

FISCAL YEAR 2006

Idaho Recreation and Tourism Initiative

ANNUAL ACCOMPLISHMENT REPORT



FISCAL YEAR 2006

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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	13
IRTI	1-800	15
IRTI		
IRTI		
IRTI		
IRTI		

FISCAL YEAR 2006

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Annual Accomplishment Report

Idaho's Recreation and Tourism Initiative...

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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.

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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.

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

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- U.S. Forest 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

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

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Contained in this document are reports, submitted by representatives of all participating agencies on their FY 2006 program related activities.

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Scenic Byways

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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:

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Project	Total Cost	Federal	State	Local
1-Payette River NSB Seed Money	\$ 31,250	\$ 25,000		\$ 6,250
2-Pend Oreille National SB Seed Money	\$ 31,250	\$ 25,000		\$ 6,250
3-Northwest Passage Nat'l SB Seed Money	\$ 31,250	\$ 25,000		\$ 6,250
4-Idaho Scenic Byways Promotion	\$115,490	\$92,392		\$ 34,000
5-NW Passage Auto Tour CD	\$ 34,250	\$ 22,250		\$ 12,000
6-Stanley Com. Bldg/Byway Visitor Center	\$172,790	\$138,232		\$ 34,558
7-Western Heritage HB Safety Project	\$800,000	\$640,000		\$160,000

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With match money this amounts to over \$1,209,842 obtained for scenic byways this year. FY 06 projects have not yet been announced.

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In addition the "Taking the Scenic Route" brochure was updated and given a new look. An initial printing of 60,000 brochures was done in May for just over \$21,000 plus seven stand alone brochures of 5,000 each were printed for the Wildlife Canyon, Sawtooth, Salmon River, Mesa Falls, Ponderosa Pine, Teton, and Elk River byways for about \$2,000. A combination brochure printing of 15,000 was done for St. Joe River, White Pine and Coeur d'Alene byways for around \$2,000.

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Idaho has also submitted three nominations for AASHTO awards. Results will be announced in May 2007. The International Selkirk Loop submitted under the Leadership category. The Northwest Passage Scenic Byway submitted under the Traveler Experience and Planning categories.

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FISCAL YEAR 2006

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Annual Accomplishment Report

SCORTP

The 2006-2010 Idaho Statewide Comprehensive Outdoor Recreation and Tourism Plan was largely completed in December of 2005. The National Park Service (NPS) asked that we include an updated Open Project Selection Process (OPSP) with the plan, rather than send it on as an amendment, as originally planned. Since that involved a public process and Idaho Park and Recreation Board approval, OPSP took until May to complete. The complete draft SCORTP was sent to NPS in May. The Seattle office is coping with nationwide downsizing of the LWCF program and, as of September 2006, had not yet been able to review the draft. Once they approve it, the plan then goes to the governor for final approval and implementation.

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FISCAL YEAR 2006

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Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee

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The Idaho OHV Outreach Project is a statewide media campaign that began in 2005 and continues through 2007. It employs outdoor billboards, radio advertising, and a website 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.

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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 manager is Barry Rose, public affairs specialist with BLM's Idaho State Office, who works with a project development 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.

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The Idaho Outreach Project is being implemented as a three-year project. The partner agencies allocated \$90,000 to initiate the project in FY 2005. This initial funding was used to design and produce the campaign, and to air it during September and October, 2005. An additional \$113,000 was allocated by the agencies in FY 2006. This funding is being used to run the statewide campaign twice in 2006: during April and May, and from mid-September to mid-October. The tables on page 2 summarize the OHV Project's funding and expenditures.

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FISCAL YEAR 2006

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Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee (continued)

The Outreach Campaign consists of outdoor billboards, radio advertising, and support products, which include a website, conference/fair display, and posters. Samples of the billboards and radio ad are provided below. About 60 outdoor billboards are displayed statewide during each two-month campaign period. This amount of billboard advertising is projected to be seen by 75 percent of the population in southern Idaho and, due to the relatively smaller amount of available billboards, by 25-50 percent of the population in central and north Idaho. The radio campaign runs on 27 radio stations, statewide, and it airs more than 3000 times during each campaign period. 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.

An evaluation of the market penetration and public awareness achieved by the OHV Outreach Project will be conducted in November, 2006. The evaluation will utilize a statewide telephone survey to assess how many people in Idaho have heard campaign and if they remember its main message –*Stay on Trails*.

Idaho OHV Outreach Project / Funding Allocations / FY 2005 and 2006		
Partner Agency	FY 2005 Allocation	FY 2006 Allocation
BLM	\$ 30,000	\$ 25,000
FS	25,000	Region 1 \$10,000
		Region 4 \$25,000
		FS South Id. RAC \$10,000
IDPR OHV Grant	30,000	30,000
IDPR	2,000	3,000
IDFG	2,000	5,000
IDL	1,000	5,000
Total Allocation	\$ 90,000	\$ 113,000

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FISCAL YEAR 2006

IRTI

Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee (continued)

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Idaho OHV Outreach Project / Project Costs / FY 2005 and 2006		
Media Component	Cost for One Campaign Period (6-8 weeks)	Total Cost for Three Campaign Periods (Fall 2005, Spring 2006, Fall 2006)
Outdoor Billboards (60 Statewide)	\$ 37,000	\$ 111,000
Radio Advertisements (27 Stations, 3000 commercials)	23,000	69,000
Website, Support Products, Project Evaluation	5,000	\$15,000
Total Cost	\$ 64,000	\$ 195,000

Idaho OHV Outreach Project Outdoor Billboard



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Annual Accomplishment Report

Idaho Interagency OHV Coordinating Committee (continued)

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Idaho OHV Outreach Project Radio Advertisement

30 Second Spot

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You are a Superhero! You have great power.

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

IRTI

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

IRTI

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

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Yes, you have great power.

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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.

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Register your machine and know the regulations for riding or hunting in your area.

IRTI

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

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Use you power wisely.

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Find out more at www.idaho-ohv.org

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FISCAL YEAR 2006

IRTI

Annual Accomplishment Report

Idaho Campground Directory

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

With IRTI partnership match funds of \$25,350, and an ITC grant in the amount of \$49,386, IRVCA accomplished the following goals for 2006:

- IRVCA published and distributed 160,000 copies of **RV IDAHO**, the State'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 RVing in Idaho.
- IRVCA developed and implemented a national advertising campaign placing display ads promoting Idaho as a great tourist destination in several RV publications such as Trailer Life, Motor Home, Highways and RV West.
- IRVCA maintains a consumer website which provides information to RVers who plan their camping trips online.
- IRVCA supported the State's 800# and managed a fulfillment program for distribution of 160,000 copies of **RV IDAHO**.

FISCAL YEAR 2006

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Annual Accomplishment Report

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

Free Fishing Day was held on Saturday, June 10th. The event went very well across all seven regions of the state.

New this year was one pilot event per region. At this pilot event, participants had the option of visiting various educational stations. The stations varied regionally, but included stations such as aquatic insect identification, fish identification, fish painting, fish cooking, and fish dissection. Upon visiting a station, participants received a stamp on their Fishing Passport. If they got four stamps, they got a pair of clippers on a lanyard.

The pilot event participants were surveyed to determine how many were new to fishing. On average, 30% of the kids attending the pilot events had not been fishing before. About 20% of the total participants (kids plus adults) had not been fishing before.

Region 1 Panhandle
Number of Events: 10
Number of Participants: no counts received

Region 5 Southeast
Number of Events: 4
Number of Participants: 300+ (no counts on some events)

Region 2 Clearwater
Number of Events: 1
Number of Participants: 849

Region 6 Upper Snake
Number of Events: 1
Number of Participants: 237

Region 3 Southwest
Number of Events: 13
Number of Participants: 2,697

Region 7 Salmon
Number of Events: 1
Number of Participants: 10

Region 4 Magic Valley
Number of Events: 1
Number of Participants: 357+(many participants not counted)

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FISCAL YEAR 2006

IRTI

Annual Accomplishment Report

IRTI

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Watchable Wildlife

Quarterly issues sent. Major topics include early raptor nesting behavior, bird population irruptions, grizzly delisting, Idaho's Owls, Comprehensive Wildlife Conservation Strategy, Butterfly Counts, Mountain Blue Bird, McCall Outdoor Science School, Litter's effects on Wildlife, Wolverine, Pika, Camas NWR, The Idaho Birding Trail, the Idaho Herpetological Society, and wildlife events. 2859 total subscribers (212 get the newsletter via e mail). 73 professionals or organizations receive just over 800 newsletters.

We have a new color post card that promotes the newsletter and is attached to the Idaho Wildlife License Plate when it is purchased.

Idaho Wildlife Viewing Guides/Posters

Sales for FY 06 were approximately \$1,300.00. These sales occurred almost entirely surrounding the Holiday Sale promoted through partner e mail promotions. The books were sold for \$8.00.



FISCAL YEAR 2006

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Annual Accomplishment Report

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.

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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.

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Idaho Birding Trail

The Idaho Watchable Wildlife Committee supported the Idaho Birding Trail financially by giving \$2,500.00 toward the printing costs and promotional efforts.

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Website

The IWWC has webpages on the IDFG website. The pages features a definition of Watchable wildlife, our mission, Windows to Wildlife Newsletters, Wildlife Tips and ethics, the Idaho Birding Trail and the Idaho Wildlife Viewing Guide, as well as an application for financial assistance for Wildlife Viewing Site managers.

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FISCAL YEAR 2006

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Annual Accomplishment Report

Watchable Wildlife (continued)

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Events

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Bald Eagle Days-Boise (January)
International Migratory Bird Day-Boise (May)
Earth Day Celebration (Twin Falls) (April)

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Logo

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Meggan Laxalt-Mackey (USFWS) arranged for the IWWC logo to be created this year. USFWS paid for the logo (these expenses were not part of USFWS official contribution to IWWC).

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Budget Summary for FY 06

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Beginning Balance	\$34,868.08
Book Sales	+ 1,300.00
Partner Contributions	+ 3,000.00
Sign Purchases	- 1,537.50
Ending Balance	\$37,630.00

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Priorities and Goals for FY 07

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Maintain Windows to Wildlife newsletter
Help promote Idaho Birding Trail
Disperse money to Watchable Wildlife Sites
Create an Idaho Watchable Wildlife booth display
Continue to maintain and expand the Watchable Wildlife website

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FISCAL YEAR 2006

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Annual Accomplishment Report

Outfitters and Guides - GIS

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During the 2006 fiscal year, partner agencies provided review of the digitized operating area boundaries.

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Issues and Comments Summary

There were 439 issues begun, 450 total comments:

185 issues were initiated by IDFG (151 were questions raised during digitizing which were imported into the comment system)

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249 issues were initiated by reviewers outside of IDFG (247 between 11/3/05 and 3/17/05)

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Of 185 issues IDFG initiated:

n 4 have been responded to and require our attention

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Of the 254 initiated by outside reviewers:

n 5 have been closed (revisions have been approved)

n 1 has been responded to

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Licensed Area Summary

1,078 Licensed Areas

- 108 Void Licenses or Areas

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970 Licensed Areas

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Of these:

861 mapped in some form

109 licensed areas not mapped

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Breakdown of Non-Void Areas

FISCAL YEAR 2006

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Annual Accomplishment Report

<i>IRTI</i>	Map Status	Count
	Complete	817
<i>IRTI</i>	Complete with Questions	36
	Need More Info (Info On File @ IOGLB)	17
	Need More Info	44
<i>IRTI</i>	Need private prop location (for trail to-from)	3
	Need private prop location	28
	Requested Info (see notes)	8
<i>IRTI</i>	IDFG Currently Digitizing	17

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An effort was started to update the database with the past year's licensing activities by the IOGLB. Those efforts had to be postponed because of unanticipated staffing shortages.

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We developed a plan to proceed with database development in first quarter of FY2007. IDFG will migrate IOGLB current database from Microsoft Access to Microsoft SQL Server housed at IDFG. IDFG will then create a web forms application that will allow IOGLB to update the database. This will resolve ongoing issues of databases becoming out-of-sync and will facilitate our development of the public application. IDFG will also develop a prototype Internet application using the migrated database. The database will still contain data that requires update, but we will have an existing prototype for partner agencies to review for functionality.

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FISCAL YEAR 2006

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Annual Accomplishment Report

1-800, Web / Information Manager

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CALL CENTER OPERATIONS

- Continuing with new vendor as of 7/1/2005: All West Communications, Boise
- Shipping/storage subcontractor: Fleet Street
- Improvements in operation include
 - o Instant messaging chat feature on visitidaho.org available but not often used by the public
 - o All tourism-related 511 calls are transferred by ITD to vendor – used occasionally and expected to grow as public becomes aware of availability
 - o Now utilizing services of foreign offices to mail foreign request to save postage
 - o Staff will begin delivering bulk materials whenever possible when traveling by car to save money in shipping

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WEB PROGRAM

- Web RFP closed on August 10. Review by panel on August 24 – still awaiting official word from purchasing. Current vendor was one of four bidders reviewed.
- Subcontractor web design firm AB Positive was bought out by ES Drake. The change has been seamless - a new project manager was brought on to manage workflow.
- Continuing plans to redesign sites with AB Positive; 8 sites have been newly created or undergone a design upgrade while 4 are currently being upgraded.
- Will redesign www.visitidaho.org this fall and winter for a re-launch in spring to coincide with spring advertising.
- Attractions, lodging properties, events & contacts can now update their own info online at www.updateidaho.com. More user-friendly system for the public will be designed for updates beginning in spring, 2007.

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Annual Accomplishment Report

1-800, Web / Information Manager Continued

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RECREATION & PUBLIC OUTREACH

- www.idahoparks.org: Es/drake worked with the Idaho Dept. of Parks and Recreation for 6+ months, culminating in a January 2006 launch. The new site re-defined the experience and information to be found for consumers, with new maps, photography, and integration of a third-party reservation system for campsites, yurts, and camping cabins.
- www.idaho-ohv.org: Hosted the website for the OHV Awareness Project. Site designed by BLM.

CONSUMER TOURISM

- www.idahowinter.org: The official winter recreation site, with information about skiing (alpine and Nordic), snowboarding, snowmobiling, and other winter activities. Re-designed in Fall 2005 to mirror the print and online messaging on the 2005-2006 campaign.
- www.sledtherockies.com: Tri-State Snowmobiling site, shared with Montana and Wyoming. Used as a portal to discuss Idaho's snowmobiling product, with links to individual snowmobiling areas (via the state's In-State Co-op), and to idahowinter.org. Completely re-designed in Fall 2005, with content updates to occur Fall 2006.
- www.idahogolftrail.com: The official site for the Idaho Golf Trail. It promotes the six individual golf courses that comprise the

FISCAL YEAR 2006

IRTI

Annual Accomplishment Report

trail, plus provides a link to InIdaho.com, the lodging provider/ booking engine for the program. More courses were added in 2006, and the site was re-designed accordingly.

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- www.idahowhitewatertrail.com: Through the success of packaging Idaho's golf product in a trail format, Idaho's whitewater providers have cooperated to establish the Idaho Whitewater Trail. Launched this spring, the site serves as the primary source of information to learn more about the Trail. Includes River Maps (based on Google Maps technology), a photo gallery, and a searchable river database.
- www.lewisandclarkidaho.org: Official Lewis & Clark site for Idaho. As the Bicentennial headed into its final year, the site was updated with information about Idaho events, a discussion of attractions and historical sites, sample itineraries, and new photos.

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FILM/ TOURISM INDUSTRY

- www.filmidaho.com: Idaho Film Bureau website, promoting the benefits of shooting commercial film work in the state to the industry. Re-designed with new content added as a result of new legislation passed to expand Idaho's presence as a filming destination.

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