

## **FY2012 IRTI ANNUAL PROJECT SUMMARY**

For the Period July 1, 2011 through June 30, 2012

### **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 FY2012 are less than in FY2011 due to fewer tourism-related phone inquiries. The project banker (fund manager) 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> website and the database that supports it through <http://www.update.idaho.com>. Work on this site/database 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 FY2012 will be focused on maintenance, continued integration of related sites, improvement of navigation functions, and improved reporting capability of both sites. Funding needs in FY2012 are similar to those in FY2011. The project banker (fund manager) 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 most 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 115,000 Directories in FY2012. Shipping costs likely will increase in FY2012, but can be absorbed by Idaho RV Campgrounds Association. The project banker (fund manager) 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 FY2012 are the same as they have been over the past 8 years. The project banker (fund manager) is Idaho Department of Fish and Game; project lead is Vicky Runnoe.

### **Watchable Wildlife**

Watchable Wildlife activities in FY2012 will include these things: development of a program to provide a nature backpack for all preschools in Idaho; continuation, support, and possible expansion of the *Bird by Bird* program in elementary and high school classrooms; support of Bald Eagle Day and International Migratory Bird Day; design of a new watchable wildlife poster; and continued publication of "Windows on Wildlife", an electronic, quarterly newsletter. Funding needs in FY2012 are the same as they have been for the past two years. The project banker (fund manager) 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 to promote responsible OHV use. Funding needs in FY2012 are less than in FY2011 because there remains a balance of FY2011 funds. The project banker (fund manager) is Idaho Department of Fish and Game; project lead is Jon Heggen (IICC).

### **Scenic Byways**

The Scenic Byways project produces the very popular statewide Scenic Byway brochure and website for use in various Byway marketing efforts. IRTI funding for this project will be used to update, reprint, and distribute the statewide brochure, to update the Byway website, and to help support production of an Idaho Public Television special on Idaho's Scenic Byways. Project banker (fund manager) is Idaho Department of Transportation; project lead is John Krause.

### **O & G GIS Maintenance**

The Idaho Outfitter and Guide Geospatial Information System Mapping project is complete but is constantly being updated. This site can be found at <http://fishandgame.idaho.gov/ifwis/ioglb/> or by visiting to Idaho Outfitters and Guides Licensing Board's (IOGLB) website at <http://www.oglb.idaho.gov/> and by reviewing "outfitter search".

This system and website of descriptive information associated with outfitter and guide licensed and permitted areas and activities through Idaho, across all management and jurisdictional boundaries, have become the foundation of the IOGLB's licensing system, and, currently, includes all licensed and permitted outfitter operating area boundaries in Idaho. IOGLB is expanding its internal use of the system to include outfitter-use reporting, with the possibility of on-line use reporting and linkage with a federal use reporting system. IOGLB intends to use this system to inform resource management decisions with partnering agencies, including outfitter big game tag allocation. The information system is used by USFS and BLM offices for administrative purposes, by IDFG as part of its "Hunt Planner" website, and by Idaho Division of Tourism to advertise outfitter and guide services.

In FY2012, 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 FY2012 will be the same as in FY2011. Project banker (fund manager) is Idaho Department of Fish and Game; project leads are Bart Butterfield and Jake Howard.

### **Be Outside, Idaho!**

The *Be Outside, Idaho!* (BOI) 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 BOI campaign includes a website that can be found at [www.beoutsideidaho.org](http://www.beoutsideidaho.org), which also is accessible at <http://www.visitidaho.org/children-in-nature/>. In FY2012, the partners will continue to implement their 2-year strategic plan. Partner funds will be used to do these things: sponsor a legislative Rotunda Day; sponsor a statewide "Unplug and Be Outside Week"; support the Youth Environmental Summit; host monthly "Brown Bag Sessions" for partners; and restructure and update the BOI website. Project banker (fund manager) for the federal funds is Idaho Department of Fish and Game; State agencies will expend their contributed funds for projects specified by the partners. Project leads are Vicky Runnoe and Kendra Witt.

### **Idaho Visitor Centers**

The Idaho Visitor Centers project includes support of visitor centers—Huetter, Cherry Creek, and Snake River View—located along highways near Idaho's state boundaries. A new visitor center near Dubois also will need support this year. The project banker (fund manager) is Idaho Transportation Department; project lead is John Krause.

### **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. FY2012 funding needs are similar as in the past 8 years, and less than the previous 15 years. The project banker (fund manager) is Idaho department of Parks and Recreation; project lead is Vicki Jo Lawson.