

FY2010 IRTI ANNUAL PROJECT SUMMARY

For the Period July 1, 2009 through June 30, 2010

Recreation Information Fulfillment

The Recreation Information Fulfillment project includes 1-800 call center operations contracted by the Division of Tourism to provide recreation-tourism related information. Ongoing services include reader service, online inquiry processing, customer online inquiry reports, and support of live chat customer service at <http://www.visitidaho.org>. Funding needs in FY2010 are the same as FY2009. The project banker is Idaho Department of Commerce Division of Tourism; project lead is Karen Ballard.

Tourism Recreation Databases and Website

The Tourism Recreation Databases and Website project includes the <http://www.visitidaho.org> and www.beoutsideidaho.org (which is also at <http://www.idahobyways.gov>) websites and the database that supports them through <http://www.update.idaho.com>. Work on these sites/databases is contracted by the Division of Tourism to ensure that the visitidaho site continues to be exciting, accurate, and useful as one-stop information for visitors and recreationists. Work in FY2010 will be focused on maintenance, continued integration of related sites, improvement of navigation functions, and improved reporting capability of both sites. Funding needs in FY2010 are nearly the same as FY2009. In FY2010, Division of Tourism will allocate less money on this project and reallocate funds for the ID Children and Nature Network project in an effort to display more precisely how the funds are used. The project banker is Idaho Department of Commerce Division of Tourism; project lead is Karen Ballard.

CG Directory

RV Idaho, Idaho's statewide campground directory, is an annually-updated guide containing almost all campgrounds in Idaho. It is unique in the nation in that it is not a membership directory, but is a consumer-friendly directory with comprehensive information on both public and private campgrounds. IRTI funding for this project will be used to print and distribute 110,000 Directories in FY2010. Funding needs in FY2010 are the same as FY2009. The project banker is the Idaho RV Campgrounds Association; project lead is Anne Chambers.

Free Fishing Day

Free Fishing Day, the first Saturday in June, focuses public attention on fishing activities, resources, and ethics through sponsored events throughout the State. Many events focus on teaching children how to fish and providing them the opportunity. State license requirements are waived on this day. IRTI funding for this project is used to support the statewide events, including the purchase of equipment and supplies. Funding needs in FY2010 are the same as FY2009. Project banker is the Idaho Department of Fish and Game; project lead is Vicky Runnoe.

Watchable Wildlife

Watchable Wildlife activities in FY2010 will include these things: development of interpretive signs throughout Idaho to be created via a "grant" program in partnership with Golden Eagle Chapter of the Audubon Society; purchase of a trout camera at M-K Nature Center; support for Snake River Birds of Prey Festival; continued publication of "Windows on Wildlife", a now electronic, quarterly newsletter. Funding needs in FY2010 are the same as FY2009. Project banker is Idaho Department of Fish and Game; project lead is Deniz Aygen.

OHV Travel Mgt

The Off-Highway Vehicle Travel Management project is overseen by the Idaho Interagency OHV Coordinating Committee (IICC). The Committee seeks to foster consistent OHV management, responsible OHV use, and public safety. The OHV Public Outreach project seeks to raise public awareness that cross-country travel is inappropriate, and that riders should stay on designated or established roads and trails. IRTI funding for this project procures billboard space, radio spots and live reads, and printed material and direct mail, and supports a website and use of social media and other products to promote responsible OHV use. Funding needs in FY2010 have increased over FY2009 due to higher media costs. Project banker is Idaho Department of Fish and Game; project leads are Troy Elmore (IICC) and Jennifer Wernex (OHV Public Outreach).

Scenic Byways

The Scenic Byways project produces the very popular statewide Scenic Byway brochure. IRTI funding for this project will be used to update, reprint, and distribute the brochure and to record video footage of Idaho Scenic Byways for use in web promotion. Although \$8,000 additional funding is needed for the video, total project funding needs in FY2010 are less than in FY2009. This reflects the fact that less of Garry Young's time will be available and funded for Scenic Byways work. Project banker is Idaho Department of Transportation; project lead is Garry Young.

O & G GIS Maintenance

The Idaho Outfitter and Guide Geospatial Information System (O & G GIS) Mapping project is almost complete. Current boundaries and descriptive information associated with outfitter and guide permitted areas throughout Idaho (across management and jurisdictional boundaries) are available online, and include a variety of search capabilities. This site can be found at <http://fishandgame.idaho.gov/ifwis/ioglb/>. In FY2010, this project primarily will be in a maintenance mode, with funds going toward completing mapping of some privately-owned operating areas, keeping information updated, and integrating the site into IDFG's Hunt Planner website. Funding needs in FY2010 will be \$500 less than in FY2009. Project banker is Idaho Department of Fish and Game; project lead is Bart Butterfield.

Online Trail and Recreation Mapping

The Online Trail and Recreation Mapping project is intended to provide all trail users with accurate, online, on-demand maps of Idaho trails, across management and jurisdictional boundaries, including search functions by appropriate use and other factors. The Idaho Department of Parks and Recreation received FY2009 funding through the State Legislature to launch the project. A portion of the total funding has been obligated to a contractor in FY2010 to develop the map application. Because of the project's interagency nature, the IRTI Steering Group agreed to include it in the FY2010 program of work, even though it will require no funding from other-than-IDPR IRTI partners at this time. Project banker is Idaho Department of Parks and Recreation; project lead is Steve Frost.

ID Children and Nature Network

The Idaho Children and Nature Network (IDCNN) project strives to develop ways to connect children with nature in Idaho. IDCNN currently includes over 100 partners—federal, state, and municipal agencies, and private organizations and businesses. The "Be Outside" campaign includes a website that can be found at www.beoutsideidaho.org, which is also at <http://www.visitidaho.org/children-in-nature/>. In FY2010, partner funds will be used to support branding, marketing, further website development, and development of a "4th grade brochure" about Idaho. This will be the first year that IDCNN will be funded through IRTI. The project banker for the brochure is Idaho Department of Commerce Division of Tourism; brochure project lead is Diane Norton. Overall project banker will be identified prior to the FY2010 budget being signed; overall project lead is Meggan Laxalt-Mackey.

SCORTP/Economic Impact Study

Each state is required to develop a State Comprehensive Outdoor Recreation and Tourism Plan (SCORTP) every five years in order to be eligible for Land and Water Conservation Fund Act funding. (Please note that the tourism element is not required, but Idaho has chosen to include it.) While a new approach to meeting this requirement is being explored at the national level, the requirement remains. In order to prepare to meet it, an economic impact study, focused on the value of State Parks to Idaho, is being designed and will be implemented. Other specific elements of recreation and tourism will be woven into the study as needs are identified. Project banker is Idaho Department of Parks and Recreation; project lead is Rick Just.

Idaho Recreation and Tourism Initiative Coordinator

The Idaho Recreation and Tourism Initiative (IRTI) Coordinator position is funded by the agencies/entities represented on the IRTI Steering Group. The Coordinator's work priorities are set by the Steering Group. Funds for this project provide funding for a quarter-time Coordinator (approximately 500 hours per year), including minimal travel and supplies. Idaho Department of Parks and Recreation hosts this position, providing office space and supplies, phone, and computer. FY2010 funding needs remain the same as the past 6 years, and less than the previous 14 years. Project banker is Idaho Department of Parks and Recreation.