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PROFIT

PLANNING RECREATION OPPORTUNITIES FOR INCOME AND TOURISM

Inventory of Potential Recreation Assets



Special Report 302

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FOREWORD

The demand for outdoor recreation in the United States is rapidly increasing. Contributing to this increased demand are higher incomes, a shorter work week, more leisure time, longer paid vacations, and expanded and improved highway systems. Providing adequate recreation facilities will be the responsibility of both public and private sectors of the economy. But present projections of future recreational demands indicate that construction by the public sector will not keep pace with expanding needs.

Private outdoor recreation enterprises can earn profits. They are businesses, and have the opportunities and problems common to all businesses. Some will succeed and some will fail. This publication is intended to help you to recognize the questions you need to answer in deciding if a recreation enterprise is a desirable business for you.

If after completing this inventory you need additional assistance, contact your County Extension Agent. Assistance is also available from the Soil Conservation Service, Farmers Home Administration, Forest Service, Agricultural Stabilization and Conservation Service, State Highway Department, State Parks Division and the State Game Commission.

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INVENTORY
OF
POTENTIAL RECREATION ASSETS

Why do you wish to get into the Outdoor Recreation Business?

Are You Qualified?

What is unique about your site?

A. INTRODUCTION

* Location _____

* Developer's Qualifications _____

* Statement of Philosophy, Purpose, Objectives _____

* Reasons For _____

* Reasons Against _____

B. FINANCE

1. Have you talked over your financial needs with

- _____ 1. Bank
- _____ 2. Savings and Loan
- _____ 3. Farmers Home Administration
- _____ 4. Small Business Administration
- _____ 5. Your Accountant
- _____ 6. Your Attorney

2. Have you proposed a budget?
3. Is your credit established?
4. How much will be available over a period of years for Capital Outlay?
List sources and amounts.

- a. _____ \$ _____
- b. _____ \$ _____
- c. _____ \$ _____

C. SITE FACTORS

1. Natural Beauty

- ___ a. Natural surroundings attractive, inspiring and spacious
- ___ b. Facilities planned to blend subtly and unobtrusively with the natural background
- ___ c. Vista points available
- ___ d. Body of clean water for activities

2. Richness of Environment of Resources

- ___ a. Variety and abundance of plants, trees, flowers in natural growth
- ___ b. Variety and abundance of animal life (scenic - hunting - fishing)
- ___ c. Variety and abundance of interesting geological features and phenomena
- ___ d. Varied topography - water, hills, meadows, rock, mountains
- ___ e. Surrounding country is rich in historical, archaeological, geological, or cultural interest (circle)
- ___ f. Surrounding country is interesting from the standpoint of folk culture, agriculture, extractive industries, conservation, or other man-made or operated features of educational value
- ___ g. What interesting places are there to which to hike, and trails or back roads on which to hike

(1) _____

(2) _____

(3) _____

(4) _____

____ h. Good swimming area

____ i. Boating

- ____ (1) Non-power
- ____ (2) Power (trolling)
- ____ (3) Water skiing
- ____ (4) Sailing

____ j. Are there opportunities for collecting natural materials?

____ k. What is unique about this site?

(1) Local Facilities

* Private _____

* Public _____

(2) Regional Facilities

* Private _____

* Public _____

3. Physical

____ a. Is a degree of privacy insured?

____ (1) Are participants given a sense of independence of surrounding community?

____ (2) Are they assured freedom from interference by neighbors or outsiders?

____ (3) Is there adjoining public area for additional use?

____ b. Accessibility

____ (1) Accessibility by auto

____ (2) Accessibility by air

* See Transportation in Section H.

____ (3) Source of reasonably inexpensive commissary supplies

____(4) Distance from other developments, weekend resorts, campgrounds

- ____ * Private
- ____ * Government

____(5) Easements for utilities and roads

- ____ * On property
- ____ * On others' property

____ c. Remoteness from densely populated areas

____ d. Acreage

____(1) Number of acres in area owned or controlled

____(2) Number of additional acres accessible for use

____(3) Is there room for adequate distribution of buildings?

____(4) Can natural landscaping be retained?

____(5) Nature of area for recreational use

____(6) Nature of area for exploratory program use

____(7) Is there room for extension?

____(8) Are there adequate buffer strips to insure privacy?

____ e. Long-term development

____(1) Is there room for expansion?

____(2) What is nature of any local, state, federal plans for highway, recreational, or other public developments which might interfere or help?

____(3) Is the title free and clear (title insurance available)?

____(4) Can site use be guaranteed for long period (Possible acquisition)?

- ____(a) Tidelands
- ____(b) Flood rights
- ____(c) Mineral rights
- ____(d) Easements - power, road, utilities

____ f. Is the site suitable for year-round use?

____(1) From snow

____(2) Ice

____(3) Drainage

____(4) Winterized - air-conditioned

____g. Topography

____(1) Proper slope for drainage

____(2) Suitable for construction

____h. Climate

____(1) Average summer temperature

____(2) Minimum summer temperature

____(3) Maximum summer temperature

____(4) Average winter temperature

____(5) Minimum winter temperature

____(6) Maximum winter temperature

____(7) Humidity

____(8) Average rainfall (snow)

____(9) Summer rainfall

____(10) Winter rainfall (snow)

____(11) Average number of cloudy days - summer

____(12) Average number of cloudy days - annual

____(13) Average number of sunny days - summer

____(14) Average number of sunny days - annual

____i. Soils - porous or clay

____j. Sewage disposal acceptable

____k. Dampness of campsite - stagnant pools, seepage, etc.

____l. Trees - types and quantities

____(1) For shade

____(2) Windbreak

____m. Direction and force of prevailing winds

___ n. What vistas exist from building area?

___ o. Water supply

___ (1) Type of development, if any

___ (2) Good source of underground water

___ * 50 gallons daily per participant

___ * Irrigation supply

___ * Tested sample has been taken

___ (3) Springs

___ (4) Streams or rivers

___ (5) Lakes, ponds, swamps

___ (6) Possibilities for construction of water storage and transmissions systems

___ (7) Legal rights are acquired

___ p. Elevation

___ (1) _____ feet

___ (2) Distance to

___ * Mountains

___ * Ocean Front

___ * Lakes

___ * Sound

___ * Agricultural lands

___ * Arid - semi-arid

___ * Snow areas

___ q. Fire hazard and control

D. HEALTH AND SAFETY

___ 1. What natural or artificial hazards exist at the proposed site?

___ a. High cliffs

___ b. Fire Hazard, excessive and controllable?

___ c. Open mine shafts, quarries, old buildings or other man-made hazards

___ d. Whirlpools, undertows, swift streams, underwater obstructions, drop-offs, or muck bottom in swimming area

___ e. Manufacturing plants

- f. Does other water, unsuitable for swimming, provide undue hazards?
 - g. Poisonous reptiles
 - h. Poisonous plants
 - i. Biting insects--Low-lying swampy areas for breeding
 - j. Garbage or manure dumps
 - k. Railroad, trolley or bus lines
 - l. Junk piles
 - m. Run-down buildings
 - n. Equipment
- 2. Is there adequate ventilation in existing structures?
 - 3. Are there enough shaded grounds, as well as open, sunny spaces?
 - 4. Is the site within reasonable distance from medical services?
 - 5. Health Department clearance established?

E. LOCAL CONSIDERATIONS

- 1. Government attitude toward such facility
 - a. Zoning
 - b. Taxation
 - c. Policing
 - d. Municipal services (electricity, water, fire)
 - e. Road maintenance
 - f. Licenses
- 2. List potential supporters (Chamber of Commerce, local government, etc.)
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

F. INVENTORY OF OTHER NEARBY ATTRACTIONS

 1. Complementary

 a. Natural Resources

(1) _____

(2) _____

(3) _____

(4) _____

 b. Enterprises

(1) _____

(2) _____

(3) _____

(4) _____

 2. Competitive

 a. Government

(1) _____

(2) _____

(3) _____

 b. Private

(1) _____

(2) _____

(3) _____

G. HUMAN ELEMENTS

 1. Site

 a. Am I overly possessive?

 b. Is my privacy going to be invaded?

 c. Do my home and surroundings reflect pride and care?

___ 2. Hospitality (you and your family)

- ___ a. Is my training in business adequate?
- ___ b. Am I personable?
- ___ c. Do I mind cleaning up and fixing up after others?
- ___ d. Do I like people?
- ___ e. Do I mind working evenings, holidays, and weekends?
- ___ f. Am I a salesman?
- ___ g. Can I supervise and train hired help?
- ___ h. How much must I make to be satisfied?

___ 3. Labor

- ___ a. Nominal labor costs
- ___ b. Readily available supply
- ___ c. Seasonal supply available
- ___ d. Training is available

___ 4. Health and Stamina

- ___ a. Have I considered my health and age?
- ___ b. How about my family's health and stamina?

___ 5. Participants

- ___ a. Is there a demonstrated demand?
- ___ b. Are there enough people to warrant such a project?
- ___ c. What age group is considered?

H. TRANSPORTATION

___ 1. Distance from

- a. City _____ miles _____ hours _____
- b. City _____ miles _____ hours _____
- c. City _____ miles _____ hours _____

d. City _____ miles _____ hours _____

e. City _____ miles _____ hours _____

____ 2. Nearest public transportation available

a. Bus _____ miles _____ hours _____

b. Train _____ miles _____ hours _____

c. Plane _____ miles _____ hours _____

d. Other _____ miles _____ hours _____

____ 3. Traffic count for nearest main highway

North - South

a. Peak day _____ number

b. Peak month _____ number

East - West

a. Peak day _____ number

b. Peak month _____ number

____ 4. Distance from main highway

a. Paved _____ time _____

b. Gravel - Graded _____ time _____

Total _____

I. OTHER FACTORS

____ 1. Potential Users

a. Maximum _____ minimum _____ activity days per season

b. Socio-economic characteristics of users--See Census Data--ORRRC Report

c. Check demand data

- ____ (1) County Plan
- ____ (2) State Plan
- ____ (3) Port Dist. Plan
- ____ (4) Other Market research studies
- ____ (5) ORRRC Report

- ___ 2. Cost
 - ___ a. Total Income per visitor day
 - ___ b. Length of stay per visitor
 - ___ c. Price per unit of activity

J. INVENTORY OF EXISTING STRUCTURES

- ___ 1. Building description
 - a. Location _____
 - b. Size _____
 - c. Condition _____
 - d. Structural design _____
 - e. Potential use _____
- ___ 2. Building description
 - a. Location _____
 - b. Size _____
 - c. Condition _____
 - d. Structural design _____
 - e. Potential use _____

K. DECISIONS:

- ___ 1. Are there better ways for us to increase our income?
- ___ 2. Should we go ahead with this or forget the whole idea?

L. WHAT'S OUR NEXT STEP?

- ___ 1. Have you proposed a budget?
- ___ 2. Is the project economically feasible?
- ___ 3. What other help is available?

M. RECOMMENDATIONS