

FISCAL YEAR 2007

Idaho Recreation and Tourism Initiative
ANNUAL ACCOMPLISHMENT REPORT



FISCAL YEAR 2007

IRTI Annual Accomplishment Report

IRTI	Introduction	1
IRTI	Scenic Byways	2
IRTI	SCORTP	3
IRTI	OHV Coordinating	4
IRTI	Campground Directory	8
IRTI	Free Fishing	9
IRTI	Watchable Wildlife	10
IRTI	Outfitters / Guides	14
IRTI	1-800	15
IRTI		
IRTI		
IRTI		
IRTI		

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

Idaho's Recreation and Tourism Initiative...

IRTI

The Idaho Recreation/Tourism Initiative is a coalition of state and federal agencies and others dedicated to providing Idaho citizens and visitors with expanded recreation opportunities. We want to make it easy for people to come outside and play.

IRTI

IRTI

Idaho has a multitude of land management agencies and recreation providers that can be extremely confusing to the public. People want to have a good time. By working jointly, the coalition is able to provide information and services in a more effective manner. People don't care who manages a campsite – they just want to camp. They are not especially interested in what agency is in charge of a wildlife area...they just want to see wildlife.

IRTI

IRTI

The following projects are undertaken on a statewide basis. Most projects are done at local levels. The Idaho Recreation/Tourism Initiative Partners are:

IRTI

- U.S. Forest Service
- U.S. Fish and Wildlife Service
- Idaho Dept of Fish & Game
- Bureau of Land Management
- Idaho Dept of Parks and Recreation
- Idaho Dept of Commerce
- Bureau of Reclamation
- Idaho Transportation Dept
- National Park Service

IDPR

IRTI

IRTI

In addition, other public and private partners join us on various projects.

IRTI

Contained in this document are reports, submitted by representatives of all participating agencies on their FY 2007 program related activities.

IRTI

IRTI

FISCAL YEAR 2007

IRTI Annual Accomplishment Report

Scenic Byways

IRTI

The State of Idaho was successful in obtaining federal funding in the amount of \$967,874 for seven Scenic Byway projects for FY05. They are as listed as follows:

IRTI

IRTI

Pioneer Historic NSB	CMP Imp	\$31,250.00
Western Heritage NSB	CMP Imp	\$31,250.00
ISL AAR	CMP Imp	\$31,250.00
NW Passage AAR	CMP Imp	\$61,875.00
Payette River NSB	Donnelly Rest Area	\$154,142.00
Salmon River Scenic	Yankee Fork Interpretive	\$36,451.00
ISLAAR	Virtual Tour	\$34,840.00
Payette River NSB	CMP Imp	\$31,250.00

IRTI

IRTI

IRTI

IRTI

Also 50,000 copies of the "Taking the Scenic Route" brochure were printed in April. Another 50,000 will be printed in August. The new idahobyways.gov website was completed and went live in June.

IRTI

We are awaiting the status of the FY2007 grant applications which should be announced in August.

IRTI

IRTI

IRTI

IRTI

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

SCORTP / Idaho Access Guide

SCORTP

The 2006-2010 SCORTP draft document has been available for review by NPS since January, 2006. In late August, we received a draft review checklist with minor suggested changes. We are awaiting a final review checklist, but anticipate sending the final SCORTP to Gov. Otter before the end of September for his approval.

Idaho Access Guide

ESDrake conducted a study to determine the feasibility of providing a map-based guide to Idaho outdoor recreation on the Internet. The result of the study was that there were no technological barriers for providing such a guide and that there were several ways to do it. The biggest barrier to the proposed project will be coordinating all the federal and state partners and gathering needed information in a single format. IDPR has identified initial funding to begin working on the guide. Recreation Resources Bureau Chief Steve Frost will be in charge of the project.

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IDPR

IRTI

IRTI

IRTI

IRTI

IRTI

FISCAL YEAR 2007

IRTI Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee

IRTI

Purpose

The Idaho OHV Public Outreach Project began in FY 2005 and has continued through FY 2007. It employs outdoor billboards, radio advertising, a website, direct mail and other support products to promote the responsible use of off-highway vehicles (OHVs) on Idaho's public lands. The main goal of the campaign is to raise public awareness that cross country travel is inappropriate, and that riders should stay on designated or established roads and trails. A second important goal is to promote rider safety.

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

Sponsorship and Management

The OHV Outreach Project is sponsored by the U.S. Forest Service, Bureau of Land Management, Idaho Department of Parks and Recreation, Idaho Department of Fish and Game, and Idaho Department of Lands. The project is implemented by an interagency team consisting of the lead public affairs specialists from each agency. Management oversight is provided by the Idaho Interagency OHV Coordinating Committee, which consists of managers and line officers from each partner agency. Contracting and administrative support is provided by the Idaho Department of Parks and Recreation.

Project Description

The media campaign airs twice each year for two months. About 60 outdoor billboards are displayed statewide during each campaign period. The radio campaign runs on 27 radio stations, statewide and airs more than 3000 times during each campaign period. In FY 2007 the campaign ran during April and May, and September and October.

The website (www.idaho-ohv.org) complements the billboard and radio campaign. It includes detailed information about how to ride responsibly, how to use an OHV for hunting, how to register a vehicle, and a guide to OHV recreation opportunities on FS and BLM lands in Idaho. The website received 21,000 visitors from October 2006 to October 2007. The top five requested pages during in 2006 campaign were: home page (26.9%), where to ride (16.9%), Danskin map (13%) the Idaho map of BLM/Forest Service trails (7.1%), and the links page (4.1%). These five represent 68% of all traffic.

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee (continued)

Assessing Project Effectiveness – Public Survey Results

Project managers conducted a statewide telephone survey in November, 2006 to assess the effectiveness of the advertising campaign. The telephone survey, conducted by a Boise-based polling company, interviewed 400 adults statewide and had a margin of error of +/- 4.9 percent. The survey found that about one-third of respondents (32%) had seen or heard advertising about the responsible use of OHVs in Idaho. More people in eastern Idaho (42%) said they had seen or heard advertising. Of the respondents who recalled advertising, about 50% could “play back” key messages. They said the key messages were: 1) staying on trails, 2) taking appropriate safety measures, and 3) overall riding responsibility. In addition, the project’s website received more than 21,000 unique visitors during 2006. Visitors were most interested in information about where to ride OHVs in Idaho and looked for recreation maps to download.

According to the polling company, Greg Smith and Associates, the telephone survey indicates a successful advertising campaign. They said having a one-third recall for a two-month advertising presence is excellent. They also said the strong recall of the campaign’s key messages indicates that the messages are getting attention and being easily understood.

Future Direction

Based on these results, in February 2007 the Forest Supervisors in Idaho, in conjunction with Idaho BLM District Managers, directed project managers to continue the OHV Outreach Campaign beyond FY 2007.

See billboard and radio ad copy of next two pages.

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IDPR

IRTI

IRTI

IRTI

IRTI

IRTI

FISCAL YEAR 2007

IRTI Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee (continued)

Idaho OHV Outreach Project Outdoor Billboard

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI



Idaho OHV Outreach Project Radio Advertisement 30 Second Spot

You are a Superhero! You have great power.

You fly down trails covering miles and miles in a single hour

You can carry a quarter of an elk back to camp without even breaking a sweat.

You can see for miles from a mountain top and save your family from another weekend of brain-sucking TV.

Yes, you have great power.

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee (continued)

But with great power comes great responsibility. When you take your trail bike or ATV onto public land you need to do the right thing. Register your machine and know the regulations for riding or hunting in your area.

Be sensitive to disturbing animals, and others. And please, when riding, always, always stay on the trail.

Use you power wisely.

Find out more at www.idaho-ohv.org

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IDPR

IRTI

IRTI

IRTI

IRTI

IRTI

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

Idaho Campground Directory

IRTI

The State of Idaho has identified the RVer as a high priority visitor, and the Idaho Travel Council (ITC) has given IRVCA the responsibility for marketing to this important travel segment.

IRTI

IRTI

With IRTI partnership funds of \$25,350, and an ITC grant in the amount of \$50,485, IRVCA accomplished the following goals for 2007:

IRTI

IRTI

- IRVCA published and distributed 155,000 copies of **RVIDAHO**, Idaho's annual directory of private and public RV parks, campgrounds and dump stations. This publication is made available to the public at no charge, and is distributed at gateway visitor centers, Chambers of Commerce and Visitors Centers statewide, RV parks and campgrounds, major RV shows in AZ, UT and CA, and mailed nationwide from the Idaho Tourism Development office to RVers requesting information on Idaho.

IRTI

IRTI

IRTI

- IRVCA developed and implemented a national advertising campaign placing display ads promoting Idaho as a great tourist destination in RV publications such as Trailer Life, Motor Home, Highways, 99 Things to do in Yellowstone, Northwest Travel, Camping Life and RV West.

IRTI

IRTI

- IRVCA maintains a consumer website which provides information to RVers who plan their camping trips online.

IRTI

- IRVCA supported the State's 800# and managed the fulfillment program for distribution of **RVIDAHO**.

IRTI

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

Free Fishing Day - Idaho Department of Fish and Game (IDFG)

Free Fishing Day was held on Saturday June 9th and continues to be a very popular event.

At the event this year, participants could rotate through stations and learn about casting, fish identification, knot tying and how to bait their hook. Some regions included stations that explained how to clean and cook fish.

Members of several fishing organizations like Trout Unlimited and various fly fishing clubs donated their time and expertise.

The events were well attended by children and parents alike.

Because of the success, we have had preliminary discussions about the possibility of extending Free Fishing Day into a Free Fishing Weekend.

Free Fishing Day events statewide: 35

Participants: 5,832

Volunteers: 215

Volunteer hours donated: 1,129

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IDPR

IRTI

IRTI

IRTI

IRTI

IRTI

FISCAL YEAR 2007

IRTI Annual Accomplishment Report

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

Watchable Wildlife

Quarterly issues sent with topics this year including: Pika, songbird research at Camas NWR, the Idaho Birding Trail, observing snakes, Hidden Springs wildlife community, Eagle Scout projects, native plant landscaping, feeding birds, IDFG volunteer projects, collared swans, Edson Fichter exhibit, Turkey Vultures, Dubois Grouse Days, The Southern Idaho Ground Squirrel, Deer Flat NWR bioblitz event.

This newsletter goes to Idaho Wildlife License Plate holders who send in their post card attached to their new plate. The current subscription base for the newsletter is 3097.

Donations that were received from the newsletter in FY 07 were \$2570.54 These are tax deductible donations.

Idaho Wildlife Viewing Guides/Posters

Idaho Wildlife Viewing Guide Sales for the fiscal year were \$1237.70.

Idaho Birding Trail

The Idaho Birding Trail came off the press in August 2006. Approximately \$3,302.00 worth of books were sold through Sara Focht's desk. This does not include regional front desk sales . Books were sold for \$5 to the public and \$3 to book stores and visitor centers. *Money from the Idaho Birding Trail does not go into the Watchable Wildlife account.*

Events

Bald Eagle Days-Boise (January)
International Migratory Bird Day-Boise (May)
Dubois Grouse Days



FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

Watchable Wildlife (continued)

Idaho Governor's Conference on Tourism
National Watchable Wildlife Conference-AK! Ron Gardner attended for the committee.

IRTI

Watchable Wildlife Grant

In February, 2007 letters were sent to all the site managers for the wildlife viewing sites in the Idaho Wildlife Viewing Guide. Of the 100 sites, 17 site managers applied for money (up to \$3000) to improve the watchable wildlife aspects of their site. Twelve sites were awarded a total of **\$28,602.36** toward site improvement. A list of the sites are below.

IRTI

IRTI

IRTI

IRTI

IRTI

IDPR

IRTI

IRTI

IRTI

IRTI

IRTI

SITE	IWVG # (region)	AGENCY	PROJECT	AMOUNT
Diamond Valley/Elk	65 (5)	USFS	Bino signs	1000
Deer Flat NWR	40 (3)	Friends of Deer Flat NWR	View blind	2622.36
Gamlin Lake	7 (1)	BLM	ADA view platform	2960
MK Nature Center	44 (3)	IDFG	Repair signs	3000
Hagerman National Fish Hatchery	55 (4)	USFWS	ADA ramp/deck	3000
Peregrine Fund-World Center for	41 (3)	PF	Sage-steppe interp	3000
Boise River WMA	38 (3)	IDFG/IBO	Signs, parking outhouse	2000(asked for 3000)
Minidoka National	59 (4)	USFWS/IDPR	Watchable Wlf sign	1900
Wolf Lodge Bay	13 (1)	BLM/IDFG	Salmon sign	2000
Multiple sites	3,7,12,14,16 (1)	IDFG	Watchable Wildlife booklet	3000
Camas NWR	75 (6)	USFWS	Species list	2000 (asked for 3000)
Wolf Education Center	21 (2)	WEC	Road maintenance	2120

FISCAL YEAR 2007

IRTI Annual Accomplishment Report

IRTI

Watchable Wildlife (continued)

All Idaho public libraries were given a free copy of the Idaho Wildlife Viewing Guide for their collection (148 libraries). Promotional efforts to bookstores and visitor centers yielded no sales.

IRTI

IRTI

75 large brown/white binocular signs were purchased for all the IWVG sites in the state. IDFG nongame regional biologists received the signs in December and were supposed to have distributed them to the sites by summer.

IRTI

IRTI

Booth Display

Meggan Laxalt-Mackey (USFWS) designed an Idaho Watchable Wildlife Booth display for the committee to further efforts to promote Idaho's Watchable Wildlife Program at state events. The booth display was purchased in May, 2007 and was used three times in the 2 months remaining



IRTI

IRTI

IRTI

IRTI

Budget Summary For FY 2007

(see chart on adjacent page)

IRTI

Priorities and Goals for FY 07

Maintain Windows to Wildlife newsletter
Help promote Idaho Birding Trail
Initiate and guide statewide "kids in nature" campaign

IRTI

IRTI

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

Watchable Wildlife (continued)

STATE OF IDAHO
 IDAHO DEPARTMENT OF FISH AND GAME
 PCA 48922 - WATCHABLE WILDLIFE
 FISCAL YEAR 2007
 30-Jun-07

IRTI

BEGINNING BALANCE (JUNE 30, 2006) **\$43,996.31**

IRTI

IRTI

REVENUE

IRTI

MONTH	VIEW GUIDE	W/W DONATION	INTEREST	OTHER	
JULY	\$35.71	\$185.00	\$69.37	\$1,000.00	
AUGUST	\$50.72	\$10.00	\$0.00	\$0.00	
SEPTEMBER	\$0.00	\$0.00	\$215.56	\$0.00	
OCTOBER	\$0.00	\$335.54	\$85.05	\$0.00	
NOVEMBER	\$0.00	\$85.00	\$78.28	\$500.00	
DECEMBER	\$728.27	\$450.00	\$54.46	\$0.00	
JANUARY	\$66.25	\$875.00	\$76.58	\$0.00	
FEBRUARY	\$72.96	\$215.00	\$116.54	\$1,500.00	
MARCH	\$0.00	\$25.00	\$100.50	\$0.00	
APRIL	\$83.95	\$355.00	\$69.04	\$0.00	
MAY	\$154.08	\$35.00	\$0.00	\$1,000.00	
JUNE	\$45.76	\$0.00	\$406.23	\$0.00	
TOTAL	\$1,237.70	\$2,570.54	\$1,271.61	\$4,000.00	\$9,079.85

IRTI

IRTI

IDPR

IRTI

EXPENDITURES

IRTI

MONTH	PERSONNEL	OPERATING	CAPITAL	
JULY	\$0.00	\$661.07	\$0.00	
AUGUST	\$0.00	\$892.00	\$0.00	
SEPTEMBER	\$0.00	\$0.00	\$0.00	
OCTOBER	\$0.00	\$150.01	\$0.00	
NOVEMBER	\$0.00	\$0.00	\$0.00	
DECEMBER	\$0.00	\$200.00	\$0.00	
JANUARY	\$0.00	\$120.47	\$0.00	
FEBRUARY	\$0.00	\$150.00	\$0.00	
MARCH	\$0.00	\$0.00	\$0.00	
APRIL	\$0.00	\$790.69	\$0.00	
MAY	\$0.00	\$7,224.77	\$0.00	
JUNE	\$0.00	\$10,918.75	\$0.00	
TOTAL	\$0.00	\$21,195.76	\$0.00	\$21,195.76

IRTI

IRTI

IRTI

ENDING BALANCE (JUNE 30, 2007) \$31,880.40

FISCAL YEAR 2007

IRTI Annual Accomplishment Report

Outfitters and Guides - GIS

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

During the 2007 fiscal year, IDFG worked through the area review comments submitted by the partner agencies in 2006 and corrected area boundaries, activities or other issues that were identified. IDFG and IOGLB also developed a new data design for the river-based outfitters. Previously, multiple river segments and rivers were included in a single license area description. Individual river segments are now split apart and recorded separately. This streamlines the management of river-based operators.

IDFG developed a new license editor for IOGLB to use to manage their license database. The data are now housed at IDFG in Microsoft SQL Server. The license editor is a Web-based application that lets IOGLB add, void or modify licenses. By being housed at IDFG the updates will be automatically and immediately reflected on the Web site. It will also prevent the running issue of IDFG's version of the data becoming out-of-sync with IOGLB's database.

The final public Web site was developed in FY2007. It provides a variety of search capabilities, as well as being able to directly enter an outfitter's name. The site displays information about each outfitter, as well as a map of their outfitting area. The URL for the Web site has not yet been released or advertised. That will happen in the fall of 2007.

FISCAL YEAR 2007

IRTI

Annual Accomplishment Report

1-800, Web / Information Manager

IRTI

Call Center Operations:

- All West Communications implement new lead distribution system to Idaho travel industry members, June 2007.

IRTI

Ongoing services

Phone call, reader service, and online inquiry processing

IRTI

Custom online inquiry reports

Support of live chat customer service on visitidaho.org.

IRTI

Web Program:

- Re-designed the official state tourism website, visitidaho.org, and launched in April 2007. Compared to previous design, new site features improved

IRTI

Re-organized navigation to simplify information

IRTI

Search capability of Dept. of Commerce databases

New photo display and search features

Flash video player

IDPR

Re-designed interactive map

Updated photography throughout

- Re-designed and launched new site for Idaho scenic byways in June 2007: idahobyways.gov. Features include

IRTI

Interactive map to select individual byways

IRTI

Integration of Google maps for detailed information on byways and points of interest

Integration of Dept. of Commerce databases to show lodging, attractions, and events by/near each byway.

IRTI

E-postcards

Order form for brochure requests

IRTI

- Re-design of updateidaho.com, the user interface with all Dept. of Commerce databases. Launched May-June 2007. New and upgraded features include

IRTI

Upgraded user interface

Step-by-step instructions for adding or modifying records

New data management tools for Dept. of Commerce staff

- Drafted feasibility study for the creation of an online Idaho Access Guide, May 2007.

FISCAL YEAR 2007

IRTI Annual Accomplishment Report

1-800, Web / Information Manager (Continued)

IRTI

- Ongoing maintenance and support of IRTI partner sites

IRTI

Idahowinter.org
Filmidaho.com
Rvidaho.org
Parksandrecreation.idaho.gov
Idaho-ohv.org
Sledtherockies.com
Touridaho.org
Idahogolftrail.com
Idahowhitewatertrail.com

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

IRTI

