



## Campground Operators Campground Boating & Fishing Recreational Plan Worksheet

**Student Name:**

**Class:**

**Date:**

Welcome to the **Campground Operators group**. The goal of your organization is pretty simple – get more people coming to your campground to pay more to camp there, while costing you less to run your operation. It's all about your ROI (return on investment). And don't be ashamed about the fact that you're a for-profit business helping people relax and enjoy camping. Besides, you work hard during the 5 months of the camping season so you can relax in Florida during the winter months. Yep, it's a sweet life for sure.

But despite the fun side of being a campground operator, you're faced with conflicting challenges. Life would be great if people only wanted to roast hot dogs and marshmallows over a campfire. Nowadays however, everyone wants WiFi, hot showers, sandy, weed-free beaches at the water's edge, volley ball courts, horseshoe pitching, hiking trails, dog runs, electrical and even cable TV hookups. Makes you long for the good-ole-days when a wet tent and fresh air was all you needed to make people happy.

And now of all things, you're being pestered by special interest groups to serve the narrow desires of other groups that will cost you even more money. These "family angler" nuts want you to accommodate the handful of people who actually try fishing when camping at your setup. Docks, boat launch, fish-cleaning stations, fresh bait... you're surprised they're also not asking for fishing guides. Jeeze Louise! It will cost a ton to accommodate these people. Maybe fish-shaped marshmallows will satisfy them?

As if the angler nuts weren't bad enough, now the camping-boaters are demanding facilities to satisfy their interests. Boat fuel, cement launch ramp, boat trailer parking, special swim-safe markers for your beach, and even a water course on your lake for events. And to top it off, now your liability insurance company want to jack up your premiums because of the very real increased risks that these boaters bring to your campground.

Despite your pushback, your operation partners have asked you to consider the future success of your campground operation and how bringing in more anglers and boaters can add to your profit stream and possibly extend the camping-fishing season.

So, using that logic and some “business” imagination, your group wants to:

- Provide some extra “reasonable” facilities to accommodate fishing families
- Find ways to recoup the money that it takes to build a dock and/or boat launch
- Maintain the peaceful and relaxing reputation that your campground is noted for

On a separate sheet of paper or on your computer, work as a team to research-research-research and develop your own **Campground Boating & Fishing Recreational Plan** that should include:

- What facilities, services and physical logistics might you consider to accommodate families that want to combine boating and fishing while camping?
- What rules might you develop to earn more money to help pay for the extra facility costs and maintain quality of the limited fish species in your lake?
- Though it won’t please everyone, what boating types or activities might you limit that might negatively impact your campers that enjoy a relaxing day at the beach?
- You’re not cool with the stench of fish guts and how they attract raccoons and possibly bears. What rules might you consider to minimize wildlife conflicts?
- What kinds of “fishing events” might you design and host that would fulfill the goals of anglers, boaters, campers and your profit margin?

In class Session 3, all of the groups will present their **Campground Boating & Fishing Recreational Plan** then have a class debate on solutions to developing an overall plan that best serves the combined goals of the various groups.

Develop your realistic and achievable plan using the following methods:

- Begin your research by watching the classroom video again, and decoding some key points on the webpage; *URL to webpage*
- Do online research to support the key parts of your plan. Cite references.

- Because you understand the business side of campground operation better than the other groups, try to work with the **Recreational Development Association** during debate to combine some of their goals with yours.

Now go create an awesome Campground Boating & Fishing Recreational Plan to present in Session 3.