



IOWA DEPARTMENT OF NATURAL RESOURCES

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES

Iowa DNR Presentation - 2024 ISAC Conference

Mark Warren-Customer Service
and Licensing Supervisor

DNR Headquarters – New Location



6200 Park Ave, Des Moines



Rich Smith-Executive Officer

Spring Turkey

Youth Season (residents only) Apr 5 - 7

Season 1 Apr 8 - 11

Season 2 Apr 12 - 16

Season 3 Apr 17 - 23

Season 4 Apr 24 - May 12

Resident Archery-Only Apr 8 - May 12

Nonresident Deer Applications

Applications for Nonresident general deer/antlerless-only licenses will be accepted beginning 6 a.m. CDT May 4 through June 2.

Hunters may determine their drawing status mid June by going to <https://www.iowadnr.gov/Hunting/Nonresident-Hunting>

Drawing status will not be provided over the phone.

License Sales Statistics

Resident Deer and Turkey Tags sold at Recorder offices compared to other agents and online.

- 395,032 Deer & Turkey Tags sold in 2023
- 35,625 sold by County Recorders - 9% of resident deer and turkey tags
- 58,161 sold online/mobile

OHV and User Permits sold at Recorder offices compared to other agents and online.

- 15,610 OHV / User Permits sold in 2023
- 11,075 sold by County Recorders - 71% of User Permits sold
- 1,280 sold online/mobile

License Sales Statistics

Hards Cards sold by Recorders compared to how many are sold at agents and online.

- All sold in 2023
 - 30,979 for the fish card
 - 44,707 for the buck card
- 3,357 cards were sold by County Recorders in 2023 - 4.4% of hard cards sold
- 46,740 cards sold online in 2023



Jessica Flatt-Recreational Grants Manager, State Park, Forests, and Preserves Bureau

Off-Highway Vehicle (OHV) Program

- Administer All-Terrain Vehicle Registration Revenue Grant Program (571.28) and Federal Recreational Trails (FRT) Grant Program
- Assist Park Rangers assigned to designated OHV parks
- Coordinate with clubs & other partners at OHV parks
- Procurement for program needs
- Serve as POC for public and partners on OHV issues
- Maintain website, reference materials, and program budget
- Ensure atv safety training course is current

Authority for OHV Program

- Iowa Code Chapter 321I All-Terrain Vehicles
 - Gives DNR authority to adopt rules for program, describes registration requirements and permits, defines off highway vehicles, creates the all-terrain vehicle fund, and outlines education requirements
- Iowa Code Chapter 321 Motor Vehicles (Iowa DOT)
 - Operation on highways, required equipment for on-road use, defines use as implements of husbandry
- Iowa Administrative Code 571.46
 - Operation, registration/permits, dealer requirements, accident reports, regulation of designated riding areas
- Iowa Administrative Code 571.28
 - Distribution of fund (50/50), application procedures and grant process
- Iowa Administrative Code 571.50
 - Bonding

Snowmobile Program

- Partner with ISSA to meet program goals
- ISSA administers their own grant programs
- Support DNR staff that have designated snowmobile trails at their parks and forests
- Serve as POC for public and partners
- Maintain website, reference materials, and program budget
- Ensure snowmobile training course is current

Authority for Snowmobile Program

- Iowa Code Chapter 321G Snowmobiles
 - Gives DNR authority to adopt rules for program, describes registration requirements and permits, creates the registration fund, operation, and outlines education requirements
- Iowa Administrative Code 571.47
 - Operation, registration/permits, decal display, dealer requirements, accident reports
- Iowa Administrative Code 571.50
 - Bonding

Resources

- DNR Websites:
 - <https://www.iowadnr.gov/Things-to-Do/Off-Highway-Vehicles>
 - Reference Guide
 - OHV Park Info & Rules
 - Grant Program
 - Safety Course & Videos
 - Operators Incident Report Form
 - <https://www.iowadnr.gov/things-to-do/snowmobiles>
 - Reference Guide
 - Safety Course & Video
 - Operators Incident Report Form

Contact Info

Jessica Flatt

Recreational Grants Manager

State Parks, Forests, and Preserves Bureau

Iowa Department of Natural Resources

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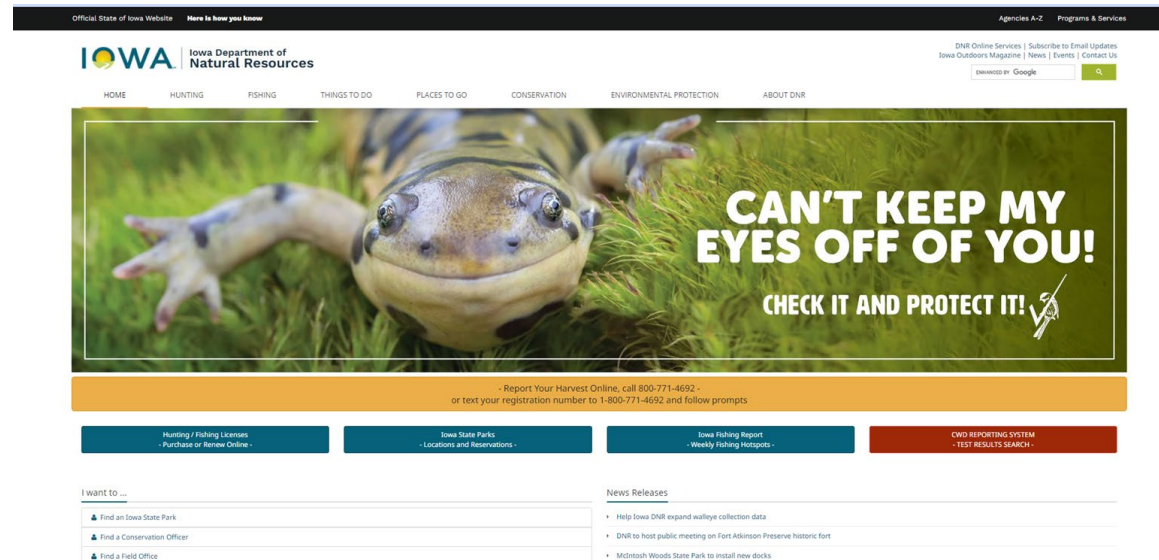
Julie Tack-Communications Specialist, Communications, Outreach and Marketing Bureau

Iowa DNR Communication Channels

Website www.iowadnr.gov

- 905,000 average page views per month
- 295,000 unique visitors per month

Busiest month is May – 1.265 million page views



Email Blasts

More than 50 active listserv groups, serving hunters, anglers, park visitors, forestry, and much more.

- 631 emails sent out in 2023
- 28.3 million recipients
- 32% unique opens
- 550,000 unique email addresses in system

Additionally, the DNR's licensing vendor sent about 80 emails in 2023 to hunters and anglers on season dates, safety tips, reminders and more.

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State Park News

Conservation and Recreation



It's time for your next camping adventure! Come back to Iowa state parks

Get \$5.00 off your stay with Promo Code: Welcome23

Iowa state parks want to welcome you back! We hope you visit this camping season.

Stay in any Iowa state park or forest campground through October 31, 2023 and save **\$5.00!** Just use Promo Code **Welcome23** at check out when you [make a reservation](#).

Hurry, campgrounds are filling up fast! Reserve today and enjoy Iowa state parks.

Stay with Promo Code: Welcome23

\$5.00 discount available for one-time use and only for online reservations of Iowa state park campsites until October 31, 2023. Does not apply to walk-in sites, youth group campsites or cabins.

 WWW.IOWADNR.GOV

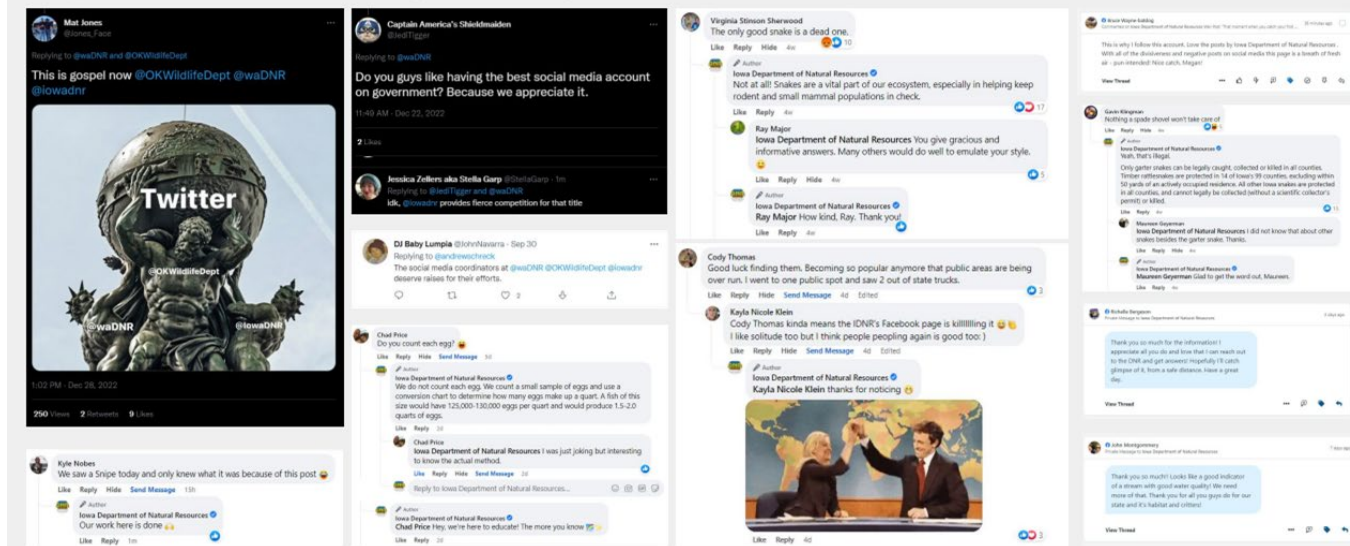
   

Social Media

Channels include Facebook, Instagram, X, LinkedIn, Pinterest, Nextdoor and YouTube

Per quarter averages:

- 8.3 million impressions
- 453,000 engagements
- 1,900 customer response
- 36,000 referrals to DNR website





Jace Elliott-State Deer Biologist, Wildlife Research Section

Iowa Deer Program



Balancing Iowa's deer herd



Recreational opportunity

- Hunting, viewing

Food resource

- HUSH

Economy

Tourism



Agricultural depredation

Property damage

- car accidents
- ornamentals/landscaping

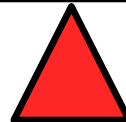
Deer health and disease

- resource competition, CWD, EHD

Environmental impacts

- ex. oak regeneration

Benefits

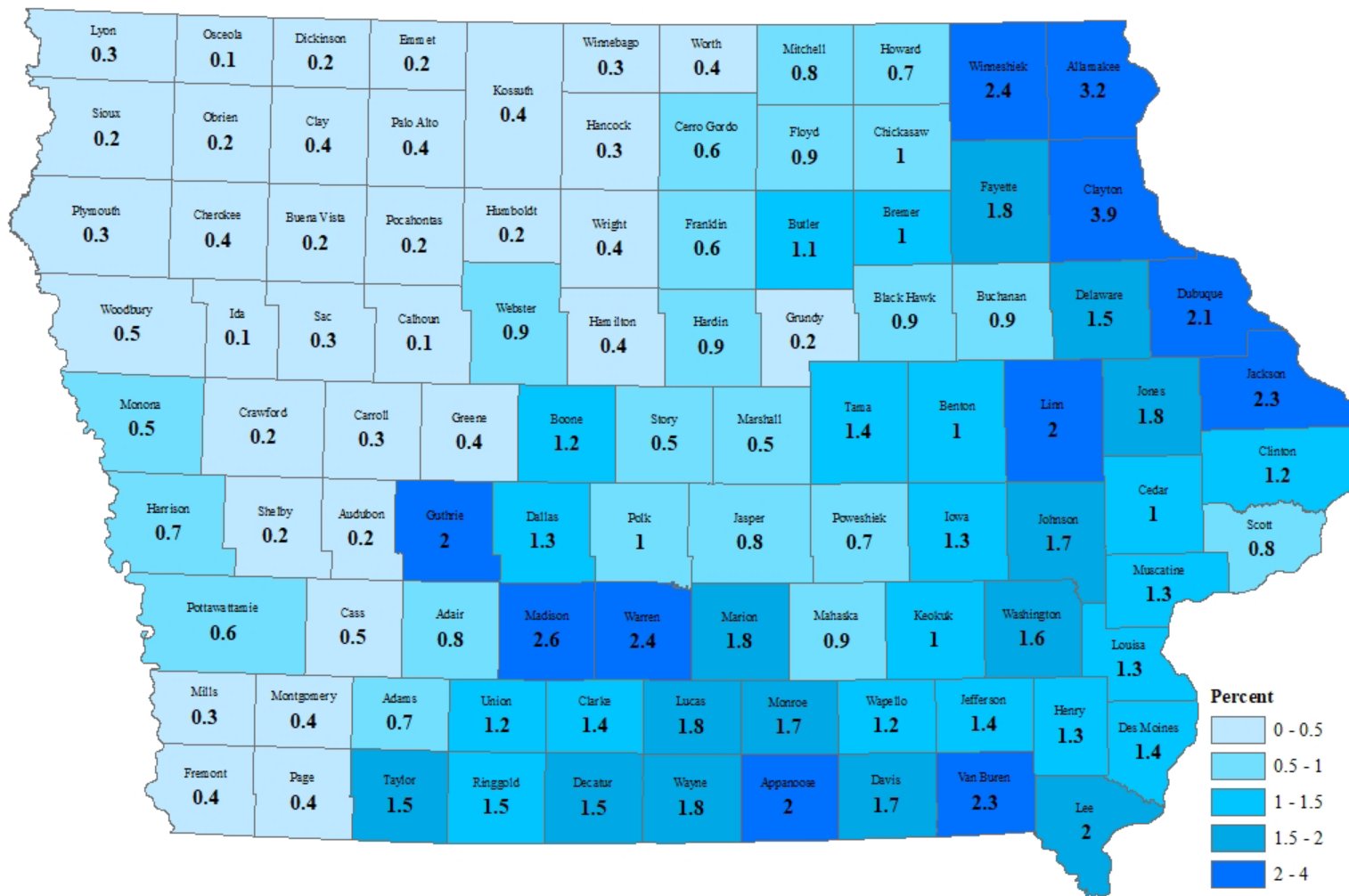


Costs

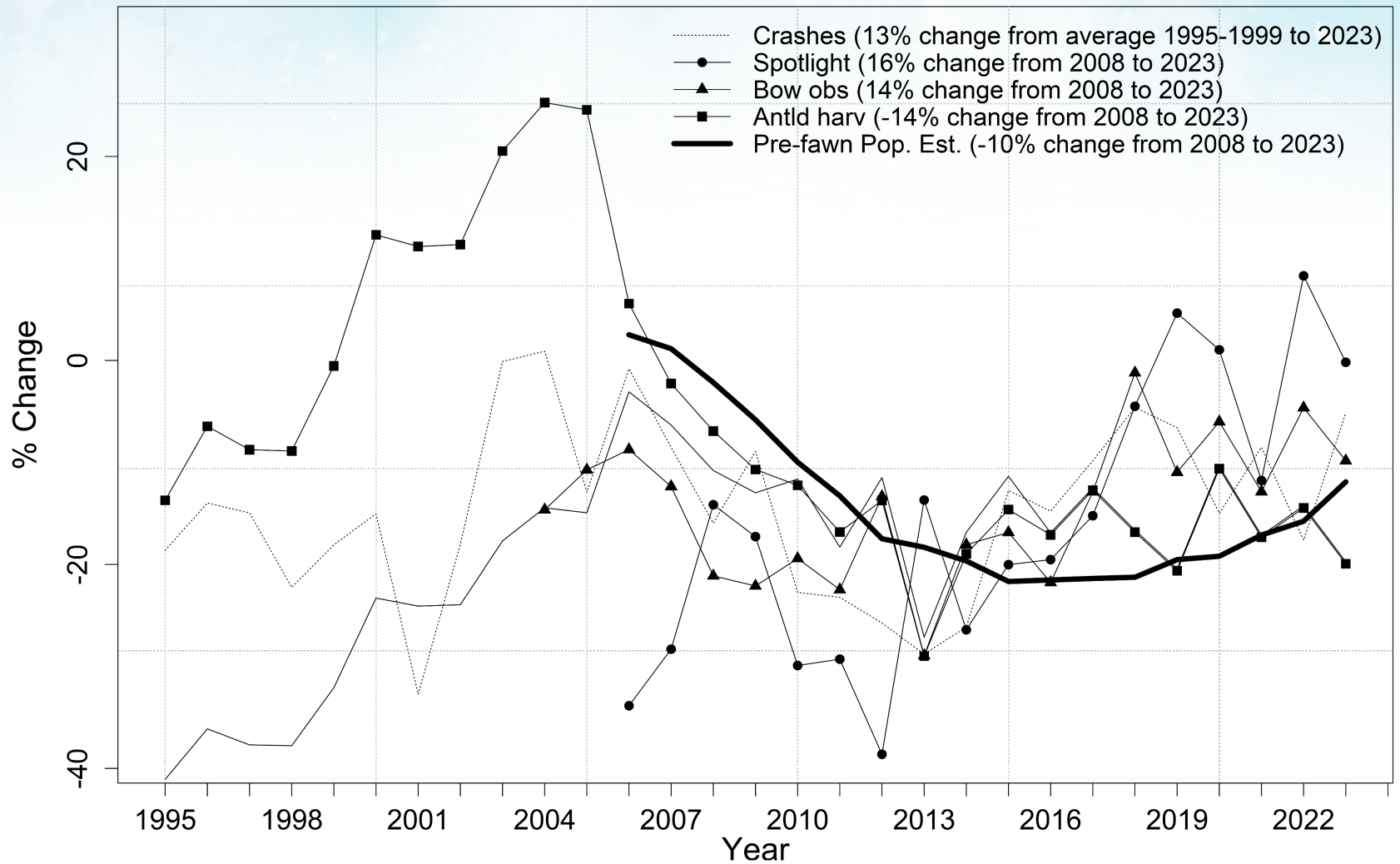
Deer Population Goal

“The current management objective is a stable deer population at the approximate level that occurred in the mid to late 1990s. This time period was chosen because the acceptance of deer numbers was favorable among many of the stakeholder groups at that time.”

Percent of Total Harvest



Statewide Population Trend



Antlerless Deer Quota, Antlerless-only Deer Licenses Sold, and Total Doe Deer Harvest by Iowa County, 2023

