

Meeting Date: March 13, 2019

Agenda Item No. 6

Agenda Item: Idaho Fish & Wildlife Foundation Report

Bureau Chief Approval: _____

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Background:

Commission has requested updates about the Idaho Fish & Wildlife Foundation activities.

Statutory Authority and/or Policy issues:

None

Public Involvement Process:

None

Staff Recommendation:

Present update as follows.

Justification:

Requested by Commission.

1. The Region 3 Office building is currently 85% complete; occupancy is on schedule for the middle of June. Due to a limited amount of change orders on the project, the remaining funds in the bond account will be used to construct the shell of the shop/shipping building.
2. The Foundation's competitive grants cycle for 2019 was announced February 1st. The Foundation's Board approved grant amounts at a maximum of \$10,000 per grant award to IDFG and nonprofits with similar missions. Awards are given for projects that restore and enhance wildlife habitat and conservation education projects. Deadline is April 30th with awards announced in August.
3. As a sponsor of the *Wildlife* specialty license plates, the Foundation is actively engaged in the marketing and promotion of plate sales and renewals. Data from the Foundation's 2018 calendar year ending in December show new plates sales as 49.4% for wildlife vs. 50.6% other. New wildlife plate sales are all up as compared to 2017 by 10.4%. Renewals of the wildlife plates were up 5.3%. In total wildlife plates are up 6.1%.

New in 2019, the Foundation utilized a portion of the marketing budget to sponsor Outdoor Idaho on Idaho Public Television. The Tom Scott Agency created an ad that highlights the license plates and how the funds are used.

4. The next meeting of the Foundation's Board of Directors will be held in Hailey on Saturday, April 27th, 2018.