

FY2011 IRTI ANNUAL PROJECT SUMMARY

For the Period July 1, 2010 through June 30, 2011

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 FY2011 are similar to those as in FY2010. 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 FY2011 will be focused on maintenance, continued integration of related sites, improvement of navigation functions, and improved reporting capability of both sites. Funding needs in FY2011 are more than in FY2010, but provided entirely by the Division of Tourism. 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 Directories in FY2011. Fewer than 110,000 may be produced in FY2011. Larger funding needs for more marketing in FY2011 are met by the Idaho RV Campgrounds Association. 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 FY2011 are the same as in FY2010. The project banker is Idaho Department of Fish and Game; project lead is Vicky Runnoe.

Watchable Wildlife

Watchable Wildlife activities in FY2011 will include continued development of Idaho Birding Trail interpretive signs along Idaho's Scenic Byways, support for Snake River Birds of Prey Festival, and continued publication of "Windows on Wildlife", an electronic, quarterly newsletter. Funding needs in FY2011 are the same as in FY2010. The 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 roads and trails. IRTI funding for this project procures billboard space, radio spots and live reads, 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 FY2011 have increased over FY2010 due to higher media costs. Project banker is Idaho Department of Fish and Game; project leads are Chuck Mark (IICC) and Jennifer Wernex (OHV Public Outreach).

Scenic Byways

The Scenic Byways Brochure and Videos project produces the very popular statewide Scenic Byway brochure and videos for use in various Byway marketing efforts. IRTI funding for this project will be used to update, reprint, and distribute the statewide brochure, and to record Byway videos and make them available through various media, and to record and distribute public service announcements relevant to Byways. Total project funding needs in FY2011 are less than in FY2010 because some Byway video recording is complete. Project banker is Idaho Department of Transportation; project lead is Garry Young.

O & G GIS Maintenance

The Idaho Outfitter and Guide Geospatial Information System Mapping project is 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/>. Among other uses, Idaho Division of Tourism will draw from the supporting database to advertise outfitter and guide services. In FY2011, this project will be in a maintenance mode, with funds used to keep information updated as new activities, areas, and outfitters and guides are licensed. Funding needs in FY2011 will be the same as in FY2010. Project banker is Idaho Department of Fish and Game; project leads are Bart Butterfield and Jake Howard.

Be Outside, Idaho!

The *Be Outside, Idaho!* project, formerly the Idaho Children and Nature Network (ICNN) project, strives to develop ways to connect children with nature in Idaho. It currently includes over 150 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 also is accessible at <http://www.visitidaho.org/children-in-nature/>. In FY2011, the partners will establish operating guidelines and begin to implement their recently-drafted 2-year strategic plan. Partner funds will be used to sponsor a legislative day; support the Youth Environmental Summit; sponsor a community session; and develop and implement a communications plan, including further website development. Project banker for the federal funds will be IDPR; State agencies will expend their contributed funds for projects specified by the partners. Project leads are Vicky Runnoe and Jennifer Wernex.

Idaho Visitor Centers

The Idaho Visitor Centers project includes support of visitors centers and rest areas located along highways at Idaho’s state boundary. The project banker is ITD; project lead is Cathy Ford.

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 Committee. The Coordinator’s work priorities are set by the Steering Committee. Funding is used 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, supplies, phone, and computer. FY2011 funding needs remain the same as the past 7 years, and less than the previous 15 years. Project banker is Idaho Department of Parks and Recreation.