



PureWaterForum.org

## Float, Fish, Stroll or Roll:

Recreation and Tourism on Shenandoah Valley Streams

September 26, 2014 | Luray, Virginia

## AGENDA

### *Morning Session: Blue Ridge Room*

- 9:30 Registration
- 10:00 How Natural Assets and Outdoor Recreation are Driving **Tourism**  
Economic Development in Virginia  
*Randall Rose, TMP, Virginia Tourism Corporation*
- 10:50 Float It: Operating a Canoe Company on the Shenandoah River  
*John Gibson, Owner, Down River Canoe Company*
- 10:50 Fish It: Economic Impacts from the Perspective of the Angling Industry  
*Brian Trow, Owner, Mossy Creek Fly Fishing*
- 11:10 Break**
- 11:20 Stroll It: Waynesboro's Efforts to Leverage the South River  
*Michael Barnes, Planning Dept. Director, City of Waynesboro*
- 11:40 **Roll It: Connecting Cycling and Agro-Tourism in Luray and Page County**  
*Chris Gould, Hawksbill Bike Shop*
- 12:00 State of the Forum  
*Tom Benzing, President, Shenandoah Valley Pure Water Forum*
- 12:10 Buffet Lunch (Dining Room)

### *Afternoon Tours (Transportation provided)*

- 1:00 Tours of Luray Greenway/White House Farm/Luray Caverns
- 3:30 All groups return to Mimslyn Inn/Informal gathering in The Speak Easy

