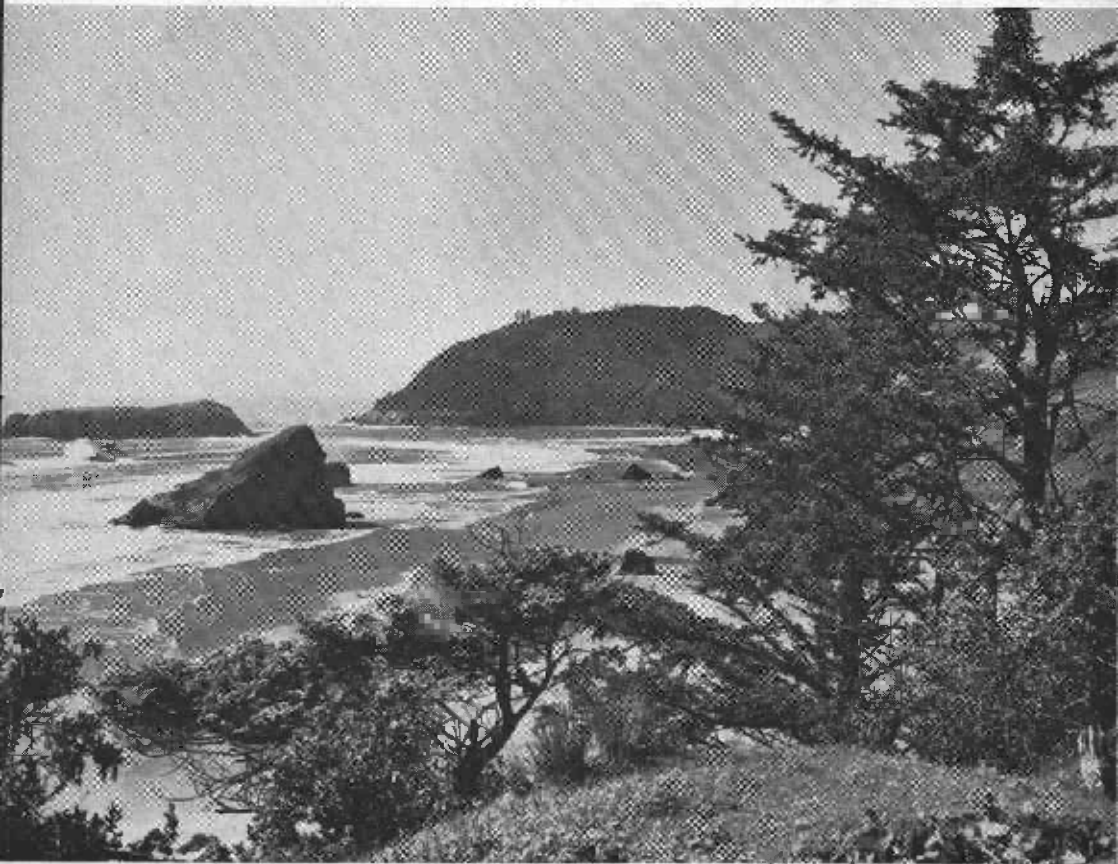


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Private Outdoor Recreation Facilities In Rural Areas of Western Oregon



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**Agricultural Experiment Station
Oregon State University, Corvallis
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The United States Department of Agriculture**



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A survey of . . .

Private Outdoor Recreation Facilities In Rural Areas of Western Oregon

O. WENDELL HOLMES, JR.

Introduction

More and more people are finding escape from the pressures of modern life by spending weekends, holidays, and vacations in outdoor recreation areas. As a result, the existing recreational facilities are in great demand. Various projections show that each year our population rises, and all predict rapid increases by 1975.¹ Within the next 12 years the average individual's work week is expected to drop from 40 to 36 hours. Increased leisure time, higher disposable incomes, and better transportation will enable more people to participate in outdoor recreational activities. Even with no increase in participation per person, overall demand for recreation will increase substantially with increasing population.

Oregon is strongly affected by this demand for outdoor recreation. Its many attractive desert, mountain, and coastal areas draw so many people to the state that its recreational facilities may soon be overburdened. More than

6 million people visited the state in 1960, and by 1975 this number will probably rise to 15 million a year.²

The problem does not concern only the out-of-state tourist. Oregon residents also use state facilities. The per capita usage of state parks by Oregonians is nearly five times that for persons from the United States as a whole. Seventy-five percent of the visitors to state parks in 1960 were Oregon residents.³

According to the United States Bureau of Census, the 1960 Oregon population was 1,768,687. If projections of population growth for Oregon are realized, there will be 733,313 additional people in Oregon by 1975. This is a 41.5% increase over the 1960 population. By 1985, the increase will be 1,327,313, or an increase of 75% over the 1960 population. The most conservative projection calls for a 32.5% increase by 1975, or 575,000 additional people.⁴

¹ *Outdoor Recreation for America*. A Report to the President and to the Congress by the Outdoor Recreation Resources Review Commission. Washington, D. C.: Government Printing Office, January 1962, p. 30.

² *Oregon Outdoor Recreation*, Parks and Recreation Division, Oregon State Highway Department, Salem, Oregon, June 1962, p. 70.

³ *Ibid.*, p. 50.

⁴ *Ibid.*, p. 68.

Western Oregon's growth rate is slightly higher than that of the entire state. Nearly 90% of Oregon's population is located in the 20 western counties. This puts an added burden on recreational facilities located in this area. The main north-south tourist routes, including much of the interstate highway system, are located in this same geographic area. Thus, substantial tourist traffic goes through western Oregon.

Tourism is Oregon's third largest industry, exceeded only by forest industries and agriculture. Estimated income from tourist travel in Oregon in 1962 was \$217 million.⁵ Because of its proximity to populous California and its attraction as a recreation and vacation state, Oregon seems destined to become a much-visited state. To meet the projected demand for recreational facilities, it is probable that both public and private facilities must be expanded.

Need to study existing facilities

Because little is known about private recreation facilities in Oregon, the primary objective of this study was to determine the characteristics and extent of private facilities within the state.

It is hoped that this report will help those who either plan a recreational business or provide financial and technical assistance to operators.

The costs and returns structure of the contemplated business is important to anyone who considers entering the recreational business. In this report, inventory of kinds of enterprises, methods of entering business, invest-

ments, and costs and returns of various recreational enterprises are investigated.

Method of study

Data for this study were obtained in a field survey conducted during the 1962 season in the 20 western counties of Oregon.⁶ The estimated number of private recreational facilities by kinds located on private land in these counties was obtained from county agricultural agents and other state and federal agencies, such as the Oregon State Highway Department (Table 1).

From county agents' reports the most prevalent enterprises were picked for further study. The number of questionnaires to be obtained was arbitrarily set at about 50; thus, approximately 4 completed questionnaires per enterprise were expected. The study area was divided into four equal segments to insure geographical distribution of the enterprises.

One facility of each type of enterprise was expected to be located in each segment. However, because some operators had gone out of business, an operator of each type was not always available; or, one facility may have included several enterprises. Hence, as shown in Table 1, the number of enterprises surveyed differs from the expected number.

County agents supplied names of persons within their counties who were operating certain facilities. These individuals were contacted. Forty-one operators were interviewed and data obtained on 49 enterprises (Table 1). Questions were asked concerning the size, location, and capacity of the facil-

⁵ Hubert J. Sohr, *Oregon Today and Tomorrow: An economic study of the quality state* (Pacific Power and Light Co., Portland, Oregon), 1962, p. 17.

⁶ Benton, Clackamas, Clatsop, Columbia, Coos, Curry, Deschutes, Douglas, Jackson, Josephine, Klamath, Lane, Lincoln, Linn, Marion, Multnomah, Polk, Tillamook, Washington, and Yamhill.

Table 1. Private Rural Recreation Enterprises in Western Oregon, 1962

Type of enterprise	Number	Number surveyed
Boat rentals	29	5
Camp and trailer grounds	28	8
Fish bait	9	4
Fish ponds	31	5
Guest ranches	3	2
Guide services	15	4
Hunting areas	41	3
Hunting preserves	7	1
Picnic areas	64	3
Riding and boarding stables	20	---
Horses boarded	---	2
Riding stables	---	2
Ski areas	6	1
Summer camps with cabins	16	6
Youth camps	5	1
Miscellaneous	4	---
Deer park	---	1
Pheasant farm	---	1
Totals	278	49

ity, previous occupation of the operator, operator's willingness to borrow money for operation of investment enterprises, capital and labor requirements, receipts and expenses, and plans for the future.

Groupings were made for each type of enterprise; for example, all of the schedules received from operators of fish ponds were considered as one type. When a respondent reported more than one recreational enterprise on his place, they were grouped together because of the difficulty of allocating capital investment costs to the different

enterprises. This was done for respondents operating boat-rental facilities and camping, picnic, and trailer-park facilities.

In the analysis, returns to family labor and management are defined as total receipts from all recreation sources minus all recreational operating and maintenance costs, plus a 6% charge on invested capital. Property taxes are included, but depreciation expenses are not included because of the difficulty of allocating costs of multiple-use enterprises among capital investment items.

General Characteristics of Rural Recreation Enterprises

One of the major attractions of nearly all of the enterprises surveyed was natural scenic beauty. Coastal and Willamette Valley areas are also the most heavily populated areas of the state, and if concentric rings were drawn around all cities in western Ore-

gon, all but one would be less than 25 miles from some type of public or private outdoor recreational facility.

All but one of the facilities surveyed were located either on a concrete or asphalt road or within one mile of such roads. The one exception was lo-

cated 11 miles from a paved road on a good gravel road; the respondent reported that while some of his customers mildly complained about the dust problem on the gravel road he did not feel it to be a major problem.

Nearly one-half of the respondents offered overnight lodging of some type for their guests. More of the facilities had provisions for housing overnight guests than for feeding them. Only one-third provided dining facilities. The average distance to eating facilities and overnight accommodations from places not providing them was 9.1 miles.

Slightly more than two-thirds of the enterprises had been established by the present owners or operators. Sole proprietorship was reported in 88% of the cases, partnership in 5%, and the remaining 7% were operated as corporations.

Nearly two-thirds of these places have been established since 1950 and nearly 40% in the last five years.

Previous occupations of the operators included farming, sales work, day labor, and work similar to their present occupations but in other areas. Thirty-four percent had been farming

prior to entering the recreation field, and all but 5% were presently operating their enterprises in connection with their farms. Only 5% of the operators had moved into Oregon just prior to starting their enterprises.

Credit played only a minor role in the establishment of these places. Only six operators (15%) reported borrowing amounts ranging from \$5,000 to \$57,000. Only the respondent who had borrowed to start his operation was interested in credit to refinance his existing loan.

Thirty-two percent of the operators reported plans for enlarging their facilities. Of these, however, only 12% were interested in obtaining credit to carry out these plans; the others planned to use savings and current income to increase and improve their facilities. Only 4 of the 13 reporting expansion plans indicated that expansion would require hiring additional part-time workers.

Various reasons were given for deciding to enter the recreation business. The reason most frequently mentioned was that of increasing current income (Table 2).

Table 2. Reasons for Entering the Recreation Business, Forty-one Recreation Enterprises, Western Oregon, 1962

Reasons	Operators giving this reason
	<i>Percent</i>
Increase current income	51.3
Same as previous occupation	19.5
To move to a better area	7.3
Knew of similar successful enterprises	7.3
To enter into business	7.3
As a hobby	4.9
For health reasons	2.4
Total	100.0

Only 31% of the respondents reported operating at capacity during the tourist season. Over one-half of those expressing some type of limitation to their profit gave lack of customers or size of facility as the reason (Table 3).

Table 3. Reasons Why the Amount of Profit the Respondent Earned Was Limited, Western Oregon, 1962

Reasons	Percent
Needed more customers	39.0
Facility too small	12.2
Weather (too dry or wet)	12.2
Short operating season	7.3
Age and condition of facility	4.9
Miscellaneous ¹	7.3
No limiting factor given	17.1
Total	100.0

¹ High insurance rates, general economy of the area, and inability to obtain a Forest Service Use Permit.

Major problems faced by the operators of these places were attracting patrons and weather uncertainties (rainy weather for facilities such as camping and picnicking, and dry weather for hunting ponds and ski areas). Trespassing and vandalism by patrons were prevalent on places offering U-catch fish and boats for rent.

Less than one-half of the respondents carried any special liability insurance on their enterprise (Table 4). Over one-fifth felt they did not need

any liability insurance because of the nature of their activities. These were the respondents engaged in selling fish bait (worms), the church camps, a pheasant farm, and a retired float-fishing guide. Only 4 of the 41 did not have insurance because of the high premium cost. They realized that it was very risky not to be insured, but felt that the cost of insurance was prohibitive. None of the respondents had experienced any claims filed against them by customers.

Table 4. Type of Liability Insurance Coverage Carried by Respondents, Western Oregon, 1962

Type of insurance or reason given for not carrying insurance	Number	Percent
Special liability insurance	19	46.3
No special liability, farm coverage only	7	17.1
No need for liability insurance	9	22.0
No insurance, premium too high	4	9.8
No insurance, no reason given	1	2.4
Manager did not know if owner had insurance	1	2.4
Totals	41	100.0

The operators of 20% of the enterprises did not do any advertising. The most common advertising method used was outdoor signs (Table 5).

Table 5. Advertising Methods Used by Forty-one Operators of Recreational Enterprises, Western Oregon 1962

Type of advertising	Number of times mentioned
Outdoor signs	26
Word of mouth	15
Other ¹	10
Newspapers	9
Direct mail	4
Radio	4
Television	1
Personal contacts	3
Total	72

¹ Magazines, telephone yellow pages, brochures, chambers of commerce.

Twenty of the operators provided part-time employment for 75 people. The remaining 21 enterprises were operated by the respondent and unpaid members of his family. Most of the labor connected with these places was seasonal because of the nature of the enterprise. Nearly one-half of the enterprises were open all year but had much shorter main operating seasons. Thirty-four percent were open summers only, 10% winters only, and 8%

from spring through fall.

Age of the operator does not seem to be a factor in the operation of recreational facilities. One respondent was in his 70's; all of the others were between 30 and 60 years of age. Distribution of operators by age groups was relatively uniform.

Patron-days of use of various resorts ranged from 70 for hunting areas to 50,000 for ski areas (Table 6).

Table 6. Average Number and Range in Number of Patron-Day Use by Type of Enterprise, Western Oregon, 1962¹

Enterprise	Number reporting	Average number patron days	Range in number patron days
Boat rentals	5	483	120- 1,350
Camp and trailer grounds	5	2,562	120- 6,339
Guest ranches	1	1,680	1,680
Guide services	4	490	200- 1,080
Hunting areas	1	70	70
Picnic areas	3	4,567	100-12,000
Riding and boarding stables	2	1,330	500- 2,160
Ski areas	1	50,000	50,000
Summer camps with cabins	3	1,599	365- 3,336
Youth camps	1	924	924

¹ Patron-day use was not available for fish bait, fish ponds, boarding stables, and hunting preserves.

Charges made by the operators varied considerably within types of enterprises, depending on the quality of the service available. For fish ponds, many types of charges were reported, ranging from a flat fee per day with a limit on the number of fish caught to a charge per pound of fish caught. Where a flat fee was charged, the pond opera-

tor would net fish to insure that everyone obtained his limit.

Fees charged by guides depended on the length of the trip, whether the guides furnished food, and the type of accommodations desired by the customers.

Table 7 shows the various charges reported by the respondents.

Table 7. Charges Made by Recreation Facilities, Western Oregon, 1962

Type of enterprise	Charges
Boat rentals	
Per hour	\$ 0.50- \$ 0.75
Camp and trailer grounds	
Camp sites with tents	
Per tent per night	1.00
Trailer sites	
Per trailer unit per night	1.25- 2.00
Fish bait	
Per dozen	0.20- 0.25
Per thousand	15.00- 16.00
Fish ponds	
Per pound of fish	0.75- 1.25
Per person per visit (5 fish guaranteed)	2.00
Per fish caught (catch guaranteed)	0.50
Per pound netted	0.50
Per pound netted and dressed	0.65
Guest ranches	
Per day per person	12.00- 18.00
Guide services	
Per day per person	10.00- 30.00
Per river trip	150.00- 200.00
Hunting areas	
Per person per year	10.00
Per pond per year	400.00
Hunting preserves	
Per bird (15 per day minimum)	5.00
Picnic areas	
Per family (one table)	0.25- 0.50
Riding and boarding stables	
Horses boarded	
Per horse per month	25.00- 50.00
Riding stables	
Per hour per horse	1.25- 1.50
Ski areas	
Per day per person	0 - 4.00
Summer camps with cabins	
Per cabin per day	5.00- 13.00
Youth camps	
Per person per week	50.00

Farm-oriented recreation enterprises

Although 39% of the enterprises surveyed were operated in conjunction with or as part of a farm, only one recreation business was a major part of the farm unit—a boys' ranch. The other respondents spent most of their time engaged in farm work and worked only part-time on their recreation enterprises. The average size of the farms was 423 acres, ranging in size from 3 to 2,425 acres. One-half of the farms were located in mountainous or

hilly wooded areas. The other half were located in the valley or on flat level lands just east of the Cascade Mountains. Three-fourths of the farms were primarily grassland or cropland. The remainder were in mountain meadows and forested areas. All but one of the farm respondents indicated that the addition of a recreational unit to their farm unit had increased their total farm income. Gross farm sales from these farms ranged from less than \$2,500 to over \$40,000.

Table 8. Gross Farm Product Sales of Farms Operated in Conjunction with Recreation Enterprises, 1962

Gross farm sales	Number	Percent of farms
\$50 to \$2,499	1	6.7
2,500 to 4,999	3	20.0
5,000 to 9,999	1	6.7
10,000 to 19,999	3	20.0
20,000 to 39,000	5	33.3
40,000 and over	2	13.3
Totals	15	100.0

Characteristics of Enterprises by Major Types

Boat rentals

The five facilities offering boats for rent were lake resorts with facilities for camping, picnicking, and boating. Two of the boat rentals were on small lakes near the coast; one on Klamath Lake in southern Oregon, and the other two in the north-central Willamette Valley. People would generally utilize more than one of the services or goods available at the resort on each visit. Most of the facilities offering boats for rent were open all year with most of the business coming during the summer months. As many as 30 boats were offered for rent by one resort operator; however, the average was 16.

None of the people with boats for rent was a farmer. One person did offer boats on a private lake within a 122-acre farm that he had converted into a recreation facility.

One of the operators grew up in the business, having taken over a resort facility which was started in 1907. The age of these respondents varied from 46 to 61 years of age. Previous experience included carpentry work, city firemen, and bulldozer-operator work. Two of the respondents were managers on wages. One respondent had purchased an established resort and one had developed his own lake.

Three of the boat-rental facilities have been in operation for many years.

One of these changed hands eight years ago but had been established long before that. The other two older resorts have been in operation for 30 and 55 years, respectively. The two newer ones were three and six years old.

None of the respondents with boats for hire had used any credit in establishing his enterprise. Only one expressed a real interest in obtaining credit for expansion; the other indicated that he might be willing to borrow money for the expansion and development of his entire resort facility.

All of these respondents indicated that their facilities were less than 100% utilized even in the summer months. This was the main limitation to making a greater profit with their boats. They had no competition from public facilities, and none of them used any hired labor.

In order to be profitable, evidence from these few examples seems to indicate that boat-rental facilities not associated with other facilities should be located near a populous area or readily accessible to a heavily traveled road. People do not ordinarily come to these places just to use the boats—other activities have attracted them.

Returns to family labor and management for three of the five reporting averaged \$738 with a range of \$-189 to \$2,289 (Table 9, page 20).

Only two of the five resorts did any advertising. These two were relatively complete resorts offering camp sites, cabins, picnicking, and swimming as well as boating facilities.

Camp, trailer, and picnic grounds

A great deal of competition from public facilities is in evidence for this type of enterprise. Nevertheless, there are a large number of private trailer grounds in the state. Many of these are located in the periphery of

urban areas. Some, however, are located in rural areas away from urban influence, and cater primarily to overnight tourists, as well as to those wishing to stay longer. All of the people interviewed offered spaces for trailers and picnic areas. Few people operated private campgrounds without other tourist facilities. Picnic areas and cabins were generally located in the same area.

One of the operators was interested in obtaining a loan to expand his facility, but a new state-operated tourist park was being developed next to him and he questioned the future of his business.

Five interviews were obtained from people offering camp and trailer grounds and picnic facilities along the ocean beach and in mountainous or valley areas.

Two of the trailer parks were rather recent developments; one was a year old and the other three years old. The other developments ranged in age from 4 to 33 years.

All of the people offering this type of facility had been primarily employed in trades which brought them into direct contact with the public; none were farmers. Previous occupations of new operators of camp and trailer grounds included motel operators, firemen, service station operators, and a trailer park operator in another state. Two of the respondents were managers, one was retired and operated his place for retirement income, one was employed as a mason, and the other was employed full time at his trailer grounds.

These operators spent little on advertising, relying mainly on highway signs and advertisements in trailer and camping magazines.

The two largest operators also of-

ferred the best quality of service and facilities for their guests. They also relied the most heavily on just their trailer parks for income. Another park was primarily a trailer park with some facilities for camping. The other two were part of a facility which offered various other tourist attractions.

The main limitation to making a profit was the great number of public camps and trailer parks available. In many cases, private operators would get just the overflow from public facilities. Most of the summer months they operated at about 50%, or less, than capacity.

In order to provide a good trailer park, considerable land area is needed. Washing and toilet facilities are also necessary, as are sewer and electrical connections for each trailer. The average size of the five trailer parks investigated was 15 acres. The smallest was 5 acres and the largest was 20.

Because of the difficulty of separating the enterprise from other holdings, it was difficult to determine the amount of capital invested. For example, personal dwellings were frequently included in the respondents' estimates of his investment. In order to determine the value of the trailer park and camp sites, an estimated value of the residence was deducted. None of the three reporting income figures used any credit to start or operate his business. Returns to family labor and management ranged from \$-802 to \$4,-878, averaging \$2,038.

Fish bait

Three fish-bait producers selling earthworms and one selling bait for deep-sea and coastal fishing were interviewed. Two of the operators selling earthworms were operating on a very small scale which included selling worms at their houses for fishing or

for horticultural purposes. They obtained their worms on their own property, primarily by digging them and keeping them in wooden enclosures. The other operator engaged in the earthworm business bought all of his earthworms from local residents, and retailed them in various size lots to local fishermen and for horticultural uses in California. Located in the midst of a good fishing area where there is considerable demand for worms for bait, he is unable to supply the demand for worms for horticultural uses, and plans to expand his operation. The operator who sells fish bait for salt-water fishing also operates a fish tackle and bait shop. He buys all of his fish bait and resells it in small lots.

The fish-bait business was a sideline for all of these people. They were also employed as a small-scale farmer, a railroad employee, a landscaper, and a professional SCUBA diver. Their average age was 50 years.

None of them had used any credit facilities to establish his business, and only one of the four indicated any interest in credit to expand his facilities.

One of these people has been in business for 15 years, but had the smallest sales volume of the four. The one who sells worms in California for horticultural uses has been doing this for eight years. The other two are relatively new to the business. Only one of these people did any advertising other than a roadside stand. The one operating the ocean-bait facility spent about \$100 in advertising by means of newspapers, radio, and outdoor signs.

The only person operating at 100% of his capacity, (and in this case capacity was the amount of nightcrawls

ers he could buy) was the man selling worms for horticultural purposes.

None of those offering nightcrawlers offered any other recreational goods or services except the deep-sea bait operator, who sold fishing tackle as well as equipment for SCUBA diving. The main limitation for three of these operators was lack of demand. The fourth operator was limited by the number of worms he could obtain.

Capital invested in these facilities was rather small. Outside of the one man with the tackle shop, investments in worm facilities were just about zero. Returns to family labor and management ranged from \$50 to \$500 for those selling worms. Bait sales for the other respondent were part of the income from the tackle shop. Returns to family labor and management were not calculated for this shop.

Fish ponds

Privately owned fish ponds are quite popular in western Oregon. Five interviews were completed with persons operating commercial fishing ponds on private land. These ponds are generally stocked with trout, with a few offering bass.

The average ages of the operators ranged from 40 to 65 years. Most of the ponds had been in operation for about five years. Average size for these facilities was 10 acres, with a range from 1 to 30 acres.

Only one of the five interviewed was operating a fish pond as a full-time job. He hatched his own trout eggs, allowed fee fishing on his ponds, and sold fresh dressed fish to local cafes and hotels. He reported the demand for dressed fish to be quite high, and he plans to place more emphasis on this type of business.

Two of the other operators were part-time farmers who had a fishing

pond on their land. One of these was operated mainly for personal use and for relatives. The other pond was not being used, because an automobile accident forced the operator to close operations. He was very disappointed in the pond business, because of trouble with vandalism.

One pond, the largest of the five, was owned by a widow who leased out the right to the entire pond. The lessee had the obligation to maintain the pond and to restock it periodically.

The fifth pond was part of a farm unit which was recently purchased by an electrician. Located along a well-traveled tourist route with several other ponds close by, it is doing a good business. Most of the work with the fish pond is done by the wife and two teenage sons, helped in the summer by in-laws who live on the same place. They were the only people with fish ponds who offered some other type of recreation facility, and they hope to develop a campground which has not been used for a number of years.

The two fish pond operators who advertised used outdoor signs mainly.

Two of the operators had borrowed money to start their businesses. One had borrowed \$10,000 to buy his pond. The other, who had borrowed \$57,000 to buy a farm which had an established pond, was one of the few operators who was interested in credit, and this was to refinance at a lower rate of interest.

The main limitation to making a profit in the fish-pond business seemed to be a lack of volume. All of the facilities, except the one on a full-year lease and the one not run mainly for profit, were operating at less than 100% of capacity. People seem to have an aversion to paying for fishing rights in an area where public streams

abound, although some are utilizing private facilities to fill out their creels after poor luck in public streams and lakes. Most operators reported a slight change in people's attitudes towards paying to fish. Fishermen frequently bring their families out to these places to teach them how to fish under conditions less adverse than those found in many public areas.

Returns to unpaid labor and management ranged from \$2,800 to \$4,710, averaging \$339 (Table 9).

Guest ranches

The two guest ranches surveyed were in the Cascade Mountains. One was a 160-acre cattle ranch with a large dwelling which the operator was utilizing to house his guests. The other was a 440-acre operation with accommodations for 26 persons.

The operators of both of these ranches were about 50 years old. One had previously ranched and was still so employed. The other was a lady who had taught school prior to entering into the tourist business. Both of these facilities were rather new, one was two years old and the other five. The operator of the latter business had operated a similar ranch before acquiring her present holding and had a total of 27 years of experience in this type of work.

Neither of these ranchers spent much on advertising. The full-time rancher used roadside signs and brochures. He does not experience any difficulty in obtaining guests and operated at 100% of capacity last summer. The larger unit also advertised last year through signs and brochures. Much of the business of both ranches is repeat business or is acquired through the recommendations of former guests.

Both facilities provide horseback

riding and hiking. The working ranch operator said that few people utilized the horses. They were more interested in nature walks, taking photographs, and painting local scenes. The larger facility also had a swimming pool.

The working ranch operator did not utilize any credit facilities in establishing his facility. He did not do any new building, but merely utilized present facilities. The other operator did borrow to buy her present facility. Neither is interested in credit at the present.

The short season is the main limitation to making more profit. This type of operation requires considerable acreage and equipment. The smaller unit had investments of \$35,500, and the larger one of \$123,000.

The smaller unit grossed \$1,000 for 1962. Only direct expenses were available. These amounted to \$455. None of the property taxes or charges for investment were allotted to the guest enterprise. The larger unit grossed \$23,000 and reported a net income of \$1,686. The ranch itself provided for sales of an additional \$5,000. Both of these places would realize a negative return to family labor and management if total investment were assigned a 6% cost.

Guide services

Guide services are frequently utilized in western Oregon for several purposes. Some people hire guides for hunting or pleasure pack trips into central or eastern Oregon. Others use guides for fishing trips on the rivers in Oregon or for float and fish trips on Oregon's famous Rogue, McKenzie, and other rivers. Three people were interviewed who were engaged in offering guide services. One other interview was also obtained from a man who pioneered guide services in his

area and is now retired. He is now building boats of the type used on the river float trips. Two of the respondents specialized in river float trips, and the other in pleasure pack and hunting trips in the mountains.

Two of the three actively engaged in guide services were farmers acting as guides as a part-time activity. Most of the demand for their services comes in off-season farm-work periods, and does not interfere with their farm work. The third guide is not steadily employed outside of his guide work. He acquires part-time odd jobs between his trips.

The average age of these guides was 48 years. One of them had been a guide for 20 years, one for 15, and one for 3.

None of the guides had used credit to start his services. Investments needed for this type of activity are not great. The man providing guide services for pleasure and hunting trips had an investment of \$7,500, mainly in horses. The two men offering float-fishing guide services had \$600 and \$4,100 invested in their boats, trailers, and related equipment. All three operated on public lands or waters.

Most guides got into guide services more by accident than design. Natives of the area, they had spent considerable time hunting and fishing in the state and were well informed on outdoor activities. People asked them to help plan trips and go along as guides and soon they were actively engaged in such services. They are licensed by the state of Oregon.

Only one of the guides spent much money or time in promoting his trade. He generally makes one trip a year to the San Francisco Bay area in an attempt to create interest in Oregon and in his services as a guide. Another

guide did most of his advertising by means of small printed cards. The third relied heavily on repeat customers and new ones recommended by satisfied customers.

Most of the guides operated at or near capacity during the season. The hunting guide is limited to trips during the hunting season, with a few pack trips during the rest of the year. The Oregon big-game hunting season generally runs from October 1 to the middle of December. Fishing float trips are restricted to periods when fishing is legal and when the fish are running. The fishing season varies in Oregon, depending on the type of fish desired and the area in question. One respondent's season was approximately April 1 to October 31. Salmon fishing on the Rogue River is limited to approximately March through November. These restrictions on length of season limit the operating season and thus the income.

Returns to unpaid labor and management averaged \$1,394, ranging from \$202 to \$3,544 (Table 9).

Hunting areas

Many farm operators in the Willamette Valley and other sections of western Oregon lease hunting rights to interested individuals or hunting clubs. One county agent readily enumerated 12 farmers who were doing this.

This type of activity has become quite common because of the number of farm operators interested in a simpler method of controlling hunting and trespassing on their land. By leasing the entire farm's hunting land out to a person or group of persons, they are assured of a steady income from hunting and are relieved of the daily traffic of hunters asking to hunt. The lessee generally puts up "No Hunting

or "Trespassing" signs on the leased land.

Most of the people leasing out their land have no added investment or expense because of the lease. They merely have an agreement with the lessee that they will not allow anyone else to hunt on their land. The lessee agrees to pay a stipulated amount for this privilege.

Three farmers were interviewed who had leased their land. Distance from paved highways is not important. The main requirement is that the land be located on a flyway and have feed and cover for game birds.

One respondent had a pond which he leased out to three or four people a year, depending on the supply of migratory ducks and geese. The other two respondents leased their entire farm hunting rights to gun clubs for hunting of ducks, geese, and pheasants. None of these operators used any credit to establish his hunting facility.

This type of hunting arrangement is of recent origin in some areas. One farmer interviewed had been leasing hunting rights for 10 years, the others for 4 and 7 years respectively.

None of these farmers did any advertising. They relied on yearly leases with the hunters and were not in a position to increase the number of hunters on their land. Size of units ranged from 10 acres for the pond to 700 acres for an entire farm unit.

None of these farmers offered anything else in the way of recreational facilities to these hunters. The people going hunting were generally not concerned about recreational facilities other than hunting.

One farmer received \$1,000 from a gun club for hunting rights on his 700-acre farm. Another charged \$250 on a 420-acre farm, and the one with the pond received \$400 last year. Only one

of the three incurred any expenses related to the hunting lease.

A limiting factor to increasing income in such an enterprise is the supply of game. People are willing to pay the leasing fee if the hunting is good. All three of the operators interviewed reported having no difficulty in finding people interested in leasing their land.

Hunting preserves

One interview was held with a 60-year-old farmer who operated a hunting preserve in the central part of the Willamette Valley. On his 500-acre farm he produces pheasants and turkeys for release for hunters. Hunting was by appointment only, with minimum charges of \$15 per hunter per day. He was very disappointed with the entire setup and planned on closing down this enterprise. He reported a net loss of \$5,000 over the four years he has been in business. He was not explicit about the reasons for his loss other than blaming the customers for wanting too much for their money and wanting to hunt with too large a gun.

He indicated that his costs were high to maintain such a shooting preserve, and that customers were rather scarce. He advertised with roadside signs and brochures. No credit had been used to start this business, nor did he contemplate using any credit. He felt that competition from free hunting on private land limited his income potential.

Riding and boarding stables

Two interviews were completed with individuals offering facilities for boarding riding horses and two with horses for hire. All four of these were located in two central Willamette Valley counties. The county agents listed 20 such facilities in western Oregon. Many of these were not in operation in the winter months, and the operators

were not in the county at the time of the study. Others had moved out of the area or had closed down their facilities.

The people offering these services averaged 38 years of age. Two of them had been in business one year, one three years, and one six years. Three of the respondents indicated that no credit was used to establish their recreation facilities. No answer was available from the fourth, as the manager did not know whether the owner borrowed money to start his operations. None of them anticipated using any credit in the future.

One of the respondents is a rancher who owns a string of horses for pack trips as well as for pleasure riding. He operates from his own farm of 300 acres, getting most of his customers from two summer camps located in a state-park area close to his farm. One of the others has been a farmer in the Willamette Valley, but is now the manager of a resort area in the Cascade Mountains. He has his horses available for hire at the resort in the summer. In the off-season he lets people use his horses in exchange for feeding and keeping them. He has been unsuccessful in obtaining a forest-use permit for 1963 and is not now operating his riding facility.

The operator with 20 horses for rent reported a net income of \$45 per horse per year; the other, with 15 horses, netted \$375 per horse per year. Choice location, pasture on his own farm, and longer length of season enabled the latter to realize a much higher net income per horse. The facility with 20 horses was located in the Willamette National Forest and had a much shorter season than did the other which was located in the Valley next to two summer camps.

Two of the operators interviewed provided facilities for boarding horses. Prior to their present employment, they operated similar places in other parts of the state. For a fee, these operators provide stables and feed for horses. One charges \$25 a month, the other \$50. The one charging \$25 does not include any grain for the horse, while the one charging the \$50 fee does. Both of these establishments operate at about 50% of capacity. Riding instruction is available at both places. One stable has facilities and room for 110 horses, the other for 10. The latter also has a mink ranch which is providing most of the family income. None of these four businessmen did any advertising other than roadside signs. Only one operated at capacity during the summer season; the others operated at 50%, 55%, and 75% of capacity.

Investment in these facilities varied considerably from a high of \$165,150 for the largest boarding facility down to \$7,500. Investments were highest for the two respondents who boarded horses. Their investment included land, buildings, and equipment, while the others had money invested in horses and riding equipment. One utilized land and buildings on his ranch at little if any opportunity cost.

Returns to unpaid family labor and management for the riding stables averaged \$3,573, ranging from \$450 to \$6,696 (Table 9). Returns to unpaid family labor and management were negative for both of the places boarding horses.

Ski areas

One interview was completed with a ski resort operator on the eastern slope of the Cascade Mountains. This facility is on federal land and operates through a forest-use permit. Invest-

ment of \$350,000 in this facility is mostly in operating equipment, mainly ski tows. This business has been incorporated and is operated by a hired manager. Much part-time labor is utilized in the winter skiing season.

Lack of snow was a major problem for Oregon ski areas in 1963. Only those resorts located high in the mountains received enough snowfall to operate daily. A total of 50,000 patron days was recorded in the 1962-1963 season.

No credit had been used to establish this facility, but the operator was interested in obtaining funds for further development of this area.

Summer camps with cabins

Schedules were obtained from four individuals who operate or manage summer camps with cabins. Two of these were church camps which are not operated for profit. Completed interviews were obtained from two people who owned and operated camping facilities with cabins for rent on the Oregon coast. One of these places was very small in land area, the other contained 35 acres.

Both of these places had been in operation for about 15 years under the present owners. Both places were rather old; one was built in 1900 and the other in 1910.

Only one of these men used any credit in establishing or enlarging his business. Neither anticipated using any credit for enlarging or remodeling in the future.

Neither of the respondents was a farmer. One is a carpenter whose wife takes care of the camp. The other is a part-time logger who spends most of his time running his facility.

Only one spent any money on advertising; both rely on roadside signs to attract customers.

One reported being full to capacity during the summer months only. During the winter both of these places have few customers except on weekends.

Both offered other types of recreation facilities. Located on the ocean beach, they provided ready access to coastal fishing and boating. One also has spaces for overnight camping trailers.

Returns to unpaid family labor and management were \$3,174 and \$4,430 (Table 9).

Youth camp

Only one interview was completed for a youth camp operated primarily for profit.⁷ The operator had converted his entire 435-acre farm into a boys camp. He utilized his land resource to raise much of his own food for the camp. Activities of the camp utilized much of the ranch in the form of riding trails, camp-out areas, and fishing streams.

This youth camp lies along a river in southern Oregon. It has been operated for seven years by a man and his wife, both about 50 years old. Boys, ages 7-14, are taken in by the week at \$50 a week. The respondent furnishes everything but personal effects. The owner is considering changing to a two-week camp. All of the customers are from California or Oregon with California contributing more. The owners generally have one or two boys a week who are unable to pay the fee but are allowed to come anyway.

This place has accommodations for 15 boys. They generally operate at about 75% of capacity. The operators do very little advertising via commer-

⁷ Most of the youth camps in the state are operated by church groups, by the YMCA, Boy Scouts, or similar groups not operating primarily for profit.

cial media. Each year considerable time is spent making personal contacts with parents and getting interested boys signed up for the coming summer. They rely quite heavily on repeat customers and recommendations from customers.

Although considerable credit had been used to establish this facility, the operator was not interested in obtaining credit at present. Total investment was \$73,600. Gross receipts from the boys' camp activities were \$5,400 for 1962. Direct camp expenses were \$2,625, plus \$1,500 for hay and grain for horses and cattle, and \$380 for property tax. Sales of cattle from the ranch were between \$2,500 and \$5,000 for 1962. Returns to family labor and management were \$479, including an estimated \$4,000 in gross sales from the farm.

Pheasant farm

A pheasant farm is being operated for profit as a sideline to a 2,625-acre cattle-ranching enterprise. It came into existence in southern Oregon in 1954 because of the operator's desire to raise pheasants as a hobby. It has since become a profitable enterprise. Pheasants are sold dressed to hotels, restaurants, and food packing companies. Many are also sold live to gun clubs and dog clubs to be used for dog training and bird shooting.

Demand has been very good for pheasants. The operator reports being unable to fill the demand with present production. Sales of pheasants amounted to \$4,000 in 1962. The operator has been utilizing previously unused farm buildings to house the pheasants, and some remodeling has been done. The value of the buildings

and equipment used for the pheasants is \$4,000. Most of the feed, valued at \$1,500, is produced on the ranch. Net income for 1962 was given as \$1,850. No credit was used to establish this business.

This is not a tourist or recreation attraction in the strict sense of the word. However, many of the pheasants are utilized by gun clubs and dog clubs. No facilities which could be utilized by tourists are located on the ranch.

Deer park

Two brothers are operating an animal-farm park on which they have a number of deer and other animals which people can feed and pet. They are located on a small acreage beside a well-traveled tourist highway in southern Oregon. Besides the animals, picnic sites are available on the grounds.

One of the brothers was a resident of the area. The other had been in business in southern California. In 1961, they purchased a four-acre tract of land with buildings and started their present business. The admission charge is 75¢ for adults and 25¢ for children. Concession goods are available, including food for the deer.

Few figures were available on receipts or expenses of this operation. Investment totals \$24,480 for land, buildings, equipment, and animals. Profit is limited by the number of customers. Estimating that they could handle about twice as many people as they did in 1962, the owners are presently making more signs to place along the highway to attract customers.

No credit was used to establish this business. Neither brother expected to use any credit for operating or enlarging the business in the future.

Table 9. Investment, Income and Expenses by Type of Enterprise, Western Oregon, 1962

Enterprise	Number of cases ¹	Capital investment ²		Annual income ³		Annual expenses ⁴		Returns to management and family labor ⁵	
		Average Dollars	Range Dollars	Average Dollars	Range Dollars	Average Dollars	Range Dollars	Average Dollars	Range Dollars
Boats and service facilities	3	36,117	33,450 to 39,200	3,625	3,000 to 4,700	553	249 to 1,012	738	- 189 to 2,289
Camp, trailer and picnic areas	3	26,140	21,280 to 37,000	5,075	550 to 9,600	1,288	75 to 2,502	2,038	- 802 to 4,878
Fish ponds	5	33,745	1,626 to 105,100	3,510	450 to 10,000	1,150	52 to 2,770	339	- 2,800 to 4,710
Guide services	3	4,067	600 to 7,500	3,650	500 to 8,450	2,012	262 to 4,660	1,394	202 to 3,544
Hunting areas	3	62,800	3,400 to 100,000	550	250 to 1,000	24	0 to 73	-3,241	- 5,750 to 123
Horses boarded	2	90,575	16,000 to 165,150	15,600	1,200 to 30,000	13,801	753 to 26,849	-3,635	- 6,758 to 513
Riding stables	2	8,500	7,500 to 9,500	5,440	1,800 to 9,080	1,357	900 to 1,814	3,573	450 to 6,696
Summer camps with cabins	2	39,550	30,000 to 49,100	13,900	9,000 to 18,800	7,725	2,770 to 12,680	3,802	3,174 to 4,430

¹ Information from 23 schedules is presented here. The other schedules are summarized separately in the individual case analysis because of the small number of schedules and the heterogeneity within types.

² Includes all capital items except for guide services and riding stables which operated on public lands.

³ Includes only income from recreational sources.

⁴ Includes all recreational enterprise expenses including property taxes. No depreciation expense is included.

⁵ Returns to operator and family labor consist of annual income less annual expense, including a 6% charge for invested capital.

Economic Evaluation by Enterprise Type

Table 9 presents a breakdown by enterprise of capital invested, annual gross income, annual expenses, and returns to family labor and management.

The capital investment figure is composed of all investment items making up the recreation enterprise. Items involved vary from one enterprise to another. For some, such as boat rentals, trailer parks, hunting areas, and summer camps, much of the capital investment is in land. All of these except the hunting facility had considerable investments in buildings and operating equipment. Fish ponds generally require small land investments but considerable equipment if the operator plans to hatch fish eggs. Guide services frequently utilize public lands and water and have no land investment at all. This was also true for one of the riding stables.

Annual income is composed of all gross earnings from the recreation enterprises. Annual expenses are made

up of such items as advertising, utilities (fuel, lights, telephone), supplies and repairs, taxes on recreation enterprises, insurance and license fees, labor costs, and any other expense items incurred in the operation of the recreation enterprise.

Returns to family labor investment and management consist of annual gross earnings less all annual expenses. To determine returns to family labor and management, a 6% charge on invested capital was made for each enterprise. The large negative returns for hunting areas and horse-boarding enterprises resulted when a 6% charge was made on the entire land area. The entire farm unit was used for recreational purposes, but it also produced other income.

Because of the difficulty of determining what part of some facilities was used solely for recreational purposes, no charge for depreciation was made.

Summary and Conclusions

Thirty-nine percent of the people contacted were farmers operating some type of recreational activity in conjunction with their farming. Only one of these individuals worked off the farm in addition to operating his farm; most of the farm and recreation work was done by his wife and children. The other 61% of the respondents consisted of five retired people operating recreational facilities, 11 worked full time at their recreational businesses, six who worked part time at their tourist facilities and part time at another job, and two church-affiliated summer-camp operators.

Land areas required for various types of facilities varied considerably. The people selling fish bait required the least land. Such places were generally plots of less than one acre. Six of the enterprises operated on less than 25 acres. These were fish bait and fish ponds, boat rentals, camp and trailer parks, picnic sites, and summer camps. The facilities requiring the most land were guest ranches, hunting areas and preserves, riding stables, ski facilities, and the one youth camp. These all operated on places of over 100 acres; the hunting preserve consisted of 500 acres.

Investments varied considerably. Some operators had no money at all invested. This was especially true for those who lease out hunting rights on their farms. Three of the four selling fish bait had no money invested. They dug worms or bought worms and resold them.

Only a few of the respondents hired much labor. These were the operators of a guest ranch, guide service, ski area facilities, and a riding stable. Most of the others did all of the work themselves or hired students to help in the summer months. Some relied on donated labor of relatives. Most of these places had busy seasons in which the bulk of their business came in a few months' time. The rest of the year they were closed down or open only on weekends on a limited schedule. Prospects and opportunities for employment in farm recreation facilities do not seem very great. Most of the operators relied on relatives or sources of labor other than the conventional labor market.

Nearly one-half of the respondents did some type of advertising to promote their places. This ranged from a few dollars a year for some roadside signs to printed brochures and advertisements in national magazines. Only two of the places spent over \$500 in 1962 on advertising. Most of the respondents were aware of the fact that they needed more customers, but they

were skeptical about spending much money on advertising. They generally relied on small signs along the roads leading to their places. Two of the operators made personal contacts with prospective customers.

Opportunities exist for both public and private recreational development. However, caution should be used in the development of private facilities such as picnic areas and camp sites. Much competition exists in this field. Public facilities for camping and picnicking are frequently elaborate. Anyone who contemplates this phase of the outdoor recreation business should study the existing facilities in his area thoroughly before going ahead. In areas having rather limited public camping facilities, private development might be profitable. Only a few farmers have the opportunity to develop new facilities where public facilities are lacking. Many farmers, however, could construct a fish pond, keep riding horses for rent, or remodel their houses to care for guests.

Recreation facilities are a new activity for many farmers⁸ who must learn new methods of operation since they will, in essence, be selling personal services to their customers.

⁸ Information concerning various aspects of the recreational business is available from federal and state agencies. Some references are listed at the end of this report.

APPENDIX

Financial Statements of Individual Enterprises

Financial analyses of seven different types of recreation enterprises are presented here. Because of the heterogeneity within the fish-pond enterprise, two statements are presented to illustrate the variance in capital invested, income, and net returns to family labor and management.

Financial Statement for Boat Rentals and Related Facilities

Capital investment

Land for recreation	\$30,000
Land improvements (dozing roads)	500
Building (snack shop, rest rooms)	2,000
Operating equipment—boats, aquabikes, tables	3,200
Total	\$35,700

Annual income

Boat rental, aquabikes	\$ 75
Picnicking	1,500
Snack shop	975
Rifle range	400
Fishing	50
Total	\$ 3,000

Annual expenses

Taxes	\$ 26
Insurance	200
Miscellaneous	18
Total	\$ 244

Net income to family labor, investment, and management	\$ 2,756
Interest on investment @ 6%	2,142
Net income to family labor and management	\$ 614

Financial Statement for Camp, Trailer, and Picnic Grounds

Capital investment

Land for recreation	\$28,500
Land improvement (clearing and landscaping, wiring and plumbing)	8,500
Total	\$37,000

Annual income

Picnicking	\$ 600
Trailer parking	9,000
Total	\$ 9,600

Camp, Trailer, and Picnic Grounds—*continued*

Annual expenses

Advertising	\$ 75
Utilities	1,200
Supplies	100
Repairs	148
Taxes	859
Miscellaneous	120
Total	\$ 2,502
Net income to family labor, investment, and management	\$ 7,098
Interest on investment @ 6%	2,220
Net income to family labor and management	\$ 4,878

Financial Statements for Fish Pond Enterprises

Financial statements are presented for two private trout farms. One of these is a well-established place with a ready market for the fish in nearby metropolitan areas. The second state-

ment is from a recently established trout farm. Its markets have not as yet been fully established, and it is not located in as populated an area as is the first one.

Trout farm No. 1

Capital investment

Land (includes all buildings and equipment)	\$42,000
Total	\$42,000

Annual income

Trout caught from pond	\$ 6,000
Trout sold (dressed)	2,000
Live fish for stocking	2,000
Total	\$10,000

Annual expenses

Advertising	\$ 75
Utilities	300
Supplies	1,000
Repairs	500
Taxes	250
Insurance	75
Truck expense	350
License	5
Membership, Trout Association	35
Trout eggs	180
Total	\$ 2,770
Net income to family labor, investment, and management	\$ 7,230
Interest on investment @ 6%	2,520
Net return to family labor and management	\$ 4,710

Trout farm No. 2

Capital invested	
Land, 30 acres	\$ 75,000
Trout hatchery, ponds and dam	30,000
Fishing poles	100
Total	\$105,100
Annual income	
Trout caught from pond	\$ 600
Trout sold (dressed)	2,400
Trout sold live for stocking	3,000
Total	\$ 6,000
Annual expenses	
Advertising	\$ 28
Utilities	136
Taxes	75
Insurance	50
Labor	600
Fish pond	1,600
License	5
Total	\$ 2,494
Net income to family labor, investment, and management	\$ 3,506
Interest on investment @ 6%	6,306
Net income to family labor and management	\$ -2,800

Financial Statements for Guide Services

Float fishing

Capital investment	
Boats and trailers	\$600
Total	\$600
Annual income	
Guide fees	\$500
Total	\$500
Annual expenses	
Fuel	\$100
Supplies	100
Repairs	50
Insurance	12
Total	\$262
Net income to labor, investment, and management	\$238
Interest in investment @ 6%	36
Net income to labor and management	\$202

Hunting and pleasure pack trips

Capital investment	
Horses and mules	\$4,000
Trucks	1,500
Saddles	1,500
Tents and camping equipment	500
Total	\$7,500
Annual income	
Guide fees	\$2,000
Total	\$2,000
Annual expenses	
Supplies	\$ 500
Insurance	100
License	15
Feed	500
Total	\$1,115
Net income to labor, investment, and management	\$ 885
Interest on investment @ 6%	450
Net income to labor and management	\$ 435

Financial Statement for Hunting Areas

Waterfowl pond

Capital investment	
Land for pond, 10 acres	\$3,000
Pond work	200
Duck blinds	200
Total	\$3,400
Annual income	
Hunting fees	\$ 400
Total	\$ 400
Annual expenses	
Pond repair	\$ 50
Taxes	23
Total	\$ 73
Net income to family labor, investment, and management	\$ 327
Interest on investment	204
Net income to family labor and management	\$ 123

Financial Statement for Boys Ranch

Capital investment	
Ranch with dwelling	\$50,000
Bunkhouse, tack room	15,000
Horses	5,000
Saddles and bridles	2,000
Jeep	1,000
Athletic equipment	200
Sleeping bags	400
Total	<u>\$73,600</u>
Annual income	
Guest fees	\$ 5,400
Total	<u>\$ 5,400</u>
Annual expenses	
Utilities	\$ 150
Repairs	100
Taxes	380
Food supplies	1,675
Laundry	200
Horse feed	1,500
Car expense	500
Total	<u>\$ 4,505</u>
Net income to family labor, investment, and management	\$ 895
Interest on investment @ 6%	4,416
Net income to family labor and management	<u>\$-3,521</u>

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