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January 17, 2013

Dear Director Tobias:

Happy 2013 from the Idaho State Historical Society! With a stroke of a pen one hundred and fifty years ago, President Abraham Lincoln created Idaho Territory on March 4, 1863. Since the approval of SCR 132 inviting participation in the commemoration of this milestone in Idaho's history, the ISHS has provided leadership in coordinating state agencies, local government, communities, and museums throughout Idaho to participate in the *Get Territorial: Idaho at 150* initiative. The attached report provides a summary of activities underway by state agencies. Please mark your calendar for these important events!

- March 4, Capitol steps, Idaho at 150 kick-off event at noon
- March 4, donor and member preview of *Essential Idaho, 150 Things That Make the Gem State Unique* Exhibition, Idaho State Historical Museum, 5:30pm
- March 5, legislative lunch reception, hosted by the Foundation for Idaho History, Idaho State Historical Society and Idaho Heritage Trust, 11:30am
- March 29, *Shenigans and a Cast of Characters: How Boise Became the State Capital*, a collaborative program of the Idaho State Historical Society and Boise City Department of Arts and History, Egyptian Theater, 6:00pm
- May, Archeology and Historic Preservation month, statewide events
- June 6, Esto Perpetua awards, Idaho History Center, 6 pm
- June 6, unveiling of the Idaho at 150 statewide traveling exhibition
- July 26, *60/60 - Celebrate the Century*; a then and then costume event, Idaho Historical Museum, 6pm
- August 8, *Wine, Eats, and Artifacts* benefit, Idaho History Center
- September 24-28, Idaho Heritage Conference, Old Idaho Penitentiary
- October 4, donor and member preview of the *Lincoln Legacy* Exhibition, Idaho State Archives, 5:30pm

Your Idaho State Historical Society is a trusted guide through Idaho history and how it has shaped every aspect of our lives — our land, our communities, our government and our people — while also illuminating how history sheds light on the future. We look forward to an extraordinary year, reflecting on Idaho's history and creating legacies for our future. If you have any questions, please do not hesitate to contact me.

Respectfully,

Janet L. Gallimore

*Thank you all of my memberships
Janet, your love*

C.L. "Butch" Otter
Governor of Idaho

Janet Gallimore
Executive Director

Administration
2205 Old Penitentiary Road
Boise, Idaho 83712-8250
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Fax: (208) 334-2774

Membership and Fund Development
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Boise, Idaho 83712-8250
Office: (208) 334-2682
Fax: (208) 334-2774

Historical Museum and Education Programs
610 North Julia Davis Drive
Boise, Idaho 83702-7695
Office: (208) 334-2120
Fax: (208) 334-4059

State Historic Preservation Office and Historic Sites Archeological Survey of Idaho
210 Main Street
Boise, Idaho 83702-7264
Office: (208) 334-3861
Fax: (208) 334-2775

Statewide Sites:

- Franklin Historic Site
- Pierce Courthouse
- Rock Creek Station and
- Stricker Homesite

Old Penitentiary
2445 Old Penitentiary Road
Boise, Idaho 83712-8254
Office: (208) 334-2844
Fax: (208) 334-3225

Idaho State Archives
2205 Old Penitentiary Road
Boise, Idaho 83712-8250
Office: (208) 334-2620
Fax: (208) 334-2626

North Idaho Office
112 West 4th Street, Suite #7
Moscow, Idaho 83843
Office: (208) 882-1540
Fax: (208) 882-1763





Get Territorial

Idaho at 150

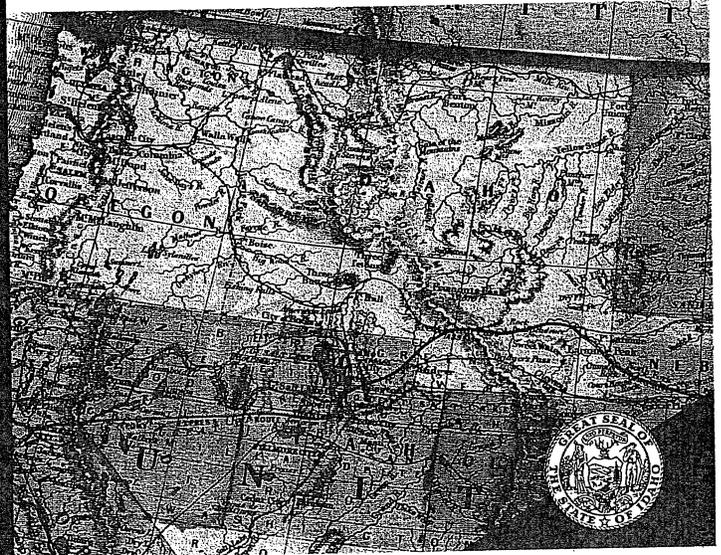
On the morning of March 4, 1863, President Abraham Lincoln signed a congressional act creating Idaho Territory. On July 3, 1890, President Benjamin Harrison signed a congressional act establishing Idaho as the 43rd state.

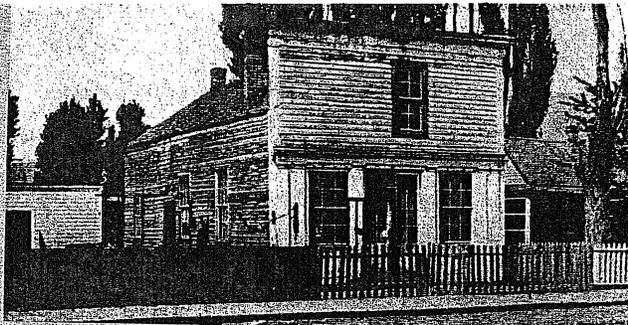


The 27-year territorial era between those two presidential signatures was perhaps the most significant quarter century in Idaho's history, shaping who we are as a state today. Issues including government structure, transportation, water rights, and education were all addressed during territorial times and the roots of who we are as a people and as a state lie in the territorial period.

The original territory of Idaho, shown below, was larger than the state of Texas.

www.idaho150.com





Idaho's first territorial legislature met in this building in Lewiston.

Take Action

Take this opportunity to learn more about your local area's history as well as the state's history:

- Join your local historical society or the Idaho State Historical Society.
- Visit the *Essential Idaho* exhibit at the State Historical Museum in Julia Davis Park in Boise.
- Take an active role in preserving local sites or buildings of historical significance.
- Help to work with historical organizations to see that collections of artifacts, photographs, and records relating to Idaho's rich history are preserved for future generations.
- Encourage heritage tourism and support initiatives of your local historic preservation commission.
- Impress upon your children and grandchildren that without knowledge of our history a culture can easily lose its freedom.

www.idaho150.com



“Get Territorial: Idaho at 150” is a grassroots effort among individuals, organizations, and communities across the state to educate Idahoans about their heritage and to commemorate the 150 milestone. Resources are available from the Idaho State Historical Society at www.idaho150.com or call (208) 334-2682 to learn more about the commemoration and take part in activities statewide.



Costs associated with this publication are available from ISHS, Section 60-202, 10-2012-29000-01.

Get Territorial: Idaho at 150

Report to Governor C.L. Butch Otter
December 2012



Foreword

Idaho will commemorate its Territorial Sesquicentennial, beginning on March 4, 2013. From the time that President Lincoln penned the act that created Idaho Territory, Idahoans have been fiercely proud of their history. Key actions of Idaho citizens, legislatures, governors, and congressional representatives serve to remind us that history is the cornerstone of our representative form of government. It is what frames our present, and provides insight as we move through the uncharted waters of the future. Historical literacy creates an informed citizenry, and it affirms the freedom that we enjoy in this country.

Authorization:

SCR 132, which invited Idahoans to participate in Idaho at 150, was passed during the 2012 Session.

Governor Otter's Proclamation given week of March 4, 2012 encouraged the Idaho State Historical Society to create a plan to commemorate the sesquicentennial of Idaho Territory.

Length of Commemoration:

The Idaho at 150 will have its official kick-off on March 4, 2013 and end March 4, 2014. Idahoans are encouraged to provide events throughout that time period to commemorate the sesquicentennial of Idaho Territory.

Promotion and Marketing:

Promotion and marketing has been organized by the Idaho State Historical Society. A comprehensive marketing plan is underway. ISHS created a promotional toolkit that was distributed to statewide partners and made available for free download from the ISHS website.

This free marketing toolkit is comprised of:

- Letter from Governor and ISHS Executive Director
- logo for collateral
- logo for web application
- banner templates
- ad template
- press release template
- proclamation template
- image download template
- rack card template
- FAQ on key dates, people, places of sesquicentennial era and importance to today
- FAQ on technical questions on commemoration
- 15 Things to do in your community
- Interpretive themes

State Agency Partners:

ISHS has collaborated with numerous state agencies to create a compelling *Get Territorial: Idaho at 150* commemoration.



With a stroke of a pen one hundred and fifty years ago, President Abraham Lincoln created the Idaho Territory on March 4, 1863.

The Idaho Territorial Sesquicentennial (Idaho at 150) will enhance our State by helping people of all ages learn and appreciate the territorial roots of contemporary Idaho and create lasting legacies for the future.

Idaho at 150 is creating economic opportunities through the development of heritage tourism experiences.

“Get Territorial: Idaho at 150” activities are empowering Idahoans to learn more about Idaho’s Heritage and to get involved in their respective communities to commemorate the 150-year milestone. State Agencies are leading the activities listed below:

Idaho State Historical Society:

- *Lincoln Legacy Project* – A one-of-a-kind exhibition emphasizing and celebrating the Lincoln connection to Idaho in the State Archives.
- *“Essential Idaho: 150 Things That Make The Gem State Unique”* exhibition – Exhibit at the State Historical Museum featuring 150 items representing Idaho’s diverse landscape, people and history.
- *“Ida Visits 150 Years of Idaho History”* –In collaboration with First Lady Lori Otter, the ISHS will produce a 150-page book as part of the “Ida” series of children’s books.

Idaho Commission on the Arts

- *Traditional Arts Apprenticeships* – Supporting Idaho’s rich culture and artistic heritage.
- *Juried Capitol Exhibition, November 2013-February 2014* – Focusing on Idaho folk and heritage artistic traditions.
- *Idaho Traditional Arts Masters* – Publicized throughout the year.
- *Iconic Diversity* – Four pen-and-ink portraits by Scott Fife of highly regarded Idahoans Sacajawea, Polly Bemis, Doc Hisom, and Yellow Wolf will be available for public exhibit.

Idaho Commission for Libraries

- *Let’s Talk About It (LTAI)* – An adult reading and discussion program exploring Idaho values, history and culture.
- *ICFL newsletters* – Articles will be written with a focus on Idaho’s territorial sesquicentennial.
- *National Book Festival* – Idaho’s display booth at the Festival’s Pavilion of the States in Washington D.C. will showcase an “Idaho at 150” theme and book.

Idaho Public Television:

- *Educational Television Broadcasts* – Producing programming to offer Idahoans a better understanding of Idaho and its culture.

Idaho Department of Tourism

- *Official State Adventure Guide* – Feature “Idaho at 150” to inform travelers.
- *Follow Me Idaho* – Incorporate the “Idaho at 150” campaign into the 4th grade educational piece mailed to students throughout the United States.
- “Idaho at 150” *Events Calendar* – Any tribe, agency or organization can post an event for “Get Territorial: Idaho at 150.”

State Department of Parks and Recreation:

- *150 Miles for 150 Years* – Participants can explore State Trails individually or with a group. After logging 150+ miles, each participant will receive an “Idaho at 150” certificate.
- *A Moment In Time* – Educational PSA’s spotlighting historical stories and anecdotes about Idaho State Parks tied to “Idaho at 150”.
- *Idaho State Parks “Just For Kids” Lesson Plans* – Available to fourth grade level teachers and educational leaders with the option to order free copy of “100 Years – Idaho and its Parks” classroom textbook.

State Lottery Commission:

- Will create and sell “Idaho at 150” branded Lottery Scratch Game Tickets.
- Will promote “Idaho at 150” through digital outdoor and other statewide media.

State Department of Education:

- “Idaho at 150” *Lesson Plans* – Submitted by K-12 teachers, this free online resource will be available for other teachers and educators.
- Will theme March music activities in the rotunda to Idaho’s 150th celebration.
- Idaho public schools will create an exhibit in the rotunda during the week of March 11-15 around famous Idaho landscapes, events, and people.

Idaho State Liquor Division

- Will create and sell two unique “Idaho at 150” single barrel bourbons from Elijah Craig and Bernheim, produced by Heaven Hill Distilleries in Kentucky. The barrel number and the dates for the beginning and end of aging will be found on each bottle; none of the whiskey is blended, creating a unique flavor for each barrel.

Idaho Department of Agriculture

- Connecting “Idaho at 150” opportunities with the Idaho Farm Bureau and Idaho Rural Partnership.

Idaho Department of Correctional Industries

- Creating a period room based on President Lincoln’s Cabinet office, as the feature of the *Lincoln Legacy* exhibition at the Idaho State Archives.



Get Territorial *Idaho at 150*



Idaho State Historical Society Legacy Projects

What is the Idaho at 150 commemoration?

March 4, 2013 marks the 150th anniversary of the creation of Idaho Territory by President Abraham Lincoln. "Get Territorial: Idaho at 150" is a grassroots effort among individuals, communities, and agencies across the state to educate Idahoans about their heritage and to commemorate the 150th milestone. The Idaho Territorial Sesquicentennial will shape our state by helping people of all ages explore and appreciate the territorial roots of contemporary Idaho and create lasting legacies for the future. The Idaho State Historical Society is the lead agency in the State for the commemoration.

Idaho State Historical Society Legacy Projects

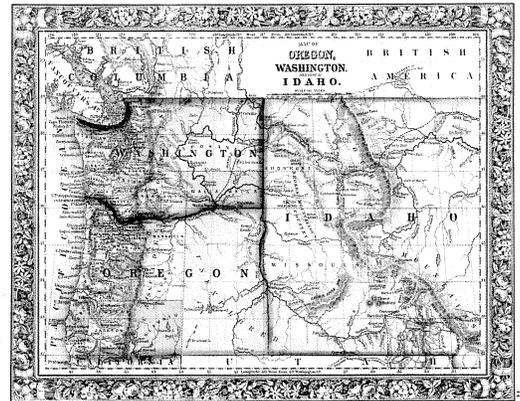
To foster a more meaningful exploration of our history and create a permanent legacy of Idaho's territorial sesquicentennial, ISHS will complete several projects.

Lincoln Legacy exhibition:

A one-of-a-kind exhibition emphasizing and celebrating the Lincoln connection to Idaho in the State Archives. The twelve-hundred square foot exhibit will create a signature Abraham Lincoln research collection of books, documents, images, and artifacts of value to scholars.

150 Years of Idaho Fashion online exhibition:

A unique online exhibition showcasing clothing and textiles from the past 150 years from the rich collection of the ISHS. This web-based project will provide the ultimate opportunity for a world-wide audience to learn how the collection intersects with Idaho history.



1863 Map of Idaho Territory

Bear River Massacre National Historic Landmark:

State Historic Preservation Office (SHPO) is working on a Historic Battlefield Protection Grant to review and understand remaining archaeological signature of the site and establish a local community advocacy group.

Merle W. Wells Research Center:

On March 7, 2012, as the first official act of the Idaho at 150 Commemoration, ISHS dedicated the "Merle W. Wells Research Center" at State Archives. Wells, who died in 2000, began his career as a volunteer with ISHS in the 1940s, joined the staff in 1956, and retired in 1986. During that time he established the State Archives, State Historic Preservation Office, and the state highway historical marker program. The decision to name the facility during Idaho at 150 was especially appropriate, for no historian has written more about Idaho's territorial period.



Get Territorial

Idaho at 150

Idaho State Historical Society Featured Programs

In addition to our legacy projects, ISHS has five major initiatives planned for Idaho at 150:
"Essential Idaho: 150 Things That Make The Gem State Unique" exhibition:

This special exhibit at the State Historical Museum will feature 150 items nominated from organizations and individuals across Idaho representing Idaho's diverse landscape, remarkable people, and fascinating history. The exhibition will open on March 4, 2013.

Archaeology and Historic Preservation Month:

This statewide educational outreach program is offered annually each May through partnerships with libraries, historical societies, museums, schools, government agencies, and private companies. Thousands of Idahoans learn about Idaho's cultural heritage through programs about archaeological and historical sites, historic architecture, preservation, and landscapes which have been discovered and recorded throughout Idaho. In 2013, all activities will focus on the Idaho at 150 commemoration.

Idaho Landscapes Publication:

In partnership with Boise State University, Idaho State University, and the University of Idaho, the Idaho State Historical Society will feature a special issue of the journal focused on Idaho history during territorial times.

Heritage Conference:

Working with the Idaho Heritage Partners, the Idaho State Historical Society will host a conference that will bring history, museum, preservation, and archaeology professionals and enthusiasts from across the state together to provide training and collaboration opportunities.

Children's History Book:

In collaboration with First Lady Otter, the ISHS will produce a 150 book as part of the "Ida" series of children's books.

Where can I find more information about the commemoration?

For more information, visit www.history.idaho.gov, a portal to events, programs, and resources for the commemoration. You will find a tool kit to help organize in your community, a calendar of statewide events, and much more!

Can I use the Idaho at 150 logo and other marketing materials?

Anyone can use the Idaho at 150 logo and Get Territorial marketing materials. There is no licensing fee or application process. We only ask that you use the logo in a manner respectful of the commemoration of the Idaho Territorial period. You will find suggested guidelines for usage at www.history.idaho.gov. Other items in our online toolkit include a Proclamation template that can be used by elected officials, a press release template, and additional information about Idaho's territorial history and the Idaho at 150 commemoration.

2205 Old Penitentiary Road
Boise, Idaho 83712
208-334-2682

www.history.idaho.gov





C.L. "Butch" Otter
GOVERNOR

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Rosemary Reinhardt
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Phone
208-334-2119
1-800-ART-FUND

Fax
208-334-2488

Web Address
www.arts.idaho.gov

Memorandum

To: Janet Gallimore
From: Michael Faison
Date: November 23, 2012
Re: *Idaho at 150*, Arts Commission Activity in 2013
Cc: Maria Estrada

The following activities will be highlighted by the Idaho Commission on the Arts in support of the commemoration of the 150th anniversary of the founding of the Idaho Territory.

Throughout the 2013 anniversary year, the Arts Commission will:

- **Display the *Idaho at 150* logo on agency materials.**
The *Idaho at 150* logo will be posted on the agency web site and letterhead and displayed in the agency newsletter *Latitudes*.
- **Support Traditional Arts Apprenticeships in continuance of Idaho's rich culture and artistic heritage.**
Sponsorship of traditional arts apprenticeships is ongoing. These apprenticeships support the continuance and sharing of Idaho's rich cultural and artistic heritage, providing coordination and support for Idaho masters to pass artistic & occupational skills and knowledge to apprentices. In 2013, the apprenticeships will be branded to the *Idaho at 150* theme.
- **Propose the Juried Capitol Exhibition, Nov 2013-Feb 2014 to focus on Idaho folk and heritage artistic traditions.**
The Arts Commission annually collaborates with the Capitol Commission to mount exhibitions in the capitol. This 2013 capitol exhibition schedule is proposed to focus on Idaho folk and heritage artistic traditions. The work may include pieces representative of Idaho's American Indian cultures, cowboy and ranching cultures, and others.
- **Publicize Idaho Traditional Arts Masters through the year.**
Through ongoing work and relationships, we are close with Idaho traditional arts masters who represent Idaho's cultural historical roots (i.e., tribal, cowboy arts, Basque, Mexican-American, and more.) The agency will publicly identify these folk and traditional artists and artisans, rotating their work on the masthead of the agency's web site, juxtaposed with work of contemporary Idaho artists, providing a link between past and present. They also will be featured in the agency's web-based "Artist in Focus."
- **Make available for public exhibit, *Iconic Diversity*- four pen-and-ink portraits by Scott Fife of iconic Idahoans from diverse cultural backgrounds.**
Completed in 2008 and never before displayed in public, these four, large-scale, pen and ink portraits of iconic Idahoans Sacajawea, Polly Bemis, Doc Hisom, and Yellow Wolf by internationally-renowned artist and Idaho native Scott Fife are made available for exhibit.





Overview:

At Idaho Public Television we strive to challenge the mind, inspire the spirit, preserve our stories and promote understanding. Our goal is to provide the highest quality programming available in a wide variety of genres over multiple media platforms that meet the educational, informational and cultural needs and interests of the people of Idaho. We offer free over-the-air television broadcasts to 97% of Idaho homes, including the best educational children's programming, closed-captioned programming for hearing-impaired viewers, and the state's only described video service for the visually impaired. Every year our staff wins dozens of awards for our local productions and Internet sites. We also provide special activities for Idaho families such as a children's writing contest, an overnight science camp for kids, rich Internet-based educational resources for students and educators, professional development programs for teachers, and Emergency Alert System announcements.

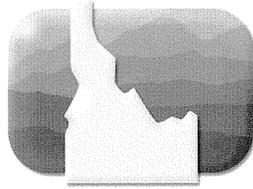
Idaho Public Television educates, informs and inspires Idaho's citizens by:

- Making educational television broadcasts and Internet resources available to all Idahoans throughout the state.
- Producing high-quality programming to offer Idahoans a better understanding of our state and its culture. We tell Idaho's stories, delving into everything from Idaho's fascinating history to our state's amazing natural resources.
- Offering access to important information and services that make Idaho's citizens more knowledgeable and better informed so they can more effectively engage in civic affairs. We provide unique services, such as live coverage of the Idaho Legislature and Idaho Supreme Court hearings.

For more information, please contact:

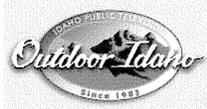
Peter W. Morrill, General Manager, peter.morrill@idahoptv.org

Ron Pisaneschi, Director of Content, ron.pisaneschi@idahoptv.org



IDAHO
PUBLIC
TELEVISION

Since 2011, Idaho Public Television has participated in a multi-agency planning process to celebrate Idaho at 150. Listed below are principal programming and services IdahoPTV will provide beginning March 2013.



IDAHO'S
SCENIC
BYWAYS



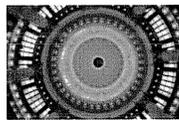
Connect "Idaho Scenic Byways" Video Program With 'Idaho at 150' Theme

In March 2013, IdahoPTV's Outdoor Idaho will produce a one-hour documentary "Idaho Scenic Byways" (w.t.) for statewide broadcast in partnership with the Idaho Department of Tourism and the Idaho Transportation Department. Themes from 'Idaho at 150' will be part of this scenic program. This special will focus on Idaho's 30-some scenic byways throughout the state. Lead producer John Crancer, along with other producers and videographers, have been gathering the stories of these routes. A local resident in each area acts as a tour guide as cameras chronicle the history, scenery, recreation, agriculture or other industry, and other points of interest. Segments underway include the Sawtooth, Teton, Main Oregon Trail and St. Joe scenic byways.



Select Videos From IdahoPTV Archives Will Be Accessible Online

- <http://video.idahoptv.org/program/scout-history/>
- Currently, 42 full-length Idaho history programs and 35 video segment are now available.
- Beginning in March 2013, Scout will create a special Idaho at 150 section of videos for students and teachers.



Live Streaming of 'Idaho at 150' Activities at the Capitol Auditorium Through "Idaho Legislature Live" and Possible Webcast of the 2013 ISHS Heritage Conference

<http://idahoptv.org/leglive/>



Produce and Broadcast, in 2013, a Half-Hour "Dialogue" Program With 'Idaho at 150' Theme



Utilize Subject Experts When Needed in Local Programming during the 2013 Celebration



C.L. "Butch" Otter, Governor
Jeffery Sayer, Director

October 26, 2012

Jan Gallimore
Idaho State Historical Society
RE: Idaho at 150 – Get Territorial

Idaho Department of Commerce – Division of Tourism

Marketing Plan to Promote **Idaho at 150 – Get Territorial 2013**

Text and graphics informing travelers in Idaho of the Idaho at 150 Celebration on the cover and opening pages of the **Official State Adventure Guide**

*Feature graphics with links on *the home page of our website* – www.visitidaho.org

*Utilize our Social Media outlets to promote specific events, as well as general information about the Idaho at 150 Celebration

Incorporate the graphics and copy of the Idaho at 150 campaign in our 4th grade educational piece that is mailed out to students from across the country – **Follow Me Idaho**

Pitch stories about Idaho at 150 both domestically and internationally to journalists and include information and updates in industry newsletters

Utilize the existing event database at www.visitidaho.org for the population of events relating to Idaho at 150 at the Official Idaho Tourism website and allow the Get Territorial website to selectively extract just that information pertaining to Idaho at 150 to fit the skin of the official Idaho at 150 – Get Territorial website housed at the Idaho State Historical Society

Respectfully,
Nancy Richardson – International Tourism Specialist

*Preservation Idaho will duplicate the efforts of the Idaho Tourism





Idaho at 150

Idaho Department of Parks and Recreation

IDAHO DEPARTMENT OF PARKS AND RECREATION

2012

Idaho Department of Parks and Recreation

Our Role in the Sesquicentennial

This plan outlines ways in which Idaho Department of Parks and Recreation (IDPR) can work together with other state agency's to support the messaging and programming for "Idaho at 150" – the celebration that will occur in 2013 to celebrate the state's 150 years as a territory.

Goals of this plan

1. Support the efforts of the Idaho Historical Society and other agencies in recognizing the Idaho's 150 years as a territory.
2. Identify messages or programming that thoughtfully link the 150th commemoration and Idaho's State Parks.
3. Increase awareness of the Sesquicentennial celebration and allows Parks and Recreation users to experience the celebration with Idaho State Parks.

In order to do these things, IDPR has identified four specific initiatives that they will seek to implement in conjunction with the Idaho at 150 celebration throughout 2013. Those four programs are identified below and discussed in more detail in the proceeding marketing plan.

Programming/Events

- 150 Miles for 150 Years on Idaho's Trails – A downloadable log on IDPR website, users have the option to track their trail use and submit logs with 150 miles of trail use for a certificate of recognition.
- Rick Just writes and records 6 PSA's: A Moment in Time at Idaho's State Parks, distributes to radio for consideration, posts on IDPR website, shares with 150 committee for distribution
- IDPR will update and redistribute Explore Idaho 4 Kids curriculum to fourth grade teachers and include a letter of support for the Sesquicentennial and an invitation to explore history at Idaho's State Parks, as well as an option to order a 100 Years of Idaho State Parks book for free
- Making Sesquicentennial retail items available for State Park store managers to order in

IDPR feels these programs represent a good range of the history and function of Idaho's State Parks. We may seek to partner with other groups to achieve these objectives.

Outreach Plan

The mission of the Idaho Department of Parks and Recreation is: "To improve the quality of life in Idaho through outdoor recreation and resource stewardship."

The Idaho at 150 Sesquicentennial Celebration seeks to "To foster a more meaningful exploration of our history and create a permanent legacy of Idaho's territorial sesquicentennial, ISHS will complete several projects."

By focusing and shared goals and resources, we can spread the message of meaningful historical exploration within Idaho's state parks, as well as help to create a permanent legacy of the Sesquicentennial celebration.

150 Miles for 150 Years – Exploring Idaho’s Trails

Hike/Bike/Walk Trails in Idaho’s State Parks and Beyond

This program encourages Idaho residents to get out and explore trails managed by Idaho Department of Parks and Recreation. The program includes any and all trails located within state parks, as well as the The Ashton-Tetonia Trail, the Trail of the Coeur d’Alenes, and the Coeur d’Alene Parkway. These three trail systems are located throughout North and South Idaho. They are ideal to include in programming because they are both located in regions that are historically rich and were vibrant during the Territorial Era.

IDPR will creating a downloadable, electronic publication that allows users to track their trail miles logged. The log will include spaces for the dates of use, location of trails used, type of use conducted, approximate distance traveled, and general comments about the users trail experiences. Users who log 150+ miles during the Sesquicentennial Year will be receive a certificate stating their achievement, signed by the Director and perhaps the Governor. User who complete the 150 miles challenge will need to submit their completed trail logs and a photo or two for documentation as well as their names, addresses and telephone numbers in order be considered eligible. Only non-motorized trail use is eligible, in order to make the number of miles appropriately challenging.

People can do this as individuals, classes, groups, and couples – whatever. Only one entry per 150 miles, though. So if a class of fifty students does a three-mile interpretive hike on the Trail of the Coeur d’Alene, they, as a whole entity, will get one certificate. If an individual logs 150 miles, he or she will get a certificate. The program will run from March 13, 2013 through March 31, 2014.

150 years, 150 miles Marketing Outreach

1. Create and disseminate press release
2. Pitch story to local media
3. Partner with K-12 schools to promote
4. Offer electronic version of the log book posted on the IDPR website for easy access
5. Promote the event via Facebook and other social media
6. Partner with local running/cycling clubs to promote interest
7. Seek fitness groups to co-promote/provide prizes

Trails within Idaho State Parks Attributes

Idaho state parks in every region of the state have excellent opportunities for hiking and learning about the natural and historical significance of the environment. Contact each park individually to learn more about specific opportunities.

Trail of the Coeur d’Alene Attributes

Location

Begins in Plummer, ID

Ends Mullan, ID

There are 19 trailheads and 18 scenic waysides along the trail

Elevation

3,400 - 2,200

Trail length

72 miles

Trail top

10-foot wide asphalt

Types of use

Walk, bike, in-line skate, electric wheelchair

Overnight

Camping prohibited on trail, but there are several public and private operated facilities within easy distance

Idaho State Parks nearby

Heyburn State Park, Coeur d' Alene's Old Mission State Park

What to bring

Water, daypack, sunscreen, high-energy food, small first-aid kit, trail map, camera and sunglasses

Safety tips

Bikers and in-line skaters should always wear helmets
Always use lights at night
Obey road crossing signs

Winter

Nordic and snowshoe

Learning

Interpretive signage, Heyburn State Park, Coeur d' Alene's Old Mission State Park (Sacred Encounters Museum Exhibit)

Pets

Yes on leash and under control at all times

CDA Parkway Attributes**Location**

Just east of Coeur d'Alene

Alongside the trail is Higgens Point, where there is a boat launch facility and group picnic area overlooking the lake. Also features: exercise course, roadside picnic tables, restroom facilities and benches.

Trail length

5.7 miles

Trail top

Asphalt

Types of use

Walk, bike, in-line skate, electric wheelchair

What to bring

Water, daypack, sunscreen, high-energy food, small first-aid kit, trail map, camera and sunglasses

Safety tips

Bikers and in-line skaters should always wear helmets
Always use lights at night
Obey road crossing signs

Winter

Nordic and snowshoe

Pets

Yes on leash and under control at all times

Ashton to Tetonian Trail Attributes

Location

Begins in Ashton, ID
Ends Tetonian, ID

Includes five bridges and restored rail trestles

Trail length

29.6 miles

A Moment in Time at Idaho's State Parks

Six PSAs Featuring Historic Park Stories/Information

Rick Just, Chief Planner at IDPR, will write and record six sixty-second PSAs that describe historical information, stories, or anecdotes about locations within Idaho State Parks. Each message will be tied to the Idaho State Sesquicentennial Celebration in some way and include a boilerplate message that says something along the lines of "This message has been brought to you by Idaho's State Parks as a celebration of Idaho's 150th territorial anniversary." We may also seek a corporate sponsor to help purchase air time on which we can place the spots.

A Moment in Time Marketing Outreach

1. Post spots for download online
2. Reach out to radio stations in park demographics for free PSA airtime
3. Seek partners or sponsors to purchase airtime in exchange for a "produced in conjunction with" message
4. Post and promote the spots on social media and park websites

Potential PSA Topics

Old Mission State Park (Oldest building in the state), Harriman State Park (rich history) Heyburn State Park (one the oldest state parks) Farragut State Park (rich history), etc.

Update Experience Idaho's State Parks Just 4 Kids Lesson Plans

Tie distribution of updated lesson plans to Sesquicentennial Programming

IDPR created binders of lesson plans and activities geared towards a fourth grade level of instruction that met curriculum standards in 2008. IDPR will update/revamp some of the materials and partner with teachers and education leaders throughout the state to distribute the educational materials and include a letter of support detailing Sesquicentennial Events, as well as an invitation to explore history in Idaho's State Parks.

Teachers will also have the option to place an order for **free** copy of our centennial coffee table book, 100 Years in Idaho's State Parks.

In conjunction with this, IDPR would ideally like to seek a corporate sponsor to provide funds for field trips to Idaho State Parks. Corporate sponsor funds would cover the cost of transportation and the minimal entry fee required by State Parks. Park Rangers and staff would lead guided tours and discussions that focus on the history of the specific park, attempting to create links to the Sesquicentennial Celebration.

Idaho at 150 Lesson Plans

1. Reach out to teachers and educational entities to offer access to updated course materials
2. Include a letter of Sesquicentennial support and invitation to visit local state parks to celebrate Idaho's history when sending updated course materials
3. Offer free copies of the 150 Years of Idaho's State Parks book
4. Identify places within parks that might particularly meaningful for the Sesquicentennial
5. Promote field trips, if corporate sponsorship is realized, to schools throughout the state

Sesquicentennial Retail Opportunities

IDPR to Offer Retail in Park Stores

IDPR ask that Park Retail store managers seek to order items from the offered Sesquicentennial retail pieces. IDPR staff will serve a member of the team that is working on retail offerings.

TICKET FRONT

\$5

The GREAT IDAHO CASHWORD



Loaded with \$150 prizes for our 150th Anniversary!

Your Letters



Win up to \$50,000

Idaho Fun fact:
Idaho's seal is the first state seal designed by a woman in 1891.

SEE TICKET BACK FOR HOW TO PLAY INSTRUCTIONS.

VOID



TICKET BACK

Overall odds 1:3.79. Claim \$2, \$4, \$10, \$20, \$40, \$50 and \$100 prizes at any Lottery retailer or mail to Idaho Lottery, P.O. Box 8687, Boise, ID 83707. \$1,000 and \$10,000 prizes must be claimed at the Lottery office. Please Play Responsibly. All tickets, transactions, and winners are subject to Lottery Rules and State Law. PRIZES MUST BE CLAIMED WITHIN 180 DAYS AFTER THE OFFICIAL END OF GAME. PERSONS ALTERING TICKETS ARE SUBJECT TO PROSECUTION. You must be at least 18 years old to purchase a ticket.



GAME INSTRUCTIONS HERE



On March 4, 2013, Idaho will commemorate the 150th anniversary of the US Congress and President Abraham Lincoln's establishment of the Idaho Territory. Join the grass roots effort "Get Territorial: Idaho at 150" as individuals, communities, and agencies across the Gem State celebrate Idaho's Territorial Sesquicentennial and educate Idahoans on their heritage. Visit www.history.idaho.gov for details.



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