FY2013 IDAHO RECREATION AND TOURISM INITIATIVE (IRTI)
ANNUAL PROJECT SUMMARY

For the Period July 1, 2012 through June 30, 2013

Recreation Information Fulfillment

The Recreation Information Fulfillment project includes responses to recreation-tourism related inquiries in Idaho. Ongoing services include telephone responses, reader service, online inquiry processing, customer online inquiry reports, and support of live chat customer service at www.visitidaho.org. Funding needs in FY2013 are less than in FY2012 due to fewer tourism-related phone inquiries and some previously contracted work being absorbed by the Division of Tourism. 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 www.visitidaho.org website and the database that supports it through www.updateidaho.com. Work on this site/database is contracted by the Division of Tourism to ensure that the Visit Idaho site continues to be exciting, accurate, and useful as one-stop information for visitors and recreationists. Work in FY2013 will be focused on these things: creating mobile apps for tablets and iphones (Android apps are coming); promoting Idaho State Parks Passport including Parks' Perks; and using the outfitter and guide's database to promote land-based tourism. Funding needs in FY2013 are higher than in FY2012, as information needs shift from fulfillment to development. 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. As demand for print information generally decreases, demand for this directory remains high. IRTI funding for this project will be used to print and distribute 105,000 directories in FY2013. 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 FY2013 remain close to what they have been for the past 9 years. The project banker (fund manager) is Idaho Department of Fish and Game; project lead is Vicky Runnoe.

Watchable Wildlife

Watchable Wildlife activities in FY2013 will include these things: implementation of a pilot program to provide a nature backpack for preschools in Idaho; continued support and possible expansion of the *Bird by Bird* program in elementary and high school classrooms and senior centers; distribution of a new watchable wildlife poster; and continued publication of "Windows to Wildlife", an electronic, quarterly newsletter. Funding needs in FY2013 are slightly higher than over the past 3 years in order to expand programs. 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 (*Stay on Trails*) seeks to raise public awareness that cross-country travel is inappropriate, that riders should stay on designated roads and trails, and that safety is important. 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. Idaho Department of Lands is a new contributing partner in FY2013. The project banker (fund manager) is Idaho Department of Fish and Game; project leads are Dennis Duerhen (IICC) and Mike Keckler (*Stay on Trails*).

Scenic Byways
Idaho Department of Transportation will continue to support long-term viability of the State's system of 30 Scenic Byways and the Division of Tourism will continue to promote Byways as the role of the Idaho Scenic Byway Advisory Committee changes. IRTI funds will serve as a match for a Federal Highway Administration grant to upgrade rest area signage across Idaho's Byways and will facilitate participation by representatives from each Byway in an annual meeting. The project banker (fund manager) is Idaho Department of Transportation; project lead is Randy Kyrias.

O & G GIS Interface Development
The Idaho Outfitter and Guide Geospatial Information System Mapping project, as originally conceived, is complete but is constantly being updated. This site can be found at www.fishandgame.idaho.gov/ifwis/ioglb/ or by visiting to Idaho Outfitters and Guides Licensing Board's (IOGLB) website at www.oglb.idaho.gov/ and by viewing "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. The information system is used by the U.S. Forest Service and Bureau of Land Management for administrative purposes, by Idaho Department of Fish and Game as part of its "Hunt Planner" website, and by Idaho Division of Tourism to advertise outfitter and guide services.

In FY2013, IOGLB will work to expand the system to allow more customized uses and products for each of the partners to better inform resource management decisions, including outfitter big game tag allocation. IRTI funds will help support this expansion, as well as continued maintenance of the data as new activities, areas, and outfitters and guides are licensed. Project banker (fund manager) is IOGLB; project leads are Jake Howard and Bart Butterfield.

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.beoutside.org; it also is accessible at www.visitidaho.org/children-in-nature/. In FY2013, the partners will update the BOI strategic plan. Partner funds will be used to do these things: sponsor a legislative Rotunda Day; sponsor a statewide "Unplug and Be Outside Week"; produce BOI posters and prescription pads for use in medical facilities; 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. The project banker (fund manager) is Idaho Transportation Department; project lead is Karen Ballard.

Idaho Conference on Recreation and Tourism
The Idaho Conference on Recreation and Tourism is an annual event hosted each year in a different Travel Region. IRTI funds are used to support keynote speakers and other presentations. Project banker (fund manager) is Idaho Department of Commerce Division of Tourism; project lead is Diane Norton.

Idaho Recreation and Tourism Initiative Coordinator
The IRTI Coordinator position is funded by the agencies/entities represented on the IRTI Steering Committee. The Coordinator's work priorities are set by the IRTI 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. FY2013 funding needs are similar as in the past 9 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.