July 15, 2019

Neal Whitney
License Bureau Business Analyst
Administration Division
Montana Fish, Wildlife & Parks
1420 East Sixth Avenue, Helena, Montana, 59620-0701

Dear Mr. Whitney:

On behalf of the Montana Wild Sheep Foundation and the Rocky Mountain Goat Alliance, please accept the attached completed 2020 proposal to market and auction one (1) 2020 Rocky Mountain Goat permit on behalf of Montana Fish, Wildlife and Parks at the **Montana Wild Sheep Foundation Annual Banquet in Billings, Montana, February 29, 2020.** Funds generated through the sale of this permit will be used to benefit rocky mountain goats and other wildlife conservation, restoration, research and enhancement initiatives of Montana Fish, Wildlife and Parks.

Thank you for the opportunity to apply and please do not hesitate to call if I can be of further assistance. We look forward to supporting Montana's great wildlife heritage through the sale of this tag.

Sincerely,

Brian Solan
Executive Director

Peter Muennich
Founder & President

Enclosures
cc: Neal Whitney

July 15, 2019

Neil Whitney
Montana Department of Fish, Wildlife and Parks License Bureau
1420 East Sixth Ave.
Helena, MT 59620-0701

Re: Proposal to market and auction one (1) 2020 Rocky Mountain Goat tag on behalf of the Montana Department of Fish, Wildlife and Parks.

Dear Mr. Whitney:

Thank you for the opportunity to present this joint application from **Montana Wild Sheep Foundation (MTWSF)** and **Rocky Mountain Goat Alliance (RMGA)** to market and sell during our live auction - one (1) 2020 Rocky Mountain Goat permit to benefit Rocky Mountain Goats and other wildlife conservation, restoration, research and enhancement initiatives of the Montana Department of Fish, Wildlife and Parks (**MTFWP**).

The **MTWSF** and **RMGA** are both 501(C)3 non-profit wildlife conservation organizations and share similar missions. The MTWSF mission is, *"To enhance and promote the state sheep herd populations and to safeguard against the decline and extinction of the species. Additionally, the chapter is committed to assist in funding various projects for professional management of these sheep populations throughout the state of Montana as well as sheep populations in all of North America."* Essential projects involving conservation, habitat, management improvement and sheep population and propagation are actively funded by the MTWSF.

The RMGA mission is *"To increase and enhance the management, range, and populations of Rocky Mountain Goats across both native and suitable non-native North American habitats without negatively impacting native ungulates while educating the public of ongoing conservation projects and petitioning for the expansion of sustainable hunting opportunities across the continent."*

We appreciate the opportunity and are pleased to submit our proposal to continue our record of success in supporting conservation work in Montana and of working collaboratively with MTFWP on wild sheep and wild goat conservation by marketing and selling via live auction the 2020 Montana Rocky Mountain Goat tag during the MTWSF Annual Fundraising Banquet in Billings, MT on February 29, 2020.

PROPOSAL:

- ☐ Proposes to sell the Montana Goat tag with MTWSF retaining of 5% of the final auction bid price. Ninety (95%) percent of the final auction bid price will be forwarded to MTFWP.
- ☐ Encourages non-credit card payments to avoid credit card processing fees but will charge an additional 3% convenience fee should the buyer(s) choose to purchase the tag(s) on credit cards.
- ☐ Will showcase the Montana Rocky Mountain Goat tag in our newsletters, website, social media and all materials leading up to and associated with the MTWSF annual fundraising banquet in Billings Montana.
- ☐ Will coordinate the tag promotion with our membership and in collaboration with WSF's extensive database of permit buyers throughout the mountain hunting community.
- ☐ Provides live streaming video on-line bidding should a prospective buyer want to bid on the Montana tag, but not be able to attend the event personally. Online buyers are prequalified and may bid live, while watching and hearing our evening auctions streaming live on our secure website.
- ☐ Will not bundle this tag with any outfitting services, taxidermy or other products or services.
- ☐ Will provide a complimentary booth to the MTFWP team to assist in the marketing of the tag during the banquet.

To date, Montana Wild Sheep Foundation (MTWSF) membership is 430 members and has generated and contributed more than $800,000 for wild sheep, goat, and other mountain game conservation in Montana. During the 2018 Fiscal Year to current, MTWSF raised and directed more than $65,000 to Montana based wildlife projects. A listing of Montana projects funded by MTWSF is attached as Appendix A.

MTWSF is a Montana focused Conservation NGO. We have an unrivaled history of funding and working with MTFWP to accomplish on-the-ground projects in Montana that benefit the conservation, and restoration of wild sheep, and have the same interest for wild goats. The RMGA has, since 2013, been operating in the same fashion with MTFWP biologists. Because both wild sheep and wild goats are in the Caprinae family, most of the concerns and issues relating to their conservation and restoration overlap, i.e. respiratory disease, restoration efforts, etc. Together with our close collaboration with MTFWP, the MTWSF and RMGA are the NGO leaders in Montana conservation of these species. Our organizations are focused on these two species and we are confident though our enthusiastic and determined members that we

can secure the highest price possible in auctioning this license at the 2020 MTWSF fundraising banquet.

The Rocky Mountain Goat Alliance (RMGA) came to fruition in 2013 after a successful volunteer collaboration with MTFWP. Over the past seven years, MTFWP biologists have utilized RMGA volunteers in several different mountain ranges. Our findings have been utilized to make important management decisions such as tag allocation and district line restructuring. Our relationship with MTFWP is stronger every year.

RMGA has raised over $750,000 in cash, in-kind and volunteer services. Our conservation efforts reach across North America from Alaska to Utah. RMGA dollars are frequently spent on helicopter flight time, gps collars, biological research, volunteer orchestration and PHD and grad student projects.

Our membership maintains at roughly 1,000 individuals and business. Our social reach is growing with an Instagram account with over 26,000 followers. Strong communication with our members and the public alike afford us the opportunity to assist MTWSF with the advertising of the 2020 Montana Governor's Mountain Goat tag. We look forward to helping to raise money for both the state of Montana and mountain goat conservation. Collectively, the RMGA, WSF and MTWSF are able to generate massive exposure and interest in this coveted annual permit.

Date, time and place of auction:

The 2020 auction for the Montana Rocky Mountain Goat license will be held at the ***Montana Wild Sheep Foundation Annual Banquet Fundraiser, February 29, 2020 at the Billings Hotel and Convention Center in Billings, Montana.***

Estimated Attendance and Potential Market for License Bidders:

MTWSF has seen our attendance at our annual events increase by almost 200% to over 400 people at our 2019 event. In addition, we utilize an electronic bidding and marketing software called GiveSmart to market and sell our auction items. This provides an unlimited number of interested participants in the auction.

MTWSF has had a continuous growth in membership increase and we currently have 450+ members. This growth has been exciting on many levels. With this membership growth we have also seen an annual revenue growth primarily due to the growing membership and their

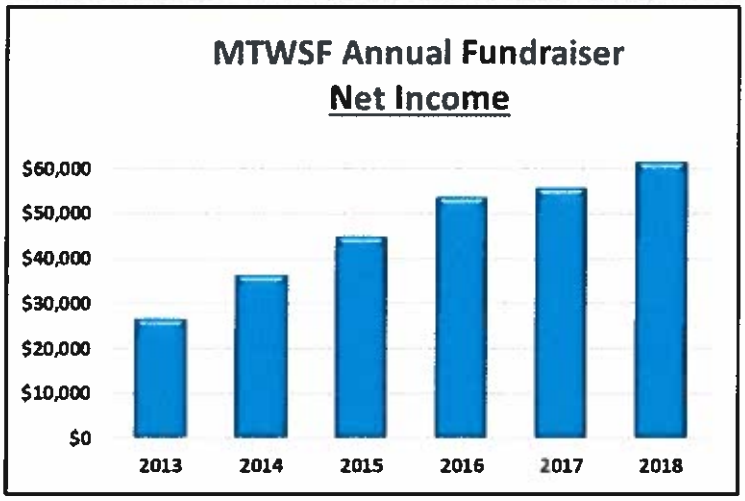
dedicated financial support for Wild Sheep in Montana. While the growth of revenue and membership are certainly linked together, below is an attempt to outline some of the highlights of the growth of our chapter from both the membership and financial viewpoints.

Membership Growth:

In the past (5) years, the Montana Wild Sheep Foundation has seen a total membership **increase of 54%.** The most significant area of growth in membership has been in our Life Member category. Since 2013 we have nearly doubled our Life Membership and we are currently at 280 Life Members of MTWSF.

Financial Growth of the Montana Wild Sheep Foundation:

In 2013 our Annual Banquet Gross revenue was just under $50,000 and our net from that fundraiser was roughly $26,000. While these funds were still contributing to "*putting more sheep on the mountain*", our Annual Gross Banquet Income has seen a steady increase every year since and has allowed us to increase program and grant funding across Montana. Using the 2013 Annual Gross Banquet Income as a baseline and comparing it to the most recent 2018 Banquet Income, we have seen an **increase of 273%** in those five years (2013-2018). Our 2018 Fundraiser grossed $134,000 and the net was over $60,000. This is an incredible increase in funds that are going to "*put more sheep on the mountain*". There are many contributors to this increase in revenue, but the bulk has come from our annual banquet and direct membership support. Our banquets have been sold out for the past four years and the energy at these events has been electric.



Other Contributors to our Annual Revenue increase

Implementation of the MTWSF Montana license plate program revenue that was started in 2012. This program provides a steady source of income for the chapter.

An Amazon Smile Campaign that provides a 1% donation to MTWSF for every purchase on Amazon.com, if you use the Amazon Smile link specifically https://smile.amazon.com and designate **Foundation for North American Wild Sheep Montana Chapter** (MTWSF Legal 501c3 Name). Again, you must specifically use the correct Amazon Smile link above and designate Foundation for North American Wild Sheep Montana Chapter above. This doesn't cost anything to you as the donation is made directly from Amazon.

Proposed advertising and marketing strategy:

Both MTWSF and RMGA are joint chapter and affiliate members of the Wild Sheep Foundation (WSF), and will collaborate with the Wild Sheep Foundation in obtaining their assistance in advertising and marketing this Montana License. Our GiveSmart online auction and marketing application will be used to market and sell the goat auction tag. Along with the nearly 30,000 followers on Instagram jointly from RMGA and MTWSF pages, we can market and successfully provide the best value for this tag. We will also provide MTFWP a complimentary booth in our exhibit hall to help promote the tag to convention guests and banquet tickets the night the Montana tag is auctioned so representatives can field any questions that may arise from the audience.

At the time of auction, MTFWP personnel will have an opportunity to briefly address the audience to address the importance of this permit is funding Rocky Mountain Goat research and management. Slides and video presentations provided by MTFWP are highly recommended and most welcome. Immediately after our Banquet, a press release will be issued to media outlets informing the public of the Montana conservation efforts for wild sheep and other wildlife and the wild lands of Montana.

Thank you very much for your consideration. If I can be of further assistance, please do not hesitate to contact us at MTWSF or RMGA (see below). MTWSF and RMGA would be honored to auction the 2020 Montana Rocky Mountain Goat license at our Annual Banquet in the Billings Hotel and Convention Center in Billings, Montana, February 29, 2020. We look forward to supporting Montana's great wildlife heritage through the sale of this license.

Sincerely,

Brian Solan
Executive Director
406-461-7432
Bsolan.bs@gmail.com

Peter Muennich
Founder & President
406-551-5104
Peter.muennich@gmail.com

Appendix A – MTWSF Funding Summary

2018

Wild Horse Island Donation – MT State Parks ($3,000)
NorthWest Sheep & Goat Council Donation ($4,000)
Ravali County Sportsman Association Game Cameras ($500)
Missoula County Weed District ($1,000)
Petty Creek Burn Project ($2,500)
Wild Horse Island Cheat Grass Control Research Project ($5,000)
MT Department of Transportation – Wildlife & Transportation Summit ($500)
Painted Rocks bighorn sheep Collar Project ($8,200)
Youth Donation (Teller) ($4,000)
MT Biocontrol Project ($1,000)
Petty Creek Burn Project ($2,000)
TOTAL 2018 Projects Funded: $31,700

2017

Youth Donation (Teller) ($4,000)
MT Biocontrol Project ($1,000)
Petty Creek Burn Project ($2,000)
Tom Besser / Manlove Disease Research ($5,000)
Rebecca Mowry / Painted Rocks Collaring ($2,000)
TOTAL 2017 Projects Funded: $14,000

2016

Bitterrot Goat Fencing Project ($605)
Boon & Crocket Adventure Camps ($1,350)
Missoula Weed District Education ($1,000)
Montana Trappers Association ($2,500)
Wild Sheep Foundation Floor credits ($2,500)
Wild Sheep Foundation Summit ($1,000)
Rock Creek Traffic Counter Electric Sign ($2,000)
Sportsmen Alliance Benefactor ($2,000)
Wild Sheep Foundation Floor credits ($2,500)
Teller Youth Expo Event ($4,000)
Montana Biological Weed Control ($1,000)
Kurt Alt Wild Sheep Foundation Support ($20,000)
Wild Sheep Chapter/Affiliates Conference ($2,000)
Teller Youth Programs ($1,000)
TOTAL 2016 Projects Funded: $43,455

2015

Forest Service Cutoff & Priscilla Peak Prescriptive Burns ($9,748)
MSU Genetic Research Pilot Study ($20,000)

Anaconda Property Acquisition into Garrity WMA
Boone & Crocket Youth Camp ($4,140)
Jack Creek Youth Camps ($1,000)
Wisherd-Blackfoot Canyon Conservation Easement ($25,000)
South Dakota Chronic Shedders Research Study (3 years – $5,000 each year)
US Sportsman's Alliance Funding Request ($2,000)
Wild Sheep Foundation – Montana Specific Projects Funding Request ($12,000)
MOGA Conservation Day Sponsorship ($2,000)
NWF Domestic Sheep Buyouts in Tendoy's ($5,000)
Highlands Herd Radio Collar Tracking by MSU Intern ($2,800)
TOTAL 2015 Projects Funded: $88,688

2014

Project information is pending.
TOTAL 2014 Projects Funded: $TBA

2013

Garfield County Sheep Introduction Study w/Nat Wildlife Federation ($5,000)
US Sportsmen's Alliance ($1,000)
TOTAL 2013 Projects Funded (through April): $6,000

2012

18' Sheep Transport trailer for FWP ($19,340)
2012 Transplant sheep collars ($1,413)
Sponsorhip for 2012 Chapter/Affiliate Summit Lewiston, Idaho ($500)
US Sportsmen's Alliance ($1,000)
National Wild Sheep Foundation Donation ($1,000)
Washington State University Sheep Disease Research Program ($5,000+)
Greater Yellowstone Project 10 sheep collars($3,244)
Skalkaho habitat improvement project w/USFS ($6,000)
National Wild Sheep Foundation Floor Credit Donation ($2,500)
TOTAL 2012 Projects Funded: $39,997

2011

Washington State University disease research ($5,000)
5 Sheep Collars (VHF & GPS) for Greater Yellowstone area research ($10,500)
Proposed Lewis & Clark Caverns transplant sheep collars ($1,400)
Wolf Delisting efforts ($1,200)
Sportsmen's Alliance Annual Funding ($1,000)
Convert domestic sheep operations to cattle operation ($50,000+)
TOTAL 2011 Project Funded: $69,000+

MONTANA WILD SHEEP FOUNDATION

2010

Wild sheep informational signs at Plains, Montana ($3,000)
Region 4 Montana Department of Fish, Wildlife and Parks Infrared Cameras ($1,300)
Petty Creek week control project ($6,922)
Wild Sheep Foundation Convention support ($1,000)
Sula, Montana wild sheep informational signs ($1,750)
Donation to Wild Sheep Foundation ($1,000)
US Sportsmen's Alliance support ($1,000)
Pryor Mountains Mahogany Nutritional Study ($1,948)
TOTAL 2010 Projects Funded: $17,920

2009

US Sportsmens Alliance annual donation ($1,700)
Contract to write Montana Wild Sheep Management Strategy ($1,400)
WSU sheep disease research funding ($6,000)
Demijohn water catchment rehabilitation ($2,258)
Coffee Face weed control project ($2,994)
Leading Edge Aviation sheep transplant costs ($24,000)
Region 3 Montana Department of Fish, Wildlife & Parks sheep surveys ($2,540)
Greater Yellowstone sheep & goat habitat study ($5,000)
Domestic sheep removal ($500)
Highland lamb survival monitoring ($900)
Region 4 Montana Department of Fish, Wildlife & Parks Law Enforcement ($1,080)
Phase I of Petty Creek weed control project ($78)
TOTAL 2009 Projects Funded: $48,450

2008

Montana Game Wardens Association national convention in Great Falls, Montana ($1,000)
Collors for Highland sheep transplant ($1,479)
Contract to write Montana Wild Sheep Management Strategy ($6,100)
Legl fees for brief on non wildlife friendly fences ($807)
US Sportsmens Alliance annual donation ($1,000)
Helicopter costs for transplant of wild sheep ($67,600)*
Sponsor Shrub Symposium at Montana State University ($500)
Anaconda versus Tendoy sheep habitat study ($3,000)
Jamison purchase of 290 acres of sheep habitat near Anaconda, Montana ($10,000)*
Hodges purchase of 58 acres of sheep habitat near Plains, Montana ($15,000)*
Moore Property purchase of 30 acres west of Anaconda, Montana ($10,000)
TOTAL 2008 Projects Funded: $116,485
**2008 Chapter funding leveraged over $1,000,000 of additional funds from the State of Montana, the Wild Sheep Foundation, and other FNAWS chapters to enhance wild sheep populations.*