



## Recreational Development Association Campground Boating & Fishing Recreational Plan Worksheet

**Student Name:**

**Class:**

**Date:**

Welcome to the **Recreational Development Association**. You represent the recreational expansion of the boating industry, the fishing community, campground operators, local businesses, and the greater public. The main goals of your organization are to 1) inspire more people to recreate at campgrounds, 2) help campgrounds develop more opportunities to attract boaters and anglers.

Your studies reveal that many campgrounds have associated lakes and rivers with unrealized recreational angling and boating potential. You also know that boating and fishing generate significant revenue beyond the lakes and rivers within a campground. And you see the opportunity to expand this potential on a broad scale across your entire state. Yes, you're big thinkers and doers.

So, to fulfill this boating and angling opportunity at many campgrounds with water access, you need to work creatively with anglers, boaters and campgrounds to come up with a win-win-win plan that will help everyone prosper and achieve their special interest goals. The good news is that you have the toolbox of marketing and promotional savvy that can be used to entice the various user groups to work as one.

Using your knowledge of how boating can actually enhance camping, recreation, and angling, work to develop a "synergistic plan" that may satisfy everyone. 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:

- How your group can help campgrounds work cooperatively with boating and fishing groups to develop special events at campgrounds to promote boating and fishing while camping?
- What types of media and promotion can you use to get positive exposure that will generate more interest in boating and fishing while camping?

- What kinds of programs or events can you develop that could satisfy the sometimes-conflicting desires of recreational watersports boaters, boating anglers, and camping families?
- How might you work with state (DNR) and federal agencies (USFS) who have extensive campgrounds to expand the adoption of your Campground Boating & Fishing Recreational Plan?

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 recreational development aspects better than the other groups, debate with facts to show all the groups how a synergistic, yet sophisticated plan can in fact, work in everyone's best interest.

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