

Michigan Wildlife Council

Michigan Public Act No. 246 of 2013



Carol Moncrieff Rose, Chairwoman, Michigan Wildlife Council
Trevor J. VanDyke, Director, DNR Legislative & Legal Affairs Office

Enabling Legislation

PA 108 of 2013

- Amended Part 435 of NREPA restructuring DNR licenses
- Added \$1 to each base license, hunt/fish combo license or all-species fishing license
- Funds deposited into the Michigan Wildlife Management Public Education Subaccount

Enabling Legislation

PA 246 of 2013

- Amended Part 435 of NREPA to establish the Michigan Wildlife Management Public Education Subaccount and create the Michigan Wildlife Council
- Tasks the Council with certain responsibilities and requirements

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Hunters & Anglers in Michigan

- Over 760,000 licensed hunters
- 1.2 million anglers
- Hunters and anglers contribute \$4.7 billion annually to Michigan's economy, 72,000+ direct jobs
- Provide annual budget of between \$1.2 and \$1.5 million for MWC



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Purpose/Goals

- Promote role sportsmen/women play in furthering conservation
- Raise awareness of the values and benefits of hunting, fishing & trapping
 - necessary for conservation and management
 - part of our culture and must be preserved
 - provide jobs and economic benefit to MI

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Achieve Goals

Partnering with Marketing Firm to:

- Perform baseline research
- Create marketing strategy
- Develop statewide, media-based education campaign
- Implement and manage campaign
- Evaluate marketing strategies, message

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Work Completed to Achieve Goals

- Conferred with colleagues from Colorado
- Adopted governing bylaws
- Elected officers
- Developed operational plan & budget
- Developed and released RFP
- Created website



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Next Steps

- March 2015 - select marketing firm
- May 2015 - kickoff meeting with firm
- Summer 2015 – firm conducts research
- Fall 2015 – develop & approve marketing plan based on the baseline research
- Winter 2015/2016 – implement campaign strategy and deploy messaging
- Continued communication with stakeholders and Legislature

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Thank you

