Idaho Recreation and Tourism Initiative

Society of American Foresters Convention
Orlando, FL        October 1, 2009
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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\textsuperscript{th} largest in US in size (84,000 sq mi)
- 39\textsuperscript{th} 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 tourism marketing.
- 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.
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
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
Outfitter and Guide mapping

http://fishandgame.idaho.gov/ifwis/io glb
Idaho Children and Nature Network

www.BeOutsideIdaho.org
OHV Public Outreach Campaign

Visit www.stayontrails.com for more information.
Statewide trail mapping
UNDER CONSTRUCTION

- 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 1st 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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IRTI Website
http://parksandrecreation.idaho.gov/aboutus/iriti.aspx
That's all, folks!