



American Recreation Coalition

Dedicated to the protection and enhancement of everyone's right to health and happiness through recreation.

NEWS

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RECREATION COMMUNITY GATHERS IDEAS FOR BOOSTING OUTDOOR RECREATION

Washington, D.C. (March 9, 2016) – America's recreation community took an important step toward development of a new *Blueprint for Getting More Americans Active Outdoors* at a brainstorming session in Washington, D.C. March 8. A dozen strategies were offered by top recreation and conservation leaders. Thom Dammrich, President of the National Marine Manufacturers Association, and Frank Hugelmeyer, President of the Recreation Vehicle Industry Association, opened the brainstorming and discussion process by recalling past advances for recreation from thinking big.

The two recreation industry executives led the American Recreation Coalition Board of Directors as it heard from organizations ranging from The Corps Network to the Federal Recreation Council, from Active Network to the National Wildlife Federation as well as the Archery Trade Association. They championed the development of an "idea bank" to be shared with national leaders and a process by recreation interests to select a handful of especially important efforts which would benefit all recreation interests.

Dammrich recalled the results of the Outdoor Recreation Resources Review Commission and the President's Commission on Americans Outdoors and key programs those efforts stimulated, from the Land and Water Conservation Fund to the National Trail System Act, from scenic byways to federal fee policy which supports local retention of entrance, camping and other fees. He also noted the influence wielded by some two dozen recreation executives in 1993 when they crafted an action agenda for the incoming [Clinton-Gore Administration](#). Almost every item in that agenda was enacted, paving the way for increased enjoyment of America's great outdoors by domestic and international visitors.

RVIA's Hugelmeyer explained that a parallel development of ideas is underway by a dozen recreation trade association executives. He outlined plans to combine the efforts and called for recreation community leaders to then discuss and refine the best of the ideas, to work to gain broad endorsement and then unify advocacy efforts at important forums ranging from the summer meeting of the Western Governors' Association to political party platform hearings and events which will occur during the 2016 campaign process. Ultimately, the ideas will be further refined and presented to the new Administration and next Congress.

(more)

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Recreation Community Blueprint Add One

Among the presentations at the meeting were:

- 21st Century Conservation Service Corps – *The Corps Network*
- Strengthening America's Trail System to Get Americans Outdoors – *American Hiking Society*
- Documenting Outdoor Recreation's Economic Impact – *Federal Recreation Council*
- Environmental Education: Gateway to Recreation Participation by Kids – National Wildlife Federation
- Taking Archery Into Communities, and Communities Into Archery – *Archery Trade Association*
- Reclaiming Our Federal Lakes – *National Marine Manufacturers Association*
- Protecting and Expanding Access to America's Public Lands and Waters: Penny for the Outdoors – *National Park Hospitality Association*
- Addressing the Challenges of Recreation.gov – *Active Network*

Information on these presentations and other ideas can be found at www.funoutdoors.com/blueprint. Suggestions for additional initiatives are welcomed and should be sent to: dcrandall@funoutdoors.com.

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AMERICAN RECREATION COALITION — is a nonprofit, Washington-based federation founded in 1979. The association provides a unified voice for recreation interests to ensure their full and active participation in government policy-making on issues such as public land management. ARC membership consists of more than 100 organizations, including national and regional associations and corporations that represent a major share of the \$650 billion a year recreation/leisure industry and enthusiast groups representing millions of recreationists. Since its inception, ARC has sought to catalyze public-private partnerships to enhance and protect outdoor recreation opportunities and resources. ARC conducts research, organizes national conferences, and disseminates information through a variety of means, including its Web site www.funoutdoors.com. ARC plays a leading role in several key coalitions and organizations, including the Coalition for Recreational Trails, Scenic Byways Coalition and Coalition for Recreation in the National Forests. ARC is leading the effort to expand activities across the country associated with the celebration of June as Great Outdoors Month®. ARC was also instrumental in launching National Get Outdoors Day, a national effort dedicated to helping children enjoy healthy, active outdoor lives.