

## The Proposed Mississippi Tag Design

Rationale: License tags were originally created for vehicle identification purposes. Tag designs were simple with solid color backgrounds with a contrasting color for the identification characters. Over time, the purpose of these tags has changed to incorporate advertising and marketing schemes.

### **1. Outdoor activities are a key motivator for non-residents of Mississippi to travel to the state and are a motivator for residents to spend their leisure dollar in Mississippi.**

- According to the study conducted by the Godwin Group in June 2000, respondents mentioned outdoor activities as their primary response.
  1. Hunting and Fishing
  2. Boating
  3. Camping
  4. Ocean/Beach Activities
  5. Golfing
- According to the 1996 Census on Wildlife Recreation in the United States:
  1. \$1.8 billion was spent on wildlife-associated outdoor recreation in Mississippi (residents and non-residents).
  2. 770,000 people participated in hunting and fishing activities in Mississippi in 1996.
  3. Mississippi has more than 2 million acres of public hunting recreation land.

### **2. Mississippi Forest Facts (Mississippi Forestry Association)**

1. 62% of Mississippi's land is forest.
  - a. There are 18.5 million acres of forest.
  - b. Mississippi has more tree farms than any other state.
2. Over 66,000 Mississippians are employed in the forest industry.
3. \$11.4 billion annually is generated by the forestry industry in Mississippi.