



## Boaters R Us

### Campground Boating & Fishing Recreational Plan Worksheet

**Student Name:**

**Class:**

**Date:**

Welcome to the **Boater R Us group**. You represent the boating industry and the greater community of recreational boaters. The two main goals of your organization are to 1) inspire more people to buy boats, 2) provide more and varied opportunities for different user groups to participate in boating. Though those goals sound straightforward, they require some sophisticated “marketing navigation”.

Your studies reveal that many campgrounds have associated lakes and rivers with unrealized recreational boating potential. In fact, most of the established places that offer boating get so much use that it’s detracting from the reasons that people go boating and fishing from boats. So, to fill the void at campgrounds with water access, and reduce the pressure on current boating places, you want to work with campground operators to expand their camping-boating opportunities.

But you face a few challenges you need to decode and overcome. Campground operators don’t want the extra cost and bother to attract angling boaters to their operation. They think that angling boaters disrupt the solitude of their lakes, stink the place up with slimy fish, end up killing fish that wash up on the swimming beaches, and produce fuel residue that floats into swimming areas.

Knowing their objections and possible solutions could help you work with campground operators to expand their operations to accommodate both recreational boaters and anglers in boats. Despite their reputation for being difficult to work with, you need to develop a **Campground Boating & Fishing Recreational Plan** that can fulfill the goals of your group, as well as the goals of the Campground Operators, Family Anglers Association, and the Recreational Development Association.

Using your knowledge of how boating can actually enhance camping, recreation, and angling, develop a “synergistic plan” to 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 with the extra facilities they may need to accommodate boating and fishing activities?
- What types of watercraft may be best suited for different types of campgrounds with different types of lakes, rivers or ponds?
- How might campgrounds with lakes satisfy the sometimes conflicting desires of recreational watersports boaters, boating anglers, and relaxing campers?
- What kinds of “boating and boating-fishing events” might you help host that would fulfill the goals of the campground operators, anglers, boaters and campers?

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.