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PROFIT

PLANNING RECREATION OPPORTUNITIES FOR INCOME AND TOURISM



Campground Development Guide

Special Report 370
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Robert L. Wilder
State Extension Specialist
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CAMPGROUND DEVELOPMENT GUIDE

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CAMPGROUND DEVELOPMENT GUIDE

Introduction

Recreation is becoming big business in Oregon. Not only is our present economy providing Oregonians, as well as out-of-state visitors, with more leisure - but the recreationist is more mobile.

Better roads are being developed by highway departments for better cars to help the recreationist go farther and faster. With the money, time, and transportation at their command they are constantly seeking new things to do and new places to go. In ever increasing numbers, they are discovering and re-discovering the thrill of camping in Oregon.

In their quest for recreation, people are crowding the Oregon highways and beaches as never before. Campground and picnic areas are overflowing. There are not nearly enough facilities to take care of all the people who want to use them. The Oregon coast, for example, is an area of concentration for the campers. The State Park and Recreation Section of the Highway Division has reported that one in every five campers at some of the more popular parks must be turned away due to crowded conditions.

What about the future? Our population and average annual income is constantly increasing while our average work week is getting shorter and our annual vacations longer. So as time goes on, it appears that more people will have more money and more leisure time. Improved transportation systems will give them greater mobility in their search for outdoor recreation opportunities.

Individual landowners are beginning to play a part in filling a recreation need by engaging in recreation as a business venture. Some privately owned campgrounds and picnic areas are already in operation, but more are being considered as business ventures.

At first glance it appears that recreation campground opportunities are excellent; however, a word of caution is in order. Some enterprises are making money, but these are most often well located, well designed, well financed and well managed by the operator who likes people. It takes more than just a meadow or a nice open field to support a successful recreation enterprise - nor is every landowner suited himself to operate such a business.

The factors that spell success need much more research, but we do know more about the opportunities and pitfalls than we did a few years ago. Literature on this subject is certainly not lacking. Our purpose in this publication is to share some information, some of the findings of research, experience and methodical observation. We also hope to provide direction as to some of the sources of information and assistance needed for campground development.

Establishing a recreation enterprise, such as a campground, raises many problems and many questions. The best answers and the best solutions can be reached only if well-founded information is available. As Ben Franklin put it, "An investment in knowledge pays the best interest".

A successful enterprise is an asset to the area or community, the recreationist and the owner/operator. But success is often elusive, often because many preconditions to successful enterprise have in the past often been overlooked. These need careful consideration in the future. About 44% of all business failures in the United States are associated with a lack of knowledge of experience (Dunn & Bradstreet, Inc. , The Failure Record Through 1961--a comprehensive failure study., New York, N.Y., 14 pp., illus.). That is, problems stem not so often

from natural disaster, fraud, or neglect, but more often from an apparent lack of prior information on such factors as market capacity, competition and location. Information may be of help to the business man and this report has been prepared with this in mind.

The Recreation Vehicle--Camper

For the purpose of this publication we shall confine our comments to the camper recreationist who uses a recreation vehicle. The term "recreation vehicle" generally covers motor homes, travel trailers, truck campers and tent trailers. They are not permanent housing but short-term vacation use.

Industry projections show that seven million recreation vehicles will be on the nation's roads by 1980. They will need somewhere to stay. Private parks with good facilities and service in an attractive setting will have an increasingly receptive public.

Let us look at the recreation vehicle user, so that we might better understand who it is we are trying to serve. Granted these generalizations are plagued with pitfalls; however, if taken for what they are, they should at least give the developer or operator a better understanding of the recreation vehicle user.

A recent consumers survey study prepared by Mobile Life Magazine describes a recreation vehicle user. The results of this study shows that most are married while only a few single persons use one. The principal use of the recreation vehicle is for family activities.

Less household heads under 35 years of age use a recreation vehicle. About 7 out of every 8 are between 35 and 65 years, with a few more in

the 35-45 or 55-65 age groups. Only 6 in 100 are 65 and over. The mediate age is 48.5 years. In families with children there is an average of 2.3 youngsters under 18 years who take trips in recreational vehicles. Among all families who use recreation vehicles, there is an average of 1.3 children under 18 years per unit. There is an average of 2.2 persons 18 years or over who take trips in recreational vehicles.

Only about one in six principally use a recreational mobile vehicle for hunting and fishing trips, with less than two in 100 such trips with men only. Much talk and advertising orientation is centered around hunting and fishing scenes, but only a small portion claim these activities as principal ones to them. Over one-half of the respondents indicated that their main use of a recreation vehicle is for vacation trips with their families. About one in three lists weekends with the family as the principal use.

An equal number, one in three, use a recreation vehicle for the fun and experience of camping and to have their own accommodations. The next reason, given by one out of every 5 or 6 users, was to save money when traveling. About one in 10 said it is most important to be able to camp off the beaten path, where no other accommodations are available.

In a recent study we conducted of the recreation resource-user of the Deschutes National Forest in Oregon, we found that those users who owned a recreation vehicle showed certain characteristics. For example, the recreation vehicle owner was noted to generally anticipate a greater level of expenditures on each vacation trip. He is a more experienced camper than non-owners, will spend more time on the trip

and will travel farther to get to an attractive site or location. He also will generally be somewhat older than those who are not owners of a recreation vehicle.

Feasibility

Often someone returns from a camping experience or hears reports of the growing recreation demands being placed upon public areas and facilities. Enthusiasm is high and the potential developer is emotionally charged up and ready to get rich on his "dream" campground development....Yet, few ever do.

Probably one of the first things that needs to be done by the potential developer is to determine if his "dream" will stand up in the world of reality....Is it feasible?

When we use the term "feasibility", we are referring to two distinct usages of the term. Physical feasibility refers more to the human and physical resources available...Can they do what needs to be done in order to experience success? Economic feasibility refers more to the cost-benefit analysis, financing, budgeting and enterprise survival. Is the product saleable? Who can you sell it to? And, can you make a reasonable profit from your investment of time, money and labors?

An important step in aiding the individual to decide whether to go forward with his "dream" to establish a campground is to conduct a survey. The extent of the survey will depend upon the size of the campground development contemplated. A person planning a small campground may be able to accomplish an informal survey by himself or at least with minimum assistance. When the camping and recreation project is of a

larger nature, it may be advisable to seek the advice or assistance of an experienced planner.

A survey of a recreation campground should at least seek to determine:

- Inventory of Recreational Resources
 - Determination of Site Quality
 - Evaluation of Site Suitability for Development
 - Inventory of the Natural Resources
 - Human Element
- Appraisal of Influence of the Surrounding Community
 - Roads
 - Inventory of Nearby Tourist Attractions
 - Evaluate the Attractiveness of the Locality
 - The Community's Role
- Other Recreation Facilities in the Area
 - Other Nearby Outdoor Recreation Enterprises
 - Possible Competition
 - Plan for Complementing Nearby Recreation Facilities
- Estimate of Available Markets
- Development of a Preliminary and Long-Range Plan
- Cost-Return Analysis
 - Construction Costs
 - Equipment Costs
 - Capital Investment Summary
 - Annual Operating Cost
 - Annual Gross Income
 - Net Income
 - Return on Investment

- Sources of Information and Assistance in Completing the Feasibility Study

Chambers of Commerce

Government Agencies

Community Sources

Special Considerations

Seasonality

As a part of a feasibility survey the developer should carefully consider such things as the length of the camping season. Some of Oregon's best recreation land may be desirable for destination campgrounds only three to four months of the year.

Use periods are predominantly during the summer months when families with children can enjoy the vacation together. However, additional comforts in the newer campers and trailers have made touring attractive to the older public, including retirees whose time is more flexible. Truck campers and travel trailers are also popular with hunters, fishermen and a growing number of skiers. This widening spectrum of users coupled with earlier retirement and more disposable income for travel is helping to even out the seasonality factor.

Zoning

The developer should check with the city or county planning commission for zoning regulations that might affect his plan for a park.

Location

As with any service business, a prime factor in the success of a campground is its location. Campers often look for overnight parks along the road and for destination parks at the end of it. A wise developer

should find out where these potential customers are going and what route they will take.

The Oregon State Division of Highways should be consulted for possible plans to develop new roads in the area of the proposed park. If such plans exist, will they bring more people to the park, or will they rechannel them away from it?

The Division's traffic census, which is usually published annually, is a good source of information on traffic flow on the state's major roads even though these figures are not broken down by the type of vehicles.

You might want to do some individual research on approximately how many recreational vehicles passed the turnoff point closest to the proposed park site in the late afternoon? Over a typical weekend?

Are they travel trailers, campers, tent trailers? Often, service station attendants are in a good position to give an educated guess at these figures.

Competition

A check should be made of the other campgrounds in the surrounding area - both public and private. What do they offer? How much do they charge? How full are they? How many campers do they turn away?

Existing facilities could be in competition with a new park, but they may also be drawing more people to the area than they can handle. A good location may be on the perimeter of a large public park. The area may be attractive to campers by having a wide variety of things to do and places to stay. All the parks collectively may generate even more

camper traffic than they could do individually. The campground that provides the best facilities and services will get the most word of mouth advertising and, in turn, its fair share of the business.

Natural Attractions

In most cases the best of all natural attractions is water. Some of the most popular of all outdoor activities are swimming, boating and fishing. There is no substitute for water on or near your property. You might even want to consider constructing a pond or swimming pool, either initially or as a later expansion.

Scenic attractions, historic landmarks or monuments, forests, parks, caves, waterfalls, unique attractions, or just a country famous for horses, pageants, cowboys, Indians, ghost towns and other features will draw people.

Business Attractions

Other recreational developments in an area could be attractions rather than competition. For instance, if there is an expensive resort nearby, people of modest means will be attracted to the area but will prefer the less expensive accommodations you furnish. State or National Forests and Parks also draw people but frequently lack facilities to accommodate them all.

You might consider adding facilities to your development as added attractions. Fish ponds have proven popular. Shuffleboard, volleyball, badmitton, tennis courts, horseshoe pits, swimming areas, nature trails and playgrounds will help. Sometimes a small store may provide an added service and net you some additional income.

Financing

Source of Funds

Before you start construction of a campground, you will want to know where the money is to come from. If you have the necessary materials and equipment, you can do much of the work yourself. You may be able to start with a small cash investment. You should make preliminary plans and an estimated cost, based on local conditions. If you need credit, you should discuss your plans with your local banker or other lending institutions. Be sure you have or can get the necessary funds to do the job before you start to build.

Recreation vehicle campgrounds are still comparatively new. Consequently, most of the parks being built today are financed privately. This situation will probably continue until substantial data on successfully operated parks becomes available.

Lenders classify a loan for a recreational vehicle park as:

- Single purpose - property not easily converted to another use.
- Long-term - probably seven to ten years.
- Seasonal - income subject to the hazards of weather.

Although the picture is somewhat gloomy, there are bright patches. For example, the developer may already own the land and need only borrow construction funds. Or the land he plans to buy may be in a location where land values will increase, such as on the perimeter of a lake, city center, or key intersection. Should such a park fail, the property can easily be resold or converted to another use. It is often better to pay a little more for land which does have potential for conversion. Financing may be easier, and it is a safeguard for the developer.

Leasing

Rather than buying land, leasing is sometimes a solution to the problem of financing. It reduces the initial investment; it frees the developer's own funds for construction of the park.

The developer should not overlook other assets he might have such as his home or securities. He may be able to raise money by borrowing on the strength of them - provided he is willing to put them up as collateral. The developer of a recreational vehicle park should be prepared to have at least 50% to 60% of his own equity in the venture.

Land

The price of land varies considerably from site to site. It has been reported that the maximum price considered feasible for unimproved land by many developers building today is around \$4000 to \$6000 per acre for either a destination or transient campground. Land owners leasing their property for a recreational vehicle park usually expect rent for somewhere around 8% of the land's value annually. (Note: The leasee will be actually paying more than this since he is responsible for taxes, insurance and the maintenance of the property.)

Another approach is being used by some developers who are buying older mobile home parks and converting them to recreational vehicle use. Many of these parks, now outdated, were constructed in commercial areas close to the freeway. Often less than ideal for permanent dwelling, yet they may be in good location for overnight campers. Many older park's spaces may be too small for today's mobile homes; they are more than adequate for travel trailers. In fact, developers with clever layout plans manage to nearly double the number of spaces. The park's underground utilities are already there but should be checked for wear and tear.

Capital Needs

Even a small campground with modern facilities can seldom be built for less than \$20,000. Campers seem to prefer larger campgrounds; they also expect private campgrounds to offer facilities comparable to, if not better than, those in public sites. In private campgrounds, flush toilets and showers are common; electrical connections and dumping stations for self-contained toilets in trailers are becoming necessities. Also in private campgrounds service and hospitality are even of more importance than they are in the public campground systems.

The number of repeat visitors tends to be small during the first four to five years of operation. The developer must have the capital to carry him through these brief periods of time. Business seems to grow by word of mouth and from satisfied customers. Quite often we find that most campgrounds do not break even until the end of maybe even the third season. This means that capital may also be needed to carry you over the lean years at the beginning of the project.

It is very difficult to give any kind of estimates as to the cost of developing a campsite or a campground. Representative costs must be keyed to certain years, and developers must take into consideration rising costs and depreciation as well as inflation. The following listing is presented as a means of informing the developer of some of the ranges of costs and also some of the items to be considered in the development.

The following figures were compiled for use by Illinois land owners. They were meant to be examples and the prospective campground developer was encouraged to prepare his own cost estimates before making any final decisions. Also, the figures shown herein do not represent the possible

cost extremes for each facility, only the "usual" costs as reported by present campground owners. In some cases, because the owner supplied his own labor, the figures shown do not represent total costs. The date for these costs was February, 1969.

Land Clearing/Acre.....	\$ 100 - 200
Access Road Development/Mile.....	\$ 4,000 - 8,000
Parking Lot/Space.....	\$ 20 - 40
Site Costs:	
Picnic Table.....	\$ 20 - 30
Grill or Fireplace.....	\$ 20 - 30
Garbage Can.....	\$ 4 - 6
Gravel Pad.....	\$ 25 - 30
Spur.....	\$ 10 - 15
Showerbuilding (Includes stalls, closets, lavatory).....	\$ 8,000 - 14,000
Total Electricity/Campground.....	\$ 4,000 - 6,000
Total Water/Campground.....	\$ 3,000 - 5,000
Dumping Station.....	\$ 1,000 - 1,500
Pit or Vault Toilets/Unit (One place/sex).....	\$ 100 - 300
Recreation Building.....	\$ 1,500 - 3,000
Camp Store or Headquarters Building.....	\$ 2,000 - 3,000
Swimming:	
Swimming Pool.....	\$ 6,000 - 9,000
Beach Construction.....	\$ 1,000 - 2,000
Bath House (For changing clothes).....	\$ 500 - 750
Playground Equipment.....	\$ 350 - 750
Signs.....	\$ 300 - 700

Advertising Costs/Year.....	\$ 300 - 500
Liability Insurance/Year.....	\$ 250 - 1,200
Pond/Acre.....	\$ 750 - 1,200
Machinery and Equipment.....	\$ 1,000 - 4,000

Some other examples of costs of items provided on a contractual basis in Oregon (1970) are reported as follows:

Utility Building (Toilets, Showers, Dryer Area, Washers).....	\$ 15,000 - 25,000
Concession Building.....	\$ 9,000 - 12,000
Restroom Building.....	\$ 9,000 - 15,000
Electrical Systems.....	\$ 4,000 - 6,000
Trailer Sewer Services.....	\$ 35 - 45
2000 Gallon Septic Tank.....	\$ 900 - 1,100
Septic Tank and Disposal Field.....	\$ 2,000 - 2,500
20,000 Gallon Water Reservoir.....	\$ 9,000 - 10,000
Waste Water Disposals.....	\$ 70 - 80
2,100 Sq. Ft. Disposal Field.....	\$ 2,000 - 2,500
Camp Site Markers.....	\$ 4 - 6
Camp Stoves.....	\$ 30 - 40
Picnic Tables.....	\$ 40 - 50
Concrete Guard Logs.....	\$ 16 - 20
Pump House.....	\$ 2,000 - 3,000

Planning

Campground Layout and Design

Campgrounds should be designed for the type of use to which they will be subjected. There are numerous kinds of users, including campers,

picnickers, hunters, fishermen, hikers and berry-pickers. Professional assistance in planning the layout in the beginning will produce savings in development and operation later on.

A design and layout of a campground should provide convenience of the camper, efficiency in maintenance and preservation of the natural beauty of the area.

Be Comprehensive

After you have examined all the possibilities and have decided to go into the outdoor recreation business, the next step is to make a detailed plan. You should plan your total development, even though you may build it in several stages. Otherwise, it may become a hodgepodge of facilities that will be wasteful of space, costly to maintain and operate, and obstructive to future growth.

Total planning will help you to provide the proper drainage and traffic control and in maintaining the natural beauty of the area.

Plan For Expansion

When planning your development, you should also consider possibilities for expansion. For instance, you might start with a picnic area and add camping facilities, or start with tent campgrounds and add trailer camp, housekeeping cabins, or boat rentals. Laundry facilities, swimming pools, picnic shelters, tackle shops are good attractions that can be built later. Inquiries by your customers may help you determine what is in greatest demand.

Facilities

The U. S. Forest Service has assembled a set of fourteen working drawings and layouts for basic facilities in a campground. They were

selected from the Forest Service, National Parks and State Parks designs. The set includes easy to build but serviceable designs for basic facilities necessary in constructing a simple campground or picnic area. The set of drawings can be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C. for 20¢. Order "Drawings of Basic Facilities for Campground Development." (Agricultural Information Bulletin No. 264). The set includes working drawings for:

1. Light Plank Table
2. Heavy Plank Table
3. Fireplace
4. Pit Toilet (single seat)
5. Pit Toilet (double seat)
6. Parking Spurs
7. Pull-off and Multiple Parking Areas
8. Traffic Barriers
9. Hydrants
10. Garbage Can Mount
11. Entrance Signs
12. Picnic Shelter
13. Utility Building (flush toilets, showers, and washroom)
14. Boat Basin Layout

Oregon State University also has a set of miscellaneous plans that have proved useful to those contemplating various phases of campground development. These can be obtained from your County Cooperative Extension Agent or Extension Plan Service, Department of Agricultural Engineering, Gilmore Hall, O.S.U., Corvallis, Oregon 97331.

The State Parks and Recreation Section of the Oregon State Highway Division also has materials, ideas and suggestions that can be helpful to the campground developer.

A complete park planning kit entitled "How To Build A Profitable Future With Recreational Vehicle Parks" was recently introduced by the

Recreation Vehicle Institute. This kit was developed by RVI to guide governmental agencies and private enterprises with the construction of parks and campgrounds. The planning kit includes 23 basic layout designs, sanitary station plans and specifications, material requirements, operational instructions, regulations, promotional suggestions and more.

Standards

There are many "Standards" established for campground development. The major objective of these "Standards" is to establish a campground of minimum quality. This is exceedingly important if a private developer is to compete effectively with other private developments. Space does not allow a full discussion of many of the standards established by the test of time. Space standards are listed in Appendix A. Health, sanitation and safety standards are available from the Oregon State Board of Health or your County Sanitarian.

The rising standards of private campgrounds give evidence of some of the trends in the field and a clue as to how private enterprise can better serve a clientele group often overlooked by the public sector.

Standards differ for different types of campgrounds. For example, if you decide that you want to develop your campground to serve "traveling" campers rather than "destination" campers, your standards would be different.

A "traveler" campground is located along a well-traveled highway or close to one, so that travelers may drive to it readily while they are on a trip. A traveler campground may also be in or near a large city or some point of tourist attraction to which crowds are drawn.

A "destination" campground is generally located in a spot away from crowded metropolitan and suburban areas. This campground usually is located near or on some key recreation resource - for example, on the shores of a lake, stream or the ocean, or in a timbered or rural area. Recreation activities will either be provided by the campground or will be available nearby. Some examples of these activities are swimming, boating, fishing and hiking.

Once it has been decided on the type of campground, the next decision will be on the size of the campground. There seems to be an optimum size in campground development, and it has been found that a larger operation naturally tends to be more profitable than a small operation because unit costs are lower.

An important question to decide early in the game is the number of campsites to allow per acre. A "traveler" campground probably may accommodate more families per acre than a "destination" campground. Travelers generally are just looking for a place where they can spend the night. They are not apt to be spending much time around the campsite during the day, and campsites may therefore be placed somewhat closer together. In a destination campground campers are generally residing for longer periods of time. Families spend a greater part of their time in their campsites, and they appreciate privacy and quiet. They do not want to be disturbed by their neighbors.

In general, tent campers do not like to camp in an open field. They prefer a wooded area or a location on the edge of a field close to trees or shrubs where shade is provided. Campers with travel trailers, on the other hand, may be more ready to accept the field area because

the ease of maneuvering the trailer in the field offsets the disadvantage of the lack of shade. This does not mean that trees and shrubbery should not be added to the site. If possible, all of the campsites should be made of a size to accommodate travel trailers as well as tent campers.

Once the campground area has been selected and the approximate number of campsites has been decided upon, it is recommended that a general plan of the campground be made. If the landowner has a boundary survey with a scale of one inch equals one hundred feet, this can be used. Topographic features, campsites, and access roads can be planned on the survey, and this can serve as a guide in the construction work. Many campground operators develop their campgrounds by simple inspection, i.e. they mark out the locations of sites and roads on the ground only and proceed to construction from this beginning. If the campground is to be large, it may save money in the long run to retain the services of a professional person who is skilled and experienced in campground design and development.

Concession Operations - A New Possibility In Oregon

Concessions exist on both federal and state land. They run the gamut from giant developments such as ski resorts to small businesses such as restaurants and gift shops. In the future it may become more common to see recreation vehicle parks on public land run on a concession basis by private individuals and companies. It is also possible that some of the larger private corporations involved in incidental camping and resort operations may become interested in leasing their campground out to smaller operators.

Normally, with a concession operation, a contract for a certain number of years is awarded to the "highest reasonable bidder". There is no land lease involved but the concessionaire returns a percentage of his gross income to the public agency and, more importantly, is encouraged by the public agency to maintain certain standards and quality. Development financing is usually the responsibility of the concessionaire.

Location

Not enough can be said about the importance of the location of the campground. Simply stated,

Location must be near major tourist traffic or tourist attractions such as State parks, lake or mountain recreation areas. There must be good water facilities--swimming especially. Just any open field without adequate facilities will not suffice.

Trends

Not too long ago Woodalls, publishers of magazines and directories in the field, surveyed all known parks and campgrounds in the United States and Canada. The company's representatives personally inspected 94.5 percent of all known private campgrounds and gathered information directly from federal, state and local governments for publicly-owned campgrounds.

Woodalls' representatives observed the following important trends:

1. There is an "explosion" in camping and outdoor recreation, mostly brought on by rapid acceptance of recreation vehicles--travel trailers, camper trailers, truck campers and motor homes.

2. This "explosion" is reflected by rapid increase in the number of privately owned and operated camping facilities. Public facilities are less prompt to react.
3. With the private facilities there is a trend toward increasing luxury in campsites. The recreational or camping vehicles are increasingly sophisticated, carrying their own self-contained water and waste systems, electrical appliances and other conveniences found heretofore only in homes.

As a result, more and more affluent people are turning to camping, and they demand such luxuries as swimming pools and the like. Woodalls reports 1,129 swimming pools in the parks their men inspected, only 97 of which were in public campgrounds. There were 1,716 recreation halls in private campgrounds and only four in public campgrounds. Woodalls also reports 1,411 boat docks in private campgrounds and only 63 in public campgrounds.

The individual campsite is designed by some boundary marker and is large enough to preserve its natural beauty. Each space is level and in many cases has a pad of concrete or other appropriate all-weather material on which the camping vehicle is parked. A paved patio along side is not unusual, and there is always a picnic table and a fireplace or campfire area where the law permits. Trash cans are strategically placed, and refuse pickups at least daily.

Flush toilets and hot shower facilities are provided to serve those campers whose vehicles are not self-contained. There is a community hall and perhaps planned recreation and counselors. Facilities include swimming and other vacation-oriented activities.

Economy Measures

Recommendations have been made that campgrounds include at least 50 sites and that there is a certain amount of overhead necessary which can accommodate perhaps 100 sites as easily as 30 or 40. You and the most expert advice you can obtain must determine this. You will also have to decide on what percentage of sites have full hookups; usually around one-third is recommended.

This publication is intended to be general in nature, and much of the material available through the references listed is also general. It is designed to guide your planning, not substitute for your own investigation of the potential site and construction possibilities. Talking with successful operators and planning with qualified consultants or advisors will result in a realistic picture of your project. For example, such details as location are vital to success, and money spent on feasibility studies may prevent a failure due to a poor campground location.

Some of the behavior of the camper can be effectively used by the alert campground manager to increase revenue and economy. For example, tent campers stay longer than their more mobile neighbors who use trailers. When separate areas are provided for each, tent campers will not be subject to excessive incoming and outgoing trailer traffic which may not only be objectionable but may give the tenter the idea that he should be leaving, too. Also, trailer campers, because of their superior mobility, camp much more frequently; and providing special facilities for their use may help to provide a higher rate of return visits.

Services

Here is one of the areas where private enterprise has a real advantage. It appears to the author that the current public and private line-ups are similar, yet different. For example:

Public Campgrounds

1. You can never be sure of getting a site. (This has changed somewhat with the advent of a reservation system in the State Parks, but still is essentially true.)
2. Managers seldom go out of their way to be helpful, although they are generally quite courteous.
3. The scenery or natural attraction is generally outstanding.

Private Campgrounds

1. Site reservations are often guaranteed to the camper.
2. The management goes out of its way to be helpful and of service.
3. Areas are generally well developed, with many modern conveniences and amenities.

Just as motels are adding facilities, so campgrounds show a trend toward upgrading facilities and services. Many of the successful areas offer good natural resources backed up with many services. Some of the features found in some of the bigger operations are swimming pools and recreation centers. Pools are often installed even though a natural body of water is nearby.

Wilbur La Page and S. H. Foster in looking at campgrounds in New Hampshire found that the 978 campers surveyed had definite preferences as to the type of areas they preferred.

When polled as to their preference, these users indicated as follows:

<u>Campground</u>	<u>Percent</u>
Private areas	39
Public areas	21
Makes no difference	40
	<u>100</u>

A main point to note here is that many campers (39%) prefer private developments--their reasons were the availability of sites, customer services such as advance reservations, special trailer facilities, modern conveniences, and a well-planned recreation and entertainment fare. Some of the private campgrounds owners organize camper softball, badminton, and volleyball games, and conduct kiddie shows and similar entertainment. It is evident that the campground owner must like his job.

Although the above findings probably don't apply to Oregon, there is reason to suppose that they could. A look at such developments as "Coast Village" near Florence, Oregon, with its club house, swim pool, sauna baths and privacy tends to support this contention to some degree.

Regulations

Before starting your development, you should inquire about state and local regulations that would affect it. Some areas have zoning laws that prescribe the type of development that would be allowed. Most areas have laws relating to one or more of the following: water development and sanitation, highway access and egress, signing, right-of-way observance, water testing, trailer camp operation, and public liability. You should also investigate the cost and availability of liability insurance.

The construction and licensing of recreation vehicle parks are governed by the Oregon State Board of Health. In areas where local health authorities have taken over the job of enforcement agency, there may be additional requirements as far as land use is concerned. Regulations may vary slightly from area to area according to local interpretation.

Within the framework of existing regulations there are many points of park design which have not yet been tested with regard to return on investment and consumer demand. For example, there is a question of utility hookups. Are they necessary? If so, how many? What are the alternatives? These and many other questions need to be answered before you go too far.

Sanitary standards must be met according to state and local ordinances. It is to your best interest to make every effort to provide the type of sewage system that will not only keep your well safe but will also prevent pollution of nearby water areas which attract campers. The Oregon State Board of Health has developed standards which are available. These list the spacing, construction details, and the number of toilets, lavatories, etc. needed per person.

Design Considerations

Size

Once you have decided on the type of campground, that is, "traveler" or "destination", the next decision will be on the size. Those who seek to establish an attractive campground should endeavor, within limitations of their capital and other factors, to place the campsites a certain

distance from each other. The center of camp units in a "destination" campground should not be less than fifty feet apart and fifty to seventy-five feet back from the campground road. A rule of thumb should be approximately eight campsites per acre. However, the number of sites per acre may vary above or below the figure of eight, and the decision on this point will be governed by limitations of the amount of land available, topographic features of terrain and the amount of capital available. If possible, all the camp sites should be made of a size to accommodate travel trailers as well as tent campers. The capacity of the camping area should never be increased by crowding together campsites.

One expert suggests that it seems best to develop an area cautiously. If planned and designed for properly, more sites and facilities can be added as they become needed. The developer should not increase the size of the area or its facilities until his "No Vacancy" sign has been well used.

Landscape and Aesthetics

The best interest of the public and the operator will be served by the type of facility which looks to the future in preservation of the natural look. Many of the existing campgrounds are doing their best to landscape and offer the welcome of large shade trees for the visitor. If you have this asset, a rock out cropping, a hill or water frontage, plan to incorporate these features and build sites around them. A perfectly level, bare area is not necessary or to be desired. An added advantage of designing around natural features allows more sites per acre without the crowded appearance when the layout is made on a bare, level area.

Providing fewer sites per acre also provides opportunity to accommodate larger vehicles or different types of vehicles which may be designed in the future. Crowded sites are "locked in" with no chance to change without additional expense or waste of existing facilities if fewer but larger areas are desired later.

In designing the camp, much of the beauty is preserved if all utilities can be placed underground. Recent equipment developments have greatly lowered the cost of burying lines. Your system should be constructed to allow for expansion to additional sites and also to accommodate greater capacity. For instance, more electrical power per site will be needed if campers carry more appliances.

Signing

The campground must have signs to direct campers to it, an attractive entrance sign and identification of facilities and sites. The reservation system is more and more necessary for private campgrounds. Well planned roads, paths and sites should be hard surfaced if possible for neatness and easy maintenance. Natural features will be better preserved if paths are defined.

The Service Hook-Up Problem

To install underground utilities - wire, electricity and sewer - with outlets to every space is expensive. Furnishing a space in this way may cost between \$600 to \$2,000 depending upon the park's access to service mains, density of spaces and local conditions. To cover this investment the developer will have to charge more. He must therefore

determine:

1. How many of his customers will have vehicles capable of using hookups.
2. How much they will be willing to pay if they can use them.

Developers in favor of fewer hookups and separate utility buildings with restrooms point to:

1. The expense which in some parts of the state would make a recreational park economically prohibitive.
2. The manufacturing trend towards "self-containment" - units with sewage holding tanks make the travel trailer independent of sewer hookups. Also, the number of models that operate lights and heat with butane gas or from the car battery are increasing.
3. The expanding network of "sanitary dump stations". These are underground tanks into which the self-contained travel trailer can flush out the contents of its sewage holding tank through a connecting hose. There are many of these now being used in Oregon. Most of them are installed in service stations but some are in recreation vehicle parks, and the trend seems to be for more of them to be installed.

Those who believe the private parks must provide hookups say:

1. To compete effectively with public parks and to justify the higher rates he is forced to charge, the private developer must offer top facilities and conveniences.
2. Recreational vehicles are becoming more sophisticated in their fixtures and fittings. Almost all types sold today can, and will, use water and electric hookups when available -- the

latter if only to plug in the TV set. Most travel trailers and many truck campers now sold have bathrooms, but self-containment still costs an additional \$500 plus. And even self-contained units will often use and appreciate the convenience of a sewer hookup.

Ultimately, the percentage of spaces for which hookups should be provided will be determined by the type of park, its location, how long a season it plans, and the vehicles it attracts. The unknown quantity is, as with most service businesses, the public - discovering what they need and how much they are willing to pay for it.

Self-Containment

Generally, seasoned recreational vehicle users want complete self-containment - meaning the vehicle contains everything needed for living days at a time without hooking up to outside electricity and plumbing. Self-containment gives the traveler independent freedom to stop any place at any time where parking is permitted. The only factor to contend with is an occasional stop at a sanitary station to dispose of waste and to replenish the water supply.

Many self-contained recreation vehicles have complete cooking facilities, lights, refrigeration, and toilet, including bath with hot water. These vehicles carry their own LP gas supply in tanks attached to the unit. The gas supplies fuel for cooking, hot water, refrigeration, and heat. Some types of self-contained vehicles have LP gas for lighting or small electric generators for lights, refrigeration and powered wall ventilators. All units, self-contained or not, usually have 12-volt

electrical systems, often convertible to 110-volt outside hookups.

If the trend to self-containment continues, less and less capital will need to be invested in individual hookups or at least in the number of individual sewer hookups per campground. Dump stations, in time, may be adequate to take care of the majority of sewerage disposal problems. This, of course, assumes a continuation of what appears to be an existing trend.

Design and Planning Aids

Often the campground developer is hard pressed to get his site plan or design started. One of the first steps by him or some professional planner will be the acquisition of base maps. These are essential tools for the development of a comprehensive site plan.

The following list contains resource agencies who may be of help in procuring or assisting in the development of adequate base maps. A very desirable situation would be a composite of all three types of maps.

1. Line maps (planimetric)
 - Highway Department
 - County (Assessor and Engineer)
 - Planning Commissions
 - Regional Planning Agencies

2. Topography (shape and elevation of land forms)
 - Soil Conservation Service (SCS)
 - Agricultural Stabilization and Conservation Service (ASCS)
 - Highway Department
 - U. S. Geologic Survey (USGS)

3. Photos (May be obtained at a reasonable cost - aerial)

SCS	Lumber Companies
ASCS	Counties
Highway Department	U. S. Forest Service
Corps of Engineers	Army Mapping Service

Aerial photographs may be obtained at a reasonable cost through

the Soil Conservation Service, Agricultural Stabilization and Conservation Service, and Forest Service.

Budgeting

Income and Expenses

Few recreation vehicle parks in Oregon have been open long enough to have reliable income and expense figures. The following operating ratios have been compiled in part from projections based on a 50% average occupancy. They also assume that a park is built on owned land. On leased land the park owner will probably pay between 5% and 10% of his gross income as rent. Concessionaires on public lands may pay less - possibly between 2% and 5% depending upon the government agency concerned.

<u>Income</u>	<u>Range</u>
Space rental	80.0 - 88.0 %
Washing and vending machines	4.0 - 10.0
Other	<u>3.0 - 7.0</u>
Total Income	
	100.0 %

<u>Expenses</u>	<u>Range</u>
Salaries and Wages	9.0 - 15.0 %
Office and telephone	0.7 - 1.4
Utilities	3.0 - 8.0
Supplies	0.5 - 2.5
Maintenance	2.0 - 6.0
Advertising and promotion	0.5 - 2.5
Operating permit fee	0.1 - 0.3
Land and property taxes	3.0 - 7.0
Insurance	1.0 - 3.5

<u>Expenses</u>	<u>Range</u>
Depreciation	7.0 - 14.0 %
Interest on loan payment	<u>12.0 - 15.0</u>
Total Expenses ..	48.0 - 65.0 %
Net Profit--before income taxes	35.0 - 52.0 %

NOTE:

Income. Although all rates and ways of figuring them vary, campgrounds charge between \$2.50 and \$3.50 per night with hookups. This is for a vehicle plus two or three people. Additional persons are sometimes charged 25¢ or 50¢ extra. With vending machines, washing machines and other extras, the park should realize between \$4.00 and \$5.00 a night from each vehicle.

The park will often give a camper a discount for a week's stay. This is usually equivalent to one free day per week or one free week per month. Clubs are often given special group rates.

Other Income Sources

Although few of them have yet been tested, ideas on providing additional customer services and, at the same time, boosting the park's income include:

Winter storage for trailers at a nominal monthly charge. Many communities are enacting zoning ordinances that prohibit many homeowners from parking recreation vehicles in their front yards. Some destination campground owners are considering allowing campers to leave their vehicles in the park year-round. Then, when a vehicle owner planned a

weekend away from home, he could call ahead to the park and have the trailer taken out of storage, hooked up, and made ready to use.

Trailer accessories storage (electrical adapters, jacks, hitches, mirrors and towing equipment).

Making hot showers and picnic tables available to day visitors for a nominal charge.

Babysitting service.

Kennel service for pets.

The sale of butane gas, firewood and grocery items.

Food service.

Insurance

Two main types of insurance are required--property and liability, including Workmans Compensation for park employees. As with all service businesses dealing with the public, insurance - particularly liability insurance - is an important item. Potential hazards to park patrons include park-owned butane gas tanks, barbecue pits and swimming pools. A competent insurance agent should be consulted to ensure adequate coverage.

Depreciation

The owner of a recreational vehicle park is permitted by the Internal Revenue Service to set up depreciation schedules for the park's fixed assets. The amount by which the underground improvements, buildings and equipment depreciate or lose their value may be written off as an annual expense of doing business. The depreciation expense

reduces the taxable net profit. The money "saved" should be put back into improving the park to maintain its marketable value. An accountant's assistance should be obtained in setting up these depreciation schedules.

Management

The Operator - A Key To Success

Perhaps one of the most difficult jobs we have in operating a campground is dealing with the public. Here is where the operator's personality becomes of paramount importance. There are many examples of an operator who is a "character", or interesting or attentive, -- a pleasant, extra attraction -- and his campground seems to be a monopoly. He has captured the market and is running a profitable campground. In contrast we have observed lovely campgrounds operated by dull and negative personalities that are not doing very well.

It is surprising how many campers will beat a trail to a certain campground because of the facilities offered--and such intangibles as the personality of the owner. These successful owners know how to deal with the public and are willing to spend 24 hours on the job.

Campground operation is much like that of a motel. Guests arrive at all hours. Repairs, maintenance, and such things as refuse disposal must be done regularly. Other services must be provided as needed. It is possible for one couple to operate a campground up to a certain point, and then additional help is needed. One good method is for two couples to share the work load. Perhaps one of the couples could be retired. They might take care of the day-to-day management of the park. The owners may handle bookkeeping and office work and stand in at vacation time.

An office should be located near the entrance for admission control. It should contain reservation information and charts so the campers can be quickly checked in. With growing numbers of campers renting unfamiliar equipment, parking and hooking up the vehicle is often a welcome service you can provide. Many campgrounds are providing better communications between the office and the sites, and an intercom system may be common in the future. Depending on your operation, the office might also contain vending machines, a small store for both food items and toothpaste, razor blades, etc. Newspapers, magazines and books can be sold. If space is allowed, you can start on a small scale and gradually stock items in demand. The alternative is to include this type of operation in a recreation center type of building. This may require an additional attendant.

Experienced campground operators feel that repeat business is one key to success. It takes time, two to five years perhaps, to build volume to over 50% occupancy and much of this must be repeat campers. To get them you must have a well run, well publicized area with the type of facilities to attract them. Once they are at your campground, you must make the extra effort to make their visit as pleasant as possible. A little Oregon hospitality will go a long way toward encouraging longer stays, more frequent visits and more return visits year after year.

Like any business, the campground will require sound development and will need to be well run to succeed. A campground entails financial investments, liability insurance, record keeping, operating expenses, hard work and sometimes inconveniences...there's no easy road to success.

Maintenance and Operation

The importance of good planning becomes quite evident when a campground is put into operation. The amount of time and money required to meet daily obligations will be directly affected by foresight in planning.

When you develop recreation facilities for public use, you assume numerous obligations. They will make demands on your time and will be an added cost.

You have an obligation to keep the area clean and neat. Tables will have to be washed, litter picked up, toilets cleaned and garbage and trash disposed of. Fees will have to be collected, and guests checked in and out. Guests will require some assistance. Grounds and facilities must be maintained.

A work schedule must be set up. Things which attract campers such as clean restrooms, hook-ups which work, a waterfront under supervision, and others come only through well-established routine and hard work.

Operating a campground is comparable in some ways to motel management. Campers arrive and depart at all hours. They must be greeted, registered and assigned a space. Campers may even require help in maneuvering their trailers and getting settled.

Like other travelers, campers are looking for a clean, pleasant place to stay. Maintenance of the park - picking up litter, dumping of garbage and cleaning out the recreation and utility buildings - is something the park cannot afford to neglect.

The park manager cannot overlook the public relations aspect of his job. His personality may be the deciding factor in whether the people stay in this park or drive on to the next one. All these duties can keep the manager and his wife busy 16 hours a day, 7 days a week.

With 100 spaces, two couples can often share the work. One couple might help with the bookkeeping and office work and stand in at vacation time. The other couple may take care of the day-to-day management of the park. They will possibly work for a percentage of the gross or for a flat salary. Often retired couples are willing to work at this type of arrangement. In the peak season and over summer weekends, a part-time maintenance man may be needed.

The business of a campground is built up largely by word-of-mouth recommendations by the recommendation of one camper to another. The manager should enjoy meeting the people who visit the park and offer courteous and efficient service. It is one of the most important commodities he has to sell. In fact, it may be the only "plus" he has over the other competition.

Management ability counts heavily - from obtaining the initial financing to getting repeated business. Building up a solid core of park patrons who return frequently may take two or three years to achieve.

Your state parks or county Park Department can give you valuable advice in campground maintenance and operation. You should also check with your county sanitarian as to the required sanitation standards.

Advertising and Promotion

The camping public must be informed of the park's existence. There are many magazines and newspapers that are aimed directly at campers and recreational vehicle owners. A new campground should budget to purchase advertising space in these publications as well as in local newspapers and radio.

It is usually worthwhile to have a professional promotional brochure designed. This should list the campground charges, facilities offered, points of interest in the area and also give clear directions as to how to get there - possibly in the form of a simple map. Some of the places where these brochures could be distributed are to:

- visitors when they register.
- travel trailer and camper clubs throughout the state.
- the local Chamber of Commerce.
- state and federal campgrounds. They are often glad to know of private parks in the area where they can direct their overflow.
- manufacturers and dealers in Oregon who may agree to put one in each vehicle sold.
- camping and trailer guides and directories for both the U.S. and the West (Some of these may have a listing fee; many are free.).

A well-designed, easily recognizable trademark should be used on the brochure as well as on the park's letterhead and signs.

Whenever possible, signs directing travelers to the campground from the highway should be placed where they are most visible. Signs and billboards, however, may be subject to highway or zoning restrictions in some areas and should be cleared with the appropriate authority.

Your best advertising and publicity will come from satisfied customers. If they enjoy their stay, they will tell their friends and direct them to the place. If you like the company of people and personally enjoy outdoor recreation, then you are destined to make a good impression on your customers. Remember that camping is a "repeat business". It must be treated as such from the day you open for business. Word of mouth advertising is not only inexpensive but apparently highly profitable.

Special consideration might also be given to "clubs". Many recreational vehicle or travel trailer manufacturers have organized clubs. There are also many local trailering clubs in Washington, Oregon and California that make regular year around outings in groups of up to 100 trailers. A sizable part of the private campground business could possibly come from clubs. When possible, campgrounds should gear their publicity to entice these users who could be a valuable off season source of income.

Summary

Oregon boasts some of the finest recreation land in the country. More of it is being opened up to recreation vehicles by better roads that can take them farther faster.

Programs presently exist on the national, state and local levels to acquire land and develop new camping facilities. But in spite of this, it is doubtful that the supply of public campsites will be able to keep up with the demands of Oregon's expanding population and out-of-state traveling tourists. In addition, there is a segment of the traveling public that demands more customized services than the public parks can provide.

Government agencies are quick to stress the fact that they are not in the camping business to compete with the private developer but rather to answer a public need. If more private recreational vehicle parks are developed, they will simply divert their attention to other forms of recreation.

A closer dialogue between public agencies and private developers will be necessary to meet the demand for camping facilities and at the same time preserve the state's unspoiled natural and scenic areas.

Some basic considerations that seem to have application to the campground developer are:

- Families spend a greater part of the time in their campsites; and they appreciate more space, freedom of movement, privacy and quiet. They do not like to be disturbed by their neighbors.

- If possible, campsites should be made of a size to accommodate travel trailers as well as tent campers.
- The best of all natural attractions is water...we might consider constructing a pond or swimming pool, etc.
- You should plan your total development, even though you may build it in several stages.
- Total planning will help you to provide the proper drainage and traffic control and in maintaining the natural beauty of the area.
- A design and layout of a campground should provide convenience of the camper, efficiency in maintenance and preservation of the natural beauty of the area.
- When you develop recreation facilities for public use, you assume numerous obligations. They will make demands on your time and will be an added cost. You have an obligation to keep the area clean and neat. Tables have to be washed, litter picked up, toilets cleaned and garbage and trash disposed of. Grounds and facilities must be maintained.

Wilbur F. LaPage¹ conducted a study of customer satisfaction in private campgrounds in the Northeastern United States. Some of his findings and observations may have application to private campground operations in Oregon.

LaPage's formula for success for the private operator is the same as for any other highly competitive enterprise..."satisfied customers".

¹LaPage, Wilbur F. 1968. The Role of Customer Satisfaction In Managing Commercial Campgrounds, NE. Forest Experiment Station. Upper Darby, Pennsylvania. 23 pp., illus. (U.S. Forest Service Research Paper NE-105)

Some of his other observations are as follows:

- Direct increases in campground size (number of campsites), campground age (in years), and investment (in dollars) are accompanied by direct increases in visit length, visit frequency, and percentage of visitors who plan to return in the future.
- The presence of a swimming and boating attraction at or near the campground is associated with longer and more frequent visits, and more numerous plans to return.
- An increase in the number of activities engaged at the campground is accompanied by a slight increase in camper satisfaction.
- An increase in campground crowding results in a drop of satisfaction to the level where campers stay only as long as they planned.
- The location of the campground was exceedingly important to the success of the operation.
- Highly mobile camping equipment was generally accompanied by shorter but more frequent visits; and an incidence of mobile equipment was 100% higher at private campgrounds than at public ones.
- Trip plans are apparently fairly flexible, judging from the increase in actual overplanned visit lengths. A surprising number of campers indicated that they had planned a two-or-three day visit and ended up staying a week or more.

- The incidence of past visits was almost invariably associated with the longer current visits, and with a very high incidence of intentions to return. Past visits were also more common among private campground patrons.
- Campers who belonged to camping organizations were found to be twice as prevalent at private campgrounds as at public areas.
- The majority of successful campgrounds did not have camping owners, whereas the majority of unsuccessful campgrounds were run by managers who were themselves campers.
- The majority of successful campgrounds had well-developed advanced reservations systems. And visits were longer at campgrounds with reservation systems than at those without them.
- The general finding that campground size accompanies success may indicate part-time management as well as fewer attractions and activities at many of the smaller enterprises.
- Successful campground owners were more than twice as likely to belong to a campground owners association.

What remains to be said in the way of a summary can best be said by paraphrasing the members of Campground Association of Pennsylvania...Their experience and observations merit careful consideration by the campground operator - both present and future.

- Many campers, after returning from an interesting trip, have pondered the idea of constructing their own private campground. At first thought, the venture seems appealing, maybe even exciting. Before you leap into the campground business, however, there are a few items that will involve serious thought.
- The secret of any successful business is to give the customers what they want. Are you prepared to provide this?

- Do you have the right site to develop as a campground? An abandoned cow pasture or cut-over wood lot isn't necessarily a potentially good camping area. It is sad to note that too many campgrounds are secondary items to an already going business. Seeing an opportunity to increase revenue, the landowners tack up a camping sign and call themselves a private campground. Most of them know absolutely nothing about camping, and usually couldn't care less because they have invested nothing. They will be weeded out in time.
- A good camping area must be well drained, easily accessible by vehicle, have utilities nearby and must offer recreational opportunities.
- Do you have the personality that would appeal to the campers? In other words, do you like nature and the out-of-doors? Are you willing to meet and talk with campers about their common interests? To serve them long hours, sometimes under adverse conditions? If not, don't consider campground operation as a business.
- Do you have the funds available for development of a campground and its operation until it starts to "pay off"? Are you financially prepared to give the camper what he expects in a campground such as swimming, flush toilets, hot showers, etc. The camper expects these facilities at a private campground even though they are missing at many public parks.
- Are you prepared to meet at least the minimum standards for campground health, safety and sanitation?
- If you have an established business and wish to add camping as a sideline, forget it. It will not work out. If, however, your physical makeup and constitution will permit the strenuous, backbreaking life of a campground owner, with little monetary gain for the vast amount of labor involved, you will be joining the ranks of the most dedicated, hardworking group in the country. Some even say they enjoy it.

Space Standards

Campsites

<u>Area Required</u>	16' x 16' or 12' x 18' leveled tent space.
<u>Minimum</u>	11' x 11' table and bench space. 9' x 9' fireplace space. 3000 square feet per unit* or 14 per acre in developed area. 50 foot road or water frontage.
"Privacy" size:	4000-8000 sq. ft. per unit* or 5-11 per acre. 60-100 foot road or water frontage.

*Unit is tent space, vehicle parking space, and use area for cooking, eating, wood storage, trash disposal, etc.

Area Required

Buffer zones	100 feet to a beach (min.). 300 feet to a day-use sports area (min.).
Trailers:	Require double the vehicle parking space of an auto alone, more where "drive through" lanes are provided between roads. 20% of campsites normally designed for trailer use.

Note: OAR 31-062, subsection 1b, does provide that each camping space shall be large enough to accommodate the parked camping vehicle, tent vehicle, or tent, as the case may be; and to maintain at least fifteen feet separation from any other camping vehicle or tent, ten feet from any building, ten feet from any awning or carport on an adjacent space, ten feet from a boundary line abutting upon a public street or highway, and five feet from a property line.

Distances:

- Campsite to drinking water - 300' maximum.
- Campsite to restroom - 300' maximum.
- Campsite to restroom - 100' minimum.
- Campsite to shower - 300' maximum.
- Campsite center to access road - 50' minimum.

People and Facilities:

- Campsites will average 4 persons each.
- Campsites will need 1 toilet* per 12-20 people (men and women, total), or 1 toilet per 3-5 campsites.

COMMENT: The number of people per toilet could be greater in the opinion of some. Existing state regulations** will be approximately one toilet per 15 campsites for each sex, as a minimum. The assumption is that campers, during the day, are usually at other places using other facilities and that campgrounds will not operate at maximum capacity except for a few days during the season.

- Campsites need 1 lavatory per toilet.
- Campsites need 1 shower per 12-20 people or 3-5 campsites.
- Trailer parks need 1 shower per 20-32 people.
- Campsites will need 1 picnic table and benches per site.
- Campsites will need 1 fireplace or grill per site.
- Campsites will need 1 trash can per 1 or 2 sites.

Appendix A (cont.)

Campsites will need 1 waste water dump per 1 or 2 sites.
Campground needs a minimum of one sewerage dump station if it is to serve recreational vehicles.

*In multi-unit men's restrooms, up to 30% of the requirement for toilets may be provided by urinals.

**See OAR 31-066 for minimum state standards. Write Health Division, Department of Human Resources, 1400 S.W. 5th Avenue, Portland, Oregon 97201.

Parking Areas

Parking spaces - 25-40 per 100 people.
Area per parking space (including travel lanes) - 300 sq. ft.
Area per parking space with trailer - 500 sq. ft.
Dimension of auto parking space - 9' to 12' x 18' to 20'.
Dimension of trailer parking space - 10' to 12' x 40' to 45',
or 18' x 28'.
Distance to picnic units (family) (maximum) - 600 ft.
Distance to picnic units (group) (maximum) - 400 ft.
Distance to beach or bathhouse (maximum) - 800 ft.

COMMENT: There is considerable evidence that family groups prefer not to carry their picnic gear more than 300 feet from the parking area.

Picnicking Areas

Average number of people per picnic table - 5.
Number of picnic tables per fireplace or grill - 1-3.
Number of picnic tables per 2-car parking spaces at beaches - 1.
Number of picnic tables per refuse can - 2-3.
Number of picnic tables per acre (family units) - 8-10.
Number of picnic tables per acre (groups) - 16.
Number of picnic tables per 100 people/day - 10*.
Restrooms: The minimum number of toilet facilities as specified by OAR 31-066, previously mentioned, also governs picnic parks.

*Based on each table being used by two parties per day.

Restrooms

Number of swimmers per lavatory and toilet* - 50-80.
Number of campers per toilet - 12-20.
Number of picnickers per toilet - 50-150.
Number of swimmers and campers per shower - 12-20.
Vault privy capacity - 2-3 cu. ft. per person per season.
*In multi-unit men's restrooms, up to 30% of the requirement for toilets may be provided by urinals.

Swimming Beaches

Area of swimmable water per swimmer - 100-200 sq. ft.
Area of beach per swimmer - 50-100 sq. ft.
Bathhouse capacity - 5% of design load of beach (minimum)
Swimmers in water - 15% - 30%; on beach - 70% - 85%.
Distance, beach to bathhouse - 800' maximum.
Distance, beach to drinking water - 300' maximum.
Distance, beach to restrooms - 100' - 300'.
Distance, bathhouse to parking area - 800' maximum.
Number of swimmers per shower - 12-20.

RECREATIONAL VEHICLE PARK FRANCHISE OPERATIONS

Arrowhead Campgrounds
12th Floor
Chandler Building
Atlanta, Georgia 30303

CamParks of America, Inc.
2102 Government Street
Mobile, Alabama 36600

Holiday Parks
U.S. 11 State Highway 5
Birmingham, Alabama

Holiday Trailer Lodges
c/o Pacific Empire Development Co.
1111 N. Palm Canyon Drive
Palm Springs, California 92262

Kamp Dakota, Inc.
220 Bartling Building
Brookings, South Dakota 57006

Kampgrounds of America, Inc.
P. O. Box 1138
Billings, Montana 59103

Red Arrow Camps
Route 1, Box 442
Rapid City, South Dakota 57701

Safari Camps of America
Eastgate Plaza
Columbia, Missouri 65201

Travel Parks of America, Inc.
P. O. Box 1969
Rapid City, South Dakota 57701

United Campgrounds, Inc.
292 East 3900 South, Suite 4
Post Office Box 15602
Salt Lake City, Utah 84115

Vista International Parks
2200 South 3270 West
Salt Lake City, Utah 84119

Appendix C

INDUSTRY MAGAZINES

Better Camping
1027 North 7th Street
Milwaukee, Wisconsin 53233

Camping Guide-Trailer Guide
52 Bigelow Avenue
Mill Valley, California 94941

Camping Journal
505 Park Avenue
New York, New York 10022

Camper Coachman Magazine
545 W. Elk Avenue
Glendale, California 91204

Mobile Life
505 Park Avenue
New York, New York 10022

Mobile Living
P. O. Box 1418
Sarasota, Florida 33578

Trailer Guide
215 Park Avenue, S.
New York, New York 10003

Trailer Life Magazine
10148 Riverside Drive
N. Hollywood, California 91602

Trail-R-News Magazine
545 W. Elk Street
Glendale, California

Trailer Topics Magazine
28 E. Jackson Boulevard
Chicago, Illinois 60604

Wheels Afield
5916 Hollywood Boulevard
Los Angeles, California 90028

Woodall's Trailer Travel
500 Hyacinth Place
Highland Park, Illinois 60035

TRADE ASSOCIATIONS

American Institute of Travel Trailer &
Camper Manufacturers, Inc.
62 - A Keeler Building
Grand Rapids, Michigan 49502

Camping Trailer Manufacturers Association
2217 Tribune Tower
Chicago, Illinois

Mobile Homes Manufacturers Association
Travel Trailer Division
20 North Wacker Drive
Chicago, Illinois 60606

CAMPGROUND DIRECTORIES

Appendix D

<u>NAME OF DIRECTORY</u>	<u>PUBLISHER</u>
WOODALL'S MOBILE HOME & TRAVEL TRAILER PARK DIRECTORY	Woodall Publishing Company 500 Hyacinth Place Highland Park, Illinois 60035
CAMPGROUND GUIDE	Rand McNally & Company P. O. Box 7600 Chicago, Illinois 60680
LET'S GO CAMPING -- LET'S GO TRAILERING	Trail-R-Club of America Box 1376 Beverly Hills, California
CAMPGROUNDS UNLIMITED	Campgrounds Unlimited Blue Rapids, Kansas
CAMPING MAPS, U.S.A.	Camping Maps, U.S.A. Box 2034 Palos Verdes Peninsula, Calif. 90274
PRIVATE CAMPGROUNDS, U.S.A.	Camping Maps, U.S.A. Box 2034 Palos Verdes Peninsula, Calif. 90274
CAMPSITE FINDER, VOL. I - PACIFIC COAST-ALASKA: VOL. II - EASTERN U.S. AND CANADA	Richard and Jane Hartesveldt Naturegraph Company San Martin, California
SUNSET WESTERN CAMPSITE DIRECTORY	Lane Publishing Menlo Park, California
THE FAMILY CAMPING DIRECTORY	Barcam Publishing Company 241 S. LaBrea Avenue Inglewood, California
VACATION CAMPGROUNDS	Charles and Kay Hultquist Vacation Campground Publishers Marysville, Tennessee
CAMPGROUND ATLAS OF THE UNITED STATES AND CANADA	Alpine Geographical Press Station A, Box 246 Champaign, Illinois 61824
CAMPGROUND DIRECTORY	American Automobile Association 1712 G Street N.W. Washington, D.C. (available to members only)
GUIDE TO CAMPSITES	C. S. Hammond & Company Maplewood, New Jersey 07040
TRAVEL TRAILER PARK GUIDE	Mobile Homes Manufacturers Assn. Travel Trailer Division 20 North Wacker Drive Chicago, Illinois

Appendix E

CAMPING CLUBS¹

American Camping Association
Bradford Woods
Martinsville, Indiana
(Deals mostly with organized
camps)

Family Camping Association of America
1507 M Street, N.W.
Washington 5, D.C.

Family Camping Club of America
606 S. Neil Street
Champaign, Illinois

Family Motor Coach Association
(For people who own motor homes
of any brand)
P. O. Box 44144
Cincinnati, Ohio 45244

National Campers and Hikers
Association, Inc.
7172 Transit Road
Buffalo, New York 14221

North American Family Campers
Association, Inc.
P. O. Box 308
Newburyport, Massachusetts 01950

National Square Dance Campers
Association
P. O. Box 721
Appleton, Wisconsin 54911

Canadian Family Camping Federation
Box 381
Rexdale, Ontario, Canada

Dominion Camping Association
1729 Bank Street
Ottawa, Canada

K-W Campers Club
158 Clark Street
Kitchener, Ontario, Canada

International Travel & Trailer
Clubs of America, Inc.
4980 Southside Road
Hillister, California 95023

Tin Can Tourists of the World
1359 Main Street
Sarasota, Florida 33578

¹A list of travel trailer clubs is found in the book:
"Travel Trailers and the Clubs" by Richard L.
Hayes. This is on sale by the Trail-R-Club of
America, Box 1376, Beverly Hills, California.
Price \$3.95 plus 20¢ mailing charge.

BRAND NAME CAMPING CLUBS . . . clubs for people who own a special type of camping trailer, pickup coach, motor home or tent trailer.

- | | |
|---|--|
| Aristocrat Trailer Club
P. O. Box 817
Morgan Hill, California 95037 | Kencraft Trailer Club
P. O. Box 591
San Fernando, California 91341 |
| Avion Travelcade Club
1300 E. Empire Avenue
Benton Harbor, Michigan 49022 | Open Road Camper Club
2601 Manhattan Beach Road
Redondo Beach, California 90278 |
| Boles Aero Club
P. O. Box 67
Sun Valley, California 91352 | Overland Pickup Coach Club
P. O. Box 127
Nappanee, Indiana 46550 |
| Coachmen Caravan Club
P. O. Box 379
Middlebury, Indiana 46540 | Red Dale Wagon Train Club
P. O. Box 15483
Denver, Colorado 80215 |
| Dodge Motorcade Club
Travco Corporation
Brown City, Michigan 48416 | Serro Scotty Club
Arona Road
Irwin, Pennsylvania 15642 |
| Dreamer Club
Travel Industries, Inc.
Box 108
Oswego, Kansas 67356 | Starcraft Camper Club
520 E. Madison Street
Goshen, Indiana 46526 |
| El Dorado Caravan Club
P. O. Box 266
Minneapolis, Kansas 67467 | Streamline Royal Rovers
10840 Central Avenue
El Monte, California 91733 |
| Fan Trailer Club
P. O. Box 100
La Grange, Indiana 46761 | Travelmaster Travel Club
2930 Mobile Home Drive
Elkhart, Indiana 46514 |
| Go-Tag-A-Long Tagaliers
P. O. Box 55
Washingtonville, Ohio 44480 | Wally Byam Caravan Club (Airstream)
822 Niles Street
Bakersfield, California 93305 |
| Holiday Rambler Club
P. O. Box 87
Nappanee, Indiana 46550 | Winnebago Owners Club
P. O. Box 152
Forest City, Iowa 50436 |

PUBLICATIONS ON DEVELOPMENT AND OPERATION OF CAMPGROUNDS

Guidelines For Campground Development
American Institute of Park Executives
Oglebay Park
Wheeling, West Virginia
(\$2.00 for non-members)

Family Camping Manual
American Institute of Park Executives
Oglebay Park
Wheeling, West Virginia
(\$2.00 for non-members)

Private Campgrounds as an Alternative Use of Land
Cornell Extension Bulletin 1112
New York State College of Agriculture
Ithaca, New York. (25¢)

Opportunities for Private Campgrounds as an Alternative Use of Land
Circular No. 792
Agricultural Extension Service
Virginia Polytechnic Institute
Blacksburg, Virginia (free)

How to Build and Operate Private Family Campgrounds by Bill Riviere
Kalmbach Publishing Company
1027 N. Seventh Street
Milwaukee, Wisconsin 53233 (\$2.00)

Guidelines for the Development and Operation of Family Campgrounds and Sites
American Camping Association
Bradford Woods
Martinsville, Indiana (50¢)

Federal Assistance in Outdoor Recreation
Technical Publication No. 1
Bureau of Outdoor Recreation
Dept. of the Interior
Washington, D.C. (free)

Rural Land Use Planning
The Pennsylvania State University
College of Agriculture
Extension Service
University Park, Pennsylvania (free)

Ohio's Private Outdoor and Forest Recreation Enterprises
U.S. Department of Agriculture
Forest Service
Central States Forest Experiment Station
Columbus, Ohio

Park Practice Program
901 Union Trust Building
Washington, D.C. 20005
(By subscription. Write for information.)

An excellent service comprising several publications prepared by the National Park Service in cooperation with the National Conference on State Parks. A wide range of recreation facilities is covered. The publications are:

1. Design. Administration, Protection, Maintenance, Overnight Accommodations, Interpretation.
2. Guideline. Policy and Planning Administration, Development, Interpretation, Maintenance, Concessions, Protection.
3. Grist. Articles of interest to operating personnel at the field level on recreation and park facilities
4. Trends. A quarterly, covering trends and new concepts in the park and recreation field.

Land and Water Recreation
Report No. 7.
The Privately-Owned Campgrounds of New Hampshire
State of New Hampshire
Concord, N.H.

A report on and analysis of the operations of private campgrounds.

Publications available at
 Superintendent of Documents,
 U.S. Government Printing Office,
 Washington, D.C. 20402:

Wood Properties and Paint
 Durability (1962)
 Cat. No. A 1.38:629/2. (10¢)

Floors, Care and Maintenance
 (1962) Cat. No. P 1.31/3:3 (30¢)

Wood Handbook (1955)
 Cat. No. A 1.76:72 (\$2.00)

Light Frame House Construction
 (1956) Cat. No. F S 5.123:145 (60¢)

Wood Decay in Houses, How to
 Prevent and Control It (1960)
 Cat. No. A 1.77:73 (15¢)

Manual of Septic Tank Practice
 (1963) Public Health Service
 Publication No. 526. (40¢)

Manual of Individual Water Supply
 Systems (1963) Public Health
 Service Publication No. 24. (40¢)

Environmental Health Practice in
 Recreational Areas. - A Guide to
 the Planning, Design, Operation
 and Maintenance of Recreational
 Areas. Public Health Service
 Publication No. 1195. U.S. De-
 partment of Health, Education and
 Welfare. (55¢)

Forest Recreation For Profit.
Agriculture Information Bulletin
 No. 265, Superintendent of
 Documents. (25¢)

Working Drawings of Basic
 Facilities for Campground
 Development. Agriculture Infor-
mation Bulletin No. 264. (20¢)

Controlling Mosquitoes in Your
 Home and on Your Premises. U.S.
 Department of Agriculture
 Bulletin HG 84.

The House Fly - How to Control
 It. U. S. Department of
 Agriculture Leaflet 390.

Developing America's Outdoor
 Recreation Opportunities...
 Campgrounds. Oct., 1971.
 Department of Interior
 Bureau of Outdoor Recreation
 Division of Cooperative Services
 Washington, D.C. 20240
 (Quantity limited)

How to Make Money with Family
 Campgrounds
 Camping Council for Travel and
 Wilderness Campers, Inc.
 New York, New York

Liability and Insurance Protection
 for Farmers Who Have Income-
 Producing Recreational Facilities
 U.S. Department of Agriculture
 ERS 120
 Washington, D.C.

Rural Recreation - A New Family-
 Farm Business
 Report of Task Force on Income-
 Producing Recreation Enterprises
 on Farm Land. U. S. Department
 of Agriculture, Washington, D.C.

PROFIT Series (Planning Recreation
 Opportunities for Income and
 Tourism) by Robert L. Wilder.
 June, 1970.

Resource Development Section
 Cooperative Extension Service
 Oregon State University
 Corvallis, Oregon 97331:

Selected Recreation References
 for Recreation and Tourism,
 Special Report 295.

Promotion and Public Relations
 in Private Recreation,
 Special Report 296.

Appendix G (cont.)

PROFIT Series, continued

Liability and Protection in
Private Outdoor Recreation,
Special Report 297.

Leasing Consideration in
Recreation,
Special Report 298.

Private Planning Assistance in
Outdoor Recreation,
Special Report 299.

Inventory of Income Producing
Recreation Opportunities,
Special Report 300.

Financial Assistance in
Private Recreation,
Special Report 301

Inventory of Potential
Recreation Assets,
Special Report 302.

Publications available from Bulletin Mailing Service, Industrial Building,
Oregon State University, Corvallis, Oregon 97331 include subjects as:

Farm Buildings and Equipment
Soil and Water
Fertilizer Guides
Weeds
Range Plants
Forage
Horticulture
Insects and Disease
Home Management

Forestry
Fisheries and Wildlife
Agricultural Economics and
Farm Management
Recreation
Family Life
Clothing
Foods

Contact your County Extension Office for more information, publications
or other assistance.