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**PRIVATE OUTDOOR RECREATION BUSINESSES  
PICNICKING ENTERPRISES**

1970

By

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## ABSTRACT

Seventeen picnicking enterprises were studied to assess and evaluate their physical characteristics, their management operations and their stability. This information will be of use to local, area and state planners concerned with supply of outdoor recreation facilities for general public use.

Picnicking enterprises provide a significant portion of the state's supply of picnic tables.

The enterprises average 54 tables each. Those in southeastern Wisconsin are larger than those in the rest of the state, averaging 72 tables. On the average there are 23 tables per developed site-area acre.

Generally the smaller ownerships have relatively larger picnicking enterprises, and generally the number of tables per acre of picnic area decreases as size of ownership and total recreation land acreages increase.

The average picnicking enterprise has around 7,300 participant days of use annually, and 70 percent of this occurs in a 90-day summer period. Approximately 84 percent of the picnicking enterprise customers live more than 10 miles away and those of the southeast Wisconsin enterprises live farther away from the picnic areas than those of enterprises in the rest of the state.

Operators consider that other recreation facilities, especially water-oriented ones, attract picnic customers and most have additional recreation enterprises on their ownerships. Eighty-eight percent of the enterprises studied have swimming beach facilities.

Excluding land costs, capital investment in the picnicking enterprises ranges from \$750 to \$15,000 and averages about \$2,700 per enterprise. Most of the enterprises studied have been established for more than 10 years and one-third of them are over 20 years old. Most enterprise operators expect to continue for 7 or more years and all operators believe their enterprise will continue when they are no longer the manager.

About 60 percent of the operators have received technical assistance from public agencies and about half have received financial and other assistance from their local banker or a relative. About 40 percent of the operators have participated in community or area planning endeavors which include outdoor recreation considerations and all indicate a willingness to participate in such planning

This research report is one in a series of 7 separate reports covering 6 types of recreation enterprises on private lands for commercial use, namely boat rental, camping, horseback riding, picnicking, pond fishing, and swimming plus one on private outdoor recreation businesses -- their composition, operation and stability.

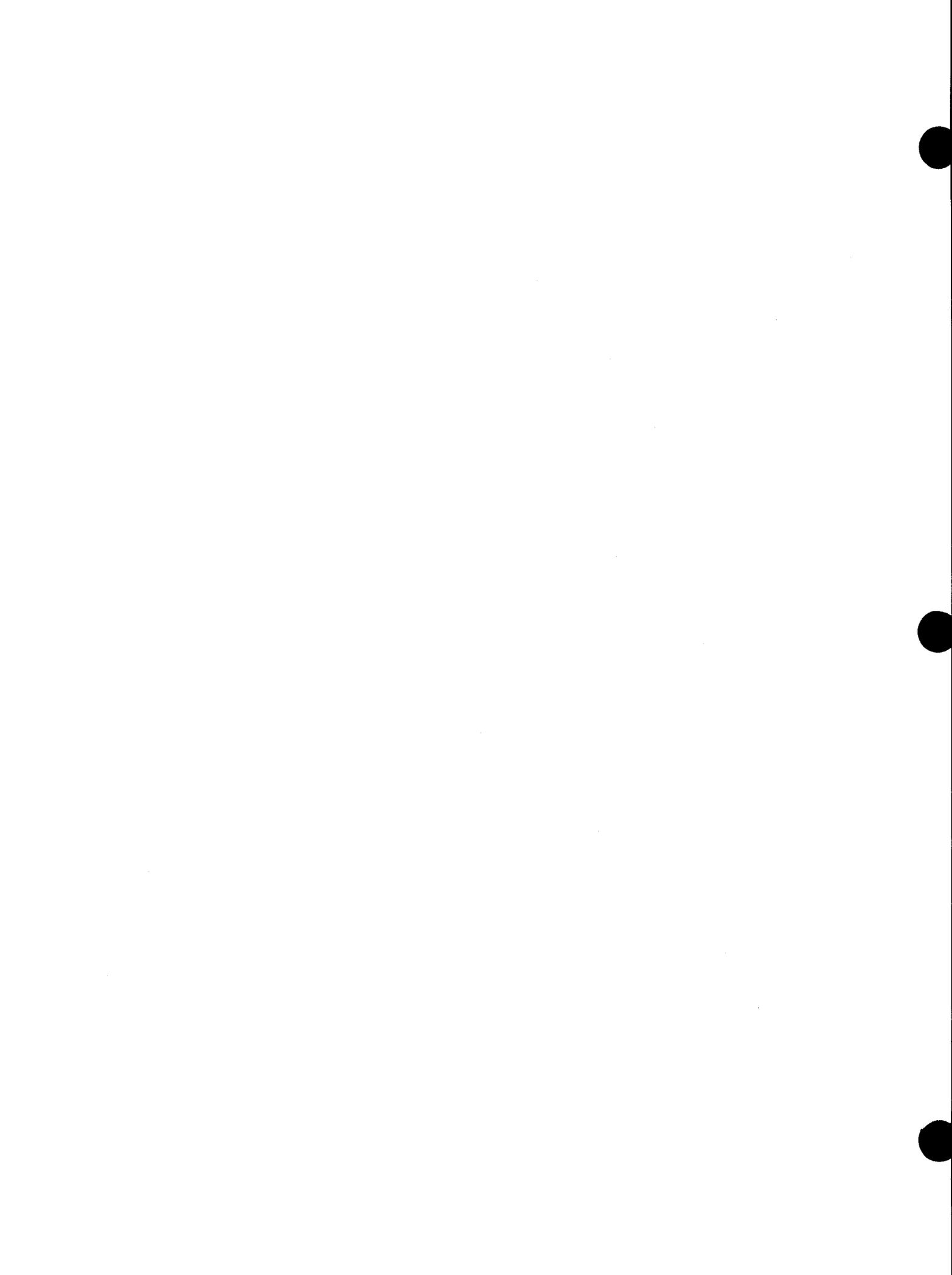
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## INTRODUCTION

Of 14 major outdoor recreation activities in Wisconsin, picnicking ranks fourth in numbers of participants. Picnicking enterprises<sup>1</sup> offer an important segment (12%) of the supply of family unit picnic tables in Wisconsin. In 1967 there were approximately 32,700 tables reported on publicly owned lands and 4,600 on private lands used primarily for picnicking.

Although 65 percent of these picnicking enterprise tables are in the more heavily populated 12 southeastern counties of the state, here seriously short supplies of picnic facilities must be overcome to meet present and future demands. This is especially true for 7 counties in the Milwaukee - Chicago megalopolis area. To a lesser extent the northeast section of the state also has a shortage of picnic facilities.

## PURPOSE

This study of picnicking enterprises is designed to assess and evaluate their physical characteristics, their management operations and their stability as well as the use made of their resources and facilities. The study should also (1) provide techniques and methods for evaluating picnicking enterprises, (2) provide evaluations of the private sector's share of the state supply of picnic facilities and demands met by their use, and (3) help planners determine the enterprise combinations for recreation areas that picnickers prefer and patronize.

Recreation planning relates the population's present and estimated future needs for recreation resources and facilities to the existing and potential supply. Not only is it essential to know how many facilities are available but it is essential to know the amount of use those resources and facilities receive. Conversions of supplies into terms of use (number of people and/or participant days) are necessary. This requires knowledge of per unit use of a significant number of supply segments (picnic tables) in order to relate inventory data of the supply of resources and facilities to demands for their use. Usually inventories of existing outdoor recreation resources and facilities do not include data on actual participant days of use and estimates of future developments cannot include use figures. One important purpose of this study, therefore, is to provide criteria for relating physical supplies of picnic enterprises to amounts of use.

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<sup>1</sup> "Picnicking enterprise" refers to a privately owned profit-making picnic ground, developed on privately owned land, which is open for use by the general public.

## PROCEDURE

Seventeen picnicking enterprises were studied--10 located in 3 counties near Milwaukee in the southeast planning area, and 7 in 6 counties scattered mainly in the central and southern parts of the state. Since no reliable listing of private picnicking areas exists and random samples could therefore not be drawn, the enterprises were selected by local professional personnel to represent type and distribution in Wisconsin.

The 1966-67 inventory of picnicking enterprises was not sufficiently accurate or uniform statewide to provide a workable guide for a statistically drawn sample for this study (State Soil & Water Cons. Comm., 1967). Included in the 1966-67 inventory were occasional picnic tables associated with unused camping spaces, cottages, swimming beaches or other facilities. Such sites are not comparable to those at which tables are maintained for the primary purpose of picnicking (See Appendix B).

Based on our best estimates, there may be around 80-90 privately owned picnicking enterprises in the state, excluding areas with picnic tables which are not managed primarily for picnicking. The enterprises included in this study, then, represent about a 20 percent sample.

Picnicking enterprises studied were selected for (1) size of enterprise (principally measured by numbers of tables) and (2) quality of resources and facilities to represent a cross section of each county. In approximately two-thirds of the counties the number of picnicking enterprises ranges from none to 2. Sample composition was heaviest from the southeast counties where the largest concentration of picnicking enterprises in the state exists.

Survey schedules (forms) were completed for each of the 17 ownerships<sup>2</sup> studied. Part A, General Business Information included (1) longevity, (2) size of ownership and recreation area, (3) types and sizes of all recreation enterprises, (4) seasonal length of business, (5) labor and operations information, (6) expansion possibilities, (7) income satisfaction, (8) technical and financial assistance, and (9) cooperation and other related information. Information recorded on Part B, Schedule F - Picnicking Enterprise included (1) size and capacity of site-areas and back-up lands, (2) other recreation attractions, (3) user distance from home, (4) amount of use by weekend and week days, (5) turnover use of picnic tables, (6) profit, (7) capital investments, (8) fees, and other related information.

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<sup>2</sup> "Ownership" refers to a tract of land managed by the owner on which is located 1 or more recreation enterprises. "Recreation enterprise" refers to a unit of a private outdoor recreation business established for a specific recreation activity where recreationists pay a fee for use of the facility and related services. A "recreation business" may include 1 or more recreation enterprises on one ownership. The ownership may also be the base of 1 or more nonrecreation enterprises. Taverns, food and/or lodging enterprises, and permanent trailer courts or parks are not considered recreation enterprises in this study.

After the enterprise operator was interviewed to complete the survey schedules the interviewer observed the picnic area and facilities. Rechecks were made with the operator to verify or revise any recordings when the interviewer questioned correctness or completeness of the initial entries.

## RESULTS AND DISCUSSION

The sample used (17 cases) is representative of all picnic enterprises in the state. Evaluations presented in the following sections indicate many differences between enterprises. The sample data can be useful in projecting statewide use of all similar picnic enterprises.

### Picnic Site-Areas and Tables

Size of the site-areas ranges from 0.5 acre (2 cases) to 6 acres (1 case) with the average size being 2.1 acres. Size of approximately 60% of the site-areas ranges from 1 to 2 acres. Of the 17 enterprise ownerships, only 2 have 2 picnic sites-areas each. Enterprises in southeast Wisconsin generally have larger site-areas than those in the rest of the state.

The number of picnic tables per site-area ranges from 5 to 120. Distribution of enterprises by numbers of tables has a generally uniform pattern, with 8 cases having less than 50 tables each and 9 cases having over 49 tables each. Those having 50 or more tables each average over 3 times as many tables per acre as those with less than 50 tables per acre (32 vs 10 tables per acre). Enterprises in southeast Wisconsin, with larger site-areas but up to 2½ times more tables per enterprise, have nearly 50 percent more tables per acre than the other 7 enterprises over the state (25 vs 17 tables per acre).

Spacing between individual tables mostly ranges from 15 to 30 feet. No enterprise has tables spaced less than 15 feet apart; 5 enterprises have them spaced from 40 to 50 feet and 1 approximately 70 feet.<sup>3</sup> The weighted average spacing is 26 feet apart. Only about 35 percent of the picnic site-area lands are taken up by tables and their immediately associated spaces. At this prevailing pattern for table spacing there could be an average of about 150 tables per enterprise (vs 54 at present) before their site-areas would be fully stocked with tables. It should be considered, however, whether present backup lands would support heavier stocking of tables.<sup>4</sup>

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<sup>3</sup> None of the tables on any of the enterprises are anchored in place. They are often moved into clusters by groups using 2 or more tables, and subsequently the enterprise operator repositions the tables.

<sup>4</sup> Backup lands are those undeveloped acreages directly associated with developed site-areas and used for walking, lounging and general enjoyment in conjunction with picnicking activities; they may also screen picnic areas from other recreation activity areas.

Backup Lands and Size of Ownership

Usually there is a relationship between size of ownership and the number of acres used for recreation sites, and to some extent between these factors and the number of acres of backup land. The 17 ownerships used in this study range in size from 5 acres to over 200 acres with an average size of 100 acres. Those in SE Wisconsin average only half this size while in the rest of the state the average is 160 acres. The smaller picnic enterprises, as measured by numbers of tables (Table 1), are on ownerships which average approximately twice the size of those with larger enterprises. This reflects location of the larger enterprises (more tables) that are mainly in SE Wisconsin on smaller ownerships.

TABLE 1

Picnic Areas by State Location and Size Groupings of Enterprises

	<u>Enterprise Location</u>			<u>Enterprise Size Groupings</u>	
	All	SE Wis.*	Rest of State**	5-49 Tables <sup>1</sup>	5-120 Tables <sup>2</sup>
Number Enterprises	17	10	7	8	9
Number Site-areas	19	12	7	8	11
<u>Average Per Enterprise:</u>					
Acres per site-area	2.1	2.6	1.6	2.1	2.1
Tables per enterprise (No.)	54	72	28	21	82
Tables per site-area acre (No.)	23	25	17	10	32
Backup lands per site-area acre (ac.)	2.2	1.8	3.5 <sup>4</sup>	3.0	1.7
For picnicking only (ac/site-area ac.)	0.8	0.7 <sup>3</sup>	1.0 <sup>4</sup>	0.9 <sup>4</sup>	0.7 <sup>3</sup>
Total Acres per Ownership (Avg.)	100	51	169	130	73
Acres for Recreation (Avg.)	21	12	37	33	13

\* In Walworth, Washington and Waukesha Counties

\*\* In Dane, Oconto, Rock, St. Croix, Waupaca and Waushara Counties

<sup>1</sup> Two enterprises in SE Wisconsin; 6 enterprises in rest of the state

<sup>2</sup> Eight enterprises in SE Wisconsin; 1 enterprise in Waushara County

<sup>3</sup> Three enterprises have no single purpose backup lands for picnicking areas

<sup>4</sup> One enterprise has no single purpose backup lands for picnicking areas

Recreational land areas of the 17 ownerships vary from 3 to 70 acres. Five ownerships have fewer than 10 acres of recreation lands and 6 have 25 or more acres (Table 2). Larger ownerships generally have more recreation land. Also, except for the 2 largest ownerships, the larger ones have more backup land; however, the ratio of acres of backup land per acre of developed site-area land decreases as area of recreation land and size of ownership increases.

TABLE 2  
Size of Recreation Areas in Relation to Size of  
Ownerships and Picnic Areas

Number of Ownerships	Recreation Acres	Average No. Acres			Picnic Area**	Number Picnic Tables
		Recreation Area	Backup Land*	Ownership		
5	Under 10	5	2.0	42	2.2	57
6	10 - 24	18	6.3	70	5.5	71
4	25 - 36	28	9.5	162	5.2	42
2	55 - 70	62	2.7	195	3.2	15

\* Included in "Recreation Area"

\*\* Includes developed site-area plus its single purpose backup lands; these figures are included in "Recreation Area" acres.

#### Use of Picnic Areas

Each occasion of picnic area use by a person is commonly known as a "participant day" for the activity. The current average number of participant days per enterprise (17 enterprises) is 13,337 (Table 4). However, 1 enterprise has an exceptionally large use of its picnic area because of numerous unusual events sponsored by the operator throughout the summer and early fall each year. Except for this attendance feature, this enterprise is much like several others covered in this study. Excluding this exceptional case, the average number of participant days per enterprise for the other 16 studied was 7,342 in 1968 (Table 3).<sup>5</sup>

<sup>5</sup> Use evaluations for groupings of the 17 enterprises are repeatedly affected by the 1 case with exceptionally large use. Thus, 2 tables are included. Table 3 covers 16 enterprises and excludes the exceptional use case. Table 4 covers all 17 enterprises.

TABLE 3  
Picnic Area Use (16 Enterprises)\*

	Enterprise Location			Enterprise Size Groupings	
	All	SE	Rest	Number of Tables	
		Wis.	of State	5-49	50-120
Number of Enterprises	16	10	6	8	8
<u>Averages Per Enterprise (numbers):</u>					
People on an average weekend day	136	173	74	98	174
Per site-area acre**	65	80	39	62	68
Per table (inc. turnover use)**	3.3	2.4	4.7	4.3	2.2
People on an average week day	24	32	12	25	23
Per site-area acre	10	11	6.8	12	8.5
Per table	0.48	0.44	0.75	1.15	0.29
<u>During 90 Days Summer Period:</u>					
Total participant days use per enterprise	5,050	6,480	2,668	4,130	5,970
Per site-area acre**	2,422	3,132	1,437	2,246	2,599
Per table** (total)	100	102	169	176	77
Per table** (for all weekend days only)	89	66	128	121	57
<u>During Entire Open Season:</u>					
Average no. days open per enterprise	126	119	136	134	117
Total participant days use per enterprise	7,342	9,181	4,278	6,705	7,979
Per site-area acre**	3,087	3,676	2,107	2,908	3,267
Per table** (total)	210	184	254	270	150

\* Of the 17 studied, one exceptionally large use enterprise was excluded.

\*\* Weighted Averages

TABLE 4

Picnic Area Use When Including One Exceptionally Large Use Picnic Area (17 Enterprises)

	Excep- tionally Large Use Case	Location and Size Groupings				
		All	SE Wis.	Rest of State	5-49 Tables	5-120 Tables
Number of Enterprises	1	17	10	7	8	9
<u>Averages Per Enterprise (numbers):</u>						
People on an average weekend day	2,500	275	173	421	98	432
Per site-area acre*	2,500	208	80	391	62	338
Per table (inc. turnover use)*	17	4.1	2.4	6.1	4.3	3.9
People on an average week day	150	32	32	31	25	37
Per site-area acre	150	13	11	19	12	15
Per table	1.5	0.6	0.44	1.1	1.15	0.46
<u>During 90 Days Summer Period</u>						
Total participant days use for enterprise	73,928	9,102	6,480	12,848	4,130	13,521
Per site-area acre*	73,928	6,628	3,132	11,793	2,246	10,524
Per table* (total)	754	170	102	253	176	153
Per table (for all weekend days only)*	656	128	66	203	121	124
<u>During Entire Open Season</u>						
Average no. days open per enterprise	133	126	119	136	134	119
Total participant days use per enterprise	109,250	13,337	9,181	19,274	6,705	19,232
Per site-area acre*	109,250	9,332	3,676	17,412	2,908	15,043
Per table* (total)	1,115	263	184	377	270	257

\* Weighted Averages

Use of the picnic areas is generally 5 to 6 times greater on a usual weekend day than on a week day (Table 3). The average week day use per enterprise for both the larger and the smaller enterprise groups is about the same. However, on weekend days the larger enterprises (50 to 120 tables each) serve about 75 percent more people than do the smaller enterprises (5 to 49 tables each). Since more larger enterprises are in SE Wisconsin than in other parts of the state, the above relationships are more pronounced and average weekend day use per enterprise is approximately twice that for the rest of the state. Also average week day use per enterprise is greater in SE Wisconsin than for enterprises in the rest of the state.

Although unimportant for non-holiday weekdays when facility supplies far exceed demands, the number of people per table is a significant consideration for weekend days when picnic areas are nearer maximum use. Sometimes all tables are in use and when some parties leave others come and use the tables. This turnover table use is considered when determining the number of people per table. Only 2 enterprise operators reported turnover use of tables because of full capacity use of tables. When the table turnover use of these 2 enterprises is averaged with the entire sample (17 enterprises with 910 tables) there is a 5.6 percent turnover rate for table use. No other type of table turnover use was reported for these 2 enterprises. However, eight enterprises including the above 2, have people leaving the grounds on some days because the facilities are fully used at some peak-use time of the day. Four of these enterprises plus 2 not indicating peak-use time fullness have a table turnover use because of table location preferences by the picnickers. This type of turnover amounts to an 8 percent turnover rate for the 910 tables on all 17 enterprises. Table location preference is usually associated with nearness to the swimming beach and/or canteen on the ownership. The rate of this type of table turnover use is not indicative of site-area use capacities. Nine (53%) of the enterprises experience no appreciable table turnover use at any time.

There was an average for all 17 enterprises of 4.1 people per table per day on weekend days (Table 4). This weighted average figure includes tables "added" because of table turnover use. Without table turnover considered it is 4.6 people per table.<sup>6</sup> Excluding the exceptionally large use enterprise referred to earlier, the 16 enterprises had a weighted average of 3.3 people per table per day on weekend days (Table 3). Although use of SE Wisconsin enterprises is generally larger than elsewhere in the state, a larger number of tables per enterprise are used by a smaller number of people (2.4 on weighted average basis) per table per weekend day. This is true for the larger enterprises studied; their weighted average number of people at 2.2 per table for the weekend day may be compared to 4.3 people per table for the smaller enterprises.

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<sup>6</sup> Average turnover rate effect disappears for the weighted average. The exceptional large use enterprise had a 50 percent turnover rate and 1 other had 10 percent turnover.

Through experience, most operators have found the number of tables that is most advantageous to their picnic enterprise. On different weekend days of the main picnicking season, picnicking enterprises have different numbers of users. For example 1 enterprise is open for 17 weeks, has an average of 100 customers per weekend day and 20 per week day, or a total of 300 per week and 5,100 per season. However, 3,500 of this total comes in 7 of the 17 weeks during which trade may vary from 50 people to the usual 275 people per day. Obviously some of the tables available are not used on some weekend days but on the peak-use days they are heavily used.

Since the operators have no controls to spread their trade uniformly over the season they expect to have surplus tables on many days including several weekend days. In fact, they must provide for the peak-use weekend days in order to insure customer good will and total trade for the season. This is particularly true for the larger enterprises.

The average number of people per table on a weekend day varies between enterprises from 17 people per table (including turnover use) on the exceptionally high-use enterprise to only  $2\frac{1}{2}$  per table on another enterprise having the same number of tables. However, only about 41 percent of the enterprises averaged no more than 2.5 people per table and 18 percent averaged over 5. Approximately 80 percent of all enterprises had no more than an average of 4 people per table per weekend day. The weighted average for 16 enterprises is 3.3 people per table on the usual weekend day.

It would seem advisable to have more than 1 projection factor when figuring total use based upon a statewide inventory of picnic enterprise facilities. The differences in use of SE Wisconsin areas compared with the rest of the state or of smaller enterprises compared with larger enterprises (Table 3) are significantly great enough that appropriate separate projection factors should be used for the unit of table supply or for use data.

#### Fee Charges for Use of Picnic Area

Three fee charge arrangements are used among the 17 studied enterprises. Six (35%) have a fee charge per automobile irrespective of the number of passengers. This fee varied between enterprises from \$1 to \$2 per car. Four (24%) charge by the picnic table with a fee range from 50 cents to \$2.00 per table.

Seven (41%) of the enterprises have a fee charge per person. The price range is from 25 cents to \$1.25 per adult person and from 10 cents to 50 cents per child. One of these 7 enterprises also has a fee charge of \$40.00 for large groups of picnickers which generally averages \$1.75 per table. Another enterprise with a fee of 25 cents per adult and 10 cents per child also has a charge of 25 cents per each table use. Two enterprises have a rate of 75 cents per family.

The type of fee charge arrangement used on an enterprise seems to be entirely the personal preference of the operator. Those enterprises with the same general fee charge arrangements do not appear to be very different from others having diverse charge patterns.

Other Outdoor Recreation Facilities on the Ownership and Importance of the Picnicking Enterprise to the Recreation Business

In addition to the picnic enterprise the study determined which if any of 16 other developed recreation site-area facilities or opportunities are nearby on the ownership. Facilities for a particular recreation activity on an ownership may or may not be operated as a separate enterprise. Each operator was asked for his opinion of the order of attractiveness to picnickers of these other facilities on his ownership.

Of the 17 picnicking enterprise ownerships studied, 15 (88%) have a swimming beach; 9 (53%) have a campground; 6 (35%) have a designated sports play field; 4 (24%) have a designated playground area; 1 (6%) has designated foot trails; 11 (65%) have boating facilities, i.e., boats for rent plus other facilities; and 2 (12%) have other miscellaneous named facilities. None had swimming pools; horseback riding stables; a golf course; bicycle trails or equipment rentals; hunting areas; or zoo. Ten of the 16 listed recreation areas or opportunities other than picnicking are found among the 17 ownerships studied.

All 15 operators having a swimming beach gave first priority to this outdoor recreation facility as the most important attraction for customers coming to their picnic enterprise. The other 2 operators (with no swimming facilities) ranked fishing waters as either first or second in importance as an attraction for picnickers. The first and second priority combinations, accounting for all 17 cases, are given in Table 5.

The water-based recreation activity facilities are the most attractive to picnickers. Swimming and fishing far outrank camping, sports, indoor amusements and target shooting which are the only other facilities having any first or second priorities.

TABLE 5

Attractiveness of Other Recreation Enterprises on Ownerships

<u>Type of Enterprise</u>		<u>No. of Ownerships</u>
<u>First Priority</u>	<u>Second Priority</u>	
Swimming	Fishing	9
Swimming	Sport Playfields	2
Swimming	Camping	1
Swimming	Indoor Amusement Facilities	1
Swimming	Boating	1
		(15)
Boating	Target Shooting Facilities	1
Fishing	Boating	1
		(17)

Eleven of the 17 ownerships studied also have a swimming enterprise. Excluding the ownership with exceptionally large picnic use, they had an average of 6,949 picnicking participant days per enterprise over the 90-day summer season. For the same period the 6 ownerships not having a swimming enterprise (4 have swimming facilities but not an enterprise) had an average of 1,886 picnicking participant days per enterprise.

Every ownership had 1 or more enterprises other than picnicking enterprises. Picnicking was the only recreation enterprise on only 1 of the sampled ownerships. Swimming, camping and boat rental businesses were the principal other recreation enterprises on the ownerships. Canteens, farming, stores or eating houses and cottage rentals are the main nonrecreation enterprises on the ownerships. The numbers of ownerships and number of recreation and nonrecreation enterprises on them are summarized in Table 6.

Stability of the recreation business is not wholly dependent upon its picnic enterprise although 70 percent (12) of the operators report that it is an important profit-making business. All 12 operators have water-oriented facilities on their ownerships which they consider as the greatest attraction for picnicking customers. The 12 ownerships average over 12,000 picnicking participant days per enterprise during the 90-day summer period. Picnicking enterprises on the other 5 ownerships average only 2,211 participant days of use each. This does not mean, however, that these 5 enterprises are less stable than the others. Individual case examinations indicate that these 5 operators have planned their picnicking enterprises to be supplementary to other enterprises. All 5 operators consider returns from their picnicking enterprise to be satisfactory. These 5 have an average of only 23 tables per enterprise while the other 12 enterprises have an average of 66 tables. Participant days use per table on the 12 enterprises is approximately double that on the 5 enterprises.

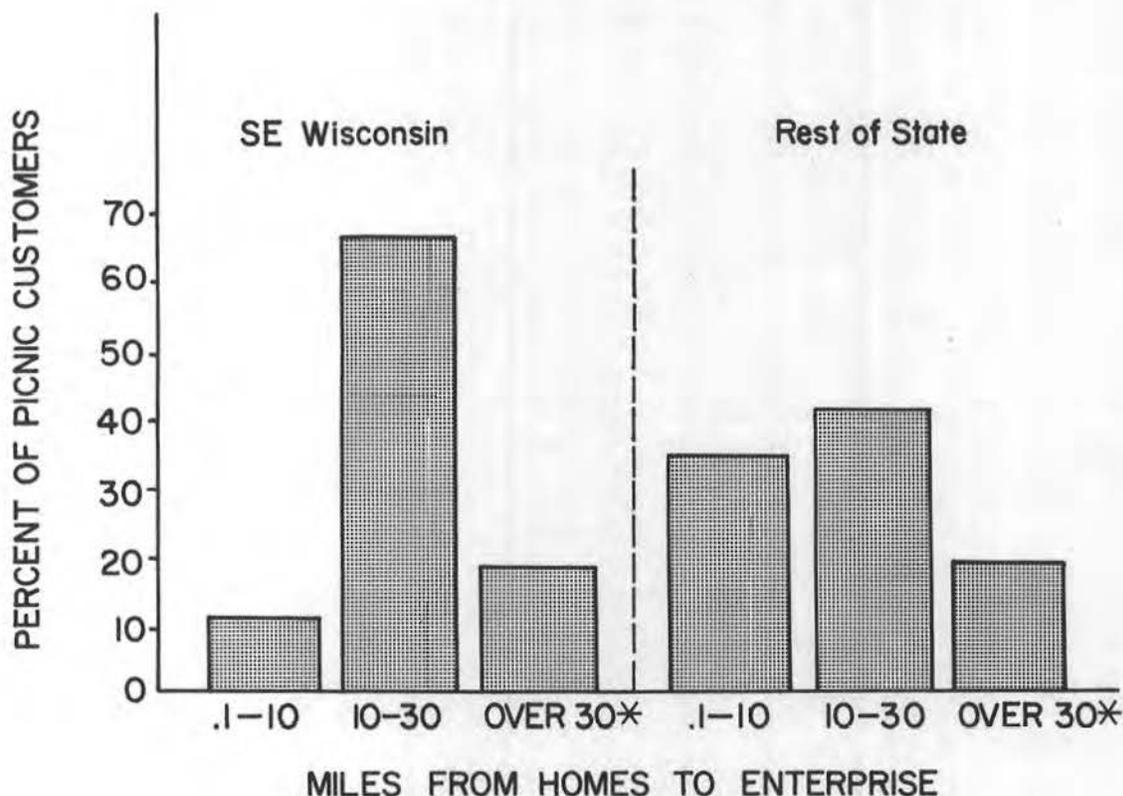
TABLE 6

Number of Enterprises on Ownerships

Recreation Enterprises (A)		Non-Recreation Enterprises (B)		Either (A) or (B)	
No. of Enterprises	No. of Ownerships	No. of Enterprises	No. of Ownerships	No. of Enterprises	No. of Ownerships
0	1	1	8	1	1
1	6	2	4	2	3
2	4	3	4	3	3
3	6	4	1	4	5
				5	3
				6	1
				7	1
Total	(17)	Total	(17)	Total	(17)

Operators estimate that picnicking enterprise income was 5 to 50 percent of their total recreation business gross income, except in 1 case where the picnic enterprise was the only recreation enterprise.

Most picnicking enterprise customers come from a distance of more than 10 miles (Fig. 1). Only approximately one-fifth of the customers travel more than 30 miles. Customers of southeast Wisconsin enterprises drive farther than customers of enterprises outside SE Wisconsin. Only 11 percent of the SE Wisconsin picnicking enterprise customers were from within 10 miles while 26 percent of customers of enterprises in the rest of the state were from within 10 miles.



\* Almost entirely within 45 miles

\*\* Based on 16 enterprises (excluding one with exceptionally large volume of trade)

Fig. 1. Picnickers travel distances from homes to picnic areas.\*\*

<sup>7</sup> Distance is measured from the customers' home to the picnic area.

### Mileage Pattern of Picnic Enterprise Customers

Customers travel to picnicking enterprises and their associated recreation facilities for the recreation opportunities afforded. The exceptionally large use enterprise omitted from data for Figure 1 averages nearly 100,000 participant days use annually (90% of its total) from customers who travel over 30 miles from their homes. Customers of SE Wisconsin areas travel farther than those in other parts of the state. Recreation opportunities attract customers; however, how far they will travel was not determined in this study, although it is apparent that picnicking enterprises need not be within a mile or 2 of customer's homes for them to be heavily used.

### Number of Years in Recreation Business and Expansion Possibilities

Except for one 4 years old, one 8 years old and one 10 years old, the ownerships have had picnicking enterprises for at least 22 years -- in fact 8 of them are at least 40 years old.

Eighty-two percent (14) of the 17 enterprise operators have been on the present ownerships for 10 or more years. Six of them have operated the enterprises for 20 or more years. Only 3 of the operators have been on the picnicking enterprise ownerships for no more than 5 years. One of these 3 has the picnicking enterprise which is only 4 years old.

Seventy-six percent of the operators (13 of 17) have no plans for new development or changes in the physical features of their picnic enterprises, two plan to make enlargements, and 2 enterprises will be reduced in size. In effect the sample (17 enterprises) will continue with about the same use capacity. On all but 1 ownership there are acreage expansion possibilities; and for 6 there are acreages available at practicable costs on adjacent ownerships.

Not much change is expected in management arrangements, particularly fee rates. Only 3 operators (18 % of the sample) anticipate raising their fees in the next year or 2. Annual maintenance of the enterprises appears to be adequate. Quality improvements are made as needed facility changes are made. Most of the present operators (88%) expect to continue for 7 or more years. One of the oldest operators hopes to retire within 1 year and another estimates 4 years as his continuing period. No operator believes that his enterprise will be discontinued when he is no longer the manager.

Capital Investments

Capital investment for picnic facilities averages \$2,723 per enterprise exclusive of land costs (Table 7). The value estimates made by the enterprise operators were at current prices for facilities in their present conditions. Twelve operators indicate the primary purpose of their picnic enterprise is income. These 12 average 3 times the capital investment per enterprise of the other 5 enterprises studied and have 3 times the number of picnic tables. Operators of the 5 enterprises reported that profit-making was not the primary purpose but that the picnicking enterprise fits well with others on their ownership and permits taking advantage of available lands and labor. Because participant days of customer trade are not so large for these 5 enterprises their investments per unit of trade is 77 cents as compared to 48 cents for the other 12 enterprises (Table 7).<sup>8</sup>

TABLE 7

Capital Investments in Picnicking Enterprises

	Number Enter- prises	Average Number Tables	Average Capital Investment			
			Per Enter- prise**	Per Table*	Per Part. Day <sup>1</sup> (17)*	Per Part. Day <sup>1</sup> (16) <sup>2</sup> *
All enterprises studied	17	54	\$2,723	\$67	\$0.57	\$0.60
Enterprises without emphasis on profit purpose	5	23	1,230	68	0.77	-
Enterprises with profit as primary purpose	12	66	3,340	67	0.48	0.52
Over \$2,000 investment each	6	68	5,125	76	0.46	0.53
Under \$2,000 investment each	6	66	1,565	58	0.50	-

\* Weighted Averages

\*\* Estimated capital investments do not include values for the land.

<sup>1</sup> 90-day period

<sup>2</sup> Excluding the enterprise having exceptionally high user consumption; however its capital investments (\$5,150) are about the same as for the "over \$2,000 investment each" group in which it falls.

<sup>8</sup> Use of the ratio of capital investment to participant days of use is only a method of comparing total investment against volume of trade. The investment costs are to be spread over several years and are not expected to be liquidated by one year's participant days of trade. Of the 12 enterprises, 9 are in SE Wisconsin while only 1 of the 5 enterprises is in SE Wisconsin.

Profit-purpose oriented enterprises with the largest capital investments (over \$2,000 each) have about the same number of tables as those with smaller investments (under \$2,000 each). Generally, however, the enterprise use does not increase as the amount of capital investment increases. The 6 enterprises with over \$2,000 investment each have an average ratio of 46 cents investment per participant day served while those with under \$2,000 investment have a ratio of 50 cents per participant day. Inclusion of the very large use enterprise reduces the average investment per participant day by less than 8 percent (from 52 cents to 48 cents) in the profit-purpose, over \$2,000 investment group and by 5 percent in all (17) enterprises (from 60 cents to 57 cents; Table 7).

Only 4 of the enterprises have a picnic shelter house. Two are small houses with less than 200 square feet of floor space each. One has 3,600 square feet and the other has 8,200 square feet. Two enterprises with shelterhouses (1 small and 1 large) are in the over \$2,000 investment per enterprise group and the other 2 are in the under \$2,000 group. Any effects from capital investment for shelter houses are not separable, in fact the weighted average investment per enterprise per participant day of use is about the same for these 4 cases as for the entire 17. Information evaluated in this study does not provide a basis for recommending for or against having a shelter house.

#### Assistance and Cooperation

Ten (60%) of the 17 ownership operators have received technical assistance from one or all of four public agencies. These agencies are the Wisconsin Department of Natural Resources, the local County Soil and Water Conservation District, the County Resource Agent (Cooperative UW - Extension Service) and the U. S. Soil Conservation Service. Seven operators indicate that they have not requested or received assistance from any of these 4 agencies (Table 8). Specific assistance (usually financial) was received from either a local banker, a relative or both by 9 operators. This help was given both in the initial years of the operator's tenure with the enterprise and in present operations (Table 8). Only 3 of the 17 operators have not received assistance from any source.

Nine operators had assistance from friends engaged in recreation enterprise operations. Only 2 operators have received management or financial assistance from representatives of manufacturing companies. Five operators reported benefits from participation or attendance at recreation association or trade group meetings, and 8 of the 17 operators are members of 1 or more recreation associations.

Seven operators have been active participants in at least 1 community or area planning activity involving outdoor recreation. All 17 operators indicate interest and willingness to participate in such endeavors.

Eight of the 17 ownership operators report that the most significant cooperation in their current recreation business operations is with neighboring recreation business operators and 2 others reported that this is the second most important cooperation they have. Eight operators indicated that their cooperation with 1 or more state agencies was either the most or second most significant (State health and sanitation interests were prominent in this respect).

TABLE 8

Number of Enterprises Receiving Assistance, By Sources

Source	No. Enterprises Receiving Assistance				
	Initially*		Presently		None
	Only	and Presently	Only	or Initially	
1. County Resource Agent	-	2	4	6	
2. Co. Soil & Water Cons. District	-	5	2	7	10
3. Bureau in Dept. of Nat. Res.	1	3	3	7	10
4. U. S. Soil Cons. Service	-	4	2	6	11
5. One or more by 1-2-3-4	1	5	4	10	7
6. Local Banker	-	5	1	6	11
7. Relative or Close Friend	3	2	-	5	12
8. One or both by 6-7	3	5	1	9	8
9. None from 6-7	14	12	16	8	-
10. None from 1-2-3-4	16	12	13	7	-
11. None from 1-2-3-4-6-7	13	12	13	7	(3)**

\* Initially refers to the first year or 2 after the enterprise was started. Some enterprises were started before some of the first 4 named sources of assistance were established; therefore, the "presently or initially" column is significant.

\*\* Only 3 enterprises received no assistance from any of the 6 sources.

SUMMARY OF MAJOR FINDINGS

The following findings are not listed in order of importance.

1. Picnic enterprises in southeast Wisconsin are larger than those in the rest of the state; however, size of enterprise as measured by numbers of picnic tables is not a determinant of site-area size. The average site-area acreage for larger enterprises is the same as that of smaller enterprises.

The number of tables per site-area acre is approximately 3 times greater on the larger enterprises than on the smaller enterprises.

2. Backup land acreage per acre of site-area is greater for smaller enterprises than for larger ones. Those enterprises with 50 or more tables each have an average of 1.7 acres for each acre of site-area and the average ratio for enterprises with fewer than 50 tables each is 3.0 acres to 1 acre. The single purpose picnic backup land is generally only about one-third of the backup acreage on the ownership.

3. There is no effectual relationship between size of ownership and size of acreage used for recreation purposes. Generally the smaller ownerships have relatively larger picnicking enterprises, and generally the number of tables per acre of picnic area (developed picnic site-area plus its single purpose backup lands) decreases as size of ownership and total recreation land acreages increase.

4. The average annual number of participant days of use of typical picnicking enterprises is around 7,300. On a projected state basis it is estimated that such enterprises provide for over 650,000 picnicking participant days per year. Approximately 70 percent of the total participant days of picnicking occur in a 90 day summer period. Also around 70 percent of the picnicking takes place on weekend days. Except for holidays the picnicking facility capacities are only fully utilized on weekend days in the middle of the summer. Capacities for week day trade are far in excess of user demands.

5. Most picnicking enterprises have no turnover use of tables caused by full capacity use. This type of turnover use accounts for only 5.6 percent of all tables of all picnicking enterprises. Turnover table use because of preference for table locations on the picnic area amounts to 8 percent of the total. However, 53 percent of the enterprises experience no causal type of table turnover.

6. Fee charges for use of the picnic facilities are either per automobile irrespective of number of passengers, per person, per table or a combination of per person and table. These charge arrangements are made according to the personal preference of the operator.

7. Operators consider water-oriented recreation facilities the types most attractive to their picnicking enterprise customers. Swimming, fishing and boating are more attractive than others such as camping, sports play, indoor amusement and shooting. Eighty-eight percent of the enterprises studied have swimming beach facilities and 73 percent of them are operated as a swimming enterprise.

8. All but 1 ownership (94 percent of the total studied) has 1 or more other recreation enterprises in addition to the picnicking enterprise and 59 percent have 2 or more additional recreation enterprises. Every ownership has 1 or more nonrecreation enterprise and 53 percent have 2 or more.

Generally the picnicking enterprise accounts for less than 50 percent of the total gross income from the entire recreational business on the ownership.

9. Approximately 84 percent of the picnicking enterprise customers live more than 10 miles away.<sup>9</sup> Customers of the SE Wisconsin enterprises live farther away from the picnic areas than those of enterprises in the rest of the state. In SE Wisconsin 69 percent of the trade comes from a distance of 10 to 30 miles and 20 percent travel over 30 miles.

10. Most of the picnicking enterprises studied (82%) have been established for more than 10 years. The newest is 4 years old. Only 18 percent of the operators have been at their present ownerships for no more than 5 years while 33 percent have been the operators for more than 20 years.

11. There are lands suitable for expansion of picnicking enterprises on nearly all of the ownerships. Also about one-third can obtain suitable acreage for expansion on adjacent ownerships. However, operators plan no appreciable enlargement or reductions of enterprise capacities.

12. Excluding land costs, capital investment in the picnicking enterprises averages around \$2,700 per enterprise. Estimates ranged from \$750 to \$15,000. Projecting this statewide, we estimate that total capital investment in picnic enterprises is about \$240,000 (at present prices and present condition of facilities).

13. About 60 percent of the enterprise owners and operators have received assistance from 1 or more of 4 assisting public agencies (DNR, SWCD, UW-Ext. Ser., and SCS). Approximately one-half of the operators have received assistance from their local banker or a relative.

14. About 40 percent of the enterprise operators have actively participated in at least one significant community or area planning endeavor which included outdoor recreation considerations. All operators indicated interest and willingness to participate in such planning.

15. Most enterprise operators expect to continue for 7 or more years. Only 2 operators plan to retire -- 1 in a year and the other in 4 years. All operators believe their enterprise will continue when they are no longer the manager.

#### LIMITATIONS

Sample type should be considered when using the findings from this study. Although the sample represents similar enterprises in the state, the findings are not necessarily applicable to public or quasi-public picnic areas or privately owned picnic areas made available under different charge, eligibility or gratis basis.

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<sup>9</sup> Determined by weighted average method for trade and mileage and including all enterprises.

It is doubtful if reliable projection factors for application to inventory data of picnic enterprises for a single county can be drawn from this study. Few enterprises exist in many of the counties and therefore the similarity of their physical characteristics, stability and management practices are not likely to have offsetting or compensating influences as does the sample used in this study.

Standard deviations for mean data used in evaluating study findings add only reasonable limitations (Table 9). The 2 principal types of measurement factors in the enterprise groupings which prompt standard deviation consideration are numbers of tables and number of users on a weekend day.

TABLE 9  
Standard Deviations for Mean Data Analyzed

	Enterprises				
	Total Number Included	By Location		By Size Groupings	
		SE Wis.	Rest of State	5-49 tables	50-120 tables
<u>Number of Tables:</u>					
Number of enterprises	17	10	7	8	9
Range for no. tables at enterprise	5-120	36-120	5-98	5-45	50-120
Average per enterprise (mean)	54	72	28	21	82
Standard deviation-no. tables	36*	27	30*	14	23*
<u>Range No. Users on Weekend Day:</u>					
Number of Enterprises	16**	10	6	8	8
Range for number of users	25-400	100-400	25-250	25-250	100-400
Average per enterprise (mean)	136	173	74	98	174
Standard deviation-no. users	100	93	25	26	99

\* Exculsion of the enterprise having exceptionally large use enterprise would change 36 to 35, 30-10 and 23 to 24.

\*\* The enterprise having exceptionally large use is excluded.

#### USE OF FINDINGS

Study evaluations show that picnicking enterprises provide a significant portion of the picnicking facilities in Wisconsin, and that they are heavily used. They are an important segment of the recreation industry which enhances the State's economy. They are well established and financially stable, and will continue to provide an important part of the facility supplies needed to meet user demands.

Therefore the following recommendations are proposed for use in statewide planning for picnic facilities in the state.

##### A. Projection Factors For Use With Inventory Data

The following factors are applicable to statewide picnicking enterprise inventory data (location and number of tables). Such an inventory would identify and segregate picnicking enterprises with qualifications similar to those used in the present study. Applicability of these projection factors to other types of picnic areas is unknown.

1. Number of people on an average weekend day by general location of enterprise (average day excludes holidays and covers primarily the summer season).

a. Southeast Wisconsin (mainly the 4 southeast counties bordering Lake Michigan plus three adjacent counties to their west sides).

- 1) Per site-area acre - 80
- 2) Per table - 2.4 (includes turnover table use)
- 3) Per enterprise - 173
- 4) Per table for all weekend days in 90-day summer season - 66

b. All of State Except Southeast Wisconsin

- 1) Per site-area acre - 40
- 2) Per table - 4.7 (includes turnover table use)
- 3) Per enterprise - 75
- 4) Per table for all weekend days in 90-day summer season - 128

2. Number of people on an average weekend day by size of enterprise (average day excludes holidays and covers primarily the summer season).

a. Smaller enterprises -- having 5 - 49 picnic tables

- 1) Per site-area acre - 60
- 2) Per table - 4.3 (includes turnover use)
- 3) Per enterprise - 100
- 4) Per table for all weekend days in 90-day summer season - 120

b. Larger enterprises -- having 50 - 120 picnic tables

- 1) Per site-area acre - 70
- 2) Per table - 2.2 (includes turnover table use)
- 3) Per enterprise - 175
- 4) Per table for all weekend days in 90-day summer season - 60

3. Acres of backup lands (immediately adjacent to developed site-areas)

a. Southeast Wisconsin (See 1-a above for location)

Per site-area acre - 1.8 acres (of which approximately 40% is single purpose for picnicking only)

b. All of State Except Southeast Wisconsin

Per site-area acre - 3.5 acres (of which approximately 30% is single purpose for picnicking only)

4. Acres of recreational lands for all purposes on the ownerships including picnicking enterprises, and size of ownership.

a. Southeast Wisconsin (See 1-a above for location)

- 1) Recreational lands per ownership - 12 acres
- 2) Size of ownership - 50 acres

b. All of State Except Southeast Wisconsin

- 1) Recreational lands per ownership - 37 acres
- 2) Size of ownership - 170 acres

5. Percentage of ownerships that have some type of water based recreational activity opportunities near the picnic area(s) - 100%

- a. Percentage with swimming beach - 88%
- b. Percentage with fishing waters (access) - 94%
- c. Percentage with boat rental facilities - 65%

6. Turnover rate per table per weekend day - 5%

B. Cooperation With Enterprise Owners

There are opportunities for professional personnel in public agencies responsible for outdoor recreation planning to cooperate with owners and operators of picnicking enterprises. This study shows that these experienced enterprise businessmen will cooperate in recreation planning endeavors concerning their community or general part of the state. Furthermore, there are expansion possibilities on or adjacent to the ownerships now having a picnicking enterprise. With fuller understanding of the needs and opportunities for picnic facilities, the enterprise owners might alter their present decisions for no enlargement and carry out substantial developments that would provide needed additional facilities. It is recommended, therefore, that planning medium for the state outdoor recreation program should appropriately reflect these considerations and opportunities.

APPENDIX A

The inquiry schedule forms used in collecting information and data for this study are included. Their titles are:

- Private Recreation Enterprises -- User Consumption
- Part A. -- General Business Information, and
- Part B. -- Schedule F - Picnicking Enterprise

Private Recreation Enterprises - User Consumption  
Part A. - General Business Information

May 20, 1968

Card Columns

Card #1

1. Card number \_\_\_\_\_ 2. Sample unit number \_\_\_\_\_
3. County, name \_\_\_\_\_ and number \_\_\_\_\_
4. Business name \_\_\_\_\_
- 4a. Operator name \_\_\_\_\_
5. Address \_\_\_\_\_
6. Years in recreation business here \_\_\_\_\_
7. Years recreation business established here \_\_\_\_\_
8. Number previous operators of this business \_\_\_\_\_
9. Total acres in ownership here including this business \_\_\_\_\_
10. Acres in recreation business part (presently) \_\_\_\_\_
11. Acres in recreation business when you started here \_\_\_\_\_
12. Acres intially in recreation business here \_\_\_\_\_
13. Enterprises in recreation business (Amts.)
  - \_\_\_\_\_ 0. Camping - number spaces \_\_\_\_\_
  - \_\_\_\_\_ 1. Swimming beach - acres beach \_\_\_\_\_
  - \_\_\_\_\_ 2. Picnicking site-area(s) - number tables \_\_\_\_\_
  - \_\_\_\_\_ 3. Horseback riding - number horses \_\_\_\_\_
  - \_\_\_\_\_ 4. Lake-River Fishing - number boats (and canoes)  
for rent \_\_\_\_\_
  - \_\_\_\_\_ 5. Hunting - number acres (land and water) \_\_\_\_\_
  - \_\_\_\_\_ 6. Water skiing - number boats (rental) used \_\_\_\_\_
  - \_\_\_\_\_ 7. Winter sports (name: \_\_\_\_\_ ) \_\_\_\_\_
  - \_\_\_\_\_ 8. Vacation boarders - number people capacity \_\_\_\_\_
  - \_\_\_\_\_ 9. Group camping - number people capacity \_\_\_\_\_
  - \_\_\_\_\_ 10. Pond fishing - number acres \_\_\_\_\_
  - \_\_\_\_\_ 11. Deer hunting boarders - number people capacity \_\_\_\_\_

3  6 7  8

9  10

11  12

13

14  17

18  20

21  23

24  26

27

29

31

33

35

37  39

40

42

44

46  48

49

51  52

14. Operator's work in recreation business:

- 1. Full time 12 months \_\_\_\_\_ 5. Part time 12 months \_\_\_\_\_
- 2. Full time 9 months \_\_\_\_\_ 6. Part time 9 months \_\_\_\_\_
- 3. Full time 6 months \_\_\_\_\_ 7. Part time 6 months \_\_\_\_\_
- 4. Full time 3 months \_\_\_\_\_ 8. Part time 3 months \_\_\_\_\_

(Ft.) (Pt.)

53  54

15. Operator's wife or female adult relative - work in business

Full time months \_\_\_\_\_; Part time months \_\_\_\_\_

(Ft.) (Pt.)

55  56

(Use codes from 8 sub-items from No. 14 for column spaces)

16. Operator's children (over 12 years old) working in the business.

(No.) (Ft) (Pt)

- \_\_\_\_\_(1) First case: Full time months \_\_\_\_\_ Part time months \_\_\_\_\_
- \_\_\_\_\_(2) Second case: Full time months \_\_\_\_\_ Part time months \_\_\_\_\_
- \_\_\_\_\_(3) Third or more: Full time months \_\_\_\_\_ Part time months \_\_\_\_\_

57  58  59  60

61  62  63  64

65  66  67

(Use reported months in appropriate card columns)

17. Yearly period of business operations (any or all enterprises)

- 1. Opening date (before May) \_\_\_\_\_
- 2. Opening date May \_\_\_\_\_
- 3. Opening date June \_\_\_\_\_
- A. Other opening date \_\_\_\_\_
- 4. Closing date August \_\_\_\_\_
- 5. Closing date September \_\_\_\_\_
- 6. Closing date (after Oct. 1) \_\_\_\_\_
- B. Other closing date \_\_\_\_\_
- 7. In addition to above, usually reopened from \_\_\_\_\_  
to \_\_\_\_\_ for \_\_\_\_\_; and
- 8. \_\_\_\_\_ from \_\_\_\_\_  
to \_\_\_\_\_ for \_\_\_\_\_.
- 9. (Notations for any special occasions): \_\_\_\_\_  
\_\_\_\_\_
- 10. Total number of days open for business in a year \_\_\_\_\_

Contiguous period that business is open.

68

69

70

71

72    74

18. Operator's length of residency in Wisconsin (applicable only to head of business):

- |                     |                                      |
|---------------------|--------------------------------------|
| ____(1) one year    | ____(5) five years                   |
| ____(2) two years   | ____(6) six to ten years             |
| ____(3) three years | ____(7) 11 or more, but not lifetime |
| ____(4) four years  | ____(8) lifetime                     |

75

19. Age of head of business

- |                               |                            |
|-------------------------------|----------------------------|
| ____(1) 29 years old or under | ____(4) 50 to 59 years old |
| ____(2) 30 to 39 years old    | ____(5) 60 to 69 years old |
| ____(3) 40 to 49 years old    | ____(6) 70 years and over  |

76

20. Education of head of business (years in school)

- |                         |                          |
|-------------------------|--------------------------|
| ____(1) 7 years or less | ____(4) 14 to 17 years   |
| ____(2) 8 to 10 years   | ____(5) 18 or more years |
| ____(3) 11 to 13 years  |                          |

77

21. Education of wife of head of business (years in school)

- |                         |                          |
|-------------------------|--------------------------|
| ____(1) 7 years or less | ____(4) 14 to 17 years   |
| ____(2) 8 to 10 years   | ____(5) 18 or more years |
| ____(3) 11 to 13 years  |                          |

78

22. Previous or present other principal occupation(s) of head of business

- |                                    |                              |
|------------------------------------|------------------------------|
| ____(0) Clerical                   | ____(6) Laborer              |
| ____(1) Farmer or Rancher          | ____(7) Management and Prop. |
| ____(2) Professional and Technical | ____(8) Other                |
| ____(3) Sales                      |                              |
| ____(4) Craftsman, Foreman         |                              |
| ____(5) Operative                  |                              |

79

23. Is there any realistic competition for use of these recreation lands for other purposes than as in present business?  
 \_\_\_(1) Yes \_\_\_(2) No \_\_\_(3) Part of them  1
24. Has operator tried to sell business in last two years?  
 \_\_\_(1) Yes \_\_\_(2) No \_\_\_(3) Currently trying to sell  2
25. Reasons for trying to sell business (If 24(1) or (3) checked)  
 \_\_\_(1) Advanced age \_\_\_(5) Health ailments  3  
 \_\_\_(2) Low returns \_\_\_(6) Alternative work opportunities First  
 \_\_\_(3) Improvement costs \_\_\_(7) Family desires  4  
 \_\_\_(4) Help difficulties \_\_\_(8) Profit on investment Second  
 \_\_\_(9) Other  5  
Third
26. Are returns satisfactory for continuing business somewhat the same as now operated?  
 \_\_\_(1) Yes \_\_\_(2) No \_\_\_(3) Maybe  6  
 \_\_\_(4) Increased costs anticipated \_\_\_(5) Same or lower costs anticipated  7  
 \_\_\_(6) Increased receipts anticipated \_\_\_(7) Same or lower receipts anticipated  8  
 \_\_\_(8) Increased returns expected \_\_\_(9) Same or lower returns expected  9
27. Are changes in business planned for in next three years?  
 \_\_\_(1) In management \_\_\_(2) In volume of business  10  11  
 \_\_\_(3) Acres additional development  12  13  14  
 \_\_\_(4) Added capital costs estimated for expansions and improvements  15  16  17  18  19  
 \_\_\_(5) Capital is available \_\_\_(6) Capital availability is questionable  20
28. Expansion acreage possibilities
- Are expansion acreages available in present ownership \_\_\_(1) Yes  21  
 \_\_\_(2) No
- Are there adjacent acreages suitable for expansion uses \_\_\_(3) Yes  22  
 \_\_\_(4) No
- Can the adjacent acreage be purchased or leased (practical costs)  
 \_\_\_(5) Yes \_\_\_(6) No \_\_\_(7) No opinion  23

29. Planning and management assistance to operator.

Indicate sources of assistance--when starting the business and now.

Technical and Financial with personalized service (Initially and at present).

<u>(Ini.)</u>	<u>(Pres.)</u>	(Ini.)	(Pres.)
____ (1) Resource Agent-County	_____	<input type="checkbox"/> 24	<input type="checkbox"/> 25
____ (2) Soil and Water Conservation District (County)	_____	<input type="checkbox"/> 26	<input type="checkbox"/> 27
____ (3) Wisconsin Division of Conservation (any representatives)	_____	<input type="checkbox"/> 28	<input type="checkbox"/> 29
U.S.D.A.: ____ (4) Soil Conservation Service	_____	<input type="checkbox"/> 30	<input type="checkbox"/> 31
____ (5) Forest Service	_____	<input type="checkbox"/> 32	<input type="checkbox"/> 33
____ (6) Farmers Home Administration	_____	<input type="checkbox"/> 34	<input type="checkbox"/> 35
____ (7) Small Business Administration	_____	<input type="checkbox"/> 36	<input type="checkbox"/> 37
____ (8) Local Banker	_____	<input type="checkbox"/> 38	<input type="checkbox"/> 39
____ (9) Private planning firm	_____	<input type="checkbox"/> 40	<input type="checkbox"/> 41
____ (R) Relative or close friend	_____	<input type="checkbox"/> 42	<input type="checkbox"/> 43
____ (0) Other (Name) _____	_____	<input type="checkbox"/> 44	<input type="checkbox"/> 45

General: (Initially and at present)

<u>(Ini.)</u>	<u>(Pres.)</u>	(Ini.)	(Pres.)
____ (1) Magazines	_____	<input type="checkbox"/> 46	<input type="checkbox"/> 47
____ (2) Trade Association Journals	_____	<input type="checkbox"/> 48	<input type="checkbox"/> 49
____ (3) TV and radio	_____	<input type="checkbox"/> 50	<input type="checkbox"/> 51
____ (4) Newspapers	_____	<input type="checkbox"/> 52	<input type="checkbox"/> 53
____ (5) State government bulletins	_____	<input type="checkbox"/> 54	<input type="checkbox"/> 55
____ (6) Federal government bulletins	_____	<input type="checkbox"/> 56	<input type="checkbox"/> 57
____ (7) Recreational association or trade group meetings	_____	<input type="checkbox"/> 58	<input type="checkbox"/> 59
____ (8) Personally from friends in same type of business	_____	<input type="checkbox"/> 60	<input type="checkbox"/> 61
____ (9) Representatives of manufacturing (trade) firms	_____	<input type="checkbox"/> 62	<input type="checkbox"/> 63
____ (0) Other (name) _____	_____	<input type="checkbox"/> 64	<input type="checkbox"/> 65

30. Cooperation and Coordination

1. In how many associations (furthering recreation) or organizations are you a recorded (dues paying or otherwise) member or cooperator: \_\_\_\_\_ Number; (Reference names):

66  
[ ] (Number)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Have you been an active participant in any endeavors regarding community or area planning needs and developments involving recreation? How many? \_\_\_\_\_ Number: (Reference name(s)):

67  
[ ] (Number)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Would you be interested and willing to participate in such endeavors as indicated in sub-item 2 above (no dues charged)?

\_\_\_\_\_(1) Yes      \_\_\_\_\_(2) Not interested

68  
[ ]

4. With whom do you have significant cooperation in current operations of your business?

\_\_\_\_\_(1) Recreation association

69  
[ ] Most

\_\_\_\_\_(2) County government, departments or agents

\_\_\_\_\_(3) Soil and Water Conservation District

70  
[ ] Second

\_\_\_\_\_(4) Watershed association

\_\_\_\_\_(5) State agency

71  
[ ] Some

\_\_\_\_\_(6) Neighboring recreation business operators

\_\_\_\_\_(7) Manager of public recreation area

\_\_\_\_\_(8) City governments or their agents

\_\_\_\_\_(9) Other; name: \_\_\_\_\_

31. On what advertising media do you rely the most in soliciting customers for your business? (Rank 4 items)

\_\_\_\_(1) Newspapers

\_\_\_\_(2) Magazines

\_\_\_\_(3) Brochures distributed by you

\_\_\_\_(4) Brochures distributed by organization or firm for you

\_\_\_\_(5) Recreation trade journal

\_\_\_\_(6) Travel guides or directories

\_\_\_\_(7) Roadside or area collective signs

\_\_\_\_(8) Other

72  
 First

73  
 Second

74  
 Third

75  
 Fourth

32. Generally, without advent of unforeseeable circumstances how many more years do you expect to operate this business? \_\_\_\_ (1) one; \_\_\_\_ (2) two; \_\_\_\_ (3) three to five; \_\_\_\_ (4) six to ten; \_\_\_\_ (5) over ten

76

33. Generally, what percent of new recreation customers come here because of recommendations by friends who have been here: \_\_\_\_\_%

77   78

34. Interviewer's opinion regarding financial appearances of the recreation business: (1) \_\_\_\_ satisfactory (2) \_\_\_\_ not OK

79

35. Number of other enterprises (income producing) carried out on the ownership but not covered under item 13 above: \_\_\_\_ number; list name or other description: \_\_\_\_\_

80

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Interviewer

\_\_\_\_\_  
Date

Private Recreation Enterprises - User Consumption  
Part B - Schedule F - Picnicking Enterprise

6/6/68

Card Column  
Card #7

Card number \_\_\_\_\_ 2. Sample unit number \_\_\_\_\_

1   3     6

County name \_\_\_\_\_ and number \_\_\_\_\_

7   8

a. Schedule unit number \_\_\_\_\_

9     12

Operator's name \_\_\_\_\_

Picnic site-area(s) \_\_\_\_\_ (A) No. separate areas \_\_\_\_\_ (B) Acres

13    15

\_\_\_\_\_ (C) No. tables \_\_\_\_\_ (D) No. grills \_\_\_\_\_ (E) No. fireplaces

16    18

\_\_\_\_\_ (F) No. circle fire facility \_\_\_\_\_ (G) No. stoves

19    20

\_\_\_\_\_ (H) No. toilets \_\_\_\_\_ (J) No. water supply outlets

21    22

Approximate distance between developed site-areas reported in 5(A)

\_\_\_\_\_ (A) Less than 500' \_\_\_\_\_ (B) Between 500' and 1500' \_\_\_\_\_ (C) Over

1500' NOTES: \_\_\_\_\_

23

For the principal site-area (one of those reported under 5(A) or for it if there is only one on the ownership) \_\_\_\_\_ (A) approximate

distance between tables (in feet) \_\_\_\_\_ (B) No. tables \_\_\_\_\_ (C) Acres

24   25

in site-area \_\_\_\_\_ (D) No. grills, fireplaces, stores, and circle fire

26    29

facilities \_\_\_\_\_ (E) No. drinking water supply outlets \_\_\_\_\_ (F) Toilet

30    32

available within 700' \_\_\_\_\_ (G) Toilet over 700' away

33

Shelter house \_\_\_\_\_ (H) Yes \_\_\_\_\_ (J) No. Sq. Ft. space \_\_\_\_\_

34

What other developed recreation site-area facilities or opportunities are nearby on the ownership (and attraction priority):

\_\_\_\_\_ (A) Swimming beach \_\_\_\_\_ (B) Swimming pool \_\_\_\_\_ (C) Campgrounds

35   36

\_\_\_\_\_ (D) Sports designated play field \_\_\_\_\_ (E) Designated playground

37

with equipment \_\_\_\_\_ (F) Horseback riding \_\_\_\_\_ (G) Developed foot trails

38

\_\_\_\_\_ (H) Golf course \_\_\_\_\_ (J) Boating facilities \_\_\_\_\_ (K) Fishing waters

39

\_\_\_\_\_ (L) Bicycling trails \_\_\_\_\_ (M) Hunting area \_\_\_\_\_ (N) Target shooting

40

\_\_\_\_\_ (O) Indoor amusement \_\_\_\_\_ (P) Zoo type (animals) \_\_\_\_\_ (Q) Other,

41

name: \_\_\_\_\_

42

43

9. Fee charges \_\_\_\_ (A) By car only \_\_\_\_ (B) For car and people  
\_\_\_\_ (C) By people only: \_\_\_\_ (D) Per adult \_\_\_\_ (E) Per child  
\_\_\_\_ (F) Per car \_\_\_\_ (G) Per group, explain: \_\_\_\_\_  
\_\_\_\_\_ (H) Per table

44  A,B or C

10. Are supplies sold to picnickers by operator \_\_\_\_ (A) Yes  
\_\_\_\_ (B) No (If "yes", list and price): \_\_\_\_\_  
\_\_\_\_\_

45

11. Are any supplies rented to picnickers \_\_\_\_ (A) Yes \_\_\_\_ (B) No  
(If "yes", list and price): \_\_\_\_\_  
\_\_\_\_\_

46

12. Is there any prevailing pattern of where people come from that  
use the picnic areas(s):  
\_\_\_\_ (A) Percent within 10 miles from home \_\_\_\_ (B) Percent  
11 to 30 miles \_\_\_\_ (C) Percent farther than 30 miles

48

50

52

13. On an average weekend day how many people \_\_\_\_ (A) Use the  
picnic area(s) \_\_\_\_ (B) What percentage of the tables are used?  
Do potential customers ever leave because the facilities are fully  
used at some peak-use time of the day \_\_\_\_ (C) Yes \_\_\_\_ (D) No  
Estimate percentage of the tables that are used by different parties  
on the same day \_\_\_\_ (E) Is this because there are preference  
locations in the area \_\_\_\_ (F) or because of near full capacity use  
at times \_\_\_\_ (G) or because of normal morning, midday, or afternoon  
distribution of customers \_\_\_\_ (H).

53  55

56  57

58

59  60

61

14. On an average week day how many people use the picnicking area(s)  
\_\_\_\_ (A) Compared to distance from home pattern covered in item 12  
is it \_\_\_\_ (B) about the same, or \_\_\_\_ (C) more are closer to their  
homes, or \_\_\_\_ (D) more are farther from their homes. NOTES: \_\_\_\_\_  
\_\_\_\_\_

62  64

65

15. Estimate percentage of people using the picnic area(s) that are  
12 years of age and older \_\_\_\_ (A)

66  67

16. Backup lands directly associated with picnic site-area(s) and  
serving single purpose by picnickers \_\_\_\_ (A)

68  69

17. Backup lands for picnic site-areas but also serving other activity-use purposes: \_\_\_(A) Acres (B) Purposes:

\_\_\_(1) Swimming \_\_\_(2) Camping \_\_\_(3) Other, name: \_\_\_\_\_

70   71

18. Have you any definite plans for changing your picnicking enterprise within the next 3 or 4 years -- either physical and/or management:

\_\_\_(A) Keep as now \_\_\_(B) Enlarge \_\_\_(C) Reduce

72

\_\_\_(D) Raise Fees \_\_\_(E) Combine fee charges with those

for another enterprise \_\_\_(F) Other, explain: \_\_\_\_\_

73

19. Does the operator consider his picnicking enterprise in his recreation business:

\_\_\_(A) as an important profit making enterprise; (what

percent \_\_\_(B) of his total business does it contribute)

74

\_\_\_(C) as a break-even enterprise necessary to his

total recreation business \_\_\_(D) as a side-line to other

employment and which brings in some income for use of his time

20. Exclusive of the land, approximately how much current capital investment is in the picnicking enterprise (tables, water, toilets, special roads, parking area development, etc.)

75      79

\_\_\_(A) Explain: (including share with other enterprises)

21. Do your otherwise paying guests have free use of your picnic facilities that are mostly considered as a part of your picnicking rental enterprise \_\_\_(A) Yes \_\_\_(B) No \_\_\_(C) Special

80

arrangement NOTES: \_\_\_\_\_

## APPENDIX B

The statewide survey of Private Outdoor Recreation Facilities (enterprises) by State Soil and Water Conservation Committee (now renamed "Board") 1967, based its inclusions upon the following definition of a recreation enterprise:

"For purposes of this inventory, private outdoor recreation businesses are limited to those private or quasi-public outdoor recreation enterprises meeting these criteria:

1. They charge fees for entrance or for special activities (charges can be in the form of membership fees in a club or other organization).
2. They provide more than just food or lodging. Normally, motels and hotels would not be included in this inventory. A resort lodge with swimming, boating, etc., would be included."

Many of the picnicking enterprises included were "quasi-public". Scouting campgrounds, church and social clubs and privately operated youth group camping lands and many others with picnic tables were included although they are not available for general public use. Apparently "charge fees for entrance or for special activities" was broadly interpreted to include resorts, motels, marinas, cottages, museums and various other recreation facility grounds which were listed by name and a picnicking "enterprise" was counted although most often it included only 1 or 2 or sometimes up to 5 tables. It is probable that a high percentage of these so-called picnicking enterprises are not used for the usual type of family picnic activity commonly associated with facilities in city, county and state parks and the type of picnicking enterprises covered by this research study.

