



# Idaho Recreation and Tourism Initiative

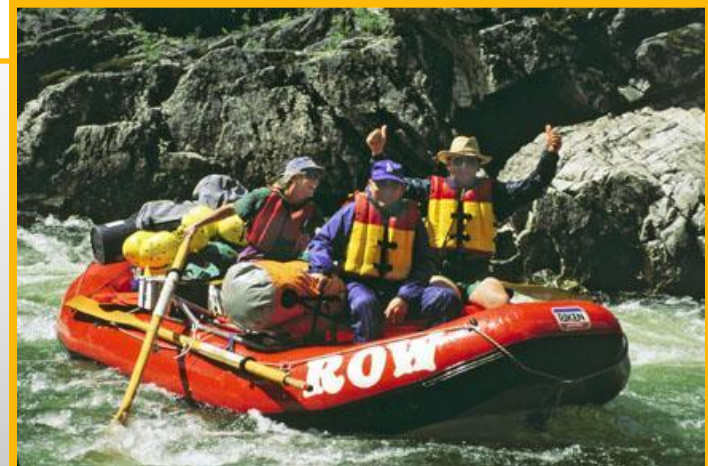
Society of American Foresters Convention

Orlando, FL      October 1, 2009

Vicki Jo Lawson

# Idaho Recreation and Tourism Initiative: A Case Study

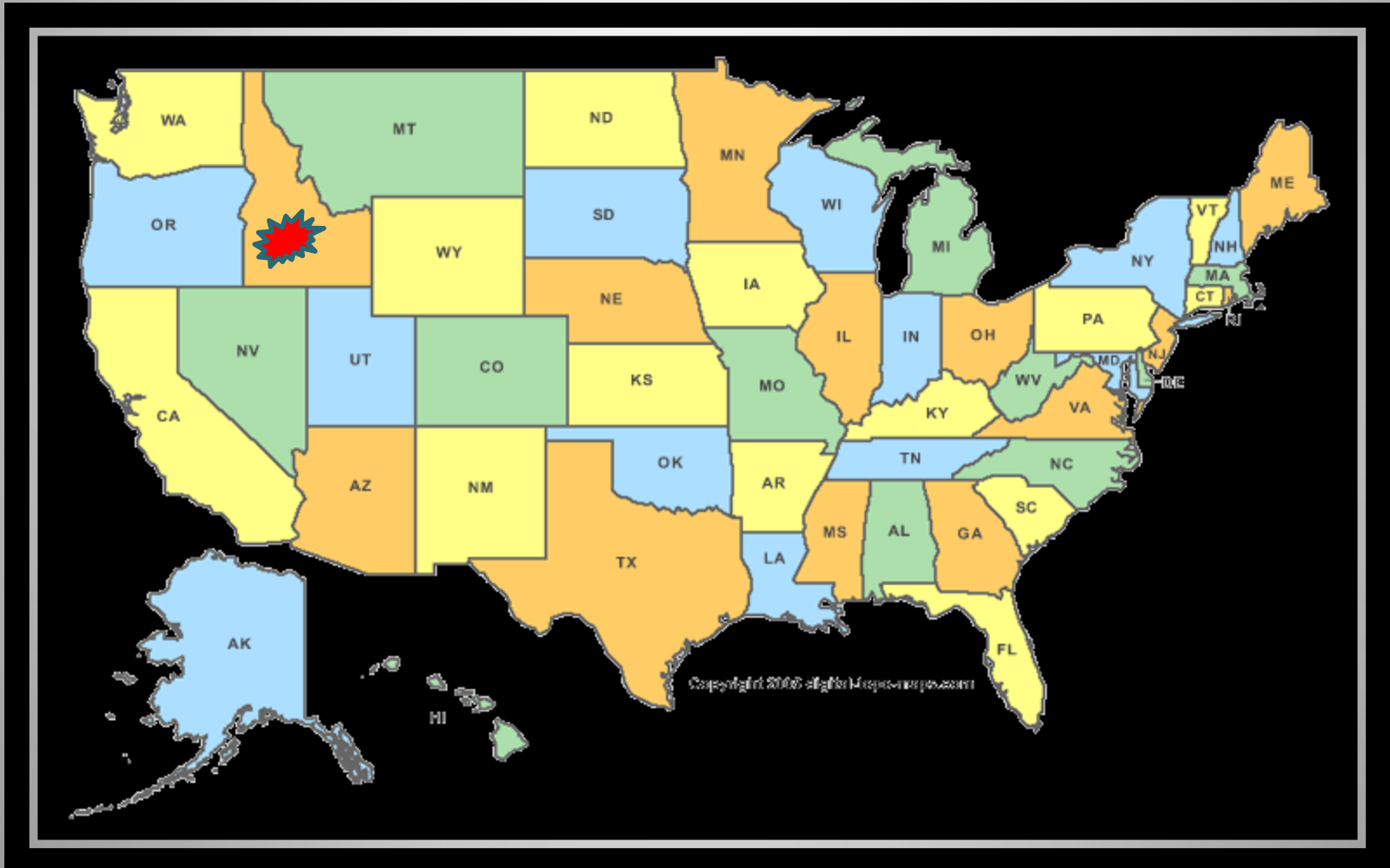
IRTI is a coalition of state and federal agencies and others dedicated to providing Idaho citizens and visitors with expanded recreation opportunities.



# Idaho Recreation and Tourism Initiative: A Case Study

- Where's Idaho?
- What is IRTI?
- How does it work?
- How does it benefit Idaho?
- What are its challenges?
- What is future of IRTI likely to be?

# Where's Idaho?



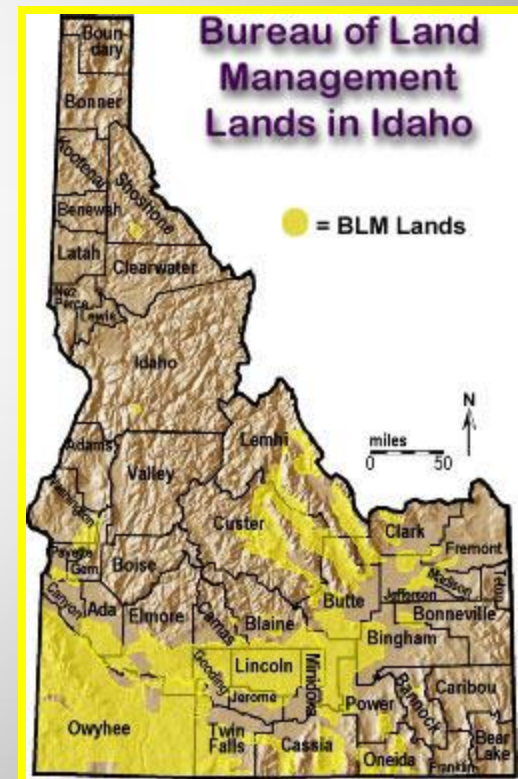
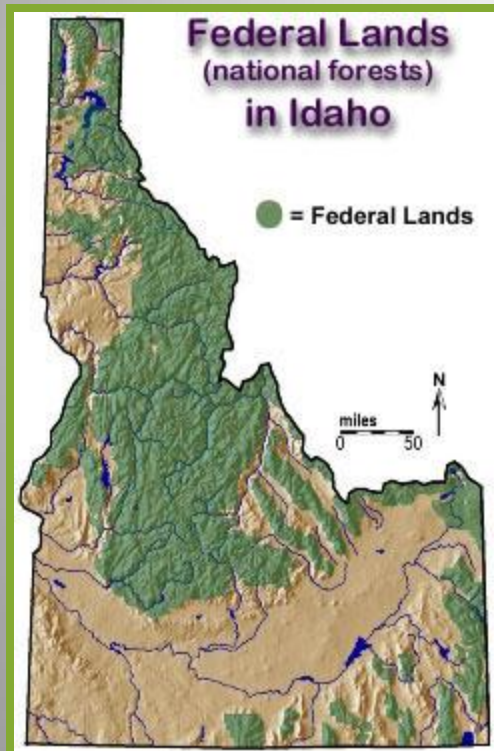


# What's special about Idaho?

- 13<sup>th</sup> largest in US in size (84,000 sq mi)
- 39<sup>th</sup> largest in US in population (1.4 mm)
- 18 people/sq. mile (US averages 86/sq. mi)
- 3.5 mm acres of Wilderness
- 3,100 miles of rivers



# 70% of Idaho is public land



# Major industries in Idaho

#1 Manufacturing

#2 Health care

#3 *Tourism*

#4 Agriculture

#5 Food processing

#6 Timber

#7 Mining





# IRTI created in 1988

- US Forest Service announced its National Recreation Strategy.
- U of ID completed ID Leisure Travel and Recreation Study aimed at identifying ways to improve outdoor recreation opportunities and marketing.  
tourism
- White House Task Force Report on Recreation called for improved cooperation among local, federal, and private organizations.
- Jack Lavin available to head the IRTI.

# IRTI 's mission

To develop partnerships and cooperate with any and all interested agencies, organizations, groups, and individuals in order to improve public information and services associated with recreation and tourism opportunities in Idaho.

# IRTI partners in the beginning

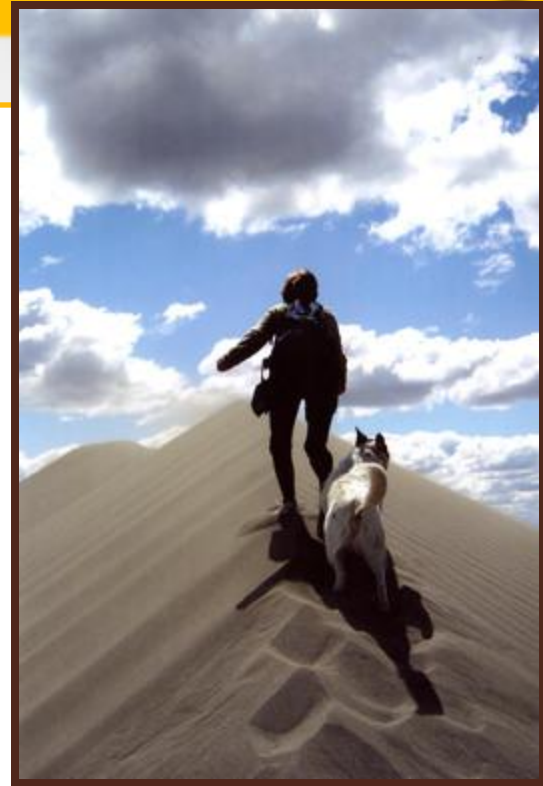
- Idaho Department of Commerce
- Idaho Department of Parks and Recreation
- U.S. Forest Service
- Bureau of Land Management
- Bureau of Reclamation
- Idaho Department of Fish and Game
- Idaho Transportation Department
- National Park Service

# IRTI partners expand

- U.S. Fish and Wildlife Service
- Idaho RV Campground Association
- Idaho Association of Outfitters and Guides
- Idaho Outfitters and Guides Licensing Board
- Idaho Department of Lands
- Idaho Division of Aeronautics
- University of Idaho

# IRTI partners who come and go

- Idaho Power
- Audubon Society
- Local garden clubs
- TV stations
- Others.....



# How IRTI works

- Established by an MOU
- Governed by Steering Grp
- Meets 3-4 times per year
- Charters working group for each project
- Obtains staff support from Coordinator



# How the money flows

- Steering Group is decision-making authority.
- Each project has single agency designated as banker.



- IRTI operates on the State fiscal year.
- Each Steering Group member is responsible for adhering to agency's laws and fiscal regulations.



Jason Neuswanger  
www.troutnut.com

# How does IRTI benefit Idaho?

## THE PROJECTS!

Now business as usual

- Idaho State Highway Map
- Annual Idaho Conference on Recreation & Tourism
- Idaho Wildlife Viewing Guide
- Idaho Campground Directory
- Free Fishing Day
- SCORTP
- Recreation and tourism websites and databases

[www.visitidaho.org](http://www.visitidaho.org)



# How does IRTI benefit Idaho?

## MORE PROJECTS!

Evolving and emerging

- Idaho Scenic Byways
- Outfitter and guide operating area maps
- Off-highway vehicle travel management
- Idaho Children and Nature Network
- Statewide, online, on-demand trail maps

# Idaho Scenic Byways

IDAHO'S  
SCENIC  
BYWAYS

HOME ABOUT LINKS GUIDE CONTACT

SELECT A BYWAY

Discover Idaho's scenic byways

In Idaho, taking the road less traveled is a wonderful way to explore the state. Some Idaho byways have historic significance, others provide access to natural attractions and outdoor recreation, yet all have extraordinary scenic beauty. Use the map to learn more about any Idaho scenic byway, or order a free, glove box-friendly Idaho Scenic Byways guide.

ER River Back Country Byway

SEND A POSTCARD

SCENIC BYWAYS

IDAHO

AMERICA'S BYWAYS

[www.idahobyways.gov](http://www.idahobyways.gov)

# Outfitter and Guide mapping


**STATE OF IDAHO**  
**OUTFITTERS & GUIDES**  
**LICENSING BOARD**

## Find an Outfitter

Search by Name

Search by Activity

- Hunting**  
With the most square miles of wilderness in the lower 48 states, Idaho offers the best in big game hunting and experienced outfitters to escort you.
- Fishing**  
Idaho's Silver Creek, the Henrys Fork, and the South Fork of the Snake are renowned all over the world for their fly-fishing opportunities. Whether you hope to catch dinner or just catch and release, Idaho is the perfect place to drop a line.
- Boating**  
If it weren't for potatoes, Idaho would be known as the whitewater state. Idaho is home to more miles of whitewater than any other state in the Lower 48. Experience our rivers by jet boat, power boat, raft, canoe or kayak.
- Recreation**  
Idaho has nearly 9 million acres of roadless, undeveloped National Forest land, more than any other state in the lower 48. This presents a myriad of outdoor recreation possibilities from peak bagging to wildlife photography.
- Winter**  
7,200 miles of groomed snowmobile trails, dry powder and more public land to enjoy than any state in the contiguous US, Idaho has terrain and conditions unmatched for winter backcountry experiences.
- Search All Guided Activities**  
Mix it up. From blast and cast excursions to heli-skiing and whitewater rafting, find outfitters who offer a variety of activities the entire family will enjoy.



**About the Board**


Our goal is to properly regulate the outfitting and guiding industry in Idaho for the purpose of safeguarding the health, safety, and welfare of the public, and by doing so, we contribute to the conservation of Idaho's fish, wildlife and natural resources. Our directory provides information on all licensed outfitters including address, telephone numbers, types of activities and services they provide, and where they operate.

**Have Questions?**

Please call our office in Boise at (208) 327-7380, or drop us an [email](#).

**Outfitters & Guides Licensing Board**  
1365 N. Orchard St.,  
Room 172  
Boise, Idaho USA 83706

Produced in Partnership and Cooperation with:



Idaho Outfitters & Guides Licensing Board <http://oglb.idaho.gov>

<http://fishandgame.idaho.gov/ifwis/ioglb>

# Idaho Children and Nature Network



[www.BeOutsidelIdaho.org](http://www.BeOutsidelIdaho.org)

# OHV Public Outreach Campaign

HOME REGISTER WHERE TO RIDE HUNT TIPS LEARN LINKS CONTACT ABOUT BLOG

**STAY ON TRAILS**

## IDAHO OFF-HIGHWAY VEHICLE RECREATION GUIDE

ATV Trail Ethics Video

**BLOG**

**ABOUT**

**Motor Vehicle Use Maps hold key to where to ride during hunting season**

If you're a big game rifle hunter, you're probably getting ready for the big hunt. If you're planning on accessing your hunting area via an ATV or motorcycle on a national forest trail, you should be aware that the Forest Service has come out with some new Motor Vehicle Use Maps (MVUM), which replace and supersede the old Travel plan maps.

A consortium of public lands agencies in Idaho sponsor an ongoing education campaign to help inform off-highway vehicle (OHV) users about the rules of conduct for off-highway vehicles such as motorcycles, all-terrain vehicles (ATVs), utility terrain vehicles (UTVs) and four-wheel-drive vehicles on public lands.

TWITTER FLICKR YOUTUBE DELICIOUS

The Idaho Off-Highway Vehicle Public Information Project is a partnership effort of five State and Wildlife resource management agencies.

USA BC WASH STATE IDAHO U.S. treadlightly! ON LAND AND WIND

[www.stayontrails.co](http://www.stayontrails.co)

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# Statewide trail mapping UNDER CONSTRUCTION

The screenshot displays the Idaho Statewide Trail Mapping website. At the top left is the logo for the State of Idaho Parks and Recreation. The main map area shows a topographic view of Idaho with various trail types overlaid in different colors and line styles. The map includes a search bar, navigation controls, and a legend. The legend identifies four trail types (Trail Type 1, 2, 3, 4) and other features like Relevant Trail, Selected Trail, Closed Trail, and Campground. The website is currently under construction, as indicated by the 'UNDER CONSTRUCTION' text at the top of the slide.

STATE OF IDAHO  
PARKS AND RECREATION

Export | Print | Link | Reset

Road | Satellite | Hybrid | **Topo**

Trail Search

Enter keywords, cities or features.

Enter search terms

Search all of Idaho  
 Search viewable area

search

Trail Categories

Choose a category.

Non-Motorized  
 Motorcycle  
 ATV  
 High-Clearance  
 Automobile

search

Legend

Trail Type 1  
Trail Type 2  
Trail Type 3  
Trail Type 4

Relevant Trail  
Selected Trail  
Closed Trail  
Campground

© 2009 Idaho Parks and Recreation | About this site

- Online
- On-demand
- All trails and routes
- Across all jurisdictions
- Google-earth base

# IRTI's Challenges



- Low budgets
- Increasingly convoluted fiscal processes
- Need to remind constantly changing players of value of IRTI

# IRTI's Future



- Continue what is working
- Remain open to “evolution”
- Leverage funds from beyond existing partners

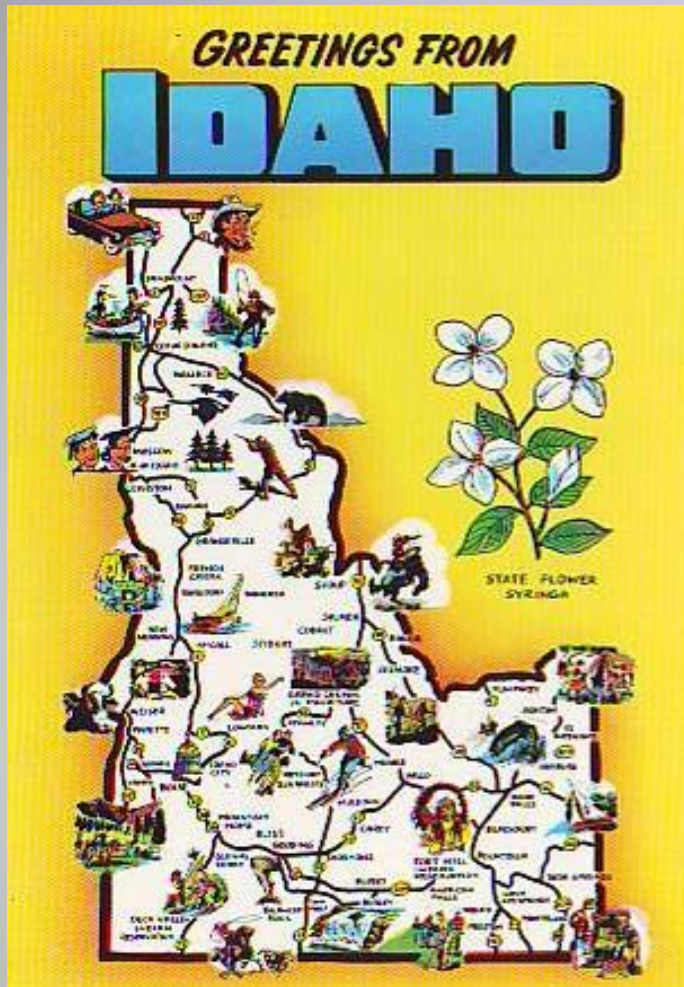


# We Take the Initiative!

The Idaho Recreation and Tourism Initiative is not an “initiative” anymore in the sense that it’s an introductory or 1<sup>st</sup> step.

Now it’s an initiative in the sense that it has the power or ability to commence and see a project through without external pressure, as in

“We take the initiative!”



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OV

IRTI Website  
<http://parksandrecreation.idaho.gov/aboutus/irti.aspx>



**That's all,  
folks!**

