



2011 Florida Outdoor Recreation Summit



Nature-based outdoor recreation is a multi-billion dollar industry that provides residents and tourists with countless opportunities to exercise while experiencing Florida's unique and diverse outdoor resources. Not only does a strong outdoor recreation program afford people with important physical, mental and social benefits, it also helps in supporting local economies through outdoor-based businesses and suppliers.

However, in order to ensure that outdoor recreation is recognized as "mission critical" in state, local and federal land management programs, the time is now for recreational user groups, providers (both public and private), and retailers to unite, as a single voice, to generate support for this valuable industry.

The Florida Outdoor Recreation Coalition is presenting its first summit which invites the leaders of all outdoor recreation markets to meet and discuss issues which will affect the future of outdoor recreation in Florida. We invite you to be part of this growing movement. Mark your calendar for this unprecedented summit.



Bringing Together:

User Groups

Providers

Suppliers

Retailers

For the
Advancement
of Outdoor
Recreation in
Florida!

2011 Florida Outdoor Recreation Summit

Bringing Together Today's Most Influential Recreational User Groups, Providers, Organizations and Businesses Affecting Outdoor Recreation in Florida

November 19-20, 2011

Official Hotel of 2011 Summit:

Central Florida Zoo and Botanical Gardens– Sanford, FL



\$35.00 FLORC Members

\$65.00 Non-member (includes 2012 membership)

Call 407.995.100 for Reservations!

FLORC.org



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“Coming Together at the Crossroads”



Saturday, November 19th

- 9:00 am Local Recreation activity (optional)
- 12:00 pm Registration
- 1:00 pm Welcome & Introduction
- 1:15 pm Road Mapping the Future of Outdoor Recreation in Florida
- The Florida Outdoor Recreation Mission
 - Florida’s Outdoor Recreation Plan (SCORP)
- 2:00 pm Re-connecting People to the Outdoors
- “Get Outdoor Florida” Mission
 - Florida Youth Conservation Centers
 - Recreation Opportunities For All People
- 3:15 pm Outdoor Recreation as an Economic Engine
- Presentation/discussion on how outdoor recreation affects state and local economies
 - The challenge of having to do more with less
- 4:00 pm Funding Challenges for the Acquisition and Management of Public Lands
- 4:30 pm Barriers to the Growth of Outdoor Recreation in Florida
- Facilitated brainstorming session on perceived barriers that limit outdoor recreation opportunities and participation.
- 5:30 pm Social Networking
- 6:00 pm Dinner
- 7:00 pm Key Note Speaker
- 7:30 pm Social Networking & Silent Auction

Sunday, November 20th

- 8:00 am Providers and Businesses Poster Session
- 8:45 am Healthier Florida through Outdoor Recreation
- Presentation/discussion on the mental & physical benefits of outdoor recreation
- 9:30 am Politics in Building a Strong Outdoor Recreation Coalition
- Discussion of grassroots from local to statewide initiatives
- 10:15 am Tools for Implementing Action (select from several 30 minute concurrent sessions)
- Identifying Florida’s outdoor recreationists
 - Future Trends in Outdoor Recreation Activities
 - Developing Productive Partnerships
 - Marketing the Outdoor Recreation Industry
- 11:30 am Developing a strategic plan for 2012.
- 12:30 pm Summit adjourned





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REGISTRATION FORM

Last Name

First Name

Club/Organization/Agency/Business

Street Address

City

State

Zip Code

Phone

Cell Phone

E-mail Address

Registration Fees

- Existing FLORC Member \$ 35.00 _____
- Non-Member (includes one 2012 membership) \$ 65.00 _____

Is your club, organization, agency or business not a member of FLORC yet?

There are two additional ways to support the outdoor recreation movement in Florida and pay for your registration to the 2011 Florida Outdoor Recreation Summit

Clubs Memberships and Not-For Profit Organizations

- Club/Organization (includes one 2012 membership and registration*) \$ 100.00 _____
- University/College Club (includes one 2012 membership & registration*) \$ 50.00 _____

Sponsorship Category (Agency/Business)

- New Bronze Sponsorship (includes 2 memberships and registration*) \$ 250.00 _____
- New Silver Sponsorship (includes 3 memberships and registration*) \$ 500.00 _____
- New Gold Sponsorship (includes 5 memberships and registration*) \$1000.00 _____

*** Note: Does your organization want to send an additional person to the summit under a paid club membership or sponsorship? A guest fee is only \$50.00 \$ 50.00 which includes summit, dinner and social hour (no individual membership).**

Total _____

Make out your check to the Florida Outdoor Recreation Coalition and mail to:
 FLORC - 6536 Man O War Trail, Tallahassee, Florida 32309 or
 Go visit **FLORC.org** and pay electronically through PayPal!

