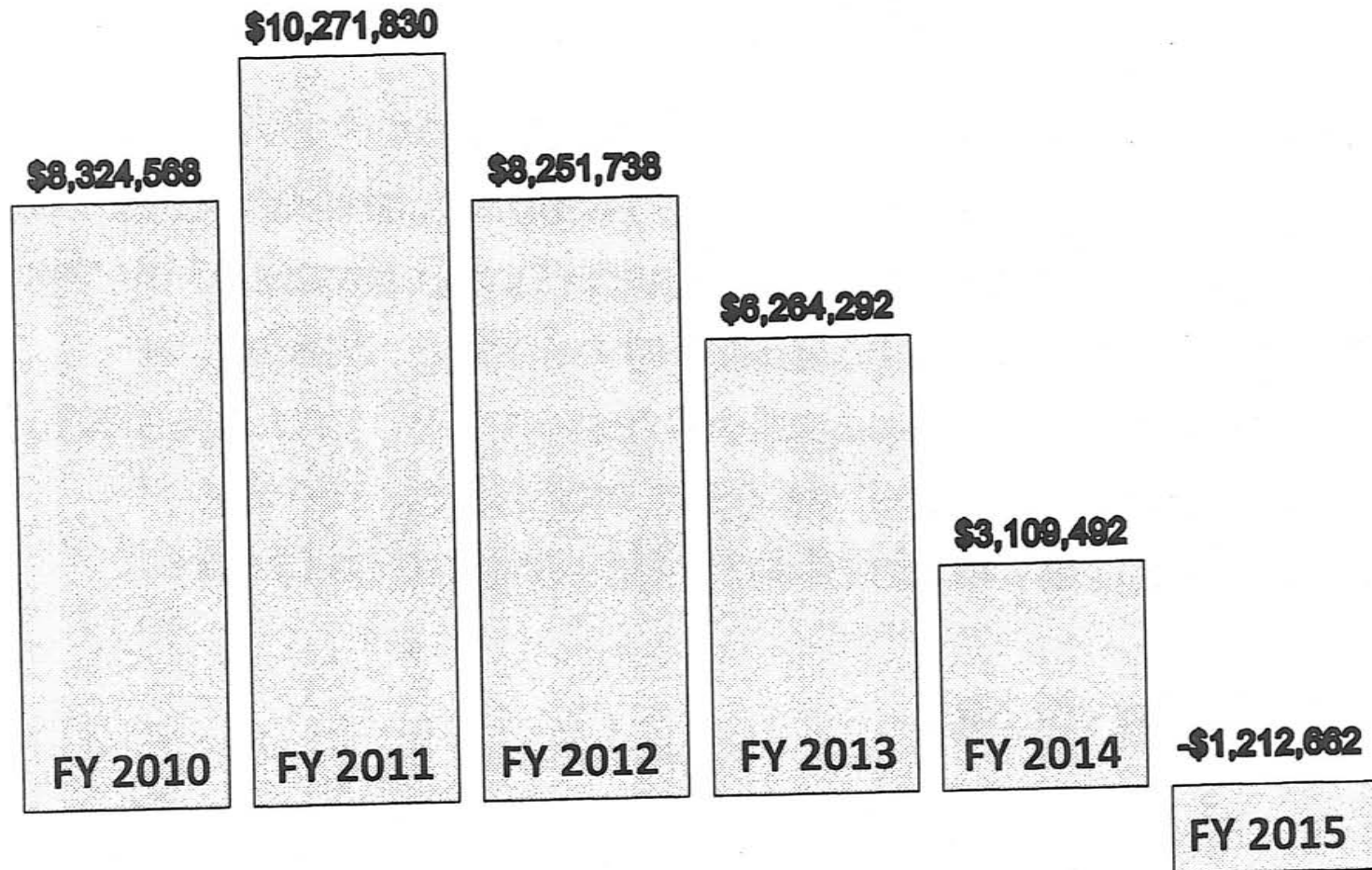


# Trust Fund Solvency

Fate of the Trust Fund without a License Fee increase



# Trust Fund

## Iowa Constitution

**Fish and wildlife protection funds. SEC.9. All revenue derived from state license fees for hunting, fishing, and trapping, and all state funds appropriated for, and federal or private funds received by the state for, the regulation or advancement of hunting, fishing, or trapping, or the protection, propagation, restoration, management, or harvest of fish or wildlife, shall be used exclusively for the performance and administration of activities related to those purposes.**

**Added 1996, Amendment [44]**

<b>843,754</b>	<b>YES</b>	<b>88%</b>
<b>110,436</b>	<b>NO</b>	<b>12%</b>

## New Electronic Licensing System Fact Sheet



In 2010, the Iowa DNR will introduce a new electronic licensing system with improved convenience and benefits for license buyers. In Iowa, 1.49 million privileges are sold annually from almost 1,000 vendors totaling \$30.94 million in sales. Managing this volume while meeting customer needs requires an up-to-date, high-quality electronic licensing system.

### **How This Will Affect Customers:**

The new electronic licensing system is currently being tested and will be installed at license vendors in phases throughout 2010. Once a retailer has the new machines, the customer's license will look different and be printed on paper similar to that used on deer and turkey tags.

Additionally, starting Dec. 15, 2009 with the sale of 2010 licenses, most Iowa hunting and fishing license privileges will carry an additional \$1.50 charge. This helps manage the costs of updating and administering the new system.

### **Obsolete System Being Replaced:**

The current ELSI system is built on decade-old technology. Machines at vendor locations are so old, replacement parts are unavailable. The contractor has introduced a new system with advanced technology that provides increased convenience and numerous benefits for customers and retailers.

### **Benefits to Customers:**

- Web-based and touch screen applications are compatible with dial-up or high-speed Internet, resulting in quicker transaction speeds and reduced customer wait times.
- Quotas and license availability information will be in "real" time, so hunters know immediately if they can buy a particular privilege. The system will immediately identify a customer's privilege eligibility based on residency, age and prior purchases.
- Improved communications to vendors such as season date changes, breaking news on hunting/fishing licenses, upcoming application deadlines, etc. will be sent electronically through the system and retrieved instantaneously.
- Bar code reader can be used to scan driver's license or fishing/hunting license information, speeding up the purchase process.
- Continued convenience of electronic purchasing at nearly 1,000 outlets across Iowa, plus 24-hour availability through the DNR website: [www.iowadnr.gov](http://www.iowadnr.gov).
- Increased opportunities to provide "one-stop shopping" of DNR licenses and other services not currently offered through the licensing system.

### **Change in Price Pays for the New Technology:**

Iowa's electronic licensing system is managed by an outside contractor. To help cover the cost of the new system and an increase in the per-privilege administration fee by the contractor, most privileges sold through ELSI will have an additional cost of \$1.50. This should not be confused with a hunting/fishing license fee increase, but is the administrative and equipment cost of updating and managing the new system.

The incremental price increase ensures license dollars support Iowa's fish and wildlife management activities, while creating better outdoor recreational opportunities, rather than paying for equipment and paper.

The contractor, Active Outdoors, is considered one of the top in the country and currently works with 23 states to provide electronic licensing systems, including database development, license fulfillment and hardware needs of hundreds of vendors.



**Dear License Vendor:**

In 2010, the Iowa Department of Natural Resources will introduce a new electronic licensing system with improved convenience and benefits. We would like to explain some of the upcoming changes and impacts to license buyers.

**How This Will Affect You:**

The new electronic licensing system is currently being tested and will be installed at license vendors in phases throughout 2010. The DNR licensing team will be contacting your store in the future to set up installation and training times for operating the new system. Some vendors will help test the machines during early 2010, and all retailers should have new hardware in place by summer 2010.

Additionally, starting Dec. 15, 2009 with the sale of 2010 licenses, most Iowa hunting and fishing license privileges will carry an additional \$1.50 charge. This helps manage the costs of updating and administering the new system. All vendors will continue to receive a \$.50 writing fee for each privilege sold.

**What You and Your Staff Can Tell Customers:**

**1. An Obsolete System Is Being Replaced:**

The current electronic licensing system is built on decade-old technology. Machines at vendor locations are so old, replacement parts are unavailable. The new system will last well into the next decade with advanced technology that provides increased convenience and numerous benefits.

**2. The New Licensing System Has Many Added Customer Features and Benefits:**

- Web-based and touch screen applications use dial-up or high-speed Internet, resulting in quicker transaction speeds and reduced customer wait times.
- Quotas and license availability information will be in "real" time, so hunters know immediately if they can buy a particular privilege. The system will immediately identify a customer's privilege eligibility based on residency, age and prior purchases.
- Bar code readers can scan driver's license or fishing/hunting license information, speeding up the purchase process.
- The system offers instant communications to vendors. Season date changes, breaking news related to licenses, upcoming application deadlines, etc., can be sent electronically through the system so the vendor can share the information with customers.
- Continued convenience of electronic purchasing at more than 900 outlets across Iowa, plus 24-hour availability through the DNR website: [www.iowadnr.gov](http://www.iowadnr.gov).
- Increased opportunities to provide "one-stop shopping" of DNR licenses and other services not currently offered through the licensing system.

**3. The Change in Price Pays for the New Technology:**

To help cover the cost of the new system, most privileges sold through ELSI will have an additional cost of \$1.50. This should not be confused with a hunting/fishing license fee increase, but is the cost of updating and managing the new system.

The incremental price increase ensures license dollars support Iowa's fish and wildlife management activities, while creating better outdoor recreational opportunities, rather than paying for equipment and paper.

**If you have any questions about these changes, please contact the Iowa Department of Natural Resources at 515-281-5918. Thank you for your partnership and commitment to providing fishing and hunting opportunities in Iowa.**

# IOWA DEPARTMENT OF NATURAL RESOURCES

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES

RICHARD A. LEOPOLD, DIRECTOR | PATRICIA L. BODDY, DEPUTY DIRECTOR

## HONEY CREEK RESORT STATE PARK – 2010 UPDATE

### A STATE OF IOWA PARTNERSHIP

- Governor's Office
- Iowa General Assembly
- Honey Creek Premier Destination Resort Bond Authority
- Dept. of Management
- Dept. of Economic Development
- State Treasurer
- State Auditor
- Attorney General
- Natural Resource Commission
- Iowa Dept. of Transportation
- U.S. Army Corps of Engineers
- Rathbun Lake Resort, Inc.
- Appanoose County
- Monroe County
- ADLM
- City of Centerville
- Iowa Telecom
- Rathbun Regional Water
- Chariton Valley Electric
- Iowa State University

### RESORT AMENITIES

- Beautiful great lodge
- 105 guest rooms and suites
- 28 Resort Cottages
- 50-boat slips, launch and fishing pier
- Indoor water park
- Full-service restaurant and lounge
- 6,500 sq. ft. conference center with state-of-the-art technology
- 18-hole links style golf course
- RV park with 20 full-service hook-ups
- Playground
- Educational programs by on-site naturalist staff
- Water sports and bike rental
- Miles of multi-purpose trails through woods and natural prairie

### COMPETITIVE PERFORMANCE

Honey Creek Resort operates within 1-2% points of the established competitive set of similar mid-Western resorts. The facility has served more than 157,000 visitors in its first 10 months. The resort has generated \$3.1 million in revenues, despite a flood-delayed opening and the worst economic times since the Great Depression.

### THIRD PARTY VERIFICATION

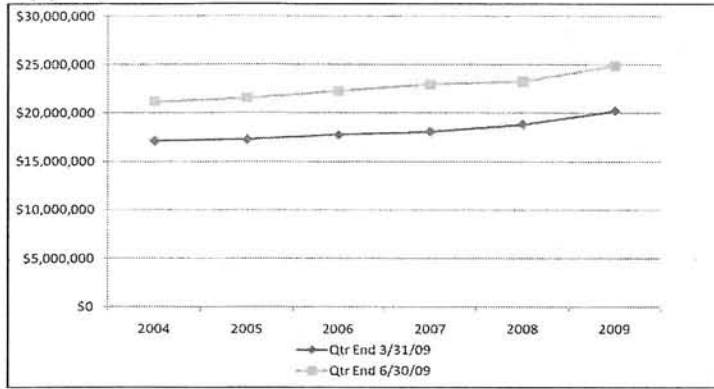
The auditor's report confirms accurate accounting of Honey Creek's financial status and that the company lost \$884,000 in the first year of operation.

A private hospitality consulting firm, WKC Group, reported that the resort has been well-managed and recommended the following improvements:

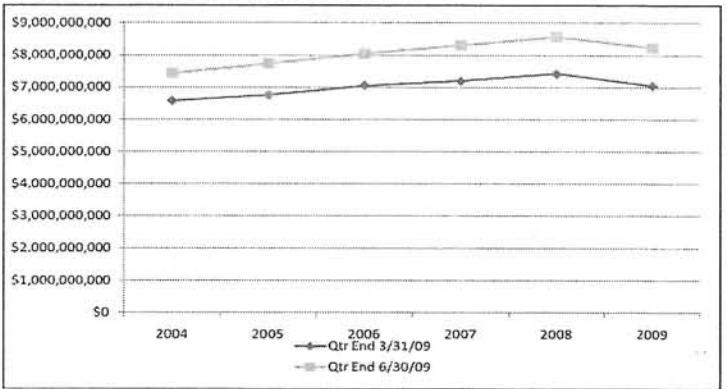
RECOMMENDATION	STATUS
A revised 5-year pro forma, beginning with FY09/10 with all the external factors that affected the start-up year of 08/09 and the projected economic downturn through 2010.	Completed
Reduce projections on golf revenue to bring in-line with downturn in the golf industry.	Completed
Change "Cabins" to "Cottages"	Completed
Partner w/IDOT to develop signage to the resort from all major market areas.	In Progress
Work with the major purveyors of GPS units, Tom-Tom, Garmin, I-Phone, and others to establish GPS locations on their base maps.	In Progress
Contract with "outside sales" contractors, on a commission basis, in Des Moines, Kansas City, and possibly Chicago markets to promote/sell meetings, conferences, golf outings/vacations, and destination weddings.	In Progress
Produce and market specialty meeting and wedding packages that create the feeling of "all inclusive" to the meeting planner or wedding party.	In Progress
Review and re-build the current website as necessary to assure ease of navigation, especially in on-line bookings of rooms.	In Progress
Develop a spa facility in the lodge to attract and serve the meeting and leisure market.	In Progress
Construct a shelter at the playground/day-use site.	TBD
Design shoulder season (April/May and Sept./Oct.) golf packages that include cottage occupancy, golf, and food service.	In Progress
Construct a covered and heated practice tee area located at the driving range.	TBD
Create innovative menus and food events to support lodging and golf divisions and represent in packaging for events and conferences.	In Progress

## POSITIVE LOCAL ECONOMIC IMPACT

### Appanoose County Sales Tax



### State of Iowa Taxable Sales

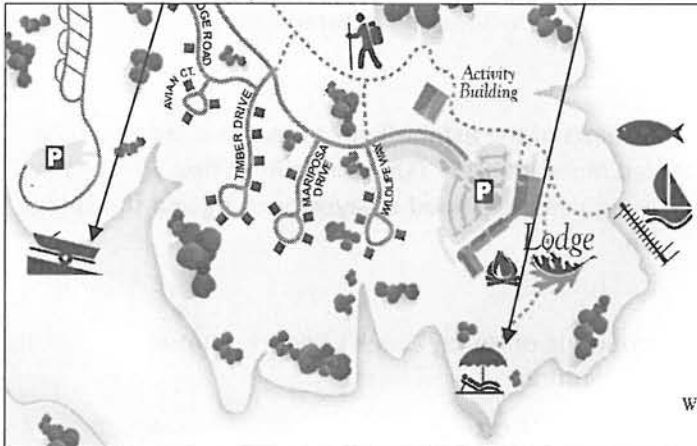


\* 6/30/09 is the most recent sales tax data available. Honey Creek opened in late September 2008.

## FUTURE AMENITIES

### Coming in Spring 2010:

- Boat Ramp
- Beach



- Activites Building



### Coming in Autumn 2010:

- Expanded trail system (Army Corps of Engineers)

