

IRTI ANNUAL PROJECT SUMMARY: FY2009

For the Period July 1, 2008 through June 30, 2009

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 on visitidaho.org. Funding needs in FY2009 are the same as FY2008. 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 www.visitidaho.org and www.update.idaho.com websites and the databases that support them. Work on these sites/databases is contracted by the Division of Tourism to ensure that the visitidaho.org site continues to be exciting, accurate, and useful as one-stop information for visitors and recreationists. Work in FY2009 will be focused on maintenance, continued integration of related sites, improvement of navigation functions, and improved reporting capability of both sites. Funding needs in FY2009 are the same as FY2008. The project banker is Idaho Department of Commerce Division of Tourism; project lead is Karen Ballard.

CG Directory

The Idaho 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 “consumer-friendly”, including both public and private campgrounds. IRTI funding for this project is used to print and distribute 150,000 Directories annually. Funding needs in FY2009 are the same as FY2008. The project banker is the Idaho RV Campground 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 FY2009 are the same as FY2008. Project banker is the Idaho Department of Fish and Game; project lead is Vicky Runnoe.

Watchable Wildlife

Watchable Wildlife activities in FY2009 will include these things: printing and distribution of “Windows on Wildlife”, a quarterly newsletter; supporting the (interagency) Snake River Birds of Prey Birding Festival; and, development of new and enhancement of existing Watchable Wildlife sites throughout Idaho, through a grant process. Please note that the Watchable Wildlife project will require less funding in FY2009 than in FY2008. Needed FY2009 funding will be \$500/contributing agency, except \$1,000/USFWS and \$25,000/IDFG. Project banker is Idaho Department of Fish and Game; project lead is Sara Focht.

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 projects procures billboard space, radio advertising, a website, direct mail, and other support products to promote responsible OHV use. Funding needs in

FY2009 are the same as FY2008. Project banker is Idaho Department of Fish and Game; project leads are Terry Heslin (IICC) and Jennifer Wernex (OHV Public Outreach).

Scenic Byway Brochure

The Scenic Byway Brochure project produces the very popular statewide brochure. IRTI funding for this project will be used to update, reprint, and distribute 100,000 copies of the brochure. Funding needs in FY2009 are the same as FY2008. Project banker is Idaho Department of Transportation; project lead is Garry Young.

O&G GIS Maintenance

The Idaho Outfitter and Guide Mapping project was largely completed last year. 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. The link for this site is <http://fishandgame.idaho.gov/ifwis/ioglb/>. In FY2009, this project primarily will be in a maintenance mode, with funds going toward completing mapping of “non-consumptive” operating areas, keeping information updated, and developing links to other sites, including www.visitidaho.org. Funding needs in FY2009 will be \$500 less than in FY2008. 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. As a new IRTI project in FY2009, this primarily will be in a planning mode during the first year. The Idaho Department of Parks and Recreation received funding through the State Legislature to launch the project. The IRTI Steering Group agreed to include this project in the FY2009 program of work, but will require no funding through the IRTI partners. This may change in subsequent years as the mapping application is developed. Project banker is Idaho Department of Parks and Recreation; project lead is Steve Frost.

Idaho Children and Nature Network

The Idaho Children and Nature Network project, previously called “Kids and Nature Initiative”, is intended to connect children with nature in Idaho. This is a new project in FY2009. It is premature to establish a project budget right now, but before the year is out, specific needs (likely associated with branding, marketing, and website development) will be identified. Given this, a reasonable approach for FY2009 may be to focus the difference between last year’s and this year’s Watchable Wildlife contributions (\$3,000) on this project. No project banker is identified at this time; project lead is Meggan Laxalt-Mackey.

IRTI 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. Funding needs in FY2009 are the same as FY2008. Project banker is Idaho Department of Parks and Recreation.