

RV Industry Association



The RV Industry Association is the national association representing approximately 460 RV and park model RV manufacturers, component parts suppliers and aftermarket suppliers who together produce 98 percent of all RVs made in the United States and approximately 60 percent of RVs produced worldwide.



RV INDUSTRY ASSOCIATION

- As a 501(c)(6) corporation, RVIA is an **entirely member-owned company**
- Financially in good shape. Overall budget of \$13.5m in FY 2021. Overall headcount of 52.
- RVIA gives the RV industry the ability to speak with one collective, unified voice that is far more powerful than any individual company alone.



OUR CORE IDEOLOGY

Mission: To promote and protect the RV industry and members.

Vision: RVIA will be the proactive leader in promoting the health, growth and expansion of the RV industry.

Member Promise:

- Grow and expand the RV market
- Pursue a favorable business environment for members
- Cultivate a positive RV experience for all consumers
- Provide industry information and knowledge
- Foster continuous improvement of RV products
- Promote the health and well-being of the Association





Go RVing®

Attract New Consumers
to RVing

Consumer Research &
Insights

Public Relations

Funded by assessments
on seal sales to RV and
PMRV OEMs and dues
for other member
categories

RVINDUSTRY
ASSOCIATION

Self-Regulation and Industry
Standards

Government Relations

Events & Market Insights

Funded primarily by member
dues and seal sales to RV
and PMRV OEMs

RVTECHNICAL
INSTITUTE

Repair Event Cycle Times

Technician Recruitment

Technician Training &
Certification

Funded by a combination of
seal assessment, tuition
charges both in the RV
industry and outside RV
industry, work force dollars,
and donations (501c3)

About the Board of Directors



2021 EXECUTIVE COMMITTEE

• Jeff Rutherford, Airxcel	Chairman
• Mike Happe, Winnebago Industries	First Vice Chairman
• Kevin McArt, Forest River, Inc.	Second Vice Chair
• Mary Pouliot, Thetford Corporation	Treasurer
• Open	Secretary
• Garry Enyart, Onan/Cummins	Past Chairman



BOARD MEETING SCHEDULE

March

June

RVs Move America Week
Washington, DC

November

RVDA Convention



RVIA STANDING COMMITTEES

Audit Committee	Park Model RV Committee
Awards Committee	Public & Legislative Affairs Committee
Executive Committee	Public Relations Committee
Financial Services Committee	RV Aftermarket Committee
Governance Committee	Standards Steering Committee
International Committee	Strategic Planning Committee
Lawyers Committee	Supplier Committee
Market Information Committee	Trade Show and Events Committee
Membership Committee	

RVIA JOINT & SPECIAL COMMITTEES

- Canadian Coalition Committee
- Go RVing Coalition
- Campground Task Force

Signature Programs



RV INDUSTRY ASSOCIATION

- Signature Programs
- Government Affairs
- Go RVing
- Standards
- RVTI
- Research and Data



GOVERNMENT AFFAIRS

Advocates for the RV industry at the state, federal, and international level to create a favorable business environment, protect against onerous legislation and regulations, and make it easier for consumers to buy, own, drive and use an RV.

- Great American Outdoors Act Signed into Law.
- From the beginning of the pandemic, RV Industry Association's state government affairs team worked closely with industry partners to keep dealerships and campgrounds open and deemed essential businesses.



Outdoor Recreation Roundtable



RV
INDUSTRY
ASSOCIATION

Recreation Economy

- Work with the BEA to measure the size of the recreation economy across the country
- Economic recognition ensures we have a seat at the table for decisions made on public lands & waters, etc.

\$788 Billion

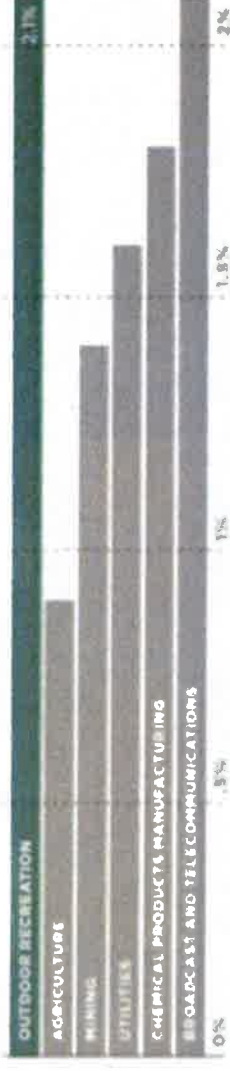
DRIVER OF JOB CREATION
BEA REPORTS THAT OUTDOOR
RECREATION ACCOUNTED FOR:

5.2 million
jobs in 2019

**A KEY COMPONENT
OF THE ECONOMY
AND ACCOUNTED FOR:**

2.1% of GDP
in 2019

BY THE PERCENTAGES



Go RVing[®]

Where we've been and where we're heading...



WE REACHED MILLENNIALS LIKE NEVER BEFORE

109,997,095

SOCIAL IMPRESSIONS

19,906,229

VIDEO VIEWS

66,040

SOCIAL ENGAGEMENTS

STANDARDS

The Standards team maintains and contributes to the creation of, and updates to, eight industry standards regulating traditional and park model RVs. These efforts keep the RV industry self-regulated. There is a professional team of full-time inspectors who promote the enhancement of safety by monitoring adherence standards for the construction of RVs and Park Model RVs.

- 6 to 7 unannounced factory inspections per year
- NFPA 1192 for Recreation Vehicles
- ANSI 119.5 for Park Model RVs
- NFPA 1194 for Campgrounds



RV TECHNICAL INSTITUTE

Mission is to improve the RV consumer experience and grow the pool of trained service technicians.

- Three levels of technician training with 4 levels of certification
- Over 30 Partners
- Board made up of RVIA & RVDA members



RESEARCH AND MARKET DATA

The RV Industry Association provides research, resources, and reports to keep members informed on current and future market conditions and RV consumer trends.

- Monthly RV and Park Model RV Shipment Reports
- Quarterly RV RoadSigns Shipment Forecast
- Annual RV Market Industry Profile
- RV Consumer Demographic Profile (Ipsos)
 - Traditional Demographic Study
 - First Ever RV Owner Segmentation Research
- 2020 First Time Buyer Study
- Campground Market Analysis



Campground Market Assessment

- Partnering with CHM Government Services to examine the campground inventory and facilities available at private campgrounds and public campgrounds at the federal, state and local level. The size and scope of the total campground ecosystem is unclear.
- **Data Being Collected**
 - Total campgrounds in the United States
 - Total campsites in the United States
 - Breakdown of RV, tent, camping cabin, and other site types
 - Analysis of RV sites to include:
 - Data on size/dimension
 - Availability of electrical services (30 amp/50 amp)
 - Information on water/sewer connections
 - Number of pull through sites
 - Information about Wi-Fi/internet/cable connections
 - Availability of RV services (camp store, repair, storage, rentals)

THANK YOU



RV INDUSTRY ASSOCIATION CONVENES MEETING OF CAMPGROUND AND RV INDUSTRY LEADERS TO BUILD UNITY AROUND GROWING AND ENHANCING CAMPGROUNDS AND CONSUMER EXPERIENCES

Last week, the RV Industry Association convened a meeting of select leaders from the RV and campground industries to discuss how through working together across industries they can find common ground and synergies to significantly improve the consumer's camping and RV experiences. The meeting, held outside of Denver, CO, was a kick-off for future discussion, and provided a forum where attendees shared ideas on opportunities and challenges, and thoughts on how the group can work together more effectively.

Attendees included:

Paul Bambei – President, ARVC
Bobby Cornwell -- President & CEO, Florida & Alabama RV Park & Campground Association
Nick DiBella- Senior Vice President, Sun RV Resorts
Amir Harpaz – CEP, Harp Development
Al Johnson - ARVC Past Chairman & Operator, Mt. Rushmore/Hill City KOA
Dyana Kelley - CEO/President, CampCalNow
Michael Moore - General Manager, Texas Association of Campground Owners (TACO)
Steve Mulvaney - Moderator
Toby O'Rourke – President, KOA
Jeff Rutherford – CEO, Airxcel & Chairman, RV Industry Association
Lori Severson - Executive Director, Wisconsin Association of Campground Owners (WACO)
Matt Zimmerman – Group Manager, Thor Industries & Campground Task Force Chairman

RVIA Staff:

Bill Baker, RVIA Senior Director, RV Industry Association
Chris Bornemann, RVIA Director, RV Industry Association
Craig Kirby, President, RV Industry Association
Jay Landers, RVIA Vice President, RV Industry Association

"More people than ever before are enjoying all the benefits that RV travel and camping provide," said Craig Kirby, President and CEO, RV Industry Association. "Creating an outstanding campground experience for them is central to our continued growth and a priority for our industry organizations and members. This meeting started the process to identify immediate areas where we can work to do this and establish a strong foundation for continued progress."

Over the past several years, there has been a sizeable influx of new campers and RVers, each bringing new and different expectations for the outdoor experience. The group agreed they need to learn more about these new consumers, as well as what opportunities and resources were available in the marketplace. The group discussed how the overall size and scope of the campground ecosystem is not clearly defined, and that the RV Industry Association has partnered with CHM Government Services to field the industry's largest ever campground study, to examine the campground inventory and facilities available at private campgrounds as well as public campgrounds at the federal, state, and local level.

"This meeting kickstarted engaging conversations on how we can work as partners on the crucial issues that impact all of us," said Paul Bambei, President and CEO, The National Association of RV Parks and Campgrounds (ARVC). "I'm excited and optimistic about what can be accomplished."

"Having state campground associations is critical to these discussions. This provides the framework to consider important state and local regulations regarding RV parks and campgrounds and the capability to better scale approaches and programs to a regional level," said Dyana Kelley, President and CEO of CampCalNow.

"Coming together in this forum was an incredible opportunity to learn more about our respective organizations, to share information, and to discuss opportunities and challenges," said Nick DiBella, Senior Vice President, Sun RV Resorts. "We were all encouraged by the progress in this inaugural meeting to create a unified industry approach to deliver a high-quality camping experience."

The group also agreed through unifying our industries whenever possible, we can become a better resource and partner for local, state, and federal governing organizations, and can provide solutions for government actions that might impact the ability to grow and enhance public and private campsites. Additionally, the groups agreed that having a unified voice in government relations was critical to ensuring any new government spending programs would be focused on enhancing campgrounds, and welcoming to the proven success that comes through public and private partnerships.

The meeting concluded with everyone agreeing that there are significant opportunities to grow and enhance the outdoor hospitality industry, and that through more consistent conversation and collaboration, we can ensure continued growth for all segments.

Campground Meeting Prep Questions Combined Input

1. During the next 3 years, what internal and external assumptions do you plan for the marketplace?

- The wholesale shipments will see growth for another 12 months, then stabilize at about 90% of current levels
- In terms of Outdoor Hospitality, I am expecting an expansion of permitted and unpermitted glamping properties
- External: COVID will continue, keeping demand high for RVs and outdoor recreation
- I expect the RV industry to face more zone challenges, along with additional taxation
- Electrification issues
- Internal: We will need more campsites, more electrical capacity (recharging vehicles) and bandwidth
- Consider climate change related issues
- People need interaction as evidenced by how eager people are to get outside, go see and do things
- Gas prices will rise and electric vehicles will pose challenges
- Improve the camper's experience
- More professional operators entering the industry
- Camping still provides a safe escape from the real world
- Establish a closer relationship & communications mechanism to address important issues, e.g. DEF issues
- Electric transportation is still a ways off from being mainstream

Marketplace Assumptions, continued ...

- Internal: Promote greater industry unity between ARVC and state associations/CAMP; EV readiness at CG level; Grow ARVC membership among private CG potential
- Retail satisfaction will be challenged due to service and availability of places to use RV
- Electric RVs will be introduced. Also, more RVs towing Electric Cars or being driven by Electric Trucks will be prevalent
- External: More inter-industry collaboration; untap D2C potential to increase bookings
- Promote new prospective owners and CG site expansion.
- A general commodification of the RV park industry as more corporations acquire previous mom and pop organizations.
- The numbers of new campers will continue to increase by roughly 3-5 million households/year
- RV sales and rental demand will continue to increase
- Government objection to zoning, land typically not best and highest use for RV parks
- Demand for quality, high-speed Wi-Fi will continue
- More RV's on the road equals the need to have more quality RV sites to park these.
- More modern RV sites and amenities that rival traditional resorts
- New, younger, diverse customers continuing to enter the RV market.
- *Over the next three years, it is believed that retail sales of new & used RV's will increase. This will cause a greater shortage of available places to camp*
- Bandwidth demand will grow

Marketplace Assumptions, continued ...

- The need to be innovative on the tech and design side
- Economic factors continuing being favorable

2. What is working well in the industry today?

- GoRVing gets people excited to camp
- COVID has created an influx of new campers so occupancy is high and RV parks are becoming mainstream
- Campgrounds are full!
- Pandemic reinforces lifestyle and opportunities to enjoy outdoor lifestyle
- ORR advocacy (i.e. GAOA funding); consumer reaction to marketing of the outdoor recreation lifestyle; Advocacy Week/NCSL efforts
- RV becoming mainstream, putting RV parks in the spotlight
- Working remotely, team sports curtailment, concern about public cleanliness, and other aspects of the pandemic work in the favor of RVing.
- Regional associations have increased advocacy efforts and support for the industry.
- There is investment in parks
- Campground pricing and customer service is excellent
- ADR's are rising
- People have available funds
- Increased unity between campground and RV manufacturers in lobbying for campgrounds and dealers to stay open in midst of COVID restrictions
- Offering a diverse product mix on the manufacturing side as well as on the campground side. There is something for all demographics. Testing before buying on the RV side, and the rise of peer to peer RV rentals companies like Outdoorsy and RV Share
- Occupancy is high
- Data/research available about campers, RV buyers and park owners from KOA, RVIA and ARVC

Working Well, continued ...

- Perception of outdoors draw new many first campers
- Campground presence on RVIA board
- Parks operators becoming more sophisticated, implementing new technologies
- There's a lot of great things happening but as it relates to places to camp and RVIA: Advocacy around public lands and the tremendous accomplishment within the Great Outdoors Act for our industry

3. What needs (more) work?

- Service and supply chain is challenged
- We need more and better campgrounds
- RV quality (fewer problems mechanically). Staffing shortages are a headwind, and supply line issues
- Lack of campsite availability and/or overcrowding
- Campgrounds need stronger advocacy presence/approach at federal and state level
- Need investment in campground EV infrastructure
- The industry needs to continue to combat the perception that we are in the housing industry and not tourism / hospitality
- Cutting through the red tape to create more PPP
- Campground industry is fragmented
- Lived if/when COVID subsides
- More yield management
- Attracting more people of diverse backgrounds, educating our industry on the importance/value of DEI initiatives; continuing to improve RV manufacturing and repair quality standards to stay positive in eyes of camping consumer
- Need better communications between the 2 industries
- Public perception and public education simultaneously
- Access to spontaneous RV use is limited
- As a newbie I have always felt that the industry is fractured. The segments work in silos. Even creating animosity between the segments. We would be a much stronger voice if we highlight the nexus between camping, RV, outdoor rec, etc.

Needs Work, continued ...

- Consistent great camper experience. Is there room for a campground industry standard?
- Not a lot of participation by RV rental (traditional and peer-to-peer) and data sharing
- Taking a deeper dive into customer segments
- Perceived quality standards of RV and campground and customer service, causes some to seek other forms of vacationing
- Active engagement with broader industry by independent owners who are not part of an association
- Marketing the industry as a whole, and creating more synergies between those supplying the RVs and the places where people take them
- Public perception among some that RV parks are not trailer parks
- Insuring the younger demographic and virtual professionals who are currently creating the camping wave continues long term and isn't short
- Educating local governments to view RV parks like traditional hospitality. RV parks are not raw land where people park (e.g. Hipcamp/Harvest Hosts)
- Advocacy, unity and collaboration

4. What do you believe are the 3 most important issues to address in our meeting?

- Unity amongst the segments, including outdoor recreation
- Trust between people and the industries needs to be built
- Campsite growth keeping up with industry growth
- Supply chain issues
- Booking campsites is cumbersome and often people don't know what they're getting until arrival
- Campsite modernization/technology requirements for future product
- A smoother way to find open sites would be helpful
- Establish a mutually better understanding of each other's industries
- Come to a consensus on what issues and opportunities exist for the campground industry
- Access to funding opportunities through government spending
- Advocacy – regionally and nationally
- Ensuring space will be available for campers to use their RVs. The main impediment is regulatory.
- Contractor availability and materials are also issues.
- Education: how to engage the campground owners
- Legislation aimed at curtailing or eliminating RV parks and campgrounds.
- Finding common ground
- Financial incentives for private CG site expansion that level the playing field with improvements/expansion being talked about at public campgrounds; PPP

Most Important Issues, continued ...

- Establishing the connection point between the traditional RV manufacturers/dealers and the actual campgrounds themselves. How can we create more synergies?
- Building Trust
- Mobile technician certifications similar to RVIA certifications
- Ready for CG electrification, including infrastructural coordination
- How to create more awareness for the industry as a whole as an affordable vacationing/lifestyle alternative
- How can we create more opportunities for my team members such as advanced training for maintenance techs on RV maintenance?
- Perception among private campgrounds that RVIA pays more attention to public campgrounds
- Education on RVIA and what they do
- Educating local governments and making permitting easier
- An overall understanding on why unity is needed.

5. How would you like to describe the industry relationship (RV industry and the campground industry) three years from now?

- I would like to see a more interactive relationship between the campgrounds, dealers, suppliers, and manufacturers. Today, these relationships are not aligned for best experience for customers
- I would love to know that I could call at any time and ask for assistance
- A much closer working relationship: advocacy, communications, GO RVing, RVTI. We are unified
- The campground industry will become more corporate and less family ownership, fostering more respect and cooperation in the relationship. What if manufacturers began building RV parks? Anyway, the common enemy is regulatory- zoning and building officials that work to prevent park development
- A relationship between OEM's, Dealers and Campgrounds that go beyond places to camp but improve the overall customer experience
- As partnerships between large corporations (dealer and campground) increase, it could potentially push out or price out the smaller dealers and campgrounds
- Collaborative. Working together on advancing the agendas of each group in attracting new campers and new RV buyers. Much more in sync with each other. RVIA providing support to help the Campground industry achieve even greater things
- Unified and in constant communication
- A cohesive team all rowing in the same direction, because it is a win-win situation for all involved in the RV industry. Demand has never been stronger, and we need to capitalize on this momentum and lay out a strategy for the next decade
- Unified in all areas
- Should there just be one RV national association?
- Improving communications, mutual programs to promote one another.
- Partnering to make our industry better for everyone

6. If the vision you described is to be achieved, what needs to change?

- It starts with a desire to work together more closely. Do the participants believe that the customer is better served with an industry that is working towards common cause?
- Diversity
- Mostly attitudes, I think.
- Trust needs to be built
- Work together on legislative and marketing issues on a state level through state associations (dealers and campgrounds).
- Communication
- Work together to use GAOA funding for modernization of roads, bridges, even pit toilets, but not for EV stations, PMRVs, swimming pools, etc.
Perceived as unfair competition
- Can GO RVing play a bigger role with private campgrounds?
- This is the first time I have ever been contacted by anyone from RVIA or RVDA. I have tried to engage the dealers but they don't feel they need us, so I am not sure they understand where people are camping
- Better communication between all organizations in the industry. We must all stop seeing each other as competition and instead as true partners.
- Customer experience is improved
- Annual or quarterly working sessions that is inclusive of key players from both groups
- An understanding that we are nothing without the other
- Starting the conversation and really understanding what each party is looking for and being honest on what is being offered at this stage
- There should be a role for RVTI

To Achieve the Vision, continued ...

- Creating true value
- Increase communications between the various industry groups
- Leave all our egos at the door
- Incorporation of RV parks into programs such as GoRVing
- Improved data, communication and a unified voice around key topics are critical

7. What one-year accomplishments should be targeted?

- Establish a working group of stakeholders that meet and define a strategic plan that addresses the issues most pressing for customers.
- Mutually beneficial marketing efforts
- A joint strategy to open more jurisdictions to RV park development and public park improvement.
- A better understanding of each other's industries
- Look at RV dealer networks and create promotions for new RV owners
- Regional advocacy efforts – RV parks are being zoned to extinction. How can RVIA and RVDA assist with these efforts?
- Establish a certain number of PPP projects
- A sense of trust is established
- Increased communication
- A joint approach to EVs and park infrastructure to serve them.
- Coming out of the meeting with a communication plan showing the alliance between the RV and campground side
- Create financial incentive/loan program for private CG site expansion and EV readiness
- Awareness of common legislative and marketing challenges
- Work together to convince government entities to link recreation.gov and gocampingamerica.com directories to provide alternative for "no-vacancy" at NPS/USFS campgrounds
- We identify common ground and our priorities
- Scheduling of work-sessions and identifying the key participants in a working group.

One-Year Accomplishments, continued ...

- Look at national RV ad campaigns such as Go RVing and how can both sides contribute.
- Promotion of private campgrounds with GoRVing media campaign.
- Establish CG/RV Repair Education and test sites
- Building scope and getting proper support

8. What other input and/or expected outcomes can you offer for our meeting?

- We have been given a tremendous opportunity as a result of the pandemic and have brought joy to millions of families. However, if we do not elevate the consumer experience at all industry touch points what we see today will not last. It is in all industry segments' best interest to find a common path forward to make these newbies lifelong RVers and campers
- The term RV park is very general, and we should distinguish between long term and transient campgrounds, each one attracting a completely different customer
- To encourage both corporate campgrounds and dealers to not just join their state and industry associations but become active in them.
- A greater understanding of how each of our segments work and how we can help each other
- Consider targeted/joint marketing campaigns vs. just GoRVing. GoRVing should be working with all the associations instead of by itself
- Information sharing is how we battle the issues above together.
- Many RV parks and campground are aging, causing sometime the wrong perception of the campground industry
- Sharing more resources from a data/research perspective. I know RVIA has a lot of info on RV buyers, is there ways to make more effective for the campground side?
- At times, long term parks advertise themselves as transient parks, creating certain expectations only to disappoint the customer upon arrival (see point 4)
- As a campground operator, I would say transient parks are more in need than long term parks based on the changing demographics
- I think it's important to understand from the leaders in the Campground Industry their perspective on what opportunities exist between a more unified Industry

RVIA Overview

Bill Baker

- See Bill's PowerPoint
- This is a \$788BB industry
- 460 manufacturers and Services – 98% of manufacturers are members
- Revenues come from seals dues
- GoRving – including the GoRving Coalition with RVDA, has achieved significant reach to millennials
- Budget around \$30mm for separate seals
- RVTI is the newer organization, focusing on repair cycle times as well as recruitment & training
- RVIA Board meets 3X per year, plus numerous committees to encourage member involvement
- Government Affairs
 - Working with the Federal and State governments
 - Great American Outdoors Act, where we also played a role: \$450mm allocated per year (in perpetuity) for state parks
 - Outdoor Recreation Roundtable
 - 7 on this staff
- Government Coalition also strong with two US Senators (Jackie Walorski and Joni Ernst) as advocates. Also created a PAC. Plus Senator Manchin has been actively involved with us
- Standards program with 6-7 unannounced factory inspections per year; inspectors are there to educate vs. enforce
- We will see significant changes to the industry due to technology innovations
- The new infrastructure bill could have an even bigger impact on RV and Campgrounds

RVIA Overview, continued ...

- Research and Market Data:
 - See list of projects in Bill's PowerPoint
 - Also other numerous sources of information being collected
 - Campgrounds want better access to Bill's research reports
 - New campground market assessment to gather more data on campgrounds, camp sites, types of campsites, services available etc. Collected data from over 120 data sources, including from 45 of the 50 states. Should have final report by the end of the year
 - The campground associations have significant data to share with the RVIA study
 - Would be very helpful to differentiate the type of park: full-time, seasonal, transient
 - Dyana: we are seeing more and more unpermitted parks

Desired Outcomes for this Meeting

- Tap into the opportunity to collaborate between the public and the private campgrounds – human capital and economic, including PPP
- Find common grounds where we can all work together to improve the consumer experience
- Share what we do at a higher level; address how we work together more effectively
- Develop a plan with goals, including with private parks
- We can provide insight to how the campgrounds operate
- Better access to what RVIA/Go-RVing does, which we can feature regarding campgrounds
- Understand from the campground industry what they see as issues and opportunities
- See that the industry speaks from a unified voice
- Setting the path forward for improving our relationships and the industry
- Discuss how RVTI can assist the campground space
- Technology and sustainability impacts impact on our industry / campgrounds
- How to expand this group and effort
- Discuss the impact of the infrastructure bill / opportunities for the industry
- Gain universal access to the data
- Recognize the speed of what experts can get stuff done, especially private entities
- Support the industry strategy to push back on government controls on RV parks

Desired Outcomes, continued ...

- Finding opportunities to work together; seek the low-hanging fruit
- Find ways to make owning an RV "friendlier", making the experience better for the consumer
- Discuss solutions for government restrictions, impacting the ability to grow and enhance campsites. (Use example of geographies with positive results)
- Strategize how to make our organization a resource to governing organizations
- Show the impact of what an RV campground brings to the local economy
- Make video to show what an RV campground looks like
- Discuss how we organize owner groups to support initiatives positive to our industry
- What is our vision of the industry for the next 5 to 10 years, and how will we get there?
- How to add RVDA / dealer input to this effort
- Create a zoning checklist to share with government entities

Highest Value Issues and Opportunities to Address

- **Access the data available throughout the industry – centralized repository – instant “Geek Squad”**
(Paul, Amir, Toby, Bill, Lori)
- **Create a unified advocacy for camping, approach to local zoning, residential restrictions**
(Jay, Al J., Bobby, Dyana)
- **Implement the RVTI program in campgrounds**
(Curt H, Nick, Matt Z)
- **Access to the government and private funding sources that are/might become available**
(Chris, Lindsey, Rick O'Brien, Mark Weller, Warren Meyer?)
- **Increase the value and perception of the outdoor hospitality industry – for the public and the government**
(Toby, Karen, Michael, Jeff Simms, Monika)

Other initiatives considered:

- GoRVing type campaigns to integrate with campgrounds
- Discuss how to fund these initiatives
- Define the structure of this forum, as well as next step
- Align campground infrastructure with consumers' expectations and the manufacturers' products
- Approach to local zoning, residential restrictions
- National education for new technologies, zoning, etc.

Guidelines For Completing Action Plans

1. Assemble a Small, Representative Team to do the Action Plan.

Don't try to do the objective on your own. Pick a small group of people (3-5) who can add some good input to ways to achieve the objective. The group can be from your area or other parts of the organization.

2. Brainstorm All Possible Actions.

Key to brainstorming: all ideas accepted. At first, don't discuss the items; just get them on the list – go for 20+ ideas minimum. Even accept crazy ideas — they are often the seed for other creative ones. Let your minds go wild!

3. Prioritize the Actions.

Go back over the list and put an "A" by those that are *critical* to achieve that objective; that is, the objective won't be hit unless you do that action item. Put a "B" by those items, which are *important*, yet not critical. Then put "C's" by those ideas that really wouldn't impact the objective.

4. Take the A's First.

Caution: Don't try to eat the elephant by running at it with your mouths wide open. Pick the most important items first: the "A's". Remember, if you have too many A's you don't have any A's. (Think about it.)

5. Determine Who Will Get the Action Completed.

Take your A's only and select who would be a good person to get that item done. The "champion" does not need to come from this team.

6. Set Target Dates

For the "A's" only, agree upon the date, by which time the item will be accomplished.

7. Plan Regular Follow-Up

Set a date for the team to get back together to report on how progress is going. Encourage people to push themselves in getting the items done sooner. The overall Champion for the objective should follow-up with team members both in these meetings and individually.

Action Planning Worksheet

Initiative:				
Team:				
Priority	Action Item	Person	Date	Notes

Finding Common Ground

- Make the *consumer experience* the common ground
- Acknowledge the other common issues / opportunities
- Articulate that *outdoor hospitality* is a collective movement and voice
- Become more recognized as an outdoor hospitality industry (learn about SKIFT), Also shape the perception of what this industry is
- Collaborate to link into the recreation.gov site with our reservation links (already done by some)
- Plan industry meetings so that they don't conflict with one another. Do overall calendar for the entire industry
- Spotlight RV camps on our GoRVing website

Key Messages to Communicate

Messages:

(note meeting attendees)

- The purpose of this meeting has been to create serious unity in continually improving the outdoor hospitality industry
- Technology changes will cause challenges and opportunities in our businesses
- The influx of new campers is causing different expectations for the experience
- We want to ensure we have a continuing voice with the government's new spending programs in order to expand and enhance campgrounds
- Campgrounds are a critical leg of the hospitality stool (with manufacturers and suppliers)
- We discussed the numerous obstacles to campground growth, including local zoning
- This meeting has been just a start ... and we plan on including others in the ongoing conversation
- Conclusion: There are significant opportunities, through working together, to grow and enhance the outdoor hospitality industry

Delivery:

- Multiple "speakers" for the quotes
- News & Insights release
- RV and campground trading press to put message out for the campground
- Individual conversations to share the messages

Next Steps

Matt Zimmerman

- Mulvany to send notes out to this group
- Considerations to expand the group, possibly including dealers
- Each initiative team to create the action plan for that initiative
- Within the associations, confirm there will be general agreement on where we are heading
- Craig to assemble a smaller group to determine how we progress from here – both structure and format (with Lori, Michael, Amir, Paul)

Final Remarks

- Nice job everyone. It was impressive how each participant took the overall industry perspective
- Thanks to Craig, Jay, and Bill for their excellent preparations

