. These shows include Safari Club International, Western Fishing and Conservation Expo and Grand Slam Expo. Prior to coming to GES, Teri was with Freeman as Business Development Manager, North American Tour and Travel Manager for the State of Nevada, Regional Marketing Manager for Planet Hollywood.
Shawna Huckabay
Exhibit Hall Director of WHCE

Shawna joined the Mule Deer Foundation in 2002 and now holds the title of Director of Special Events. Shawna manages all booth sales for WHCE and is the logistical supervisor for the exhibit hall spanning more than 500,00 square feet of space at the Salt Palace Convention Center. In addition she also handles the accounting for WHCE and assists in the shows marketing campaigns. Prior to the Expo, Shawna was a paralegal for business attorneys.

Rob Gray
Drawing Coordinator for WHCE

Robert Gray is the president and principal engineer of GraySky Technologies. Founded in 2002 GraySky Technologies has served clients such as Independent Witness, HMS Host, Inthinc, BondDesk Inc., The Utah Division of Natural Resources, ESPN Radio, Real Salt Lake, CN Insurance, Café Rio and the Western Hunting and Conservation Expo among others. GraySky Technologies have expertise in a number of software development languages such as Java, C/C++, JSP, PHP and .NET. Current projects include mobile software development for Android and iOS platforms, Web design and development and drawing coordinator for the WHCE.
For the past nine years, world-class entertainers have performed for crowds at the Western Hunting and Conservation Expo. Not only is this a crowd favorite, but these concerts coincide with auction fundraisers which raise millions for UDWR conservation efforts.

1. Oakridge Boys, entertainers
2. Josh Turner, entertainer
3. Alan Jackson, entertainer
4. Jeff Foxworthy, comedian
5. Phil Vassar, entertainer
6. Marcus Luttrell, author “Lone Survivor”
7. Ted Nugent, entertainer
8. Jarod Niemann, entertainer
Scheduled VIP Guests

2007  Montgomery Gentry
2008  Alan Jackson
2010  Josh Turner
2010  Jodi Messina
2010  Ted Nugent
2010  Jeff Foxworthy
2011  Western Underground
2011  Aaron Tippin
2012  Craig Morgan
2012  Ted Nugent
2013  Oak Ridge Boys
2013  Phil Vasser
2013  Nathan Osmond
2013  Jeff Foxworthy
2014  Kristy Lee Cook
2013  Shaun Michaels
2014  Dick Cheney
2014  Wayne LaPierre
2014  Kelli Pickler
2014  Uncle Kracker
2015  Corey Knowlton
2015  Jerrod Niemann
2015  Sawyer Brown
2016  Taya Kyle
2016  Lee Greenwood
2016  Dallas Smith
Guides and Outfitters: Through the hard work of the WHCE team in collaboration with fish and game agencies from around the West, participation of some of the world’s best guides and outfitters, the WHCE has become the convention for passionate sportsmen conservationists to attend.

The Expo Partners draw on their partnerships and base of support to draw the world to Utah.

**Attendance**

*Provide an estimate of the number of attendees expected per year.*

Forty thousand attendees in 2015 make the WHCE one of the largest hunting conventions in the country. Attendance has continued to grow every year by the thousands with an averaged 13% annual growth since 2010 (see figure 1). 2015 was the best attendance yet with a 33% increase in attendance from the previous year.

Based on these historical growth trends, we expect the Expo will continue to grow an average of 10-13% per year. While annual growth trends are based on a variety of factors, the following data represents possible attendance figures:

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimated Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>44,000–45,200</td>
</tr>
<tr>
<td>2017</td>
<td>48,400–51,076</td>
</tr>
<tr>
<td>2018</td>
<td>51,240–57,715</td>
</tr>
<tr>
<td>2019</td>
<td>58,564–65,218</td>
</tr>
<tr>
<td>2020</td>
<td>64,420–73,696</td>
</tr>
<tr>
<td>2021</td>
<td>70,826–83,277</td>
</tr>
</tbody>
</table>

Planning for future growth is a major focus of the Western Hunting and Conservation Expo and the Expo Partners. Capacity of the Salt Palace was originally 10,725, but has been expanded to 12,666. Over a four-day show, this would allow a total of 50,644 attendees. As people come and go throughout the day, overall attendance could be somewhat higher.

79% of registered attendees in 2015 were from areas around the state and across the country.

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3 For a complete list of exhibitors, see page 47.
With participation from outfitters and sportsmen from Africa, the South Pacific, Europe, Asia and other parts of the world, the Expo is literally bringing the world to Utah.

As the WHCE continues to grow, we will continue to work to ensure that the support and infrastructure allow everyone to participate in a quality expo experience. On weekends during the WHCE, the exhibit hall is often packed. Downtown and Salt Lake County hotel availability has the capacity to accommodate 55,000–65,000 Expo participants. We are not the first expo who have strategically found ways to accommodate a high level of demand at the Salt Palace.

The WHCE will continue to grow in attendance and participation in future years. One of the best indicators of future performance is past success in proven, consistent and growing attendance numbers at the WHCE. This dynamic and consistent growth of attendance demonstrates a bright future.

Expo Permit Applications

Provide an estimate of the number of expo permit applications expected per year.

The 200-permit drawing has been an important part of partnership between the Western Hunting and Conservation Expo and the State of Utah. The 200-tag drawing is an integral and important part of the WHCE. The drawing is the primary feature in the main entrance of the Expo. World-class mule deer bucks, Rocky Mountain Bighorn, Desert Bighorn, Rocky Mountain Elk, Wild Bison, Moose, Mountain Goats and Pronghorn harvested in Utah are prominently featured in the area surrounding the 200-tag drawing. Many of the volunteers from Mule Deer Foundation, Sportsmen for Fish and Wildlife and the Utah Foundation for North
Future growth should continue to be possible. Some innovation and growth strategies could substantially improve future application numbers and overall permit revenue. These strategies will need to be explored in greater detail with the UDWR. There are a number of opportunities to increase revenue from the expo permit drawing. In fact, doubling or tripling expo permit revenue is a possibility in future years with careful planning and execution. We would welcome the opportunity to discuss strategies and opportunities to further increase revenue generated for conservation efforts from the expo permit drawing.

The most popular individual permit items were:

• Henry Mountains Buck Deer with 9,458 applicants for one permit.
• Wasatch Mountains/Central Mountains Bull Moose with 6,064 applicants for one permit.
• Henry Mountains Bison with 5,400 applicants for one permit.
• Desert Bighorn Sheep with 5,571 applicants for one permit.
• Rocky Mountain Bighorn Sheep with 5,546 applicants for one permit.
• Paunsagunt Buck Deer with 6,923 applicants for three permits; and
• San Juan Archery Bull Elk with 4,845 applicants for one permit.

These nine permits generated approximately $219,035 in permit revenue. This was an average of $24,337 in application fees per permit.

The individual permit items with the least applications were:

• Pronghorn-Cache, North Rich archery with 225 applicants for one permit;
• Pronghorn-Plateau archery with 289 applicants for two permits;
• Pronghorn-Plateau muzzleloader with 274 applicants for two permits;
• Black Bear-Nine mile spring with 307 applicants for one permit;
• Cougar-Central Mountains Nebo with 302 applicants for one permit;
• Cougar-Central Mountains Nebo West Face with 195 applicants for one permit;
• Turkey-North East Region with 344 applicants for two permits;
• Turkey-Southern Region with 308 applicants for two permits; and
• Turkey-Southeast Region with 226 applicants for two permits.

The 50 permits for pronghorn, turkey, black bear and cougar generated approximately $41,820. This was an average of $836 per permit.

Revenue by species:

• Bull Moose permits generated

Total applications and overall revenue is highly variable based on the types of permits, species and units for each hunting permits and the number of permits. Permits for highly sought after world-class hunting units in Utah generate significantly more revenue than other permits in the drawing. In fact, the highest revenue generating individual permit had 9,458 applicants with $47,290 in total application fees. The lowest revenue generating tags had 226 applicants for two permits. This generated average per permit application fees of $565. This is a difference of 8,370% in application fees. This demonstrates that one way to increase application revenue would be to adjust the number and quality of permits available in the drawing. While these are extreme examples, the differential in applications for different types of permits is supported by additional 2015 application statistics from the 2015 expo permit drawing.
approximately $35,270. With 2 moose permits, the expo permit drawing generated an average of $17,635 per moose permit.

- Bighorn permits generated approximately $66,310. With 4 bighorn permits, the expo drawing generated an average of $16,578 per bighorn permit.

- Mountain goat permits generated approximately $56,005. With 4 mountain goat permits, the expo drawing generated an average of $14,001 per goat permit.

- Bison permits generated approximately $50,960. With 4 bison permits, the expo drawing generated an average of $12,740 per bison permit.

- Deer permits generated approximately $311,405. With 45 total deer permits, the expo permit drawing generated an average of $6,921 per deer permit.

- Elk permits generated approximately $543,515. With 91 total elk permits, the expo permit drawing generated an average of $5,973 per elk permit.

We will continue to work with UDWR to explore the right balance of permits for diverse species, world-class units, and for different regions of Utah. Coordinating the desired number of applications and permit revenue structure will be an important part of this planning. With increasing attendance, new partnerships, marketing efforts and word-of-mouth, increasing applications and commensurate increases in revenue is achievable.

Funding for Conservation:

The Expo’s operational formula is working for both (1) The success of the 200 permit drawing; and (2) raising more money for conservation in the state of Utah. Considering that 79% of registered attendees in 2015 were from areas outside of the state and areas outside of Salt Lake County, the 200-tag drawing provides a way for these non-resident attendees to support the Expo’s conservation efforts and to pursue their dreams of hunting Utah’s world-class wildlife.

- Virtually every species of North American Wild Game is showcased at the WHCE.
State License Sold: Each applicant for the 200-tag drawing is required to purchase a hunting or fishing license from the state of Utah. All of the revenue from the purchase of the hunting license is retained by the Utah Division of Wildlife Resources. If every applicant for the drawing purchased a hunting license in connection with the expo application, total license revenue could exceed $600,000. As of the date of the proposal we have been unable to obtain exact license sales information for inclusion in the proposal. It is important to note that this is yet another way the WHCE and the expo permit drawing is generating direct revenue for the conservation efforts in the state of Utah.

$5 Application Fee Funding for Conservation: $1.50 of every $5 application fee is required to be spent in direct funding for conservation projects by rule starting in 2016. This would account for $342,795 in direct funding based on 2015 application fee revenue. This is in addition to the $3,332,925 in direct funding provided by the Expo Partners through other fundraising activities in 2015.

In total the Expo Partners provided $3,675,720 of direct conservation funding to the state of Utah in 2010. This accounted for over 87% of the $4.2 million of direct funding provided by the top 5 conservation organizations in the state of Utah. For a more in-depth discussion of the direct conservation funding provided to the state of Utah from partners in the Expo, see section 3 on page 88.

Details of the Venue

Provide the proposed location of the expo, the proposed dates of the 2017 expo, and a detailed description of the proposed venue, including whether the venue is secured or if there is a reasonable expectation that the venue can be secured.

The Western Hunting and Conservation Expo will be held at the Salt Palace, in downtown Salt Lake City. The Salt Palace Convention Center has almost 700,000 square feet of exhibit and
meeting room space. With a huge main exhibit space (total exhibit space of 515,000 square feet), room for expansion, and a beautiful and spacious grand ballroom (45,000 square feet), the Salt Palace provides an exceptional venue for WHCE exhibitors, seminars, meetings, banquets, conservation auctions, concerts, entertainment and other events. Most of these events have been filled to capacity for several years.

The show has confirmed reservations for the next six years at the Salt Palace. The confirmed reservations are for the following dates:
- February 11-14, 2016
- February 16-19, 2017
- February 8-11, 2018
- February 14-17, 2019
- February 13-16, 2020
- February 11-14, 2021.

As with past WHCE dates, these calendar days correspond with a Thursday – Sunday expo program.

Because of the high attendance of the Expo from people across the state and non-residents, significant hotel room space is required. The WHCE accounts for 18,900 commercial room nights. The demand for commercial room nights of WHCE attendees makes a venue like the Salt Palace in downtown convention district important. The following breakdown of hotels in Salt Lake County helps show why:

<table>
<thead>
<tr>
<th>Location</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown/Convention district</td>
<td>6,990</td>
</tr>
<tr>
<td>South Valley</td>
<td>2,069</td>
</tr>
<tr>
<td>Mid Valley</td>
<td>2,036</td>
</tr>
<tr>
<td>West Valley</td>
<td>935</td>
</tr>
<tr>
<td>Mountains</td>
<td>1,520</td>
</tr>
<tr>
<td>East Bench</td>
<td>701</td>
</tr>
<tr>
<td>Airport</td>
<td>3,081</td>
</tr>
<tr>
<td>Total SL County Hotel Rooms</td>
<td>17,331</td>
</tr>
</tbody>
</table>

While Salt Lake County has 17,331 total hotel rooms, the downtown convention district is the only single area that has enough rooms to support the WHCE attendees.

Conservation and Business Organizations

List conservation and business organizations you expect to draw to the expo.

Hundreds of exhibitors attend the Western Hunting and Conservation Expo every year. In fact, it has been filled to capacity the last several years. With three months left, 297 exhibitors have booked 500 booths for the 2016 WHCE. With over 140 exhibitors that are guides and outfitters, it is no surprise why tens of thousands of hunters attend the WHCE every year. Not only does this demonstrate why hunter choose to attend WHCE instead of other shows, it also demonstrates why there are so many applicants for the 200–tags of the expo permit drawing. The WHCE is the show for avid sportsmen.

Please see pages 47–48 for a current list of confirmed exhibitors for the 2016 WHCE.

“With a huge main exhibit space, room for expansion, and a beautiful and spacious grand ballroom, the Salt Palace provides an exceptional venue for WHCE.”
2016 WHCE Exhibitor List
Guides/Outfitters, Hunting Industry Businesses, Conservation Organizations, and others

1 Shot Gear
406 Precision Shooting School
Above all Trailers Inc.
Adventure Hunts
AEI Guide & Outfitter
African Arrow Safaris
Agua Dulce Outfitters
Air Armor Tech
Alaska Wilderness Enterprises
Alaska Xtreme Expeditions
Alaskan Reel Affair Charters
AntlerKingz
Arctic Red River Outfitters
Arrowhead Wilderness
At Marulahunt Safaris
Awatere Safaris NZ
A-Z Sport Fishing & Charters
Back Country New Zealand
Bad Ass Outdoor Gear
Bamboo Pillow
BareBone Outdoors
Barnes Bullets
Beddy's (Camo Bedding)
Bell Wildlife Specialties
Benchmade Knife Company
Bergzicht Game Lodge
Big Game Forever
Big Game Retrieval Systems
Big Horn Outfitters
Big Knife Outfitters
Big Sky Outfitters
Big Stuff Taxidermy
Blaauwkrantz Safaris
Blackstone Outfitters Ltd
Bolen Lewis Trophy Guiding
Borderline Outfitters
Boulder Creek Outfitters
Bownon River Guiding
Brent R.Todd Wildlife Artistry
Browning/Winchester
Buck Knives, Inc
Bucks, Bulls & Beards
Bullhead Hunting Club
Bullseye Precision
Bushmans Quiver
Bushmen Safaris
Cabassa Safaris
Cabelas
Camo Jewerly
Camofire
Campfire Meals
Caney Creek Outfitters
Capitol Peak Outfitters
Caribou Gear
Caza Hispanica
Caza Safaris Argentina
Chairbound Hunters
Choronga Safaris
Christensen Arms
Cody Carr Hunting Adventures
Coffman Cove Adventures
Colorado Cylinder Stoves
Covers & Camo
Crispi Sports N A
Crooked Horn
Cross Canyon Arms
Cutco Cutlery
CWMU Association
Dakota Trophy Hunts
Davis Tent
Dead On Archery
Deadeye Outfitters
Deueling Stone Outfitters, LTD
Diamond Outfitters of Arizona
Dumukwa Safaris
Earned–The Diy Journal
Elk 101
Epic Outdoors
Exo Mountain Gear
Extreme Outer Limits TV
Felt Electric Bicycles
Fernando Saiz-Spain
Fierce Firearms
Flag Pole Country
Flycraft
Flying J Outfitters
Frontier Safaris
Full Curl Outdoors LLC
Full Curl Society
Game Gear
Game Trails
Gana River Outfitters
Gers Safaris
Glacier Bay Eagles Nest Lodge
GlassitUp Digiscoptings Kits
Goal Zero
goHUNT.com
Gone Fishin Lodge
GotMyTag.com
Grand Downs Outfitters
Grande Alaska Lodge
Great White Holdings Ltd
Groat Creek Outfitters
GSM Outdoors
Gundahoo River Outfitters
Gunwerks
Hartmans Art
Hawke Sport Optics LLC
Hayden Outdoors
Henik Lake Adventures
High Top Outfitters
Horno’s
Hoss Hog Hunting
Hoyt Archery
Hualapai Tribe Fish and Game
Hunters & Guides Connection
Hunting Fool
Hunting Illustrated
Hunts for the Brave
Interform
Intermountain Realty Group–Participating with J.P.Big Game Safaris
Jakes Archery
Jensen Jewelers
Jim Fejes Hunting and Fishing
Johan Pieterse Safaris
Jumping Jack Trailers
Kenetrek Boots
Kinaskan Lake Outfitters
King's Camo
Kiowa Hunting Service
Kodiak Charters
Kodiak Charters
Kramer Designs Corp.
KUIU Ultralight Hunting
KUIU Ultralight Hunting
Lane Precision Rifles
Land Leaders
Lazy J Bar O Outfitters
Legelela Safaris
Leica Sport Optics
Links Wild Safaris
Linton Outdoors
Little Creek Ranch
Liveoak Ranch Hunting LLC
MacMillian River Adventures
Maven
Mesquite Thorn Outfitters
MG Arms
Mike Hunsaker Meats/Lazy H Jerky
Montana Mountain West Outfitters
Montana Rifle Company
Montana Safaris
MooseBHaven
MossBack
Motshwere Safaris
Mountain Man Original
Mountain Ridge Gear
MMA Archery
MTN OPS
Mule Deer Foundation
MULEY
Mystery Ranch
Namibia Safari Corporation
National Rifle Association of America
Nevada Department of Wildlife
New Zealand Hunting
New Zealand Trophy Hunting
Nitro Express Safaris
Norma Precision Ammunition
North American Hunting
North River Outfitting
Northern Rockies Outfitters
OnXmaps
Oregunsmithing
Otto Trading Inc
Otto Trading Inc
Otto Trading Inc
Outdoorsmans
Outdoorsmans
Pacific Salmon
Pacific Wings Prairie Outfitters
Paparazzi Jewelry
Paradise Outfitters
Parker Guide Service
Peel Forest Safaris N Zealand
Pelser Bowhunting Safaris
Phone Skope
Pineridge Knife Company
Point Blank Hunts
Poison Arrow
Pope and Young Club
Pretty Hunter
Prince of Wales Eagle Lodge
Prois Hunting Apparel
Proof Research
Quigley Ford Optics
R Bros
Rack Sacks
Raptorazor
Rays’s GoodStuff
RC Copters
Rebel Ranch Outfitters
Red Rock Precision
Road Armor
Rocky Moutain Goat Alliance
Rod n’ Real AL Sportfishing
Rolling Bones Outfitters
Royal Point Ranch
Royal Rut Ranch
Rush Rides of the Rockies
Russell Mocassin
Rustic Log Furniture
Rustic Lumber Co.
RW Fishing
Sadaka Safaris
Safari Club Internation, Utah
Safari Connections
San Carlos Apache Tribe
Satter White Log Homes
Savage Arms
Schonfeld Optics Inc
Scott Banasky Promotions
Severson Outfitters
SGT. Daniel Gurr Foundation
Shock Strap
Sitka Gear
Skull Hooker
Skull Max
Skull Taxidermy
Sling Solutions
Sneekee LLC
Solvid FIY
Somerby Safaris
Southern Mountain Adv NZ
Split Image Replicas
Sport Ear
Sports Afield Trophy Properties
Sportsmans Warehouse
Sportsmen for Warriors
St. James Sporting Properties
Steiner-Optics
Steve’s Outdoor Adventures
Stone Glacier Outfitters
Storm Creek Outfitters
Swift Bullet Company
Sylo
Tactical Hearing
TGB Outfitters-Argentina
Thaba Mmoyo Safaris
The Bluffs
The Dabbling Duck
Tines Up
Tom Mansanrez
Tony Dardano
Total Archery Challenge
Trendy Creations
Tribe One Outdoors
Trophy Quest Outdoors
True North Outfitters
Tunilik Adventures
Twin Buttes Recreation LLC
Two Waters Safaris
Tylers Toys 4 Kids
U.S.A Shooting Team
Uhlenhorst
USDI BLM
UT NASP Tournament
Utah Bowman’s Association
Utah FNAWS
Utah Safe Outlet
Utah Trappers Association
View Doo
VIP Optics
Vonnie’s Guide Service
Vortex Optics
Wade Lemon Hunting
Wain Soper Pack Station
Warrior Fuel Supplements
Watts Trophy Hunting
Wayne Wagner Safaris
Weatherby, INC
Webber’s Lodges
Western Lands Outfitters
WHEC Raffle
Wild Hunting in Turkey
Wild River Taxidermy
Wilddeats Enterprises
Wilderness Mint
WildStuff Taxidermy
WildWest Guns
Winder Farms
Winn’s Welding & Repair
WyoHighCountry
Youth Archery Range–Sponsored by SFW and Hoyt
Youth Wildlife Conservation Experience
Yukon Stone Outfitters
Zamberlan USA, Inc.
Zander Bierman Safaris
ZBros Racing

Current list as of November 17, 2015
Economic Considerations

Large Scale Advertising and Marketing Performance

Discuss your past performance in advertising and marketing large scale events, conventions, and expositions, including activities undertaken in support of the conservation permit program described in Utah Admin. Code R657-41.

For the past nine years the WHCE team has successfully promoted the Western Hunting and Conservation Expo, enticing hunters to come to Utah and experience wildlife conservation at its best. We love to share Utah’s conversation success story with the world through showcasing Utah’s world-class hunting opportunities and the 200-tag conservation permit program. Additional key messages include: (1) the popular bighorn sheep hunt giveaways, (2) an introduction to premier guides and outfitters from all around the world, (3) outlet pricing from top hunting industry manufacturers, (4) museum quality displays from taxidermists in high demand, (5) music and entertainment provided by highly sought-after performers, and (6) activities and seminars for sportsmen of all ages which promote hunting, fishing, and trapping.

The WHCE team is experienced in marketing, advertising and successfully promoting large-scale national conventions and wildlife conservation events, as well as regional banquets held in all western states. We have successfully promoted national and statewide conventions held in Utah and other states both jointly and separately. In each of these events held over the past 10 years, the Utah Conservation Permits have been offered at auction or in drawings. The purpose and value of the Utah Conservation Permits Program is promoted. At these events Utah Division of Wildlife Resources personnel and administrators are invited to speak and present.
Evening auctions feature world-class conservation permits as well as other outdoor and hunting items. The highly trained mule Jake Clark Saddle Mules are always a crowd favorite.

Information regarding the Utah Conservation Permit Program.

Prior to joining the Expo Partners in 2007, the Mule Deer Foundation marketed and promoted its own very successful Mule Deer Foundation Conventions in Reno and Salt Lake City. The Mule Deer Foundation also promotes individual conservation fundraising events at over 300 MDF Banquets held in 26 states, including Utah.

Sportsmen for Fish and Wildlife continues today as it has for more than 20 years marketing, advertising and promoting its Annual Wildlife Conservation Banquets in 17 of Utah’s counties. Between the months of January and May, nearly 10,000 sportsmen and their families attend these conservation events all across Utah. SFW has important partnerships and membership across the country.
Advertising and Marketing Strategy

Describe your advertising and marketing strategy for the expo and how it will result in expanded attendance and participation by conservation organizations, vendors, and the public.
• Speakers at the WHCE share inspirational messages.

• Hard working volunteers make sure each auction item goes for top dollar.
Providing Resources to Address Real Problems with Real Solutions

The Western Hunting and Conservation Expo is a driving force of conservation in the state of Utah. Over $22,000,000 has been raised by Expo Partners from 2007 to 2015 in direct funding for Utah conservation efforts. This constitutes the vast majority of private funding for the state’s conservation programs. These dollars are critical for on-the-ground conservation projects, implementation of policies which assure abundant game herds and programs which are restoring the health and vitality of wildlife populations and habitat across the state. These efforts are paying significant dividends for Utah. Not only is this restoring abundant wildlife numbers, but it is also dramatically improving the health and quality of wild game animals. It is no mistake that new state records, world records, world-class quality mule deer, elk and other species and are harvested almost every year in the state of Utah.

A more complete explanation of the conservation efforts supported by WHCE and its partners can be found in section 3, “Permit Application Fee Revenue,” on pages 87–114.

• Translocating deer replaces culling with herd augmentation in areas where population counts are lower than objective. Funding from WHCE makes these projects a reality.
Promotion of Hunting, Fishing & Trapping

The WHCE is a marquee event highlighting Utah's rich opportunities for hunters, fishermen and trappers. Many attendees gain a new-found appreciation for Utah's $2.4 billion outdoor and hunting industry.

Many Utahns are unaware of how important Utah's $2.4 billion outdoor and hunting industry is to the state. Not only does it contribute to Utah's tremendous economic prosperity and provide jobs for thousands of Utahns, the outdoors provides a special dimension to the life of hundreds of thousands of Utahns. One of the driving factors for this flourishing industry is Utah's world-class herds of Bighorn Sheep, Mule Deer, Rocky Mountain Elk, Wild Bison, Mountain Goats, Antelope, Pheasants and Wild Turkey. Utah is truly a Serengeti of North America. People from all over the country dream about hunting in Utah. This is the results of dedicated wildlife professionals at UDWR, strong partnerships with Utah's conservation organizations, and tireless efforts of sportsmen volunteers.

This Expo is a marquee event which showcases the many foundational elements that make hunting, fishing and trapping a world-class experience. It is immediately evident that this is a HUGE economic and social engine in the state of Utah, where an active and enthusiastic constituency is passionate about doing more for our wildlife and our public lands. Just by looking at the faces of the tens of thousands who attend the WHCE, it is clear that these individuals and their families are the key to the future of Utah's outdoor heritage. This is one of the things that people love about living and recreating in Utah.

Leaders who support Utah's important work of conservation regularly attend the WHCE. In just the past few years, Governor Herbert, Senators Orrin Hatch and Mike Lee, Congressmen Jason Chaffetz and Rob Bishop, Speaker of the House Greg Hughes, and Senate President Wayne Niederhouser, along with many other state legislative leaders, have all attended the WHCE in the last two years.

The WHCE develops a more profound appreciation for the policies, programs and
needs of Utah's wildlife and Utah's sportsmen. This facilitates funding and promoting the foundational policies which are restoring abundant herds, flocks and fisheries. Utah's world-class outdoor product make it easy to promote the need to do more for wildlife. The dramatic increase in the total applications for Utah's permits—growing from 40,000 to now nearly 400,000 applicants—is a very clear demonstration of how the Expo is helping promote Utah's great herds to sportsmen across America.

As one of the largest and best outdoor expositions in the state of Utah, the WHCE benefits tens of thousands of sportsmen every year. In fact, the 2015 WHCE had 40,000 attendees over 4 days. Over 10,000 of these attendees applied for the expo permit drawing. Two hundred tags for some of the top hunting units in the state were allocated to successful applicants. Over 20 wild sheep hunts for every species of North American Wild Sheep were provided through expo drawings. Millions of dollars were reinvested in wildlife and habitat conservation efforts in Utah and surrounding states. This private funding allows state programs to obtain local, state and matching funding in the tens of millions per year. But just as importantly, sportsmen, women and families came together in their united passion for the great outdoors. People from across the state and around the country celebrated the freedoms that make America great and the strengthen the tradition of hunting, fishing and trapping in Utah.

**How the WHCE Benefits Sportsmen**

Describe how your operation of the expo will benefit Utah sportsmen and women and wildlife conservation in Utah.

Some of the benefits from the WHCE are quantifiable. The growth in participation at the WHCE illustrates the growing popularity of hunting, fishing and trapping in Utah and across America. Other are more intangible, but just as important. Here are just a few of the ways the WHCE benefits Utah sportsmen, women, families and wildlife conservation in Utah.

**200 World-Class Utah Hunting Permits**

One of demonstrable ways that the WHCE benefits sportsmen, women and children is by allowing them to pursue their dreams
Children love to explore at the WHCE. The outdoors is not only full of adventure and excitement for Utah’s families, it is a fun way to spend time together as families. MDF’s M.U.L.E.Y. Program is a WHCE favorite.
hunting Utah's world-class hunting units. The expo permit drawing is one of the most popular aspects of the WHCE. The main lobby of the Salt Palace is literally filled with world-class trophies from the previous years hunts. This is a powerful reminder of the success of other hunters in the state of Utah and a tremendous way to showcase Utah's biological diversity. The 200 permit drawing showcases the health and vitality of herds. For an incredibly affordable $5 per application, any attendee can afford to participate in giving back to Utah's wildlife and conservation efforts.

The expo permit drawing showcases 200 permits, including permits for every Utah big game species found across Utah. The expo permit drawing showcases some of most prized hunting units. Many people attend the WHCE for the opportunity to participate in the drawing for one of 200 permits. These expo permit drawing features some of the most sought after tags in North America including:

- World-class Mule Deer on the Henry Mountains, Paunsaugunt or one of 45 other limited entry Mule Deer permits;
- Rocky Mountain Bighorn Sheep in nine mile canyon or the Newfoundland Mountains;
- Desert Bighorn Sheep in San Rafael or the Zion unit;
- Wild free-range bison on the Book Cliffs or Henry Mountains;
- Shaggy mountain goats on the Tushar Mountains or North Slope of the High Uintahs;
- Rocky Mountain Elk in the San Juan Mountains, the Pahvant Unit or one of 91 other elk permits.

**Over 140 Guides and Outfitters**

The WHCE is the show for avid hunters. Well over 140 guides and outfitters attend the WHCE as exhibitors and/or donors. For experienced hunters and first time hunters, there is something for everyone. Literally every species of North American big game is available at the WHCE. There are many guides and outfitters from the state of Utah. There are also guides and outfitters from across North America and 8 foreign countries. The high number of sheep hunters also draws significant numbers of

**Twenty Hunts for North American Wild Sheep**

Another way the WHCE is helping sportsmen and women pursue their dreams is by making highly sought after wild sheep hunting available to the hunters of all backgrounds and financial means. At the expo, every species of North American Wild Sheep are available to regular hunters.

Whether it’s Desert Bighorn Sheep in the deserts and rim-rock of southern Utah, Dall’s sheep in the Mackenzie Mountains, Rocky Mountain Bighorn or Stone’s Sheep in British Columbia, every attendee at the WHCE can follow their dreams. In the past 9 years, well over 150 sheep hunts have been given to successful applicants through the expo permit drawing and at the Full Curl Society social. This is one reason why so many sheep hunters and potential sheep hunters choose to attend the WHCE instead of other sportsmen shows.
wild sheep guides and outfitters from Canada, Mexico and the United States. WHCE guide and outfitter exhibitors by the numbers:

- **Total Outfitters** 141
- **North America** 77
- **Utah** 20
- **Foreign Countries** 30
- **Wild Sheep Guides** 14

Raising Millions for Conservation

The Western Hunting and Conservation Expo is the show for philanthropic outdoorsmen who want to give back to the outdoors. There is a good reason why so many generous donors attend the WHCE. Three charity fundraisers are held through the course of the WHCE. Over 1,200 supporters attend the Friday and Saturday night auctions which are sold out every year well in advance of the events. These auctions feature some of the most sought after conservation permits in the country including but not limited to:

- Antelope Island Mule Deer
- Utah Statewide Desert Bighorn Sheep permit
- Arizona Statewide Special Mule Deer Permit
- Utah Statewide Mule Deer Permit
- Utah Statewide Moose Permit
- Nevada Statewide Mule Deer
- Utah Statewide Elk Conservation Permit
- Utah Henry Mountain Deer Conservation Permit
- Alaska Governor’s Brown Bear Permit
- Utah Mountain Goat Permit
- Utah Statewide Pronghorn Permit
- San Juan Elk Permit
- Utah San Juan Desert Bighorn
- Jicarilla Tribe Mule Deer
- Utah Statewide Bear Conservation Permit
- San Carlos Apache Tribe Bull Elk
- Alaska Koyukuk Moose
- San Carlos Apache Tribe Rocky Mountain Bighorn

These conservation fundraiser auctions raise millions of dollars for conservation every year. Many of these permits had all-time record donation amounts in 2015. In fact, during the 2015 WHCE, over $2.2 million dollars was raised for conservation from the three auction events. This is a testament to the generosity of sportsmen and their willingness to ensure a bright future for Utah’s wildlife.

These funds provide invaluable resources for conservation. The WHCE has played a significant role in increasing funding for habitat and
wildlife conservation efforts in Utah and other states. These conservation efforts are paying significant dividends for Utah’s sportsmen – they increase the health, quality and quantity of wildlife in Utah. This means more real opportunities for hunters in Utah. For more information on how this is benefiting Utah’s wildlife and Utah’s sportsmen visit section 3 on pages 87–114.

More Than Just Numbers

What makes the WHCE great is not just what it does numerically, but also the many intangibles it provides for Utah’s sportsmen and women. The WHCE is a great opportunity for family and friends to come together. It provides a great opportunity to reminisce about times around the fire, glassing on a high mountain ridge, or fishing with loved ones on a meandering stream. It brings back the excitement of the most recent hunting adventure or the thrill of the chase. More than anything, it provides an unmatched opportunity to reconnect with family and friends in our united passion for wild things and wild places.

At the expo, Utah’s world-class wildlife is showcased. The tremendous return of herd numbers and exceptional animals is a testament to the policies, projects and programs that are restoring Utah’s famous deer, elk, bighorn sheep, moose and other species of wildlife. It’s a reminder that investing in the wildlife that has given us so much is paying significant dividends. It’s an opportunity to reconnect with friends and fellow volunteers from the most recent wildlife transplant project, guzzler installation or habitat rehabilitation project. Sportsmen from across the state are given the chance to get more involved in the state’s conservation organizations and learn how they can support the professionals at UDWR who are working every day to ensure a future of abundance. Together at the WHCE, sportsmen, women and families celebrate our tremendous outdoor heritage.

While it is true that the WHCE is sportsmen serving sportsmen, it is also about celebrating
the tremendous tradition of hunting, fishing and trapping. It is about recognition of the efforts by dedicated sportsmen to protect the North American Model of Wildlife conservation and implementing the policies, programs and projects that are restoring a tremendous outdoor heritage.

How the WHCE Activates Sportsmen

Describe how your expo will result in recruitment and retention, and reactivation of Utah sportsmen and women of all ages.

Capturing our Imagination

There is a tremendous excitement at the WHCE. People from all walks of life are mesmerized by the amazing wild diversity in the state of Utah and across the West. There are many opportunities for old and young alike to rekindle their interest in hunting, trapping and fishing.

At the WHCE, many first-time hunters are given the opportunity to purchase a hunting license, book a guided hunt or purchase a conservation permit. It provides a greater insight into not just the taking of game, but also ensuring its abundance for the future. Every year, first time hunters apply for the 200-permit drawing. They marvel at the monster bucks, epic elk and gnarly rams. There is something about the WHCE that captures the imagination of men, women and children that says, "It's time to get back to the great outdoors."

Promoting Volunteerism

The WHCE is not only about hunts. It is also about getting more people involved in the work of conservation. At the Expo, there are tremendous opportunities to give back including:

- Interacting with UDWR professionals who are doing the work of conservation in Utah.
- Talking with and volunteering for ambitious conservation organizations.
- Learning about projects, programs and initiatives that need the public's support.
- Finding ways to donate to conservation.
- Helping educate youth and parents about the role of the North American Model of Wildlife conservation to ensure abundance for future generations.
Utah Outdoor Industry

Many sportsmen love to attend the Expo to check out and buy the latest gear and outdoor products. The hunting and the outdoors support a thriving $2.4 billion outdoor hunting industry in the state of Utah. These companies not only support a vibrant industry, the provide jobs for hundreds of avid outdoorsmen in the state of Utah. One of the reasons that many of these companies are located in Utah is because of Utah’s world class herds. Here are several specific examples of thriving outdoor hunting companies in the state of Utah.

See “Outdoor Hunting Companies Based in Utah” on page 62.

It is notable that Vista Outdoors is a new major sponsor of the WHCE. Essentially all of these outdoor hunting companies are exhibitors and/or sponsors of the Western Hunting and Conservation Expo.

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How the WHCE Supports UDWR’s Mission

Describe how your operation of the expo will help further UDWR’s mission, including the square footage of floor space you would donate to UDWR, if any, for administration and outreach activities such as National Archery in the Schools Program, Help Stop Poaching, Outreach, DWR Information and general meeting space.

Donated Floor Space

Every year, the WHCE provides space and support for UDWR’s outreach activities including administration, the expo permit drawing, Help Stop Poaching, UDWR Information, other outreach activities and general meeting space. For the contract period, the WHCE will continue to provide the square footage requested by UDWR. For example, the 2016 WHCE provides the following square footage:

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>600</td>
</tr>
<tr>
<td>Expo Permit Drawing</td>
<td>6,000</td>
</tr>
<tr>
<td>NASP</td>
<td>3,000</td>
</tr>
<tr>
<td>Help Stop Poaching</td>
<td>400</td>
</tr>
<tr>
<td>DWR Information</td>
<td>300</td>
</tr>
<tr>
<td>General Meeting Space</td>
<td>1,000</td>
</tr>
</tbody>
</table>
National Archery in the Schools Program (NASP)

The Western Hunting and Conservation Expo has hosted the National Archery in the Schools Program (NASP) at WHCE for the last 5 years. WHCE offers a perfect location for the NASP State Tournament being centralized in the state and having such a fantastic venue. The NASP tournament is brought together with the Utah Division of Wildlife Resources (UDWR) Education and Outreach department and has seen tremendous growth over the last five years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Schools</th>
<th>Shooters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>2</td>
<td>44</td>
</tr>
<tr>
<td>2012</td>
<td>10</td>
<td>150</td>
</tr>
<tr>
<td>2013</td>
<td>13</td>
<td>336</td>
</tr>
<tr>
<td>2014</td>
<td>30</td>
<td>564</td>
</tr>
<tr>
<td>2015</td>
<td>32</td>
<td>781</td>
</tr>
</tbody>
</table>

The partnership between UDWR, Mule Deer Foundation (MDF) and Sportsman for Fish and Wildlife (SFW) has been a true success and allowed for the young archers in the state to attend a professionally run tournament at a world class venue. MDF and SFW grant all archers and their coaches’ free admission into the WHCE to enjoy the other youth activities and also view the hundreds of other exhibitors.

It is gateway programs like NASP that introduce young people to activities that many times grow into lifetime hobbies and sometimes even progress into careers in the outdoor industry. The NASP program has been proven to be a gateway program into hunting by first introducing them to archery at a young age in a structured environment. The Expo Partners continue to invest in this important youth outreach activity because of its value in introducing young children to shooting and hunting sports through a fun and engaging activity.

Help Stop Poaching

One of the unsung heroes of the conservation world are UDWR law enforcement personnel. While the vast majority of sportsmen are responsible law abiding citizens, poachers can do extensive unnecessary damage to wildlife herds. In any given year, hundreds of poaching cases are initiated through the Help Stop Poaching Hotline. Over the past 30 years, countless wildlife violators have been apprehended and prosecuted as a result of the efforts of concerned citizens and law enforcement personnel. The Help Stop Poaching trailer is a popular feature at the WHCE.

DWR Outreach

Last year at the WHCE, UDWR personnel and volunteers handed out hundreds of bags of native watershed seeds. The UDWR’s outreach efforts was a great opportunity to explain the role of the state’s Watershed Restoration Initiative. Talking with expo attendees, many of whom were youth, was a prime opportunity to help people understand simple, yet effective ways they can help protect our habitats and wildlife. It gets people excited about giving back to a healthy ecosystem which supports local wildlife. The WHCE provides thousands of square feet for outreach activities.

DWR Information: Many attendees at the WHCE have questions and comments about how they can get more involved in the great outdoors. Questions range from hunter’s safety programs, purchasing permits, to participating in Utah’s Big Game Drawing. This is a tremendous opportunity to get people back in the outdoors. We appreciate the willingness of the UDWR to participate in the WHCE and answer the questions of WHCE attendees.

General Meeting Space: The WHCE provides meeting space for UDWR activities in the Salt Palace. This is a great opportunity to bring UDWR staff to the WHCE to show case the results of many of their efforts. We appreciate the great collaboration over the years with UDWR staff and the tireless conservation efforts on behalf of Utah’s wildlife. Approximately 1,000 square feet of meeting space is provided every year. More meeting space can be provided as needed.
**Collaboration with DWR**

As background information, UDWR will make available to Offeror a procedure allowing the look-up of data on applicants that will facilitate the confirmation of their eligibility to apply for expo permits. If the Offeror chooses to sell hunting licenses through their own interface at the wildlife exposition, UDWR will provide a procedure allowing for the insert of a license record for an individual with whom the Offeror is conducting business.

Describe in detail what coordination you will require from UDWR on these matters.

The WHCE has been conducting the expo permit drawing utilizing the Division of Wildlife Resources’ interface mechanism that allows the look-up and confirmation or eligibility of data on applicants for the past nine years. The WHCE is already at work developing solutions to meet any new requirements as part of this RFP that are requested to be incorporated into the drawing process. The expo permit drawing is conducted by GraySky Technologies under the direct monitoring and with validation of the Utah Division of Wildlife Resources. Coordination efforts and mechanisms required for this to occur have already been implemented. The key aspects of this coordination are described hereafter. The WHCE is happy to provide any additional information that may be required by UDWR, the selection committee, the wildlife board, or the state of Utah upon request.

**Application Process**

Describe in detail how you will organize and conduct the permit draw, including expo permit application process, license requirement verification, draw process, in-person validation of expo permit.

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**68 | Collaboration with UDWR**

**68 | Application Process**

**69 | Online Application**

**72 | Onsite Application**

**76 | Validation Process**

**77 | Drawing Process**

**79 | Security**

**81 | Data Storage & Use**

**82 | Personal Data Security**

**82 | No Retention of Personal Identifying Information**

**83 | PCI Compliance**
applications, identification of successful applicants, creation of an alternate list, data retention, drawing venue, etc.

There are two ways for an applicant to enter into the expo permit drawing. Applicants for the expo permit drawing will have the opportunity to start their application online or at the expo. All applicants for the expo permit drawing must validate their application in person to be entered into the drawing. This means that applicants who apply online will still need to visit the convention center to have their application validated.

All applicants are required to have a current and valid Utah hunting or hunting and fishing combination license to apply for the expo permit drawing. A lifetime hunting license is also valid to meet this requirement. A special validation line is available to those that apply online to help expedite the application process. Applicants are not required to purchase an entrance ticket to the expo to validate their application.

Online Application

Many applicants prefer to begin their application for the expo permit drawing using the WHCE online system. The WHCE sends out reminders to past registrants to begin the application process well in advance of the expo. Periodic reminders are also sent to past applicants. A link to the online portal is provided in each email. This facilitates access to the online portal for the permit drawing directly from the user’s email. Potential new applicants are also encouraged to apply through WHCE outreach and marketing efforts.
The customer is prompted to purchase a Utah hunting or fishing license to be eligible for pre-registration for the expo permit drawing. On the UDWR website, the user then purchases a valid hunting or hunting and fishing combination license. Once the user has obtained a Utah hunting/fishing license, the system will verify this information through the UDWR database and will be allowed to continue to the permit selection page of the pre-registration system.

has a current hunting/fishing license, applicants will be presented a listing of the each of the 200-permits for which they can apply. For ease of navigation, permits are sorted by species. Some units have more than one tag available for the drawing. For these permits the number of tags per unit is displayed.

Age restrictions on applications are applicable for expo permit drawing. As a result, any applicant who is under 12 years of age at the end of the calendar year when the hunt occurs will only be allowed to apply for turkey permits. Applicants under 14 years of age at the end of the calendar year will only be allowed to enter drawings for turkey, bear and cougar. Applicants who do not have a Hunters Education Number, but who do have a Trial Education number are only eligible to apply for the turkey, bear, and cougar if they are under 12.

Applicants are allowed to select one or more hunts for which they are eligible. Applicants are only allowed to apply once for each of the 200 permits. Multiple opportunities for any individual permit are not allowed. Each hunt for which they apply are available for the very affordable amount of $5 per permit selected. Applicants will have an opportunity to verify their selections and the cost of the applications prior to finalizing pre-registration and submitting payment.

Online payment: A payment or checkout portal is provided to allow the applicant to make payment online. The payment portal presents a credit card payment form. The form provides fields which allow the user to input their credit card information and billing address to be submitted for payment. Once this information is input the user then submits the information to complete payment. No credit card information or billing information is stored at any time on the application server. For more information on security and confidentiality procedures, see the PCI compliance section on page 83.

Eligibility and Applicant Selection of Permits:
Once the system has verified that the applicant
In-person Validation: Each applicant is required to validate their application at the WHCE. Without validation, the user will not be included in the drawing. Validation occurs in the main lobby of the Salt Palace during the four days of the WHCE. This area is open to the public without the need for an entrance pass or any other kind of purchase.

As previously mentioned, applicants are not required to purchase an entrance pass to the exhibition hall or any other event in order to validate their application. Online applications are encouraged, as the validation this helps to process expo permit drawing applicants at the Expo much more quickly.

In an effort to avoid any confusion of online applicants, every page of the online portal clearly states that the application process is not complete until the applicant validates his/her application at the Salt Palace during the expo. Each applicant must validate in person. Proxy validation is not permitted. A picture ID that includes the applicant name and birthday is required for validation. A parent or guardian is allowed to verify the identity of a minor applicant. Minor applicants must be present to validate their applications.

Onsite Application

Describe in detail how you will organize and conduct the permit draw, including... in-person validation of expo permit applications...
Successful applicant for bighorn sheep permit from expo permit drawing at the WHCE.

Some applicants apply for their entire application for the expo permit drawing in person at the WHCE. Applications are available in the main lobby of the Salt Palace during the four days of the WHCE. This area is open to the public without the need for an entrance pass or any other kind of purchase. Every year, first time WHCE attendees learn about the expo permit drawing at the expo itself. The lobby where the WHCE drawing is conducted also contains taxidermy of world-class bighorn sheep, deer, cougars, elk, bears and other animals. This provides a powerful reinforcement of the quality of animals available through the expo permit drawing. In other cases, in-person applicants are individuals who have applied in the past but did not apply online.

New and past applicants: The in-person application process is straightforward. A paper application is filled out by the applicant. As with the online process, the applicant is required to enter identifying information in two of four possible fields. This information is to pull up the user's application information from the UDWR database of customers. The following fields are provided:
Valid Hunting/Fishing License: As with online applications, a valid hunting or hunting/fishing combination license is required at the time of application to apply for the expo permit drawing. New applicants enter all required fields necessary to complete a hunting license or hunting/fishing combination license. This required information includes biographical information such as the applicant’s height, weight, eye color, hair color etc. This biographical information are not stored by WHCE, but are instead are sent to the UT DWR to generate a new customer. This information is stored as applicable by the state of Utah customer database. The UT DWR "stored procedure" will attempt to find each applicant and use the customer ID previously assigned. If the applicants information does not match any current customer, a new customer ID is generated.

Applicants that do not have a hunting or hunting and fishing combination license, will have the opportunity to purchase these licenses directly at the applications booths during the WHCE. The applicant can purchase a single year license for the appropriate age groups for resident and non-resident applicants. A person with a valid license will not be able to extend their license at the WHCE because the requirement for the expo permit drawing has already been satisfied. Applicants can work directly with the UT DWR to extend applications as applicable. The WHCE is willing to work with the UT DWR if expanded license services are desired in connection with the WHCE. In the past license sales at the WHCE are provided to facilitate the application process only for those not having a current and valid license. This allows the processing of the volume of applicants for the expo permit drawing.

Approximately twenty terminals of customer service are provided to service expo permit drawing applicants. Past experience has demonstrated that this is sufficient to provide excellent service and minimum wait times for expo permit drawing applicants. Additionally, volunteers are available to answer questions and otherwise assist applicants who have questions or are unfamiliar with the application process.
Validation Process

Describe in detail how you will organize and conduct the... license requirement verification...in-person validation

Applications to the drawing can be done prior to the expo or at the expo as described in the section above. Validation occurs in the main lobby of the Salt Palace during the four days of the WHCE. As previously mentioned, applicants are not required to purchase an entrance pass to the exhibition hall or any other event in order to validate their application.

Online applications must be validated by the applicant. Those that do not validate their application will not be eligible for the drawing. A friend, family member or other proxy may not validate for a person who is not present at the WHCE. However, exceptions are made for active duty military members. This is done by presenting deployment papers to validate their application. A parent or legal guardian may verify the identity of a minor applicant. Their information will be checked with the parent/guardian identification to verify a similar address when possible. The intent is to be fair and consistent with all applicants. The application process will look for ways to include applicants trying to enter the drawing, not ways to exclude them. Again, a fair and consistent policy for all applicants will be enforced to ensure uniformity of process.

When the expo permit drawing applicant presents their online pre-registration receipt in the main lobby validation areas, they are encouraged to use a dedicated line for those online applicants. This helps significantly reduce any wait time as those applicants can quickly and easily validate their application. The barcode is scanned, automatically retrieving the necessary customer information from their online application.
The scanner reads the barcode and enters the CUSTID (customer id) into the form to prevent mistyping information. The customer ID may be entered by hand if the applicant knows the number. Applicants may also be looked up on the system by entering their last name and Date of Birth, or a combination of the applicant’s first name, first initial, last name, and date of birth. Applicants that applied online will also be able to be searched for by an assistant with access to a report of applicants. This report is not available to the data entry personnel.

The applicant presents a picture ID, which is used to verify the applicant’s name and date of birth is the same as their online application. When this information is verified, the application is validated by updating the status on the database to “complete,” “yes validated” or a similar signifier. The system records the date/time of the successful in-person validation. Validation information can be shredded at the request of the applicant. Any information left by an applicant will be shredded for safety and security reasons.

**Drawing Process**

Describe in detail how you will organize and conduct the permit draw, including... the draw process...drawing venue, etc.
Security (Privileged, Confidential, Proprietary Information)

Include a detailed description of data security and how you will protect applicant data from unauthorized release or data breach, and how you will respond to a breach.
Successful applicant for wild turkey permit from expo permit drawing at the WIEE.

Include how will protect the data from unauthorized release or data breach, and how you will respond to a breach.
Data Storage & Use

Include what data you will collect in order to perform the duties described in the RFP.

Include what data you will retain following each expo permit drawing.
Include...how you plan to use that data to market future wildlife expositions and wildlife conservation in Utah.

Data from the application will be retained for reporting and analysis by Expo partners and the DWR for review and analysis to help improve drawing, marketing and customer service aspects of future Expo events. The retained data from the application process will be used by the Expo partnering conservation organizations to promote hunting, fishing and trapping in Utah and to showcase successful applicant’s success in the field. Marketing efforts include targeted direct mail to applicants and electronic e-blast marketing.

Ensure Personal Data Security

Provide an explanation on how you will ensure that personally identifying data will not be sold or shared with other entities unless applicants specifically provide their written authorization to do so.

Ensuring that personal identifying data is not sold or shared with other entities unless applicants specifically provide their written authorization to do so is important. This collected information shall not be used, sold or given to any party for marketing or any other purpose. In order to do so, an “opt-in” will be added to the application process for including some basic information in such marketing.

No Retention of Personally Identifying Information

Provide assurance that confidential data, such as social security numbers and driver’s license numbers, that may be used to interact with UDWR systems, will not be stored or retained on Offeror systems.

The EXPO partners adhere to a strict policy of “Not Sharing or Selling Personally Identifying Information or the Database to Third Parties”. We shred the on-site paper applications following input into the electronic drawing database. The resulting paper is recycled using a qualified vendor.

Provide assurance that confidential data, such as social security numbers and driver’s license numbers, that may be used to interact with the UDWR systems shall not be stored or retained on the Offeror’s systems.

No sensitive information collected as part of the expo permit drawing, such as Social Security Number, Credit Card Number or Driver’s License number, is ever saved by the WHCE. Fields like the SSN or Driver’s License number may be passed to the stored procedure on the UDWR’s database to find existing customers, but this is transient data and never stored on the expo servers. The data returned from the UDWR call has data that can be used to determine if they have a valid hunting or hunting/fishing combination license. The returned data from the UDWR query will never return information like a SSN, even if it was passed as part of the query and customer record is found.

The WHCE shall provide a report of a third party scan showing hardware and software vulnerabilities of any web application they plan to use to administer the expo permit drawing, or will allow the State of Utah to conduct a hospitable penetration scan of the web application internal to their network, prior to conducting the expo permit drawing.
PCI Compliance
(Privileged, Confidential, Proprietary Information)

Demonstrate evidence of current PCI compliance of your organization and verify that all operations at the Expo will comply with PCI standards.

While expo permit drawing is a drawing of the state of Utah, the WHCE is the service provider (Offeror) who helps administer the drawing. As a result, the WHCE is in compliance with PCI as any vendor or merchant. The WHCE is compliant with the Payment Card Industry Data Security Standard (PCI DSS).

PCI DSS is a set of comprehensive requirements developed by the major card brands to facilitate the adoption of consistent data security measures. The core of the PCI DSS is a group of principles and accompanying requirements, around which the specific elements of the DSS are organized. The following is a description of the 10 requirements which are required for compliance with PCI DSS and which are followed by the Expo to build and maintain a secure network, protect cardholder data, maintain a vulnerability management program, implement strong access control measures, and regularly monitor and test networks and maintain an information security policy.

Build and Maintain a Secure Network

Protect Cardholder Data
Maintain a Vulnerability Management Program

Successful applicant for mule deer permit from expo permit drawing at the WHCE.
Successful applicant for Utah Bison permit from expo permit drawing at the WHCE.
Maintain an Information Security Policy

Regularly Monitor and Test Networks
 Permit Application Fee Revenue

Since the first year of the WHCE in 2007, the Expo Partners have raised over $22 million for programs in the state of Utah. This is a marked increase over funding provided in the years leading up to the Expo and substantially more than any other conservation organization in the state. In partnership with Utah DWR, these dollars have been leveraged to put over $150 million on the ground in the state of Utah.

The Western Hunting and Conservation Expo is a major driver of conservation in the state of Utah. Utah’s world-class wildlife herds are no accident. Since the first year of the Expo in 2007, over $22 million dollars in direct funding to the state of Utah have been raised by the Mule Deer Foundation, Sportsmen for Fish and Wildlife and the Utah Foundation for North American Wild Sheep (the “Expo Partners”). This funding has been a key catalyst for conservation programs in the state that are providing real solutions to serious challenges facing Utah’s wildlife and wildlife habitat.

The Expo Partners use these resources to (1) develop policies; (2) advance new and existing conservation programs; and (3) implement on-the-ground projects.

These proactive conservation efforts are paying dividends. Over 1.2 million acres of projects have been completed. These projects are restoring the health and productivity of diverse habitats across the state of Utah. Transplants, species augmentation projects and habitat restoration have dramatically improved the health and quality of herds of mule deer, elk, bighorn sheep, moose, mountain goats, and other species of wild game in the state. Utah’s world-class hunting is a testament to the power of this important partnership with the State of Utah.

These invaluable contributions are not only rebuilding robust habitat and abundant wild game herds, they have revitalized a now thriving $2.4 billion outdoor hunting industry in Utah. We appreciate the partnership with the State of Utah in making the Western Hunting and Conservation Expo a success for Utah wildlife and Utah families.

The monies raised during the Expo, including funds generated by the 200-tag drawing, will continue to accelerate the important work of conservation in Utah. This section provides a more in-depth explanation of how we use this funding in collaboration with the State of Utah to further this important work of conservation and ensure a bright future for Utah’s outdoor industry.
More Direct Funding For Wildlife in Utah

Conservation organization’s commitment to use revenue generated through the wildlife expo for wildlife conservation in Utah, including the use of the remaining $3.50 of the Expo permit application fee.

One of the primary purposes for starting the Western Hunting and Conservation Expo was to raise more money for conservation efforts in the state of Utah and Western states. The founders of the Expo and the leaders in the State of Utah recognized that a collaborative partnership would be a valuable tool for accelerating the resources available for conservation.

Since its inception in 2007, the Western Hunting and Conservation Expo has played a significant role in the increased amount of money raised for these programs every year. A comparison of the average annual dollars raised by the Expo Partners reveal a remarkable 300%+ average annual increase since the Expo started. For a more detailed analysis, read “Increasing Overall Funding” on page 93.

Past performance is one of the best predictors of future performance. A look at the conservation funds provided directly to the state by the Expo Partners, when compared with other conservation groups, is instructive. The Expo Partners have contributed over $22 million in direct conservation funding to the state of Utah since 2007. That is almost 10 times greater than the monies provided by the next closest competitor, the Rocky Mountain Elk Foundation, which has raised $2.5 million since 2007.
What the state of Utah has accomplished with the funding provided by the Expo Partners is impressive. The programs this money supports have:

1. Completed over 1.2 million acres of habitat restoration and enhancement in Utah.
2. Transplanted and grown populations of many species including Mule Deer, Rocky Mountain Bighorn Sheep, Desert Bighorn Sheep, mountain goats, moose, Rocky Mountain Elk, pronghorn, wild turkeys, pheasants, Greater Sage-grouse, and other upland game and fish species.
3. Dramatically improved the health and quality of herds in the state. This has translated into a marked increase in the amount raised from Utah’s conservation permits auctioned at the Expo and at other fundraisers in the state.

4. Benefited hundreds of species of non-game and endangered species by providing improved habitat and protections. It has enhanced revenue for the Utah Division of Wildlife Resources, the management entity that has management responsibility over all these species.

What this shows is that the world-class quality of Utah’s diverse wildlife herds is an important driver of conservation funding derived through Utah’s 200-permit drawing at the WHCE. In turn, the conservation funding provided by the Expo Partners are a key component of Utah’s world-class conservation efforts.
“Not only is our goal to provide the greatest possible contribution, but also to leverage these funds to put even more dollars on the ground for conservation.”

Future disbursements of funds will be based on current and future needs of wildlife, habitats, and issues within the state of Utah. Use of these resources will be consistent with past support of projects, programs, and policies, which include:

- Restoring the health and vitality of Utah’s Mule Deer populations means more big bucks for all hunters in Utah.

Five Dollar Application Fee Revenue

Describe any proposed use of the remaining $3.50W to benefit protected wildlife in Utah. Estimate the total revenue from application fees that will be used to benefit protected wildlife in Utah, including any money provided directly to the State of Utah.
Significant Projects and Programs
1. The Watershed Restoration Initiative
2. The Mule Deer Restoration Act
3. Transplanting and translocation of deer, moose, elk, bighorn, bison, turkeys, antelope, mountain goats, fish, and other wildlife species
4. Advancing funding for programs such as $1.6 million a year in general funds to advance quality management programs in the state
5. Rebuilding fish hatcheries
6. Increased law enforcement

Major Policy Initiatives
1. Proposition 5 — ensuring state management of wildlife under sound science
2. Efforts to ensure state management of wolves
3. Combining the Board of Big Game Control and Wildlife Board
4. Lowering the youth hunting age
5. State management of Sage-grouse
6. Coyote population management
7. Bear and cougar management plans
8. Trophy poaching laws
9. Species management plans

Some have advocated turning all revenue from the $3.50 directly to the state. We prefer to use these dollars in a collaborative, yet leveraged approach to implement real solutions to conservation challenges in the state of Utah. Not only is our goal to provide the greatest possible contribution, but also to leverage these funds to put even more dollars on the ground for conservation. Another important use of this funding is to ensure that overall dollars contributed to these conservation efforts continue to grow.

The Expo Partners contributed $3,332,925 in conservation permit revenue to the Utah Division of Wildlife Resources in 2015. This is the bulk of private funding for conservation in the state of Utah (see Figure 2). As explained in the previous section, the Expo Partners’ primary goal is to increase overall contributions to conservation in the state of Utah and other Western states. We accomplish this objective by:
1. Increasing overall funding;
2. Leveraging existing dollars for maximum benefit; and
3. Advancing conservation initiatives, including projects, programs and policies that are working to enhance wildlife in the state and protect the North American Model of Wildlife Conservation.

2015 Conservation Revenue by Organization

Figure 2. The Expo Partners (Sportsmen for Fish and Wildlife, Mule Deer Foundation, and the Utah Foundation for North American Wild Sheep) are the top three contributors to wildlife conservation programs in the state of Utah. Rocky Mountain Elk Foundation and Safari Club International round out the top five. The vast majority of private conservation funding in the state of Utah is raised by the Expo Partners.
Support and Verification

Provide support and verification of your assertions and expectations, such as historical documentation of past performance, any market analysis or projections your organization may have performed, or other materials that may lend credibility to your estimates.

The following is additional support and verification of past performance to demonstrate how the Expo Partners are doing more for advancing conservation in the state of Utah:

Increasing Overall Funding

Since 2001, Sportsmen for Fish and Wildlife, Mule Deer Foundation, and Utah FNAWS have raised $29,161,850 in direct funding for the state of Utah for critical conservation programs. This is the bulk of private funding for conservation programs in the state. In fact, the next closest competitors raised only a small fraction of this amount during the same period, including Rocky Mountain Elk Foundation, which raised $3,939,575, and Safari Club International, which raised $1,117,067.

The WHCE has helped to substantially increase the amount of private funding provided directly to the state of Utah. This funding is accelerating the work of conservation. The years before the WHCE started (2001-2006), the Expo Partners raised an average of $1,181,379 per year for a total of $7,088,272.

In the years since the WHCE began operations (2007-2015), the Expo Partners have raised a total of $22,273,557. This is an average of $2,474,838 in direct conservation funding to the state of Utah per year. This is more than double the average annual amount raised from 2001-2006 and more than three times the total amount raised during that period.
The current level of direct funding from the Expo Partners has now increased to $3,332,925 (2015). However, this is not the only funding that is provided to the state of Utah from the Expo Partners. An additional $342,795 of estimated funding from the 200-tag drawing will be available in direct funding starting in 2016. For more information on funding from the 200-permit drawing, visit page 91.

Estimated direct funding in 2016 is $4,109,000 from the Expo Partners. When combined with indirect funding of $799,855, the Expo Partners’ estimated total contribution to protected wildlife in the state will be $4,908,855 in 2016. See Figure 3.

Past performance from the Expo Partners demonstrates a consistent history of growth from year to year. Increases in funding from 2015 levels to subsequent years would suggest even more substantial future increases in direct funding. In fact, from 2011-2015, direct funding to the state of Utah from the Expo partners increased an average of 13% per year. The following is an estimated future funding level based on a 13% annual growth rate.

2016 - $4,153,563
2017 - $4,693,527
2018 - $5,303,685
2019 - $5,993,164
2020 - $6,772,275
2021 - $7,652,670

In the past nine years, not only has the dollar amount provided from the Expo Partners in direct funding grown significantly, but the policy and programmatic support to the state has also increased. This is a significant component of the success of wild game populations in Utah.

See pages 89-92 to read more about how the Expo Partners currently provide more than 86% of the private direct funding from conservation organizations to the Utah Division of Wildlife Resources.

“Past performance from the Expo Partners demonstrates a consistent history of growth from year to year. Increases in funding from 2015 levels to subsequent years would suggest even more substantial future increases.”
Leveraging Existing Dollars to Win for Wildlife

Total dollars for conservation resulting from the efforts of the Expo Partners are not limited to the direct funding provided to the state. These dollars are leveraged to help secure matching funding from local, state, and federal sources to put substantially more dollars on the ground. The Utah Watershed Restoration Initiative (WRI) is a great example of how this works. Private dollars from Expo Partners provided seed capital that allowed the state to conduct initial WRI projects and helped WRI to be implemented on a programmatic basis. The success of initial WRI projects allowed the program to obtain local, state and federal matching funding (see Figure 4). In some programs, the private dollars provided by the Expo Partners are leveraged as high as 10-1 or even 20-1 in current state programs.

This conservation funding is paying significant dividends for conservation efforts in the state of Utah. In fact, Utah’s Watershed Restoration Initiative and other programs started and supported by Expo Partners (in collaboration with the Utah Division of Wildlife Resources) puts over $20,000,000 per year into conservation efforts in the state of Utah.

WRI has now invested over $147,000,000 into habitat restoration in the state. This has allowed the state to restore and enhance 1.2 million acres of land. Just as significantly, through WRI, Utah is addressing important conservation needs including:

1. Addressing the threat of pinyon/juniper encroachment;
2. Enhancing habitat and watersheds as well as increasing the quality and quantity of food available for wildlife;
3. Proactively reducing fuel loads and increasing the resiliency and redundancy of important habitats;

"In some programs, the private dollars provided by the Expo Partners are leveraged as high as 10-1 or even 20-1 in current state programs."
Friends of the Paunsaugunt

Sportsmen for Fish and Wildlife, the Utah Division of Wildlife Resources, and Friends of the Paunsaugunt are returning Utah’s world class deer herd to its former glory.

Conservation efforts over the last decade on the Paunsaugunt are paying significant dividends. In 2015, Bowdy Gardner harvested the new world record archery typical Mule Deer with a score of 226". In the last five years, several non-typical giants from 220" to 240" have been harvested as well. Just as exciting, however, is that this trend is not limited to just a few big bucks. In 2015, at least 41 deer over 200" were harvested on the Paunsaugunt. SFW chapter leader Wade Heaton summed it up well, “It has been exciting and very rewarding to watch such a great unit come back and begin to catch a glimpse of what it should be able to produce.” We would like to thank dedicated volunteers: Rusty Aiken, Donnie Hunter, Wade Heaton, Gary Syrett, Mickey Houston, Jeremy Chamberlin, Sam Carpenter, and Dustin Shively.

Friends of the Paunsaugunt (FOP) and the local SFW chapter made a major push to improve management practices, the age class, and the quality of the deer herd. SFW had a representative at every meeting concerning the deer herd. Hundreds of volunteer hours were dedicated to monitoring and recovery efforts. Significant policy changes were implemented.

From 2005 to 2010 alone, SFW invested $145,424 to line ponds, install water holding tanks, guzzlers, reseeding, lop and scatter pinyon/juniper removal, controlled burns, fencing, water hauling, other water improvements, and flashing highway signs. We appreciate the partnership with the Division of Wildlife Resources to return this historic area to a true world-class mule deer unit.
4. Significantly reducing the number, size and total acres burned by rangeland fires; and
5. Restoring every acre of habitat impacted by catastrophic wildfire.

For more information on Utah’s Watershed Restoration Initiative and how these programs work for Utah’s wildlife, visit “Habitat Restoration” on pages 78-101.

Advancing Conservation Initiatives to Enhance Wildlife and Protect the North American Model of Wildlife Conservation

Former director of the Utah Division of Wildlife Resources, Jim Karpowitz, explains how important direct and indirect funding raised by the Expo Partners has provided the seed capital needed to make many of these conservation efforts a reality:

As a former director of the Utah Division of Wildlife Resources from 2005 to 2012, I observed the value that this expo provided to wildlife conservation efforts in Utah. As a wildlife biologist and wildlife manager for more than 34 years, I also worked closely with these organizations since their inception to help improve wildlife in Utah.

I have been very impressed over the years with the efforts of these organizations to improve wildlife habitat and wildlife populations in Utah. They have provided badly needed funding for wildlife projects and have been supportive of Division management programs. Without the support of these organizations there would undoubtedly be less wildlife in Utah and less hunting opportunity.

The benefits of the Western Hunting and Conservation Expo have been self-evident . . . It has also resulted in increased revenue to the Division of Wildlife Resources and has highlighted Utah’s many successful management programs.

The conservation groups that sponsor the expo have provided extensive funding for habitat improvement projects, habitat acquisition, water developments, transplants, wildlife studies, and many other projects across the state. A less tangible, yet critical benefit that these groups provided was support for Division programs in public meetings and hearings. They could always be counted on to provide vocal support for Division management plans and programs.¹

Examples of Conservation Initiatives in Utah

There are many conservation and outdoor hunting initiatives in the state of Utah that are supported by the partners in the WHCE. Direct funding from the Expo Partners supports development, growth, implementation and the overall success of projects, programs and policy initiatives which benefit Utahns and Utah’s wildlife. In order to help provide additional support and verification of past performance, we will discuss four exemplary categories of these initiatives:

1. Habitat Restoration;
2. Transplants and translocations to restore

¹ See Appendix 3 for full letter from Jim Karpowitz.
and enhance native wildlife;
3. Predator management policies and programs; and
4. Outdoor youth support, recruitment and retention programs.
While these are vitally important programs to ensure a brighter future for Utah's outdoor industry, they are exemplary in nature and should not be considered to be limiting in scope. For the sake of simplicity, a complete list of all efforts by Expo Partners will not be included in this proposal. Additional information can be provided upon request of the selection committee members.

1. Habitat Restoration

Habitat initiatives are a major emphasis of the Expo Partners. Across the state of Utah, projects and programs are implemented by the Utah BLM and supported by the Expo Partners. These projects are addressing challenges to increase the suitability, vitality, and resilience of Utah's diverse landscapes for native wildlife species. These programs have significant matching funding from the BLM, US Forest Service, NRCS, other federal agencies, counties, and other public entities.
Wildlife Exposition Proposal

The Utah Watershed Restoration initiative is a remarkable example of the partnership between the Expo Partners and the State of Utah.

Wildfire is one of the greatest challenges not only in Utah, but also the western United States. Every year, over $1 billion is spent in the federal government on western wildfires. Hundreds of thousands of acres of western public land are burned by catastrophic wildlife annually. These fires are of an intensity, scope, and frequency that are above historic levels. Because of invasive plant species and other post-wildfire effects, it can take decades for these habitats to recover without significant on-the-ground intervention.

- Over $1 billion is spent fighting western wildfires annually in taxpayer funding.

In the early 2000’s, the State of Utah, in partnership with Sportsmen for Fish and Wildlife, Mule Deer Foundation, Utah FNAWS, and other conservation organizations, began implementing projects to make habitat in the state more resistant to wildfire. This initiative has been ground-breaking. These programs are dramatically reducing the incidence severity and costs of wildfires. Treatment areas are significantly improving the quality of the habitat for Mule Deer, Rocky Mountain Elk, pronghorn, Greater Sage-grouse, and the other species which inhabit Utah’s landscapes. The program has significantly improved the resiliency of habitats to wildfires.

Today, Utah’s Watershed Restoration Initiative puts approximately $20,000,000 per year in habitat restoration and enhancement on the ground in Utah. Utah’s Watershed Initiative has restored over 1.2 million acres of land, and has invested over $147,000,000 into habitat restoration across the state. Just as significantly, Utah has met that goal of restoring every acre of habitat impacted by catastrophic wildfire. In fact, Utah is the only state in the West that restores every acre impacted by wildfire. It is also remarkable to note that in 2015, wildfires in the state of Utah burned approximately 4% of their historic average. This represents a promising new future for wild game habitats in the state of Utah.

Today the Watershed Restoration Initiative is a world-class conservation program. It is the only one of its kind in the country and perhaps the world. This program is being implemented not only on state and private land, but also lands operated by the Bureau of Land Management, the U.S. Forest Service, and other federal entities.

2. Transplants and Translocations to Restore and Enhance Native Wildlife

Transplanting fish and wildlife is an important catalyst for wildlife protection and conservation in the state of Utah. This is not only restoring
Utah’s Watershed Restoration Initiative

Efforts by the leaders of the state of Utah and Expo partners helped establish the Utah Watershed Restoration Initiative: A multi-year effort to bring matching funds to Utah made these programs possible.

After passage of the Healthy Forest Initiative by the US Congress, Sportsmen for Fish and Wildlife leadership arranged a face-to-face meeting in Washington D.C. with Utah Division of Wildlife Resources Director Kevin Conway, Utah Senator Leonard Blackham, and Representative Mike Styler to meet with BLM Director Kathleen Clark to begin implementing the WRI into on-the-ground projects. This required major policy and personnel changes and a continued effort to carry the programs through to implementation.

Based on a few thousands of acres of restored habitat successes, these partners obtained tens of millions of dollars in state and federal funds which were built into base budgets. The program has restored the 1.2 million acres of habitat at a cost of $147 million. The Expo Partners will continue to play a key role in the future of the WRI, both in policy and funding protection. In fact, several leading congressional and state leaders were escorted throughout the 2015 Hunt Expo, showing them the dramatic worldwide attention and money this expo brings home to Utah.

This is a testament to the important value of the Western Hunting and Conservation Expo in the state of Utah. It demonstrates how the Expo and its partners leverage private conservation funding to implement over $20,000,000 a year in on-the-ground conservation projects. It demonstrates how the Expo and its partners are implementing real solutions to some of the most challenging issues facing Utah, public land, and the Western United States.
wild game species to native habitats across the state, it is rebuilding game herds and substantially augmenting overall population numbers. Tens of millions of dollars have been spent by the Expo Partners to rebuild wildlife herds in the state of Utah.

The partners in the Expo and the Utah Division of Wildlife Resources are not only transplanting and translocating wildlife, they are developing innovative new methodologies and programs. Programs such as the Mule Deer Translocation Project are advancing the scientific understanding of how these programs can work more effectively.

Hundreds of thousands of dollars in seed capital have been provided by Expo Partners to jump start these programs. With this funding, new experimental programs can be implemented and demonstrate efficacy. The Expo Partners are also funding the science and research which is advancing the understanding of how improved methodologies can ensure the success of future transplants and translocations.

In some cases, like bighorn sheep, translocations have literally increased statewide populations ten-fold. When combined with significant policy improvements and management practices, these populations have gone from scarcity to abundant, sustainable, and thriving herds. Ongoing, on-the-ground work by sportsmen, volunteers and DWR staff are helping these populations to grow and thrive. Transplants, translocations and policy initiatives are not only restoring abundant wildlife herds, they are substantially improving the quality of game herds in many parts of the state.

While our goal is not to provide a comprehensive overview of each and every project and program supported by the Expo Partners, we have included several specific examples. These examples are just a few of the success stories which show how the important partnership between the Expo Partners and the State of Utah is paying dividends for Utah's wildlife. To read more about how new procedures, policies, and conservation efforts are restoring quality Mule Deer populations, see page 96. To read more about bighorn sheep translocations, see page 103. To read more about examples of how this has built world class elk populations in the state, see page 105. To read more about pheasant translocations, see page 108.

3. Predator Management Policies and Programs

Utah's predator management programs are restoring and protecting populations of elk, moose, deer and wild sheep. Implementing new
Mountain Goats have been translocated successfully in many alpine areas of the state of Utah.

Mule Deer: Utah’s Mule Deer Recovery Act is making significant progress in improving fawn survival rates of Utah’s Mule Deer. This in turn is allowing the state to grow Mule Deer populations in years with favorable weather conditions:

Biologists believe several factors have helped the deer populations increase in Utah: Mild winters have allowed the deer to survive until spring and highway fencing and underpasses are allowing deer to safely cross major highways and DWR long-term habitat projects and predator control are also helping to increase the deer population.

The Mule Deer Recovery Act and related policy initiatives provide approximately $1.5 million annually in coyote control funding in the state. This money is utilized both in professional predator control efforts on mule deer fawning grounds and funding a $50 statewide coyote bounty. In just three years these efforts, combined with habitat restoration and enhancement projects, translocation efforts, bear and cougar management plans and highway fencing projects, have helped to measurably increase deer survival numbers in the state.

2 See Appendix 4 or http://www.ksl.com/?mid=12886&sid=3395633
There is no other program, or species, where the collaboration between UDWR and Expo partners have resulted in more dramatic results than for wild bighorn sheep. Twenty years ago Utah had approximately 500 Desert and Rocky Mountain Bighorn Sheep in just a few places.

Since then, over $5 million in funds have been invested in wild sheep restoration. Major policy changes have been effectuated. More than 30 domestic sheep conversions or buyouts have been implemented. With at least 43 transplants, these efforts have culminated in more than 5,000 bighorns on more than 30 different peaks and deserts in Utah. What is even more striking is that during this same period many other states have seen substantial bighorn declines.

Simply handing over money to the state does not result in, or produce, increased bighorn herds. It is a combination of policy, personnel and money.

The Hunt Expo showcases bighorn permits in both the conservation auctions and public drawings. It is now a substantial driver to bring hunters and exhibitors to the WHCE. Averaging over $70,000 per auction tag and attracting million dollar donations from philanthropic outdoorsmen, the Expo Partners have raised millions of dollars for wild sheep conservation in Utah and across the West.
short, the programs are working to increase statewide Utah’s Mule Deer numbers.

...Biologists estimate the total number of deer in Utah at 355,600—an approximately a 22,000 deer increase from the 2013 hunts. After using tracking radio collars, biologists also estimate that 84 percent of the does in Utah and 82 percent of the fawns survived during 2014 . . . “Those are great survival rates,” DWR big game coordinator Justin Shannon said in the news release. “There’s no question that mule deer populations are growing in Utah. We’re really excited. Utah’s deer herds are in the best shape they’ve been in since the early 1990s.”

**Bighorn Sheep:** Though bighorn sheep populations are rapidly growing in the state, individual wild sheep herds can quickly be decimated by undermanaged cougar populations. The impact of cougars on recovering sheep herds has been well-documented in the western United States. Updating cougar management policies in Desert Bighorn and Rocky Mountain Bighorn areas has played a key role in the recovery of wild sheep.

SFW and Utah FNAWS are implementing proactive management practices to ensure sheep populations can be successful. On-the-ground conservation efforts in collaboration with sportsmen across the state is working for Utah’s wild sheep herds. These predator management efforts are balancing predator and prey populations.

**Rocky Mountain Elk and Moose:** State management of wolf populations is a significant concern for Utah and other Western States. Adjacent states of Idaho, Montana and Wyoming have experienced significant herd declines resulting from mismanagement of wolf populations. Efforts to manage wolf populations were blocked by repeated lawsuits relisting the gray wolf as an endangered species.

The work of Expo Partners in collaboration with the State of Utah was critical to restoring state management of wolves. Ensuring that the State of Utah has management authority over wolves in the future will be vital to protecting elk, moose, deer and other wildlife populations.

As wolf populations migrate to Utah, this will be an issue of increasing urgency. Given the rapid growth of wolf populations in adjacent states, it is clear that waiting to obtain state management authority after wolves are established would be a mistake. In fact, predator to prey ratios in Utah, Nevada and Arizona could tip out of balance much more rapidly than in Idaho, Montana and Wyoming. The leadership of the Expo Partners on this critical effort to protect Utah’s world-class wildlife is vitally important for protecting Utah’s thriving $2.4 billion outdoor hunting industry.

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- **Cougar predation can decimate fragile wild sheep populations if not carefully managed.**

3 See Appendix 4 or http://www.ksl.com/?nid=12888&sid=33956333
World Record Elk in Utah

The WHCE is allowing philanthropic donors and regular hunters to live their dreams. Elk herds are at historic levels. Utah’s conservation efforts are demonstrating that multi-species conservation can be achieved simultaneously.

Utah’s historic levels of on-the-ground conservation are producing world record animals in many units in the state. The World Record 470” “Spyder Bull” harvested in 2008 by Denny Austad in Piute County made waves across the country. In 2014, Carrie Albrecht’s 431” bull harvested in Wayne County was the new world record non-typical muzzleloader elk. Ashley Kay Smith’s 440” monster “Big Foot” bull harvested in 2014 is one of the largest elk ever harvested in Utah.

Ashley’s father and hunting partner Terry Kay said it well, “Because of SFM, and the work on habitat, fencing highways, predator control, coyote bounties and aggressive transplants, we have abundant bucks, bulls, rams and billies in our backyards. Our family has taken four bulls over 370”, including this 440” monster. Without SFM willing to take on all the hard issues, we wouldn’t have anything.”

Improved herd numbers and healthy world-class units mean hunters from all over the world are pining to hunt in Utah. In the past 20 years, hunt applications have gone from 40,000 applicants to over 350,000 applicants every year. This means more revenue for the Utah Division of Wildlife Resources and its conservation efforts. Just as importantly, this has revitalized what is now a $2.4 billion outdoor hunting industry in the state.
4. Outdoor Youth Support, Recruitment and Retention Programs

The Expo Partners understand that investing in our youth is not only important to the WHCE, but also to the future of outdoors, hunting and conservation. Our exhibitors and attendees love that young people and their families are so prevalent at the WHCE.

The Expo Partners are significant sponsors of youth programs including but not limited to the (1) National Archery in the Schools Program (2) Youth Wildlife Conservation Experience, (3) SFW Archery Shoot, (4) Farmington Bay Annual Youth and Waterfowl Outdoor Expo, and (5) Salem Free Fishing Day.

National Archery Schools Program: WHCE has hosted the National Archery in the Schools Program (NASP) at the Expo for the last several years. Its growing success is evident by the 218% average annual increase in participants since 2011. Mule Deer Foundation and Sportsmen for Fish and Wildlife grant free admission into the WHCE to all students and their coaches participating in the tournament.

<table>
<thead>
<tr>
<th>Year</th>
<th>Schools</th>
<th>Shooters</th>
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<tbody>
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<td>2011</td>
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<td>44 shooters</td>
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<td>30</td>
<td>564 shooters</td>
</tr>
<tr>
<td>2015</td>
<td>32</td>
<td>781 shooters</td>
</tr>
</tbody>
</table>

Youth Wildlife Conservation Experience: For the last three years the WHCE has hosted the Mule Deer Foundation’s Youth Wildlife Conservation Experience (YWCE). Students are bussed in from local schools to learn about wildlife conservation, shooting sports and hunting. This event takes place on the opening day of WHCE and includes classes in fly tying,
air rifle shooting, archery, big game biology and outdoor ethics. Their day is finished off with a WHCE-sponsored lunch.

2013  2 schools  355 students  
2014  3 schools  312 students  
2015  2 schools  242 students

These activities continue throughout the WHCE with annual participation of 5,000+ youth and families.

**SFW Archery Shoot:** Each year during the WHCE, SFW dedicates 3,000 square feet of prime exhibit hall space for the SFW Youth Archery Shoot. The Youth Archery Shoot is sponsored by Hoyt Archery, a Utah manufacturer of high performance hunting and target archery bows.

The shooting activity offers youth of all ages the opportunity to learn about bow hunting and archery shooting from SFW and Hoyt outreach coordinators. These coordinators are trained and experienced in working with children, and are skilled at teaching kids how to handle and shoot archery equipment safely and accurately.

An estimated 3,200 youth participate and learn from the Youth Archery Shoot each year during the WHCE. This activity is also made available to youth at more than a dozen additional outreach, wildlife fundraising and special events sponsored by SFW during the year reaching an additional 2,500 youth annually.

A variety of 3-dimensional, upright and other targets of varying sizes present an exciting and challenge for the youth. The activity is available for eight hours each day of the WHCE event. Free hats, stickers and other prizes are given to all who participate.

**Farmington Bay Annual Youth and Waterfowl Outdoor Expo:** The Annual Utah Youth Waterfowl and Outdoor Festival Expo provides free airboat rides, seminars in how to call ducks and geese, decoy painting, waterfowl dogs competitions, planting bulrush to improve waterfowl habitat, rock wall climbing, bow shooting and learning firearms safety and accurate shooting training.

The free event draws hundreds of participants and includes a free lunch provided by Camp Chef. Attendees 15 years old and younger may also participate in a sponsored drawing for shotguns, duck calls, duck decoys and other prizes.

**Salem Free Fishing Day:** Nearly 1,300 children with special needs participate in the annual Salem Free Fishing Day held at Salem Pond in Utah County. The annual event is sponsored by the Expo Partners, the Utah Division of

- The National Archery in the Schools program promoted by MDF is a favorite at the WHCE.

Continue on page 109.
Soaring Pheasant Populations

Aggressive new pheasant transplanting programs have put over 30,000 adult pheasants in 57 areas across Utah. The work of Utah DWR and the Expo Partners are providing new opportunities for young hunters.

Over the last three years, SFW and the Utah Division of Wildlife Resources have released over 30,000 Ring-necked Pheasants in the state of Utah. Last year was the best pheasant hunt in 20 years. Jason Robinson, upland game coordinator for the Division of Wildlife Resources, offers “If you hunt after the opening weekend, you should still have a great experience and find of birds.” In 2014, 13,000 pheasants were released on 57 public hunting areas across the state.

SFW has spent over $218,000 on Utah’s day-old chick adoption program. This funding ensures the birds are raised and released as fully mature birds, dramatically improving survival rates. Just as important, the programs improve habitat so the birds can be successful after they are released. The end result is to augment the natural production of the birds to promote abundant and sustainable populations of birds.

For the first time in many years, these areas are consistently producing natural broods of young pheasants.

Many of these birds are being released on the traditional opener but also on special youth-only hunts. These youth hunts provide the young hunters the chance to participate in a great upland game hunt with a real opportunity of harvesting a bird. This is a great way for young people to experience a positive outdoor experience and become life-long sportsmen, conservationists and VHCE attendees.
Conservation auctions raise millions of dollars and are one of the highlights of the WHCE.

Wildlife, The Home Depot and King’s Camo. Volunteers stay busy planting rainbow trout, loading bait, hooking and unhooking fish and assisting those who need help catching and cleaning fish. What started as a much simpler event more than 20 years ago has grown from just a few volunteers and a dozen special needs children into a much-anticipated annual event for children in Utah County.

Market Analysis of the Hunt Expo

The Western Hunting and Conservation Expo has demonstrated strong, consistent performance over the past 9 years. Our close working relationship with the State has been a significant reason for this success. In just nine years, the WHCE has become one of the largest outdoor conservation shows in the country. Here are just a few highlights of what makes the WHCE a great fit in Utah:
1. One of the largest shows in the country with 40,000 attendees in 2015;
2. Contributed over $13,000,000 to the state and local economy in direct spending by expo attendees;
3. Raised tens of millions of dollars for conservation in Utah and other public lands states;
4. Marketed Utah’s world-class herds and conservation programs;
5. Marketed Utah’s $2.4 billion economic industry, including attracting, and supporting first large and small businesses in the state of Utah;
6. Helped hunters pursue their dreams of hunting diverse world-class wildlife; and
7. Clearly demonstrated that a world class conservation expo can thrive in Utah.

While there are many sportsmen’s shows around the country, WHCE is the clear-cut leader when it comes to raising direct funding for conservation. WHCE also supports Utah-based conservation groups that are producing tangible, on-the-ground results for Utah’s wildlife. There is a reason why the WHCE has become one of the most-successful conservation shows in the country. Utah’s world-class wildlife attracts sportsmen from across the state and around the country. WHCE attendees do much more than just pay the entrance fee; they participate in the 200-tag drawing providing conservation funding for conservation initiatives in Utah. Philanthropic donors donate millions every year in conservation permit auctions. The success of the Expo is clearly demonstrated by:
1. World-class tags sold at auction every year with some individual items selling every year from $150,000 to $1,000,000.
2. Total revenue raised exceeding $2.2 million at a single auction in 2015.
3. Cumulative direct funding for Utah from Expo Partners of almost $30,000,000 since 2001.
4. Total annual revenue for conservation in Utah of over $4 million in 2015. (See page 93–94 for more information on WHCE contribution of direct and indirect funding for conservation in Utah).

During the economic downturn from 2008–2011, many sportsmen’s shows struggled. WHCE’s strong foundation in Utah, with western sportsmen, philanthropic donors and resident and non-resident families, not only allowed the WHCE to weather the storm, but to also have strong consistent performance. Rob Keck, former CEO of Wild Turkey Federation explains:

The first 10 years of the Expo have proven the naysayers wrong, very wrong in fact, to the point where the Expo is now the leading conservation convention in the country by many measures . . . As a result, this truly incredible annual event has been built, and continues to build and grow, with new and leading exhibitors and sponsors wanting to be part of this exceptional marketplace. The auction tag prices are unmatched, the highest in the world . . . The Utah pioneer heritage and tremendously charitable citizens are amazing and they have risen to the occasion. Not only has their generosity improved the future of fish and wildlife in Utah, they have set the example of improving the quality of life for all citizens today and for the future . . . The Western Hunting and Conservation Expo is the best show of its kind in North America. The Mule Deer Foundation and Sportsmen for Fish and Wildlife are committed to making it even better. In
this case it’s easy to predict the future by looking at the past.1

The Expo is an opportunity for state and national political leaders from across the country to understand the remarkable public and private partnerships that are working for conservation of our wildlife. In many cases, they are absolutely amazed at the quantity and quality of the world-class wildlife on display at the Expo. They enjoy meeting with and talking with sportsmen in the state of Utah.

When it comes to success of the Western Hunting and Conservation Expo, the best is yet to come. The WHCE has added a new sponsor to further accelerate attendance and participation in the WHCE. Vista Outdoors, a multi-billion dollar outdoor product company with 30 leading national outdoor hunting companies, is a new sponsor of the WHCE starting in 2015. With these new partnerships, the future of the WHCE looks bright.
Shortly after the election of Governor Huntsmen, he held a press conference in the Governors Board room, to announce the idea of national conservation expo in Salt Lake City with multiple conservation groups. Leaders of the National Wild Turkey Federation, the Rocky Mountain Elk Foundation, Sportsmen for Fish and Wildlife, the Mule Deer Foundation, and the Foundation for North American Wild Sheep were all astonished. In the meeting several of the national groups were skeptical of holding a convention of this type in Utah. The Elk Foundation and Turkey Federation choose not to participate.

Conclusion

The WHCE and its partnership with the Utah Division of Wildlife Resources is a powerful force for good. The important conservation efforts the WHCE supports are helping restore abundant, healthy and world-class wildlife in Utah. The Expo Partners have brought a powerful combination of passionate volunteers, philanthropic donors, and the energy of Utah’s hunting public together to build and maintain Utah’s world-class herds and world-class hunt expo. The true success
of these partnerships is supporting UDWR’s conservation efforts across the state. The original vision of the WHCE was to build a stronger foundation to support Utah’s herds and habitats, as well as revitalize what is now a thriving $2.4 billion outdoor hunting industry. The world-class wildlife showcased at the Expo is a testament to the success of these efforts. It is one of the reasons why some of the most powerful outdoor/hunting business in America are headquartered in Utah. In 2015, multi-billion dollar company Vista Outdoors announced its plans to put its new international headquarters in Farmington, Utah, “We feel we picked an epicenter to put our headquarters in and it supports all of the activities we participate in. Utah is a great place to enjoy all of the activities that our products support...”

Other multi-million dollar companies headquartered in Utah include Browning, Hoyt, Easton, Barnes Bullets, King’s Camo, and many others. Dozens of small to mid-size companies employ thousands of Utahns across the state. All of these companies exhibit and/or sponsor the WHCE. Major outdoor hunting retailers are thriving in Utah. In fact, Utah is one of the only states with two Cabelas, multiple Sportsmen’s Warehouse locations and dozens of local outdoor hunting retailers across the state. The winners from the growth and success of the WHCE are Utah’s wildlife, habitat, sportsmen, families and economy. Together, we are building a brighter future for the wildlife and people that make Utah great.

Trade shows highlighting important segments of Utah’s outdoor and tourism industry include the Outdoor Retailers Show (hiking, camping etc), the Western Hunting and Conservation Expo (hunting, fishing and outdoors), and the Sundance Film Festival which is held in Utah’s world-class ski country.

The WHCE is not only promoting Utah’s $2.4 billion hunting industry, but giving back to its abundant world-class wildlife.
Historical Contributions & Past Performance

SFW, MDF and Utah FNAWS are not only the primary contributors of conservatin funding, but have also driven some of Utah’s most important effective policy initiatives for restoring Utah wildlife.

Describe in detail the historical contribution of your organization to wildlife in Utah, focusing on your conservation organization’s previous performance in wildlife conservation activities as well as promotion and development of hunting, fishing and trapping.

Sportsmen for Fish and Wildlife, the Mule Deer Foundation and Utah Foundation for North American Wild Sheep have a successful history of providing much needed private funding, political and grassroots clout and other resources at critical junctures that have been a catalyst for change and improvement for Utah’s wildlife and related industries.

A look back at Utah’s recent historical difficulties in successfully managing wildlife resources in the state reveal many and complex challenges and very few solutions. Shrinking funding for state wildlife management programs, coupled with administrative limitations within the Utah Division of Wildlife Resources and weather- and habitat-related downturns in mule deer numbers in the 1990s have aggravated the situation to a near breaking point.

Fish hatcheries were falling apart. DWR law enforcement officers were limited to just 1,500 miles a month in travel. Transplant and stocking programs of pheasants and other game herds were eliminated. Ranchers wanted to reduce...
Utah’s elk populations dramatically because cattle grazing permits were being reduced due to Pinion-Juniper encroachment on critical habitat. More than 60 DWR personnel were laid off.

DWR game manager Mike Welch said during this time, “We are getting out of the deer business, and there is nothing we can do about it.” Some even predicted that hunting and fishing were doomed in an increasingly urban Utah. A strategic decision was made by DWR administrators to move more into non-hunting and fishing programs at the expense of the cash-producing DWR programs.

A 1998 article that appeared in The Salt Lake Tribune summed it up well by stating, “In 1993 the Legislature was slashing wildlife budgets. Legislators were angry with the DWR for slighting rural ranchers and traditional hunters. Deer herds were crashing after years of drought and the harsh winter of 1992. Members of the Wildlife and Big Game Control Board were clashing over key management issues.”

Two problems were always present for wildlife challenge in need of solutions: state law or rule would not allow a needed action, and funding to make needed changes was unavailable.

It was in this era of incredibly difficult times and much uncertainty that Miles Moretti, currently CEO of the Mule Deer Foundation, served as a DWR regional manager. Mr. Moretti then became assistant and acting director of the DWR. Simultaneously, Don Peay founded Sportsmen for Fish and Wildlife and the Utah Chapter of the Foundation for North American Wild Sheep.

SFW was founded largely because the Rocky Mountain Elk Foundation and other wildlife conservation organizations refused to get involved in Utah political policy efforts or create sorely needed solutions. SFW became
successful in providing Utah sportsmen a voice in increasing the ability for hunters to express concerns over wildlife issues and in helping sportsmen play a more active role in the future of wildlife management policy and laws. SFW has also proven to be Utah’s most effective wildlife conservation organization in its ability to find creative and new funding sources to achieve desired outcomes shared by the DWR and sportsmen.

Outside the DWR agency, the heart, soul, and driving force for this tremendous turnaround have been the Expo Partners. The Mule Deer Foundation, Sportsmen for Fish and Wildlife, and the Utah Chapter of the Foundation for North American Wild Sheep have collectively over the past 22 years partnered with the state of Utah and the DWR in the conservation of land and re-establishment of wild herds, flocks and fisheries. Utah’s wildlife conservation successes have clearly become one of the best stories in the more than 200-year history of the North American Model of Wildlife Conservation.

This RFP has documented just a few of the current policies and programs that have lead Utah to the point where today the DWR enjoys booming budgets, growing license revenues, and a boasts in its 2016 Sportsmen Tag Application “WORLD CLASS – Be the Envy of Every Hunter You Know” (see Appendix B).

Policies and Funding Initiatives

Following is a brief summary of the many policies and funding initiatives the Expo Partners have been responsible for and/or intimately involved with that have helped Utah achieve the enviable wildlife position it enjoys today.
Giving Sportsmen a Voice

On 29 January 1994, a rally was held on the south steps of Utah’s Capitol Building that became one of the largest rallies in the history of the state. Sportsmen wanted a voice to address their concerns regarding the wildlife problems outlined above. When more than 3,500 sportsmen appeared on the steps of the Capitol, it became the lead story on every Utah TV news station and front page of every Utah newspaper. Governor Mike Leavitt and the Utah Legislature immediately responded with $1.6 million in annual general fund dollars to the DWR budget to begin addressing program shortfalls and obtaining new sources of funding.

Combining the Wildlife Board and Board of Big Game Control

Legislation combining the Utah Wildlife Board and Board of Big Game Control soon followed. The need stemmed from conflicting policy and procedures governing these two bodies, which was based on a legislative mandate from the 1940s. Consequently, the two boards were often in direct opposition to each other. The Wildlife Board managed predators, and the Board of Big Game Control managed the game herds. Legislation was passed to combine the two boards to create efficiencies and eliminate conflicts. Simultaneously, new key frameworks were established that enabled a public input process that became what is currently Utah’s unique Regional Advisory Councils and current Wildlife Board. The new legislation also mandated that in addition to biological considerations, private land impacts and economic values from hunting and fishing must also be considered when establishing new wildlife policy. Without this key piece of legislation, internal conflict and inherent contradiction would not have allowed Utah to develop its current world-class management programs for all wild game species.

Funding Shortfalls

With DWR budget cut by 10% and more than 60 layoffs of personnel, morale was very low in the DWR agency. Nearly every program important to sportsmen and wildlife had been cut to the bone. Sportsmen knew the DWR had skilled and passionate employees; they just needed the tools and money to get the needed programs in place and implemented. SFW members were instrumental in the Utah Legislature, allocating additional general fund revenues that, since the Capitol Rally, increased the DWR annual budget from a declining $22 million annual budget to a more robust $75 million annual budget.

Constitutional Amendment Proposition 5

During the mid-1990s, anti-hunting groups began having success in many surrounding states in eliminating through ballot initiative certain key wildlife management tools from state wildlife agencies. Deceptive advertising campaigns were being used together with public ballot initiatives to circumvent wildlife management professionals and the sound biology they use. As a result, several state wildlife agencies lost their ability to use hunting as a game management tool for predators. Utah sportsmen, landowners and businessman united under the SFW banner. After receiving more than a two-thirds vote as required in the Utah House and Senate, this issue was placed before the people of Utah in the 1998 general election. The people of Utah approved the Proposition 5 amendment by a 56 to 44 margin. This amendment has done much for protecting Utah’s historic wildlife management system, including hunting, fishing, and trapping as the sound wildlife management tools they are. This change to Utah’s constitution also gave Utah policy makers a clear understanding that sportsmen do have a voice and that hunting and fishing economies should be protected, developed and expanded.
Watershed Restoration Initiative

Because of extreme environmental activism in Utah, federal land managers were prevented from conducting any active land management programs. Funding for such programs was also severely limited. President George W. Bush led an effort in the US Congress that passed the Healthy Forest Initiative. After its passage, SFW launched an effort jointly with then DWR Director Kevin Conway to build what is now known as the Watershed Restoration Effort. The letter from Senator Blackham [see Appendix 9] spells out clearly the key driving forces behind getting this program implemented. Today there are hundreds of millions of dollars in place benefiting Utah’s wildlife and habitat.

Conservation Permit Program

Now that laws and policies were being changed, there was still the ever-present problem of no money for new programs. Utah had one permit for each species and sold them in silent bids. The program was generating approximately $45,000 a year. Governor Michael Leavitt was approached jointly by SFW and DWR Director John Kimball with a concept that would prove revolutionary as a new fundraising program for wildlife. Once the program was presented and discussed at the public Regional Advisory Council meetings as well as among Utah Wildlife Board members, this historic program was put into place. In the first year of Utah’s current
Conservation Permit Program, the permits brought roughly $700,000 into Utah's wildlife management system. Today the program is responsible for generating in excess of $4 million each year. With these annual, predictable funds on hand, the DWR has been successful in obtaining tens of millions of matching state and federal funds for many new key DWR wildlife and habitat programs. The Conservation Permit Program has been the key funding source for the Watershed Restoration Initiative, all species transplants, much of the state's biological research and disease control efforts by the DWR. SFW was the driving force that saw this program through conceptualization, implementation and ongoing success. All wildlife conservation groups are benefitting from this program and are eager to sell these tags at their own fundraising events.

**Fish Hatcheries and In-Stream Flow**

In spite of nearly 500,000 fishermen in the state, there was still no funding to rebuild some of Utah's ailing and dilapidated fish hatcheries. SFW worked hand-in-hand with the DWR to obtain more than $35 million in general state funds to rebuild every fish hatchery in the state and to add new technology that has since dramatically increased fish production. Additionally, SFW worked independently to move stream flow legislation forward allowing the DWR to purchase and hold water rights to protect fisheries. Today Utah is recognized for its many miles of blue ribbon stream fisheries and growing fishing license sales as part of its $2.4 billion outdoor industry.

**Species Management Plans**

Implementation of Utah's elk, deer, sheep, moose, mountain goat, bison, turkey, cougar and bear management plans were key to establishing populations objectives, habitat needs, predator management requirements, and in setting quality standards for the harvest of male animals. Plans were developed for every species after a rigorous public input process and working groups developing recommendations for the Wildlife Board. These plans not only drive species populations, they are also a key component of world-class management parameters that create the exponential value for conservation auction tags and the 200 application fees. The Expo Partners proudly claim their position as partner with the state of Utah and the DWR in developing and implementing the highly successful species management plans that are key drivers for producing higher quantity and higher quality big game species throughout Utah's landscapes.

**Cooperative Wildlife Management Units (CWMU's)**

For many years, private landowners in Utah did not encourage wildlife on their properties. They saw wildlife as a costly liability and associated big game with damage to their land and competition for their livestock. The Expo Partners worked with the DWR and private landowners to develop the private
land hunting units with the goal of converting wildlife resources into a revenue source for them. There have been many refinements to the CWMU program over the past 20 years with development of several private landowner working groups and public sportsmen input. The Expo Partners have each invested heavily in time, personnel and other resources reaching out to landowners and educating the public on the merits of this program. Today, private land hunting opportunities open the doors for more public hunters than ever in Utah’s recent 50-year history. The CWMU program not only generates in excess of $10 million annually for private landowners, it also represents a new revenue stream for the state of Utah with wildlife seen as an asset that landowners and ranchers are willing to work to protect and enhance.

**Trophy Poaching Legislation**

As Utah’s wildlife herds began to grow, some impressive trophy species began to regenerate in Utah’s backcountry. Some hunters decided it was worth the risk of poaching an animal, and paying minimal fines if caught. The laws on the books in the late 1990s were remnants of the 1950s, where deer were so plentiful and hunters so few that poaching was not seen as the more serious offense it is today. People who turned in poachers were often harassed more than the poachers. SFW and MDF specifically helped pass new Trophy Poaching legislation, which set high monetary fines on poaching. As an added measure to mitigate the poaching problem, this new legislation incentivized sportsmen who would turn in poachers by rewarding the sportsman with a limited entry hunting permit for successfully prosecuted poaching cases. SFW and MDF also worked to obtain additional funding for law enforcement activities, which have expanded poaching reduction efforts.

**Youth Hunting Age**

In the age of video gaming and accelerated youth sports, data came forth that clearly pointed to the fact that if youth were not involved in hunting and fishing at an early age, they quickly opted out. The DWR was seriously concerned about the long-term future of their agency’s funding base of hunters and anglers. SFW worked with legislators to remove the youth hunting age restrictions for upland game and lower the age of big game hunters to 12. Many feel, and the data supports, that passage of key legislation allowing youth to enter the hunting ranks at an early age is a key factor in recruiting hunters in support of future conservation efforts.

**Mule Deer Recovery Act**

After all the habitat work, fencing highways, policy, funding, other management programs conducted and supported by SFW, one critical ingredient remained in establishing a long-term future for wildlife conservation in Utah – mule deer herd recovery. In 2012 as Governor Herbert traveled the state meeting with constituents on a variety of important issues, the Expo Partners worked to fill a high school auditorium on a snowy January night with hunters dressed in camo and hunter orange. It happened, and Gov. Herbert got the message that Utah’s mule deer herds must receive attention. Legislation was followed up to provide nearly $1.5 million in annual coyote control funds and also funding for deer transplants and predator and deer survival studies. This final ingredient has been the key to helping Utah’s deer herds get over the hump. The measurable increase in success and quality of the 2015 deer hunt was the culmination of a 20-years effort undertaken by the Expo Partners and the DWR. The annual deer hunt was practically an institution itself in Utah through the 1970s, ‘80s and early ‘90s. Abundant mule deer herds and successful deer hunts are a prerequisite to getting today’s more than 90,000 big game hunters afield each year in Utah. Utah mule deer numbers are now back on track showing the most promising future of recent decades.
Landowner Depredation Hunts

Early era laws gave tremendous latitude to private landowners in Utah to shoot game animals on private lands at will. After one landowner shot more than 30 mature bucks in a field in one night – animals valued at auction prices well over $100,000 – SFW helped change this policy by working with legislators to give the DWR more tools to solve wildlife and landowner conflicts. The resulting legislation made it very difficult for only a few landowners to cause such significant damage to local game herds. This law change, combined with habitat restoration, establishment of a $500,000 depredation payment fund, and landowner hunting permits (CWMU program) has dramatically reduced the controversy and the problems between wildlife and private land interests. Once again, by coming together, the Expo Partners have helped pass important new laws and creating new revenue streams that enable the DWR to solve problems, grow game herds and maintain open working relationships with private land owners.

Wolf Management

Perhaps the greatest future threat to Utah’s abundant herds, and to the DWR revenues and the economic driver that is the WHCE, is the threat of a future of an unmanaged wolf population in Utah. The states of Idaho, Wyoming and Montana have experienced substantial declines in populations of elk, moose and deer in parts of their states where wolf populations became excessive. The cost to those states fish and game budgets and economies is in the tens of millions of dollars annually.

The only practical solution to providing Utah the management authority of both the Northern Gray wolf, and the Mexican wolf is through action by the US Congress. Ted Lyon, author of ‘The Real Wolf’, said,

I have personally experienced hunting and enjoying Utah’s incredible big game herds.

Wolf Management

The number one focus of Utah should be to keep wolves from destroying abundant elk, moose and deer herds, as they have done around my ranch in Montana and in many places in the west. I live in Texas, and have been involved nationwide in the wolf management issue. There is no question that the partners in the Hunt Expo and Big Game Forever are the driving force that will allow Utah to protect its world-class game herds from wolf predation.

Summary of Policy and Funding

All of these programs listed above required numerous changes to state and federal laws and state wildlife policies and significant efforts and investment on the part of the Expo Partners. These programs also required hundreds of millions of dollars to implement. These programs are now in place helping the DWR fund and maintain the highest caliber wildlife management programs in North America. As documented by many, the Expo Partners are the leading conservation groups behind it all. Perhaps the most under-rated statement in the RFP is from Former Director Jim Karpowitz who said, “A less tangible, yet critical benefit that these (Expo partner) groups provided was the support for Division programs in public meetings and hearings. They could always be counted on to provide vocal support for Division management plans and programs.”

Other conservation groups have added their contributions; however, they are minor in comparison. These conservation groups also exist in many other states. But no other state can boast the programs, funding levels or depths of success that Utah can. The difference is the Expo Partners.

Building the Expo from the Ground Up

More than 12 years ago, as Expo founder Don Peay traveled the country seeking to gain...
industry support to start this new hunt expo, there was much skepticism and reluctance. It is now very apparent that a national expo in Utah not only works but has been very successful. It is interesting that one of the groups that was the most vocal in opposition is now attempting to move their show to Utah in exchange for having the 200-permit drawing at their convention.

The Expo Partners have brought their dedicated members, donors, and key assets that generate tens of millions of needed conservation dollars. The Expo is exceptionally well run, and it is an exciting place to experience wildlife conservation at its very best.

**Private, Public Partnership—the Key to Utah’s Wildlife Future**

Two Utah businessmen who love to hunt and fish in Utah with their families and friends built international businesses worth well into the billions of dollars. These individuals stepped up in the very beginning with large sums of money to help launch this expo. They could see the vision of the hunt expo and contributed millions of additional dollars of private money to help the Expo Partners ensure its long-term success. One of those businessmen, Marc Bingham (who has built more than 80 companies), is quoted as saying, “I have seen that people who do not found the business, or who don’t have substantial investment in a business creation and development, often destroy or let fail a business they inherit.”

The WHCE has been built by the Expo Partners to make it and the important programs it helps fund a booming success for Utah’s wildlife conservation model. The Expo Partners have brought private dollars, important working relationships and the passion of Utah’s hunting public together in a driving force that is building and maintaining Utah’s world-class herds and a world-class expo. The true success of these partnerships and this expo can scarcely be measured.

Most importantly, the Expo Partners have a tremendous track record of operating this expo, and leveraging the funds and the expo platform to build conservation programs to benefit Utah’s lands, herds, and hunting economy. The Expo partners are committed to developing any conservation programs needed to address Utah’s growing human population, which if not mitigated, can have substantial negative impacts on Utah’s herds, flocks and fisheries.

The decision by the RFP is very critical to a very big expo to Utah’s economy. It has become one of Utah’s pillars of outdoor recreation promotion around the world. The Expo is a driving force for both policy and funding for the DWR’s approximately $75 million annual budget that spins the thriving $2.4 billion hunting and outdoor economy.
Conservation Projects

Proactive wildlife and habitat restoration efforts of the Utah Division of Wildlife Resources are one of the primary purposes of the WHCE. Volunteers and supporters of MDF, SFW, and UFNAWS donate their time and money to support these projects.

Projects funded with conservation dollars generated by the Expo Partners take many shapes and benefit a wide variety of wildlife species in Utah. Whether rehabilitating non-productive habitat in central Utah, translocating mule deer or bighorn sheep from northern to central Utah or installing much-needed water guzzlers in the southern deserts, these conservation dollars are hard at work year round in our state.

Conservation projects undertaken by the Expo Partners are done so under the direction of the DWR an/or state and federal land agencies. Conservation habitat projects work to improve food value for wildlife and the carrying capacity of the land. Wildlife conservation projects such as translocations help mitigate problems created by an overabundance of wildlife in one area while establishing new herds in another. Still others might reduce wildlife mortality or ensure greater species survival.
Representatives of The Expo Partners’ member representatives are always eager to participate and always first to volunteer. The Expo Partners member volunteers add a valuable component to what makes these important projects the great success for fish and wildlife that they are. Some examples of conservation projects funded and undertaken by the Expo Partners in the past two years include:

1. Lop and scatter of Pinion-Juniper encroachment areas, and reseeding of range land burned by central Utah wildfires
2. DWR’s Strawberry Days at Strawberry Reservoir where over 1,200 people visited the fish hatchery to learn of Utah’s spawning Kokanee Salmon
3. Urban mule deer translocation from Davis County’s east bench cities to three release sites in northern Utah
SFW volunteers working alongside DWR habitat and big game biologists in the reseeding of sagebrush seedlings in San Juan County’s Beef Basin, a critical mule deer wintering habitat in need of enhancements.

A three-year Utah Moose Study funded by SFW to determine causes and potential remedies for why Utah’s moose populations have dipped in recent years.

Antelope Island Bighorn Sheep capture and transplant establishing new herds on the Stansbury and Newfoundland Mountains of Northwestern Utah.

Habitat work to improve biodiversity for the benefit of Utah’s mule deer herds.

Fence marking projects to prevent fence collision fatalities have been completed to help maintain Greater Sage-grouse populations.

Central Utah antelope translocation project.

Capturing, translocating and monitoring Mountain Goats from the Beaver and Willard Peak mountain ranges to establish new herds on the La Sal and Naomi Wilderness areas of the state.

SFW has invested nearly $300,000 over a three-year period in raising and releasing...
pheasants in multiple parts of the state for a greater youth hunter experience and to augment wild populations of the colorful birds

SFW participated twice in the funded and planting of Tiger Muskie in Joe's Valley Reservoir southwest of Price, Utah

Highway fencing construction along traditional migration routes that is helping reduce vehicle-wildlife collisions saving hundreds if not thousands of Utah's wildlife.
Wildlife Exposition
Solicitation No. AS16003
Technical Proposal