Inventory of Potential Recreation Assets

Special Report 302

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

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

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

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Outdoor Recreation
INVENTORY
OF
POTENTIAL RECREATION ASSETS

Why do you wish to get into the Outdoor Recreation Business?
Are You Qualified?
What is unique about your site?

A. INTRODUCTION
   * Location

   * Developer's Qualifications

   * Statement of Philosophy, Purpose, Objectives

   * Reasons For

   * Reasons Against

B. FINANCE

   1. Have you talked over your financial needs with
      _____1. Bank
      _____2. Savings and Loan
      _____3. Farmers Home Administration
      _____4. Small Business Administration
      _____5. Your Accountant
      _____6. Your Attorney
2. Have you proposed a budget?

3. Is your credit established?

4. How much will be available over a period of years for Capital Outlay? List sources and amounts.
   a. _______________________________ $__________
   b. _______________________________ $__________
   c. _______________________________ $__________

C. SITE FACTORS

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

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

(4) _

h. Good swimming area

i. Boating

(1) Non-power

(2) Power (trolling)

(3) Water skiing

(4) Sailing

j. Are there opportunities for collecting natural materials?

k. What is unique about this site?

(1) Local Facilities

* Private _

* Public _

(2) Regional Facilities

* Private _

* Public _

3. Physical

a. Is a degree of privacy insured?

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

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

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

b. Accessibility

(1) Accessibility by auto

(2) Accessibility by air

* See Transportation in Section H.

(3) Source of reasonably inexpensive commissary supplies
(4) Distance from other developments, weekend resorts, campgrounds

* Private
* Government

(5) Easements for utilities and roads

* On property
* On others' property

C. Remoteness from densely populated areas

d. Acreage

(1) Number of acres in area owned or controlled

(2) Number of additional acres accessible for use

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

(4) Can natural landscaping be retained?

(5) Nature of area for recreational use

(6) Nature of area for exploratory program use

(7) Is there room for extension?

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

e. Long-term development

(1) Is there room for expansion?

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

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

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

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

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

(1) From snow

(2) Ice
(3) Drainage
(4) Winterized - air-conditioned

g. Topography
(1) Proper slope for drainage
(2) Suitable for construction

h. Climate
(1) Average summer temperature
(2) Minimum summer temperature
(3) Maximum summer temperature
(4) Average winter temperature
(5) Minimum winter temperature
(6) Maximum winter temperature
(7) Humidity
(8) Average rainfall (snow)
(9) Summer rainfall
(10) Winter rainfall (snow)
(11) Average number of cloudy days - summer
(12) Average number of cloudy days - annual
(13) Average number of sunny days - summer
(14) Average number of sunny days - annual

i. Soils - porous or clay

j. Sewage disposal acceptable

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

l. Trees - types and quantities
(1) For shade
(2) Windbreak

m. Direction and force of prevailing winds
n. What vistas exist from building area?

o. Water supply

(1) Type of development, if any

(2) Good source of underground water

* 50 gallons daily per participant

* Irrigation supply

* Tested sample has been taken

(3) Springs

(4) Streams or rivers

(5) Lakes, ponds, swamps

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

(7) Legal rights are acquired

p. Elevation

(1) ___________ feet

(2) Distance to

* Mountains

* Ocean Front

* Lakes

* Sound

* Agricultural lands

* Arid - semi-arid

* Snow areas

q. Fire hazard and control

D. HEALTH AND SAFETY

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

a. High cliffs

b. Fire Hazard, excessive and controllable?

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

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

e. Manufacturing plants
f. Does other water, unsuitable for swimming, provide undue hazards?
g. Poisonous reptiles
h. Poisonous plants
i. Biting insects—Low-lying swampy areas for breeding
j. Garbage or manure dumps
k. Railroad, trolley or bus lines
l. Junk piles
m. Run-down buildings
n. Equipment

2. Is there adequate ventilation in existing structures?
3. Are there enough shaded grounds, as well as open, sunny spaces?
4. Is the site within reasonable distance from medical services?
5. Health Department clearance established?

E. LOCAL CONSIDERATIONS

1. Government attitude toward such facility
   a. Zoning
   b. Taxation
   c. Policing
   d. Municipal services (electricity, water, fire)
   e. Road maintenance
   f. Licenses

2. List potential supporters (Chamber of Commerce, local government, etc.)
   a. 
   b. 
   c. 
   d. 
   e. 
F. INVENTORY OF OTHER NEARBY ATTRACTIONS

___1. Complementary
   ___a. Natural Resources
      (1) ______________________
      (2) ______________________
      (3) ______________________
      (4) ______________________
   ___b. Enterprises
      (1) ______________________
      (2) ______________________
      (3) ______________________
      (4) ______________________

___2. Competitive
   ___a. Government
      (1) ______________________
      (2) ______________________
      (3) ______________________
   ___b. Private
      (1) ______________________
      (2) ______________________
      (3) ______________________

G. HUMAN ELEMENTS

___1. Site
   ___a. Am I overly possessive?
   ___b. Is my privacy going to be invaded?
   ___c. Do my home and surroundings reflect pride and care?
2. Hospitality (you and your family)
   a. Is my training in business adequate?
   b. Am I personable?
   c. Do I mind cleaning up and fixing up after others?
   d. Do I like people?
   e. Do I mind working evenings, holidays, and weekends?
   f. Am I a salesman?
   g. Can I supervise and train hired help?
   h. How much must I make to be satisfied?

3. Labor
   a. Nominal labor costs
   b. Readily available supply
   c. Seasonal supply available
   d. Training is available

4. Health and Stamina
   a. Have I considered my health and age?
   b. How about my family's health and stamina?

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

H. TRANSPORTATION

1. Distance from
   a. City ____________ miles ____________ hours ____________
   b. City ____________ miles ____________ hours ____________
   c. City ____________ miles ____________ hours ____________


d. City _________ miles _________ hours ___________

e. City _________ miles _________ hours ___________

2. Nearest public transportation available

a. Bus _________ miles _________ hours ___________
b. Train _________ miles _________ hours ___________
c. Plane _________ miles _________ hours ___________
d. Other _________ miles _________ hours ___________

3. Traffic count for nearest main highway

North - South

a. Peak day __________ number

b. Peak month __________ number

East - West

a. Peak day __________ number

b. Peak month __________ number

4. Distance from main highway

a. Paved __________ time __________

b. Gravel - Graded __________ time __________

Total __________

I. OTHER FACTORS

1. Potential Users

a. Maximum ________ minimum ________ activity days per season

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

c. Check demand data

(1) County Plan

(2) State Plan

(3) Port Dist. Plan

(4) Other Market research studies

(5) ORRRC Report
2. Cost
   a. Total Income per visitor day
   b. Length of stay per visitor
   c. Price per unit of activity

J. INVENTORY OF EXISTING STRUCTURES
   1. Building description
      a. Location 
      b. Size 
      c. Condition 
      d. Structural design 
      e. Potential use 
   2. Building description
      a. Location 
      b. Size 
      c. Condition 
      d. Structural design 
      e. Potential use

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

L. WHAT'S OUR NEXT STEP?
   1. Have you proposed a budget?
   2. Is the project economically feasible?
   3. What other help is available?
M. RECOMMENDATIONS