

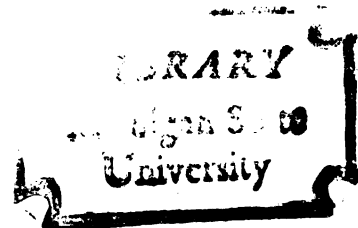
FUNDAMENTAL SOCIAL AND ECONOMIC ASPECTS OF  
COMMERCIAL OUTDOOR RECREATION  
ENTERPRISES IN MICHIGAN

Thesis for the Degree of M. S.  
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## ABSTRACT

# FUNDAMENTAL SOCIAL AND ECONOMIC ASPECTS OF COMMERCIAL OUTDOOR RECREATION ENTERPRISES IN MICHIGAN

by Donald Russell Hehn

This study focuses on commercial, outdoor recreation enterprises in Michigan in an attempt to establish credible fundamental concepts of the size of this industry; types of activities; location of enterprises; types of enterprises; types of land used; sources of financing; availability of enterprise facilities to the general public; the degree of government competition that such enterprises must meet; and the current, effective economic demand for certain specific activities. The study was conducted with the help of the Soil Conservation Service, whose work-unit conservationists in Michigan were polled for information pertinent to the objectives just stated, by means of a mailed questionnaire. They were also asked to rate the "use" status of outdoor recreation enterprises in their districts according to a three-category rating scale. The mailing resulted in a questionnaire return rate of one hundred per cent. The data was summarized according to fourteen Planning and Development Regions originally defined by the Office of Planning coordination of the State of Michigan. A series of tables and maps of recreation enterprises prepared directly from summarized data, and a basic statistical interpretation are used to

derive the study's conclusions.

The research reveals that there are 1,546 commercial, outdoor recreation enterprises operating in Michigan outside of Wayne County, representing 3,027 separate enterprise-types or sets of facilities. This situation is brought about by the extreme diversification of traditional, outdoor recreation enterprise-types, resulting in the appearance of new complex-activity enterprises that offer three or more different sets of outdoor facilities, and represent twenty-three per cent of all such recreation enterprises. Complex-activity enterprises are also demonstrated to differ from the norm in terms of general levels of use, availability of accommodations, and sensitivity to the presence of water.

A map of the percentages of water-oriented enterprises indicates that enterprises are sensitive to the presence of good water and access to it. Day-use activities tended to be offered in the heavier population regions of Southern Michigan, while overnight facilities tend to locate in the more sparsely populated Northern regions of the State.

Hopes of balancing farm surpluses by promoting farm land into recreational uses are diminished, in that the study reveals that 73.4 per cent of the recreation enterprises are located on land of low agricultural productivity, and present Federal Government financing aid



designed to promote these developments only reached 1.68 per cent of all Michigan's recreation enterprises. A factor that might be giving impetus to a trend toward complex-activity enterprises is suggested in the findings that fourteen per cent of all recreation enterprises are confronted with similar government facilities located within fifteen miles, and 102 such enterprises were identified to be in a state of direct competition with public facilities for users.

"Use" ratings are used in terms of ratios to illustrate the current, effective economic demand for a selected group of specific outdoor recreation activities. Using this system, the study points out that a strong demand exists for golf facilities, cabins or cottages with access to water, and skiing, but certain regions of Michigan differ, and these differences are noted. The method also indicates that enterprises offering activities traditionally associated with government offerings such as campgrounds, picnic areas and hunting reserves, had a very difficult current market situation.

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By

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## CHAPTER I

### INTRODUCTION: THE INTERDEPENDENCE OF MAN

Throughout the universe of discourse comprising the social sciences, there is no more basic assumption than that man is a social animal. Indeed, man is born into an ongoing society. From his social setting, each individual receives in the course of experience, a program of conditioning leading to the development of his individual personality. He learns how to perceive himself and others; to know what is expected of him, and what he can expect of others. In short, all that a man is, or may ever hope to be, is largely dependent upon his experiences within his society.

Man lives, then, in a state of mutual interdependence in a society. Man's inclination and wants, physical and moral, irresistably impel him to associate with others of his kind. Accordingly, man has rarely been found to exist in any age or country, in any state other than a social state. Those rare exceptions where man has existed outside of society have occurred at the expense of his being void of all those moral and intellectual capacities which would identify him as man. In short, he existed only as a brute creation in the physical shape of man.<sup>1</sup>

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<sup>1</sup>The Works of John C. Calhoun, ed. by Richard K. Cralle (3 vols.; New York: Appleton and Co., 1853-1855), I, p. 11.

Today, the interdependent nature of man is an omnipresent fact of modern life. The dynamic way of life in western civilization is one of extreme specialization and acute interdependence among individuals and peoples. Each man, therefore, seeks to fulfill his separate, special function within his society and, in return, seeks from his society the ability to exchange the fruits of his special efforts for all his other needs.

This state of mutual interdependence in which modern Americans live gives rise to a commonly accepted, yet largely fallacious concept among the general American populous. This concept puts forth the idea that most of one's basic needs are fulfilled in the United States by the commercial, industrial complex. In one sense, most of man's basic needs are indeed fulfilled in one way or another by the industrial, commercial complex which comprises the backbone of American life. Yet, realistically, this complex only appears to provide a part of man's present needs, relating mostly to his physical needs for food and fiber and the auxiliary support of such emotional needs as security, association and happiness. In truth, the industrial commercial complex, like the individual citizen, is almost wholly dependent on tangible society, namely government, to provide those basic conditions or materials that give rise to an atmosphere wherein man and his corporate entities can survive and prosper. In the final analysis, then, it should be clear that all of our

rights and responsibilities as individuals are defined, enforced and protected by government. To government falls the long-term stewardship of our society and way of life.

As society becomes ever increasingly more complex, so does government's task of providing for the intangible emotional needs so essential to the socio-economic success and well being of our people. The issues of national defense, law and order, education, health, welfare, transportation, communication, and a host of other problems, are divided and subdivided among the various levels of government in the United States. These problems and their many facets have, during the industrialization of this nation over the last century, become extremely complex. The minor governmental concerns of fifty years ago, such as air rights or water quality, are today central issue-areas of entire departments of the Federal Government. Our scientific and technological advances have, in short, facilitated a need for a highly complex and comprehensive government capable of successfully managing our society and providing for those needs without which neither the individual nor the corporate entity can function. The future happiness and social well being of the American people require government action to assure that the necessary psychological relief of outdoor recreation will always be available.

### Incipient Automation

Since the end of World War II, the United States has been experiencing the most phenomenal expansion of scientific advance ever known to man. We stand today at the brink of an entirely new way of life - a life which promises to free men of the shackles which bind them to long hours of endeavor in the pursuit of food and fiber in order to meet their physical needs. The automation of our industrial efforts has become a practical reality toward which our society is constantly moving. Yet the possible advent of a fully automated society holds in it the threat of social disaster. While we may look forward eagerly to the increased leisure of the future, we must ever be mindful of several problems attendant to its development.

The most obvious problem being created by advancing automation is connected to the future activities of much of the present-day labor force. In a fully automated industrial society such as ours might be, only a small percentage of the present working class will be needed to operate our industrial complex. In this society, strongly permeated as it is with the protestant work ethic, it becomes painfully clear that our future in an automated society will vastly change some of our basic social institutions.

Even today we can look back and perceive the

strong evidence of advanced change. Over the past twenty years the United States has been experiencing some of the initial effects of the trend toward automation. The average work-week in private industry has diminished from 40.3 hours in 1947, to 38.2 hours in 1967. The general populace has become more affluent - the disposable income has increased from 169.8 billion dollars in 1947, to 544.7 billion dollars in 1967. This is a society of unprecedented mobility, as indicated by the increased number of registered passenger vehicles from 31,035,420 in 1945, to 97,527,000 vehicles in 1967.<sup>1</sup> Industrial labor unions have sharply noted the trend to automation, with its accompanying technological displacement of workers. Union bargaining has turned toward seeking guarantees designed to limit one of the harmful side effects of automation, namely: unemployment.<sup>2</sup>

This increased leisure, mobility and affluency has created a demand for outdoor recreation which has experienced almost unbelievable growth since 1945.<sup>3</sup> The

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<sup>1</sup>U.S., Department of Commerce, National Industrial Board, Economic Almanac 1967-1968 (Washington, D.C.: Government Printing Office, 1967), p. 154.

<sup>2</sup>For an expanded discussion of this topic see Wendell French, The Personnel Management Process: Human Resources Administration (New York, N.Y.: Houghton-Mifflin, 1964), pp. 380-408.

<sup>3</sup>C. Frank Brockman, Recreational Use of Wild Lands (New York, N.Y.: McGraw-Hill Book Company, Inc., 1959), p. 138.

Federal Government has, of course, been cognizant of these changing social conditions. In fulfilling its public trust of "insuring domestic tranquility and promoting the general welfare,"<sup>1</sup> as well as meeting the life, liberty and pursuit of happiness requirements of the Declaration of Independence,<sup>2</sup> the Federal Government has been actively working toward understanding and resolving these social problems created by the incipient effects of automation.

#### The General Problem Area

For the purposes of this discussion at this moment the specific interest is government's efforts to provide for the present demand for recreation and insure that the future will meet all of the needs of a populace which will seek to gain a meaningful life, largely in the pursuit of leisure-time activities. The first major attention of the Federal Government to the demand for recreation in this post World War II era came rather indirectly.

Immediately after World War II, the National Park Service experienced a rapid increase in the number of

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<sup>1</sup>U.S., Constitution, Preamble.

<sup>2</sup>The second paragraph of the Declaration of Independence specifies and enumerates that life, liberty, and pursuit of happiness are inalienable rights, and it is to secure such rights that governments are instituted among men.



annual visitors to the National Parks. In 1946, our National Parks received 21,752,315<sup>1</sup> visitors, which set an all-time record attendance. By 1955, the number of annual visitors had swollen to 50,007,838, nearly 2.5 times the 1945 figure. National Park Service facilities were never designed to withstand or accommodate such a rapidly growing public interest as the incipient effects of advancing automation were causing. An acute need to rehabilitate, modernize, develop new facilities and train more personnel became painfully apparent. A dramatic effort was needed to correct this state of affairs and, in 1956, the National Park Service responded to the need by instituting the "Mission 66" Program. This program set forth eight basic goals which they planned to implement in a synchronized ten-year plan ending in 1966.<sup>2</sup>

The "Mission 66" Program was an ambitious undertaking, but the ambitious nature of this undertaking was quickly outstripped by the ever accelerating demand for outdoor recreation. By 1958, the demand for outdoor recreation had become so pressing that a clear need for a full-scale Federal Government inquiry into outdoor recreation was deemed necessary. Toward that end Congress,

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<sup>1</sup>C. Frank Brockman, op. cit., p. 138.

<sup>2</sup>Ibid.

on June 28, 1958, passed Public Law 85-470, establishing the Outdoor Recreation Review Commission, charging it with a three-fold mission;

1. To determine the outdoor recreation wants and needs of the American people now and what they will be in the years 1976 and 2000.
2. To determine the recreation resources of the nation available to satisfy those needs now and in the years 1976 and 2000.
3. To determine what policies and programs should be recommended to insure the needs of the present and future are adequately and efficiently met.<sup>1</sup>

After nearly four years of study, which produced twenty-seven separate volumes of O.R.R.R.C.<sup>2</sup> study reports, the Commission, on January 31, 1962, presented to the President and Congress, a report of its review with a summation of data, findings, and fifty-two specific recommendations covering eight subject areas in the field of recreation. This report, *Outdoor Recreation for America*, and the twenty-seven volumes of study reports to which it relates, have, since 1962, come to be recognized as outstanding foundation authorities in the field of recreation.

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<sup>1</sup>Outdoor Recreation Resource Review Commission, Report of the Outdoor Recreation Review Commission to the President and the Congress, Outdoor Recreation for America (Washington, D.C.: Government Printing Office, 1962), p. 2.

<sup>2</sup>O.R.R.R.C. is a widely accepted abbreviation of Outdoor Recreation Resource Review Commission, and will be used to refer to that Commission throughout this text.

In response to this report, Congress acted swiftly to implement its major recommendations.<sup>1</sup>

Among the fifty-two specific recommendations of the Commission's report, five recommendations were directed at stimulating and expanding the role of private endeavor, individual initiative, voluntary groups

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<sup>1</sup>On April 2, 1962, Secretary of the Interior Udall established in the Department of the Interior, the Bureau of Outdoor Recreation, and on May 28, 1963, the President signed Public Law 88-29, the Bureau's Organic Act. The establishment of this act was one of the direct results of the O.R.R.R.C. Report. Another direct result of the report was the establishment of the Land and Water Conservation Fund Act of 1965 by Public Law 88-578, which is administered by the Bureau of Outdoor Recreation. These two Acts authorize and require this new bureau to:

"Prepare and maintain a continuing inventory and evaluation of the Nation's outdoor recreation needs and resources. Formulate and maintain a comprehensive nationwide outdoor recreation plan. Provide technical assistance to and cooperate with States, their political subdivisions, and private outdoor recreation interests. Sponsor, engage in, and assist in outdoor recreation research. Promote coordination of Federal outdoor recreation plans and activities. Administer a program of financial assistance to the States, and through States to local public agencies, for planning, acquiring, and developing public outdoor recreation resources. Coordinate a program of recreation land acquisition by the National Park Service, Forest Service and Bureau of Sport Fisheries and Wildlife. Provide outdoor recreation planning assistance at Federal water projects. Provide the Executive Director to the President's Council on Recreation and Natural Beauty."

For an expanded discussion on the effects of these two Acts, see U.S., Department of Interior. Bureau of Outdoor Recreation, Federal Focal Point in Outdoor Recreation (Washington, D.C.: Government Printing Office, 1966).

and commercial enterprise, in providing outdoor recreation opportunities to augment and complement government's efforts. Chapter 11 of the O.R.R.R.C. Report is devoted to "The Private Role" and, in the preamble, says in part:

Outdoor recreation, unlike such a service as police protection, cannot be the responsibility of government alone ... Government can help make opportunities available and carry out projects in the public interest that cannot be done privately, but it does not, cannot, and should not provide for all outdoor recreation needs of every citizen.<sup>1</sup>

In keeping with this concept, the Commission made the following recommendation regarding commercial recreation enterprises:

Government agencies should stimulate diversified commercial recreation investment on private lands and waters.<sup>2</sup>

In support of this recommendation, the Report argues that government assistance and technical guidance to private recreation development is essential to the sound development of good commercial facilities. While there were strong indications that future recreation demands warranted numerous types of recreation development, many enterprises, particularly small ones, were experiencing financing difficulties which served as an important limitation to expansion. Technical assistance by governmental agencies in promoting, establishing and

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<sup>1</sup>O.R.R.R.C., Outdoor Recreation for America, op. cit., p. 157.

<sup>2</sup>Ibid.

improving present operations, was also deemed necessary.<sup>1</sup>

In response to these findings and recommendations regarding commercial recreation enterprises, Congress enacted the Food and Agriculture Act of 1962, Public Law 87-703.<sup>2</sup> This Act authorized the U.S. Department of Agriculture to offer assistance to farmers, ranchers and other land owners in developing recreation resources for profit. The Act also amended the Consolidated Farmers Home Administration Act of 1961 to permit the Farmers Home Administration to loan financing funds to recreational enterprises which could not otherwise obtain needed credit for development from other sources on reasonable terms. This Act was hailed as a milestone achievement "on a New Frontier in Conservation" by Secretary of Agriculture, Orville L. Freeman. Secretary Freeman explained the unique advantages of the Act in a speech to a group of conservationists in May of 1962,

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<sup>1</sup>Outdoor Recreation Resource Review Commission, Study Report No. 11, Private Outdoor Recreation Facilities (Washington, D.C.: Government Printing Office, 1962), p. 145.

<sup>2</sup>U.S., Department of Agriculture, Soil Conservation Service, Technical Help for Rural Recreation (Washington, D.C.: Government Printing Office, May, 1963).

<sup>3</sup>Ibid.

with the following commentary:

"We have the unique opportunity to bring together two problems of great concern to this nation -- an abundance of food and a shortage of recreation -- and to find that in solving one we also can solve the other . . . . We can balance the productivity of our farm land with the ability of this nation to use food and fiber effectively and efficiently by applying more fully our land and water resources in sound conservation programs to meet the growing non-farm demands on land and water made by an increasingly urban and metropolitan nation.<sup>1</sup>

Clearly the Department of Agriculture feels that commercial, outdoor recreation enterprises can be used to offset excessive farm production. Toward that end, the U.S. Department of Agriculture assigned its Soil Conservation Service the leadership task in promoting the development of rural recreation enterprises on private land by providing guidance, information, technical assistance and acting as liaison with other governmental agencies assisting with recreation development.

#### The Problem

Since 1962, the Soil Conservation Service in Michigan has diligently worked toward fulfilling its mission to rural outdoor recreation enterprises on private land. Planning materials and information

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<sup>1</sup>Secretary of Agriculture Orville L. Freeman, "Multiple Use: A Concept for Private Land" (a paper presented before a conference on Conservation, in Washington, D.C., on May 24, 1962).

<sup>2</sup>U.S., Department of Agriculture, Technical Help for Rural Recreation, op. cit.



bulletins regarding various types of recreation enterprises have been published promoting outdoor recreation enterprises to both users and operators.<sup>1</sup> Technical assistance has been extended to land owners in appraising for recreational development, the suitability of their land's soils, building, flora and fauna, etc. Construction information and plans for artificial water impoundments, buildings and park equipment have been extended to land owners in need of such information.

The basic aim of all this activity has been to promote an outdoor recreation industry which serves to complement and augment public recreation facilities in effectively meeting present and future recreation demands, while aiding in the maintenance and further development of a strong, healthy rural economy in Michigan. In order to intelligently meet that aim, answers are required for such questions as: - What type of commercial recreation development should be encouraged? Where in Michigan are these developments needed? What time, labor, capital and management qualities and quantities are required? This information, coupled with a knowledge of the physical or

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<sup>1</sup>While a detailed list of such publications is not practical here, the following publications, in the writer's opinion, can be considered typical: U.S., Department of Agriculture, Rural Recreation (Washington, D.C.: Government Printing Office, Misc. Information Bulletin No. 930, June, 1963). U.S., Department of Agriculture, Rural Recreation Enterprises for Profit (Washington, D.C.: Government Printing Office, Agricultural Information Bulletin No. 277, 1963).

or environmental and esthetic qualities of land such as the Soil Conservation Service presently has, would provide a sound basis for working toward the basic aim. The information required to answer these first three questions with regard to Michigan, however, is largely unavailable - either never having been satisfactorily established, or never gathered at all.<sup>1</sup>

In order to know what type of commercial recreation development should be encouraged, it must be conclusively established what facilities presently exist, including both public and private operations. What is the present demand for these facilities, and what probable future demand will there be?<sup>2</sup> While progress has been made toward providing such demand information, it is not

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<sup>1</sup>The general lack of such information was noted years ago, and review of current literature in the Michigan area indicates that by and large this basic information is still lacking. For an expanded discussion of this phenomenon, see: Clawson, Held, and Stoddard, Land for the Future (Baltimore, Md.: John Hopkins Press, 1960), p. 125. "Further, we emphasize . . . little or no data exists as to its extent, location, and forms of use."

<sup>2</sup>By so doing, it can be determined where significant demand exists, or might exist. Then, by evaluating the appropriateness of meeting such a demand by private investment, one could make intelligent predictions of what type of commercial recreation enterprises should be encouraged. For a further discussion of this concept, see: North Star Research and Development Institute, Developing and Financing Private Outdoor Recreation in the Upper Midwest (Minneapolis, Minn.: Upper Midwest Research and Development Council, Oct., 1966), p. 23.

presently available in a comprehensive form. Nor is there available a current or perpetual inventory of private outdoor recreation enterprises.

In order to determine where commercial recreation developments are needed in Michigan, a planner would first need to know the geographical location of present enterprises which could be equated against effective demand. But, no map of Michigan showing the geographic distribution of recreation enterprises is presently available. Questions relating to time, labor, capital and management requirements for Michigan's recreation operator requires in-depth descriptive research of the direct interview type. At present, research of this type is also lacking since basic information on the research population has not been available, giving rise to severe methodological problems in obtaining good research samples.<sup>1</sup>

#### Purpose and Objectives of the Study

The purpose of this study, then, is to define the basic aspects and characteristics of private outdoor

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<sup>1</sup>Failure to properly define a population from which a representative research sample can be drawn gives rise to sampling biases which often invalidate the results of such research project. For an expanded discussion of this problem, see: Water R. Borg, Educational Research: An Introduction (New York, N. Y.: David McKay Company, Inc., 1963), pp. 176-179, 330.

recreation enterprises in Michigan which will provide the basic data and understanding essential to future research in this area. To accomplish this, an attempt to answer the following basic objectives seems warranted:

1. Who are Michigan's rural recreation entrepreneurs, and what is their numerical significance?
2. Where are these rural recreation businesses located in Michigan?
3. What type of rural recreation businesses do we have, and what are the major activities they offer?
4. How are these businesses financed?
5. What type of land are they using?
6. To what extent are they available to the general public?
7. What types of recreation are in the most demand at present?
8. Does government offer facilities similar to those offered by rural recreation enterprises in the same vicinity?
9. Are government recreation facilities competing with private recreation enterprises?
10. From a summation of the findings, what pertinent recommendations can be made regarding future action for wise development of Michigan rural recreation enterprises?

The major hypothesis underlying this investigation is that private, rural outdoor recreation enterprises in Michigan are largely characterized by overnight accommodations on marginal agricultural lands in northern Michigan, with financing extended by commercial credit sources.

### Delimitations, Definitions and Assumptions

So that the reader may gain a frame of reference consistent with the definition of terms to be used in this study, as well as the study's delimitations, the following concepts are set forth:

#### Delimitations:

1. This study deals only with commercial outdoor recreation.
2. This study includes only private, rural, outdoor recreation enterprises in Michigan which are presently in operation and familiar to Soil Conservation Service field staff; or, in the case of Oceana County, to the County Extension Director.
3. Private, rural, outdoor recreation facilities which do not seek to gain a profit or maintain their facilities from user or membership fee are not included in this study.
4. This study does not include the heavily urbanized Wayne County (City of Detroit).

## Definitions

Private. Neither owned nor operated by the public via government.

Rural. For the purposes of this study, rural shall be understood to include all areas of Michigan outside of heavily urbanized Wayne County (City of Detroit).

Outdoor Recreation. Any activity that serves to rejuvenate body, mind or spirit, and takes place outdoors.

Recreation Enterprise. A venture, undertaking or operation which pursues a commercial motive seeking to gain a profit or sustain itself from user fees or memberships, by offering an outdoor recreational opportunity as a principal product of that venture.

Recreation Industry. In general, this would refer to all recreation enterprises as defined above.

Recreation Operator. Any entity engaged in offering recreation facilities.

Competition. Is said to occur when two or more recreation operators seek, by offering similar services, to attract a similar set of users.

Prime Recreation Product. 1) An outdoor recreation activity that may be used to engage in numerous other recreation activities (e.g., Swimming - skin diving, high diving, water skiing; or Horse Riding - racing, polo, chase hunting, jumping, etc.) 2) or any activity which serves as the basis of a recreation enterprise.



Complex-Activity Enterprise. Any outdoor recreation enterprise classified by the research subjects under three or more recreation enterprise-types, as established by the National Association of Conservation Districts. 2) Any enterprise offering three or more prime recreation products as defined above.

Classification Number. The number of Prime Outdoor Recreation Products an enterprise offers, or the number of enterprise-types that an outdoor recreation enterprise can be said to represent.

Water-Oriented Enterprise. A recreation enterprise which offers an opportunity to participate in an activity which takes place on or in water.

Assumptions:

The basic assumption underlying this study is that work unit conservationists of the Soil Conservation Service are familiar with most of, or all significant recreation enterprises in their respective operating areas, and will conscientiously complete the questionnaire on the basis of such information.

## CHAPTER II

### THE LITERATURE IN REVIEW

Before beginning this analysis of current research in the field of private, outdoor recreation enterprises, the reader should be aware of certain unusual conditions presently existing within this study area. While a great many publications are available dealing specifically with the private recreation industry as a whole, very few of these publications represent original research. Furthermore, there seems to be a significant number of articles available which use simple causal observations of specific enterprises as a basis for discussion, and are simply orientated toward promoting.<sup>1</sup> Such general information is naturally of great general interest, but tends to create a rather incoherent picture of the outdoor recreation industry as a whole. Studies exhibiting acceptable scientific methodology and oriented specifically toward developing a sound basic understanding of the nature of the private, outdoor recreation industry as a

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<sup>1</sup>U.S., Department of Agriculture, Rural Recreation, op. cit.; and Rural Recreation for Profit, op. cit.

whole are extremely scarce and difficult to locate.<sup>1</sup>

While there is no completely comprehensive research index available in the outdoor recreation study-area, the Department of the Interior annually publishes an index of selected outdoor recreation literature.<sup>2</sup>

The March, 1968, edition of this Index cites forty-nine current research articles under Item 70790-7<sup>2</sup>839, none of which relates to this study's central concern. This only serves to demonstrate the dearth of information encountered in the problem area. I deeply regret that these prevailing conditions may have led to the exclusion of certain relevant research articles from the following review.

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<sup>1</sup>On February 2, 1967, a discussion on "Current Research on Outdoor Recreation" was given by Gale H. Lyon, of the Extension Research and Education Division of the Federal Extension Service of the U.S. Department of Agriculture, to a national workshop of cooperative extension staff at the University of Georgia. In a paper based on that discussion, Lyons cites 179 current published and unpublished research projects compiled from a survey of forty-eight agencies and universities dealing with recreation research. Of these 179 articles, only five specifically dealt with the private, outdoor recreation industry as a whole. See items 6, 21, 81, 164 and 174 of Gale H. Lyon, "Current Research on Outdoor Recreation" (paper presented at the National Workshop of Cooperative Extension's Role in Outdoor Recreation, held at the University of Georgia, Athens, Georgia, Jan. 30 - Feb. 2, 1967).

<sup>2</sup>Department of the Interior, Index to Selected Outdoor Recreation Literature, Vol. II (U.S. Government Printing Office, Washington, D.C., March, 1968).

### Inventory Studies

Perhaps the most pertinent study conducted in recent years regarding the determination of the basic aspects of private outdoor recreation was instituted in 1965 by the National Association of Soil and Water Conservation Districts, in cooperation with the U.S. Soil Conservation Service. This study was basically an attempt to gather a nationwide inventory of all private outdoor recreation facilities, their number, capacity, physical size, types, and the major activities offered at each. The overall purpose of the study was aimed at providing basic information for economic feasibility studies of private outdoor recreation enterprises for the Economic Research Service of the U.S. Department of Agriculture. To facilitate this study, N.A.C.D.<sup>1</sup> prepared a questionnaire which was distributed to all State Soil and Water Conservation Committees who supervised the study within their respective states.

In Michigan, the results of this N.A.C.D. Inventory were summarized by Emmanuel T. Van Nierop, of the State Soil Conservation Committee, in a ten-page report.<sup>2</sup>

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<sup>1</sup>N.A.C.D. is a common abbreviation for National Association of Soil and Water Conservation District, and will be used during the rest of the text to indicate that association.

<sup>2</sup>Emmanuel T. Van Nierop, Inventory - Private Outdoor Recreation Enterprises in Michigan (East Lansing, Michigan: Cooperative Extension Service, Michigan State University Publication No. PR500, Jan. 10, 1966).

This Inventory includes all of Michigan except heavily urbanized Wayne County (Detroit), and was the first of its kind conducted in Michigan. Today, this Inventory is still the only one available.

Included in the Van Nierop Report is data for three regions of Michigan: the Upper Peninsula, Northern Michigan and Southern Michigan,<sup>1</sup> which was summarized according to twelve enterprise-categories or enterprise-types developed by N.A.C.D. Major findings indicated that in 1965, private outdoor recreation facilities in Michigan could be profiled as follows:

1. The Upper Peninsula had 749 enterprises, using 126,078 acres of land and 1,117 acres of water. Of the 749 enterprises recorded, 396 (over half) offered overnight accommodation in cabins, cottages, campgrounds or vacation farms. An additional 233 enterprises were classified as hunting areas.
2. Northern Michigan had 702 enterprises on 106,798 acres of land and 2,191 acres of water. These enterprises included 461 operations classified as cabins, cottages, campgrounds and vacation farms offering overnight accommodation.

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<sup>1</sup>The dividing line between Upper and Lower Michigan was set at Township Line 15.

3. Southern Michigan had 861 enterprises on 58,145 acres of land and 5,515 acres of water. Distribution among the twelve categories was more even, with 199 golf courses being the most frequently cited single category.
4. The State Summary of this data indicated that 1,049 operations (nearly half) of Michigan's 2,312 enterprises offered overnight accommodation in cabins, cottages, campgrounds and vacation farms. Michigan's private, outdoor recreation facilities used 291,071 acres of private land and 8,823 acres of private water.
5. Recreation activities most frequently offered by these enterprises, in order of significance, included: rural living, fishing or boating, and swimming.

It is perhaps significant to note that Wisconsin's Soil and Water Conservation Committee also published the results of their N.A.C.D. Inventory.<sup>1</sup> This Wisconsin Inventory indicated that a total of 5,754 private, outdoor recreation enterprises were operating in that state in 1965.

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<sup>1</sup>Wisconsin Soil and Water Conservation Committee, Private Outdoor Recreation Facilities (Madison, Wisc.: University of Wisconsin, Publication No. 3000-41, 1967), p. 3.

About fifty-seven per cent of the enterprises were classified as cabin-resort type enterprises. Fishing waters, the second largest type in terms of numbers, accounted for about nine per cent of the total. The total acreage . . . 267,154 acres. Cabin-resorts, group camps and hunting areas control twenty-five, nineteen, and seventeen per cent of the total, respectively. About thirty-four per cent, or 2,069 enterprises, have access to public waters. In addition, there are about 2,700 acres of water in private ponds.<sup>1</sup>

This report shows that in Wisconsin, the recreation activities most frequently offered by their private enterprises were the same as those in Michigan, in the same order of priority: rural living, fishing or boating, and swimming.

Michigan has, in the past, been sample-inventoried for various purposes. O.R.R.R.C. researchers used a random sample of Michigan counties to make projections about the significance of private recreational offerings in Michigan. In June of 1965, even while the N.A.C.D. was collecting inventory data for the Department of Agriculture, the Department of the Interior through the Bureau of Outdoor Recreation had contacted the Chilton Research Services of Philadelphia, Pennsylvania, with regard to producing an inventory of private recreation facilities.<sup>2</sup> This inventory was also based on a random

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<sup>1</sup>Ibid.

<sup>2</sup>Chilton Research Service inventory-sample included Michigan's Oceana County. A letter from County Extension Director Lawrence W. Stebbins advised that this inventory was largely made with the use of telephone directories. Since no publication is available regarding this study, further information can only be obtained from the Bureau of Outdoor Recreation by referring to Private Sector Contract and Budget Approval #42-6509.

This inventory was also based on a random sample of counties and projected for the rest of the State. The purpose of this inventory was to obtain a profile of private recreation which could be used by the Bureau of Outdoor Recreation in its National Outdoor Recreation Plan.<sup>1</sup>

Michigan is not the only state where a chaotic scramble for basic descriptive information on private recreation has taken place. A 1961 study of the private outdoor recreation industry in Berkshire, Hampshire and Hampden Counties, Massachusetts,<sup>2</sup> expressed the purpose of the study as "developing basic descriptive information on the private, outdoor recreation industry in Massachusetts."<sup>2</sup> The study was conducted much as a census would be. Since no list of private enterprises was available for the study area, each area had to be individually investigated and enumerated by the researchers. Data gathered was divided into twelve categories or types of enterprise, which led to some difficulties in classifying

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<sup>1</sup>A call to Mr. Robert Myers of the Bureau of Outdoor Recreation, Ann Arbor office, revealed that nothing was reported from this particular sample-inventory, at least so far as could be determined.

<sup>2</sup>John H. Foster, The Private Outdoor Recreation Industry in Berkshire, Hampshire and Hampden Counties, Massachusetts: Part 1 (np: Cooperative Extension Service, University of Massachusetts, Publication No. 393, March, 1963), p. i.



operations with combinations of activities. The study determined that there were 366 private recreation operations in the three counties on 44,500 acres of land. Only half of these operations were directly profit-oriented, and only sixty-five per cent of the profit-oriented operations showed positive profits. Of the 366 enterprises, 101 were classed as private parks, which was the most common type of operation, featuring combinations of picnicking, hiking, swimming, boating or fishing areas. An additional seventy enterprises were classified as residential camps, the second most common type of operation. They did not, however, elaborate on the features of their resident camps. This study also concluded that sixty-five per cent of the users were in-state residents and seventy-eight per cent of the day-use enterprises were located within a ten-mile radius of the five major cities<sup>1</sup> where first class access was readily available. How representative or applicable these findings were in making generalizations for the rest of that state, however, is an open question.

#### Social Survey Studies

Among the most extensive of descriptive research studies, are those studies which may be referred to as social surveys. Such studies usually involve the use of

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<sup>1</sup>The major cities referred to are: Pittsfield, Northampton, Holyoak, Springfield and North Athens, Massachusetts.

interviews, observations and questionnaire techniques to make a broad analysis of some social phenomenon or problem.<sup>1</sup> Studies of this type dealing specifically with private, outdoor recreation industry should normally be preceded by studies which develop a basic understanding of the nature of private, outdoor recreation industry. Such studies allow the introduction of random sampling techniques and stratification of the sample subjects within a research population. When such methodological requirements are met scientifically, credible generalizations can be drawn from a random sample and projected for the entire research population and other populations similar to the research population.

A social survey of the type just discussed was conducted during the summer of 1963 in New York State by Donald M. Tobey, Jr., and Harlow B. Brumsted,<sup>2</sup> but experienced some difficulty because of the lack of good foundation data. The study was expressly undertaken to aid public and private agencies in advising the establishment and operation of commercial recreation business. No comprehensive listing of commercial recreation businesses was available, however, when the study was undertaken.

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<sup>1</sup>Walter R. Borg, op. cit., pp. 203-4.

<sup>2</sup>Donald M. Tobey, Jr., and Harlow B. Brumsted, Characteristics of Seventy-Two Commercial Outdoor Recreation Enterprises in New York (Ithica, N.Y.: Cornell University, Leaflet C-40, Feb., 1964).

It was necessary, therefore, to inventory the operations. This was accomplished in an abbreviated form, aided by the judgment of county agricultural agents. Having so determined the research population, a representative sample of 189 enterprises was established on the basis of six specific, yet general requirements. From these 189 enterprises, seventy-two enterprises located in thirty-three counties were selected for the study. Each enterprise was personally visited by Donald M. Tobey, who observed the enterprise in operation and recorded impressions on an observational rating form, then conducted a personal interview with the owner or owners over a one hundred-question schedule. The researchers, on considering their findings, felt it necessary to preface their findings as unsuitable to generalize to the total population of commercial, outdoor recreation enterprises in the State since the survey sample selected was what they referred to as a "judgment" sample.<sup>1</sup>

The major findings of this report, however, are of enough significance to warrant mentioning here because the basic aim of this researcher was to obtain a cross-section representative sample of the industry. The major generalizations arrived at for these seventy-two operations

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<sup>1</sup>Ibid., p. 5.

are summarized as follows:

Operators are usually middle-aged people with children who operate the business as a family undertaking, with all members of the family working in it. Scenic surroundings, the presence of water, and easy accessibility are key attractions for customers, but holding a clientele requires an ability to deal effectively with people in a pleasant manner. Most operations initially start as an integrated aspect of a farming operation, and slowly expand. Formal advertising was normally used to start the enterprise. Later, word-of-mouth advertising was deemed sufficient. Financial and technical assistance from various public and private sources has aided the development of many enterprises, yet credit and weather are still the two most troublesome problems encountered. These are dynamic enterprises, continually undergoing expansion and change, which often causes difficulty in classifying the enterprise. Competition is provided by some private and public recreation facilities, while a complementary effect results from some of these sources.

Another study having some relevance here was an interview study conducted by Jeanne M. Davis of the Economic Research Service, U.S. Department of Agriculture, on New England farm vacation businesses.<sup>1</sup> This study presents an interpretation of data gathered in interviews with owner-operators of some forty-six vacation farms. Unfortunately, the researcher does not say how the forty-six operations were selected and, therefore, there is no way of knowing how representative the sample was, or how valid its generalizations are for other similar populations.

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<sup>1</sup>U.S., Department of Agriculture, Economic Research Service, New England Farm Vacation Business: Characteristics and Owner Experiences, by Jeanne M. Davis, Agricultural Economic Report No. 60 (Washington, D.C.: Government Printing Office, Oct., 1964).

It is interesting to note that the Davis study's findings regarding characteristics of farm vacation businesses includes several points which agree with Tobey and Brumsted's study of characteristics of commercial recreation in New York. Major agreement between the two studies appears to exist on such points as financing and weather problems, advertising, and the need to deal effectively, yet pleasantly, with customers.

In 1964, a very revealing study into the economic aspects of commercial, outdoor recreation enterprises in Southern Indiana was conducted by John C. Callahan and Douglas M. Knudson.<sup>1</sup> Their research led them to conduct personal interviews with all the profit-oriented, private recreation enterprises located South of U.S. Highway 40 in Southern Indiana during the summers of 1964 and 1965. The expressed purpose of this study was to obtain a description of the outdoor recreation industry, the factor most important to its financial success, and compare profit-oriented recreation to other land uses.

Their investigation showed there were 109 truly commercial enterprises in the study-area in 1964. Of this number, fifty-five firms offered fishing lakes,

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<sup>1</sup>John C. Callahan and Douglas M. Knudson, Economic Aspects of Commercial Outdoor Recreation Enterprises in Southern Indiana (Lafayette, Ind.: Purdue University Press, Research Bulletin No. 814, May, 1966).

seventeen firms were recreation complexes, and ten firms offered swimming areas. Of the remaining firms, seven offered cabins; five, campgrounds; five, hunting preserves; four, picnic areas; four, riding stables; and two firms were classified as "other activities." Their study of these firms revealed:

1. The much publicized, government-sponsored credit assistance offered by Farmers Home Administration had such specialized requirements for loans that few operators were able to qualify for consideration, and no one received such loans.
2. Only eighteen of the 109 operations received their primary source of income from the operation, and all but eleven were owner-operated.
3. Most operators used family labor, and sixty operators also required hired help during the busy season.
4. Income information for 1963 revealed that financial returns were generally low. Only twenty operations had conversion surpluses of five thousand dollars or more, while forty-one firms showed earnings of less than five hundred dollars. The average return was \$2,702; the median return, seven hundred dollars; and the modal return, zero.
5. Location is only secondary to experienced, capable management as a key factor to success. Most day-use areas are within fifty miles of major popula-

tion concentrations. While overnight facilities can be located at greater distances, accessibility is a crucial factor.

6. Promotional advertising was used very little, and most operations rely on word-of-mouth promotion.
7. Areas most in demand are those having swimming facilities, a restaurant or snack bar, plus facilities which can stand high intensity use and offer a multiplicity of activities. Supply trends indicate that the new, larger firms orientated toward providing recreation complexes rather than individual activities are the most probable future development efforts.
8. Successful recreation enterprises, such as the twenty operations showing returns in excess of five thousand dollars annually, can be more profitable than either timber or agricultural land uses.<sup>1</sup>

One of the indirect results of this research was to stimulate a new surge of interest in the private recreation industry in Indiana. This aroused interest led to the development of a set of minimum standards for certification of private campgrounds.<sup>2</sup> These standards

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<sup>1</sup>Ibid.

<sup>2</sup>Department of Natural Resources, State of Indiana, Minimum Standards for Certification of Private Campgrounds (Indianapolis, Ind.: State Printing Office, 1968).

have been officially adopted by the State, and went into effect on January 1, 1968.

### The Present State of Knowledge

The studies just discussed should not be considered entirely unique.<sup>1</sup> However, they are typical of the studies available. Their findings generally coincide with the consensus views of informed opinion in this study-area.<sup>2</sup>

The general state of knowledge in this study-area might, I believe, best be described as sketchy, yet consistent. This review generally indicates that we might

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<sup>1</sup>The NACD Inventory studies were completed for all fifty states and social-survey studies dealing with various aspects of outdoor recreation enterprises, in general, are available for selected areas in the United States. However, these studies are not usually acquired easily. For instance, the writer wrote for copies of ten different studies. More than four months later, only one reply had been received.

<sup>2</sup>See for example:

Hugh A. Johnson, "Opportunities and Limitations in Private Recreation Development" (Paper presented at a Recreation Workshop for Federal and State Employees in Pennsylvania on April 6, 13, 20 and 27, 1966, at Greensburg, Penn.) Mr. Johnson is in charge of research on outdoor recreation and natural beauty for the U.S. Department of Agriculture's Economic Research Service, Natural Resource Economics Division.

Karl F. Munson, "Income Producing Opportunities in Recreation" (Paper presented at the 43rd Annual Agricultural Outdoor Conference, Washington, D.C.: November 16, 1965). Mr. Munson is in charge of the Resource Development and Public Affairs Division of the U.S. Department of Agriculture's Federal Extension Service.



anticipate Michigan's outdoor recreation industry as having some of the following characteristics:

1. Day-use facilities normally located within one hour's drive of major population concentration. Overnight accommodation located at much greater distances, with good roads affording easy accessibility being crucial to any operation's success.
2. The owner-operator's personality and ability to manage a business while dealing effectively, yet pleasantly, with people is the single, most crucial factor of success.
3. Recreation enterprises are usually family operated, using family labor and often requiring additional hired help.
4. The presence of attractive scenery, access to water, and good supporting services such as a restaurant or snack bar, are typical of successful operations.
5. Usually the two most difficult problems an operation will face are found in obtaining credit for capital financing, and the weather.
6. Commercial advertising and promotion are largely by-passed in favor of word-of-mouth references.
7. The presence of similar facilities in an area can either be complementary or competitive.

8. Only a small percentage of operations provide the major source of income for the owner. The typical enterprise shows low returns on investment, but truly successful enterprises can yield much more profit per acre than either farming or timber operations.
9. There is an emerging trend toward the development of recreation complexes rather than single-activity areas.
10. There is a clear need for coordinated, comprehensive analysis of effective economic demand for outdoor recreation to afford better investment choices among operators.

These ten points, then, might be used as rather sweeping generalities concerning recreation enterprises. Yet these are general characteristics gained from studies in other states which may or may not be applicable to the Michigan industry. The question remaining unanswered is, "What specific information is available regarding Michigan's outdoor recreation industry?" In all candor, there is very little known about the commercial recreation industry in Michigan. There is simply no scientifically acceptable information available on the industry as a whole, since no studies of this specific kind have ever

been conducted in Michigan.<sup>1</sup>

If this is so, it would seem relevant at this time to question what information on commercial recreation has been used by such agencies as the Bureau of Outdoor Recreation, the Soil Conservation Service, and the Michigan Conservation Department, in preparing such studies as the State-wide and Federal Comprehensive Recreation Plans.

Innumerable publications coming from various government sources refer to "directories, inventories and special studies" on private recreation enterprises.<sup>2</sup> The writer sought to find an answer to the question posed above by calling directly on these governmental agencies to find the source of these references. In an interview

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<sup>1</sup>The N.A.C.D. Inventory, as well as the two random-sample inventories, were, in fact, not aimed at commercial recreation enterprises, per se, but rather at the entire field of all private recreation offerings, including: church camps and other non-commercial, quasi public groups like the Boy Scouts, Y.M.C.A. and Junior Chamber of Commerce.

<sup>2</sup>For examples of such references, see:  
U.S., Department of the Interior, Bureau of Outdoor Recreation, Federal Focal Point in Outdoor Recreation (Washington, D.C.: Government Printing Office, 1965), pp. 59-61.

Michigan Department of Conservation, Recreation Resource Planning Division, Michigan's Recreation Future (Lansing, Mich.: Michigan Department of Conservation, Sept., 1966), p. 10.

Michigan Department of Conservation, Your Michigan Department of Conservation: What it is and What it Does (Lansing, Mich.: Michigan Department of Conservation, April, 1966), p. 38.

with Mr. Harry A. Doehne and Mr. Forrest J. Wicke, of the Recreation Resource Planning Division of the Michigan Department of Conservation, the writer asked the gentlemen to which directories or special studies they were referring.<sup>1</sup> They revealed that the "Study of Private Lands and Commercial Facilities to Determine their Present and Future Role in Providing Public Recreation"<sup>2</sup> had never been completed because of budget cuts, and was not presently being contemplated for the immediate future. The directories<sup>3</sup> to which they referred were make-shift, incomplete directories published by the American Automobile Association and a list of campgrounds inspected by the Michigan Department of Health. Mr. Doehne stated that inquiries regarding commercial recreation were referred by their office to the Soil Conservation Service.

The Soil Conservation Service's prime responsibility in this field is to provide guidance and technical information, and act as liaison with other governmental agencies.<sup>4</sup> Their day-by-day operating experiences provide them with what guidance information they can offer, but they readily give technical information on soils,

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<sup>1</sup>Ibid.

<sup>2</sup>Your Michigan Department of Conservation, op. cit., p. 38.

<sup>3</sup>Michigan's Recreation Future, op. cit., p. 10.

<sup>4</sup>Supra, p. 12.

pond construction and the physical factors relating to the suitability of a given parcel of land to sustain physically a recreation development.

In an interview with Mr. Robert Myer and Mr. Bruce F. Botsford, of the Lake Central Regional Office of the Bureau of Outdoor Recreation, these men confided that reference to directories in their publication referred to either the N.A.C.D. Inventory or a sample projection estimate completed for the O.R.R.R.C. Report in 1959. In the course of the discussion they stated that they had just received a reply from the Michigan Department of Conservation to a request for information on commercial recreation. The reply included a copy of a Conservation Department publication, "Michigan Campground Directory,"<sup>1</sup> and referred them to Mr. Palmer G. Skulland, State Soil Conservationist, Soil Conservation Service, East Lansing, Michigan.

In summation, it might be concluded that what scientifically acceptable information exists on Michigan's outdoor recreation industry, on a whole, is extremely limited. While the N.A.C.D. Inventory of 1965 is the best information available on outdoor recreation enterprises, the inventory itself was never published. Van Nierop's summary of results does not include any specific

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<sup>1</sup>Michigan Department of Conservation, Michigan's Campground Directory (Lansing, Mich.: Department of Conservation, n.d.).

reference to commercial recreation enterprise.<sup>1</sup> Therefore, one can only conclude that commercial recreation enterprises do exist in Michigan, but their number, location, availability, activities, problems, demand trends and future plans in providing public recreation are only a vague concept of probability at the present time.

The O.R.R.R.C. Report called for a National outdoor recreation plan coordinated with state-wide recreation plans. Such plans were meant to consider seriously, promote and prepare the way for private recreational offerings, so that they might play a major role in meeting the outdoor recreational needs of tomorrow.

Michigan, today, has a state-wide recreation plan which the Bureau of Outdoor Recreation accepted on a revised basis in March of 1967. A summary of that plan calls for a one hundred and fifty million dollar expenditure over ten years for State parks,<sup>3</sup> but consideration for the part that private recreation offerings will play in this plan is indeed very vague.

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<sup>1</sup>The Emmanuel T. Van Nierop Report of the N.A.C.D. Inventory was, in fact, a statistical summation of the Inventory, but the inventory itself was never published. It is also pertinent to note that this was an inventory of the entire private sector, and made no attempt to profile commercial recreation enterprises, per se.

<sup>2</sup>Supra, pp. 10, 11.

<sup>3</sup>Michigan's Recreation Future, op. cit., p. 19.

### CHAPTER III

#### DEVELOPING THE STUDY

In the previous chapter, the discussion focused on the void of information in this study-area and the lack of comprehensive and coordinated, previous research. It is relevant to note, however, that this state of affairs is normal in a developing discipline. "In a new science, the body of knowledge is relatively small and we are often confused with conflicting claims and theories. Under these conditions it is often of great value merely to know the current state of the science." Hence each new study-area tends to undergo a period when descriptive research is a necessary first step to advancing knowledge in the study-area. It establishes "what is" and provides the starting point for further study. "We need not justify descriptive research, however, merely as a preliminary step to the use of more objective research techniques. A great many descriptive studies are the direct source of valuable knowledge concerning human behavior."<sup>1</sup>

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<sup>1</sup> Walter R. Borg, Educational Research, op. cit., pp. 202, 203

The approach and method used in conducting this study is descriptive research of the questionnaire-survey type. Its aim is to establish "what is" and in order to accomplish that end, a means of obtaining basic data had to be established. If one could clearly label a single source as being the best source of data on outdoor recreation enterprises in Michigan, that source would have to be the Michigan District of the U.S. Department of Agriculture's Soil Conservation Service. This agency is charged with providing the technical leadership and guidance for developing private recreation enterprise by the Federal Government.<sup>1</sup>

The Soil Conservation Service in Michigan is represented by seven area, and seventy-two work-unit conservation offices distributed throughout the State. These offices serve every county of Michigan, with the exceptions of Wayne County (City of Detroit) and Oceana County, where it was never noted into service.<sup>2</sup> The personnel manning these offices actually perform and carry out the Federal charge to their agency as a whole. In completing their assigned tasks, they must become

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<sup>1</sup>Supra, p. 12.

<sup>2</sup>A county must ask the Soil Conservation Service to serve the county, and the voters of that county must approve before the Soil Conservation Service begins servicing the county.



familiar with recreation enterprises in their areas. Therefore, it can be concluded that the sum total of all work-unit conservation in the State, when polled for information, can provide the best available, comprehensive information on Michigan's recreation industry. However, as was just pointed out, the Soil Conservation Service is not represented in Oceana County. This necessitated that the basic data from Oceana County be obtained from some source other than the Soil Conservation Service, which was later arranged through the Cooperative Extension Service.<sup>1</sup>

In April, 1968, a meeting was arranged with Mr. Verne M. Bathurst, State Conservationist; Mr. Palmer G. Skalland, State Soil Conservationist of the Soil Conservation Service; Professor Louis F. Twardzik, Recreation Specialist, Department of Resource Development, Michigan State University; and the writer. The purpose of this meeting was to obtain the help and cooperation of the Soil Conservation Service in conducting this study.

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<sup>1</sup>It was initially suggested that even though the Soil Conservation Service did not have a work-unit conservationist serving Oceana County, nearby work units had enough information to complete the questionnaire. Later this idea was discarded and arrangements were made with Oceana County Extension Director, Mr. Lawrence W. Stebbins, to have him complete a questionnaire for Oceana County. Mr. Stebbins had cooperated in the Chilton Research Service survey of recreation enterprises mentioned in the previous chapter. See Supra, p. 25.

Discussion revealed that the Soil Conservation Service was interested in the proposed study which, at that time, had been set forth in a thesis proposal by the writer. As a result of this meeting, an agreement was reached wherein the Soil Conservation Service would direct its field personnel to cooperate in the study by filling in a proposed questionnaire regarding commercial recreation enterprises in their respective areas. In return for their cooperation, they asked that the study findings be made available to them, that any catalogue or inventory of operations which might be compiled from the study not be sold or used for any commercial purpose, and that the questionnaire must be fitted to information which area work-unit conservationists had readily available. In order to meet the final requirement, both gentlemen suggested that a trip be made to a work-unit office to appraise the readily available information which could be included in the questionnaire. As a final requirement, they asked that the Soil Conservation Service be allowed final approval of the proposed questionnaire.

These general requirements, then, became the basis of the research agreement under which this study was conducted and, therefore, some discussion of their effect on this study is warranted at this time. Since there really was no underlying commercial motive in

conducting this study, it was agreed to waive any commercial value that might arise from developing a catalogue. However, it has since been brought to the writer's attention that various publishing houses and direct-mail advertising firms will pay significant sums for use of such data. The most limiting and generally difficult requirement, however, was the restriction of data gathering to information which area work-unit conservationists had readily available. This requirement is one that persons contemplating similar studies should definitely avoid, if at all possible, as it sharply restricts the scope of the study. In this case, it lead to the direct deletion of information on acreage used, user fees and user capacity, which could have given a more comprehensive picture of the industry and been used in future studies of economically effective recreation demand. This requirement also places some doubt on how comprehensive the inventorying process was in the field. The work-unit conservationist being clearly directed to use only the best readily available information, will use just that, and not go out and check on new developments for which he has no "readily available" information. Realistically, however, even with these restrictions, a great deal of information can be gathered by this method. Including the data for Oceana County and the area of the State serviced by the Soil Conservation Service, a

comprehensive, yet basic description of Michigan's outdoor recreation industry was possible. This is possible not only because the study is very geographically comprehensive, but because of the cooperation of a research population that includes the best informed professional opinion with reference to commercial, outdoor recreation enterprises in Michigan.

### Developing the Questionnaire

One of the direct effects of researching in a problem area where little previous research has been conducted is a lack of accepted research procedure for conducting a study. Previously tried research tools yielding acceptable results are not available for the most part. This, of course, necessitates the development of a suitable measurement device by the researcher. As a result, evidence on the reliability and validity of such a measure is not readily available, not having previously been established.

This study required the development of a questionnaire. In order to give the reader some concept of its reliability and validity, it is essential that we now consider its development. As a preliminary step in developing the questionnaire, ten basic research objectives were established.<sup>1</sup>

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<sup>1</sup>Supra, p. 16.

Basically, the need was to establish: the number of operations; their location and type; the kind of recreational activities they offered; user entrance requirements; the type and amount of land used; and the capacity of the operation. In view of an early reading program, it also seemed desirable to try to establish some concept of the competitive nature of similar government-operated facilities, the effective role of F.H.A.<sup>1</sup> financing, and some concept of current demand patterns.

In order to establish this needed data, a primarily closed-answer questionnaire was developed which included the following questions. First, it asked simply for the name and post office address. Then it asked the respondent to rate the previous agricultural productivity of the land being used. Area work-unit conservationists are used to rating land in this way according to a marginal, good, or excellent scale. Since he deals with soils and agricultural productivity on a regular basis, results could be considered highly reliable. It then asked for the acreage used, user capacity, and source of investment capital financing.

To determine the type of recreation enterprises in Michigan, a scheme of classifications developed by

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<sup>1</sup>F.H.A. is the commonly accepted abbreviation for Farmers Home Administration, Department of Agriculture, and will be used throughout the remainder of this text to refer to this agency.

N.A.C.D. seemed most appropriate for our purpose.<sup>1</sup>

This classification scheme classifies each recreation enterprise according to a twelve-category system. A question asking the work-unit conservationists to classify the enterprise by this system was included.

To identify the enterprise's major recreational activities in specific terms it became evident that a closed-answer question would be difficult to write, as it would require a long list of specific activities and still might not cover all possibilities. Therefore, an open question was included asking the work-unit conservationist to list the two or three major, specific recreation activities offered. This question, of course, introduces an element of personal judgment on the part of the respondent, resulting in possible low objectivity for the results of this question.

Since not all commercial recreation enterprises are open to the general public, a question was included

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<sup>1</sup>The classification scheme to which we refer was originally developed by the N.A.C.D. as a means of assigning a recreation type to private enterprises, and was included on the reverse side of their 1965 questionnaire. It was also used for an N.A.C.D. study aimed at appraising the potentials for outdoor recreation developments. This study is primarily aimed at physical, social, environmental factors conducive to a recreation development, but at this time its findings have not yet been made public. For a complete explanation of how the classification scheme works, and its categories, see: U.S. Department of Agriculture, Soil Conservation Service, Guide to Making Appraisals for Outdoor Recreation Developments (Washington, D.C.: Government Printing Office, 1966), pp. 1-72.

to determine entrance requirements. It asked the work-unit conservationists whether entrance was gained by a simple user fee, membership, members and guests, or groups only. To determine the presence of similar governmental facilities in the same area, a question was included allowing three answer-choices of: same county, within fifteen miles, or not offered. Having already inquired as to the major recreational activity offered, another question was asked, whether the private enterprise was under heavy, moderate or light use, yielding some insight on current demand for specific activities. In short, if a majority of operations offering swimming, for example, were all rated as being under heavy use, it would seem reasonable to conclude there is a strong effective demand for enterprises offering swimming. This question could reflect some of the respondent's judgment and bias and, therefore, could exhibit some questionable objectivity. It was for this reason that the rating reference table was included in the instructions to the respondents.

To establish some concept of the competitive nature of similar government-operated facilities, the respondent was asked to rate the public facility's present use according to a prepared rating reference table included in the instructions, using the three categories of heavy, moderate and light. A final

question included, asked the respondent to note whether a state of competition existed between the public and private facilities. This final question may be deemed to be highly subjective, but if such competition were a real source of problem to an operator, it would seem likely that his counsellor in the Soil Conservation Service would hear of it. It could also be postulated that the area work-unit conservationist, a government employee himself, would not be likely to admit the existence of a state of competition, or to infer one existed, without being clearly aware of it.

Having set up this schedule of questions on a single sheet, a hurried and minimal set of instructions were prepared which would leave a respondent with minimum direction and maximum scope for questions. At this point a pre-test interview meeting was arranged with Soil Conservation Service work-unit conservationist, Mr. Lawrence Tripp, at his office in Mason, Michigan. Mr. Tripp was given the instruction sheet and asked to complete a questionnaire for any two enterprises in his area. It was clear that he should ask any questions he felt were necessary to complete the form. This pre-test situation revealed the following information:

1. The Soil Conservation Service offices have on file the name, address and major activities offered on all recreation enterprises (but a



- location could only be indicated coherently in terms of townships) conferring with the Service.
2. Work-unit conservationists were readily able to rate the agricultural productivity of land used by the enterprise.
  3. The actual acreage of a recreation enterprise is not easily established, since some enterprises use only a portion of their land for recreation. Other operations operate on a multiple-use concept where land uses other than recreation are the primary, and sometimes even the secondary land uses. Only a guess could be made on the acreage.
  4. User capacity information was not available.
  5. Source of financing presented some problems as well. It became evident that the work-unit conservationist had easy access to information on F.H.A. recreation enterprise loans extended (because it is normal for F.H.A. representatives to share the same offices with the work-unit conservationist, and to confer with him regarding loans of this type.) However, he had no information on small business administration loans, and only vague information on commercial loans extended for recreational purposes.
  6. Mr. Tripp was familiar with the N.A.C.D.

classification scheme for recreation enterprise types and felt his colleagues would also recognize it.

7. Work-unit conservationists are familiar with government recreation facilities in their areas.
8. Instructions for rating heavy, moderate and light use have to be very explicit and, to be completely valid, some respondent training in classifying would be desirable.

These conclusions drawn from this first pre-test caused some initial revision in the questionnaire make-up. A meeting was arranged with State Soil Conservationist Palmer G. Skalland to discuss the results of this initial pre-test. This meeting led to the exclusion of questions regarding acreage used and capacity. It was concluded that the questions regarding source of finance were valid only for determining F.H.A. loans extended.

A revised questionnaire was drawn up at this time which deleted questions on acreage and capacity, and included a new question asking the respondent to name the township in which the enterprise was located. As a result of questions asked by Mr. Tripp during the pre-test, instructions for completing the questionnaire were modified and made more comprehensive. The revised questionnaire was again pre-tested and discussed once more in a meeting arranged with work-unit conservationist Wendell A. Sommers

of the Soil Conservation Service, Charlotte, Michigan. This pre-test situation largely confirmed the initial pre-test conclusions regarding the questionnaire, and the modifications made seemed to resolve further difficulty in completing it. During an interview after the pre-test, however, Mr. Sommers suggested that completing a separate questionnaire for each enterprise would cause a great deal of excess paper handling. Mr. Sommers appeared concerned about the amount of time required to complete a questionnaire for each operation.

In view of Mr. Sommers' reaction, it seemed necessary to develop a questionnaire form which would have all of the questions and reply-choices along the top, while several operations could be listed down the side of the questionnaire sheet. After some difficulty in accomplishing this, a questionnaire form 16 1/2 inches by 23 1/2 inches was developed. This form allowed the respondent to list nineteen operations on the same questionnaire form. This form was photo-reduced so that it could be printed on standard printing sheets eleven inches by seventeen inches. It should be noted at this time that persons considering similar studies are well advised to use a questionnaire form of similar style, as it offers significant time-saving in scoring, less postage charges, and general reduction in awkward paper handling. In a final appraisal of the form, however, one disadvantage

was revealed, in that it initially impresses a responding subject as being complicated. In order to overcome this potential flaw, final instructions to respondents had to be revised to include a description of an example-enterprise which was shown on the top line of the questionnaire.

To this point, we have only discussed vaguely the instructions to respondents.<sup>1</sup> These instructions were, of course, developed on the basis of what was learned from the two pre-tests. Final instructions included a brief description of what the survey was for; a definition of heavy, moderate and light use; a definition of competition; and a brief, written description of the example-enterprise. At the bottom of the instructions, the due date and return-mailing address were included. Early in the development of the questionnaire it had been planned to place the instructions either at the top of the questionnaire or at the side. The already crowded spacing of the questionnaire and the fact that it was already printed on the largest sized sheet the printing machines available could handle, decided the question and the instructions were placed on the back.

This was a mistake, as the returned forms clearly indicated that a number of respondents never read the

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<sup>1</sup>The final instructions used in this survey are exhibited on the reverse side of the Questionnaire, in Appendix A.

instructions, the effect of which will be discussed in Chapter IV. The top line of the final questionnaire<sup>1</sup> included a request to read the instructions on the reverse side before beginning. Two letters of transmittal directly related to the study - one sent immediately before the questionnaire was mailed, and one sent with the questionnaire - directed the respondent to read the instructions on the reverse side of the questionnaire before beginning. Those persons considering such a study in the future would well be advised to place the instructions where they cannot possibly be missed.

As a final consideration regarding instructions, it should be pointed out that future studies conducted using this method should include some pre-training period where respondents can be guided in developing the same frame of reference for using the rating scales.

On June 18, 1968, a transmittal advisory letter was sent by State Conservationist Verne M. Bathurst to all area and work-unit conservationists.<sup>2</sup> This letter explained the interest of the Soil Conservation Service in the study, then directed the field staff to read the instructions and complete the questionnaire. Because of

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<sup>1</sup>The final questionnaire used in this investigation is exhibited in Appendix A.

<sup>2</sup>See Appendix B.

administrative requirements of the Soil Conservation Service, this letter was sent under separate cover. This necessitated that another letter be sent with the questionnaire itself. On June 19, 1968, this second letter and six copies of the questionnaire were sent to each area and work-unit conservationist in Michigan, requesting the completed questionnaire be returned by July 20, 1968. On July 10, 1968, three copies of the questionnaire and a letter of explanation and appreciation were sent to Mr. Lawrence W. Stebbins, County Extension Director, Cooperative Extension Service, Hart, Michigan, who completed the questionnaire for Oceana County.

The research subjects who actually completed the questionnaire are, by and large, action-oriented people who tend to handle their work in a good and workmanlike manner. Their training and background are, as might be expected, largely orientated toward soil science, forestry and agriculture. Their full cooperation resulted in a questionnaire return rate of one hundred per cent. The results gained in this study clearly reflect the diligent effort of these men in providing basic data.

## CHAPTER IV

### RESULTS OF THE STUDY

#### Scoring the Replies

The findings of any study are, to a degree, variable rather than fixed or immutable truths. Findings can and do vary. Sometimes the variance is extremely small, but so long as scientific research involves the human element, it will also involve human values, human emotion and, therefore, human error. These factors often lead men to differ in their interpretation of instruments or measuring devices.

The scoring and analysis techniques used in any research can indeed have a very decided effect on the results obtained. So that the reader may evaluate the magnitude of possible difference created by the scoring or analysis of this research, a few basic ideas regarding the techniques used seem warranted at this time.

Scoring the questionnaire was basically a simple task of adding the check marks under each question-alternative for each county. The research subjects, however, do not always deal exclusively within county boundaries, and a number of respondents entered enterprises on the questionnaire without trying to list them by county. This required that each questionnaire initially

be checked to see if the counties were intermingled on the sheet and, if so, clear designations were made.

A second problem emerging from the scoring of replies was mentioned in the previous chapter, namely: the failure to read the questionnaire, misinterpreting it, or giving incomplete responses. Three counties gave replies of this type, and they are noted in the upper left-hand corners of the Summation of Data Tables<sup>1</sup> in Appendix C, where their effect is recorded.

Another difficulty which might have affected scoring was the double or modified response. The double response problem showed up on six replies to Question 3. (Land Productivity) and Question 7. (entrance requirements). The usual problem with Question 3. was that the respondents in these cases would list land as being marginal, wooded, and non-agricultural, or further designate fractions of the land parcel under each category. Such cases were resolved by accepting the answer which gave the land its best possible agricultural productivity. Question 7., regarding entrance, received several double replies but they were resolved on the basis where the least restrictive reply was accepted. For example, certain enterprises owned by the members may normally be open to the general public but, on occasion, admit members only. In other cases, a members-only entrance would also be listed as members and guests. The least restrictive



replies in the above two cases would be "the general public" and "members and guests," respectively.

A last factor which should be considered here was the attachment of various notes on the returned questionnaire; publications attached to the reply describing area facilities; and the listing of non-profit oriented facilities. There were notes regarding new and expected future enterprises, as well as notes explaining light use ratings. A number of responses included notations that warrant mentioning here. The Huron County reply notes "innumerable single cabin or cottage sites with access to water exist" in that county. The Oakland County response noted numerous other golf courses, while Lenawee County lumped the several recreation enterprises of the Irish Hills Recreation Area into one listing. One respondent for the Wexford County Area included Tourist Council and Chamber of Commerce publications listing tourist accommodations available from single cabin or cottage owners, along with a listing of canoe liveries, bait houses and riding stables.

In all these cases where additional information was included in the reply, it was in no way added or taken into the scoring process, except in the case where notes pointed out that non-profit operations were also

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<sup>1</sup>See Appendix C, Tables A-G

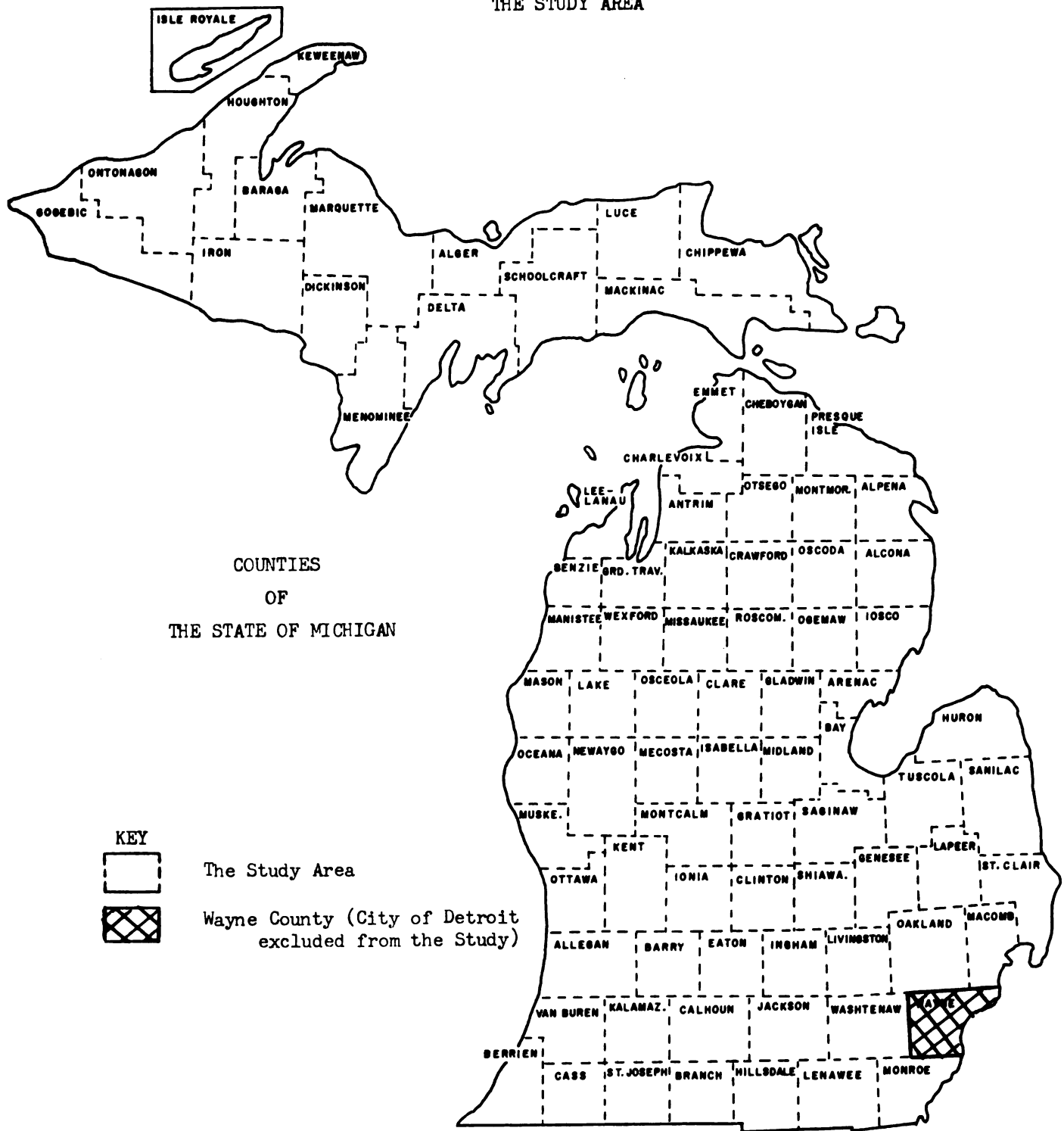
included in the reply. This situation occurred in Houghton, Cassopolis and Jackson County replies. Such listings were, of course, dropped from the scoring process.

### The Analysis

The study-area shown in Figure 1, on the following page, is a well populated and extensive land mass. The returned questionnaires from the entire study-area represented an incomprehensible mass of information in its initial form. The data was initially gathered on a single-county basis for the entire State. The map in Figure 2, page 63, shows the numerical distribution of recreation enterprises by counties. A single, yet important, aspect of this study. However, even in this condensed form, the reader may find it difficult to readily perceive the distribution of enterprises in the State.

A means of dividing the State into study-areas which would allow further condensation of data, yet afford some detail and ready comparison to other research projects, appeared to be required. Obviously the state could be divided in any arbitrary manner, but since it is hoped that much of the data gathered by this study will be used in future research, it seemed most desirable to report it in the most readily usable form possible.

FIGURE 1  
THE STUDY AREA



Probable future research in this study-area will likely deal with economics, location analysis or recreation problems. Therefore, our basis of dividing the State should be readily compatible with such studies.

To accomplish such a goal, the State should be broken into regions about population concentrations on some kind of hinterland concept of economic regions.<sup>1</sup> A search to determine if such a regional analysis was available for Michigan revealed that the Office of Planning Coordination, Bureau of Planning and Program Development, of the Executive Office of the Governor of Michigan, had thoroughly studied this problem. Their work defined fourteen Planning and Development Regions for Michigan<sup>2</sup> which are to be adopted for all research and planning conducted by the State of Michigan.

In view of the above, the findings of this study have all been analyzed according to these State Planning Regions, as depicted in Figure 3, page 64, which also shows the numerical distribution of enterprises by region.

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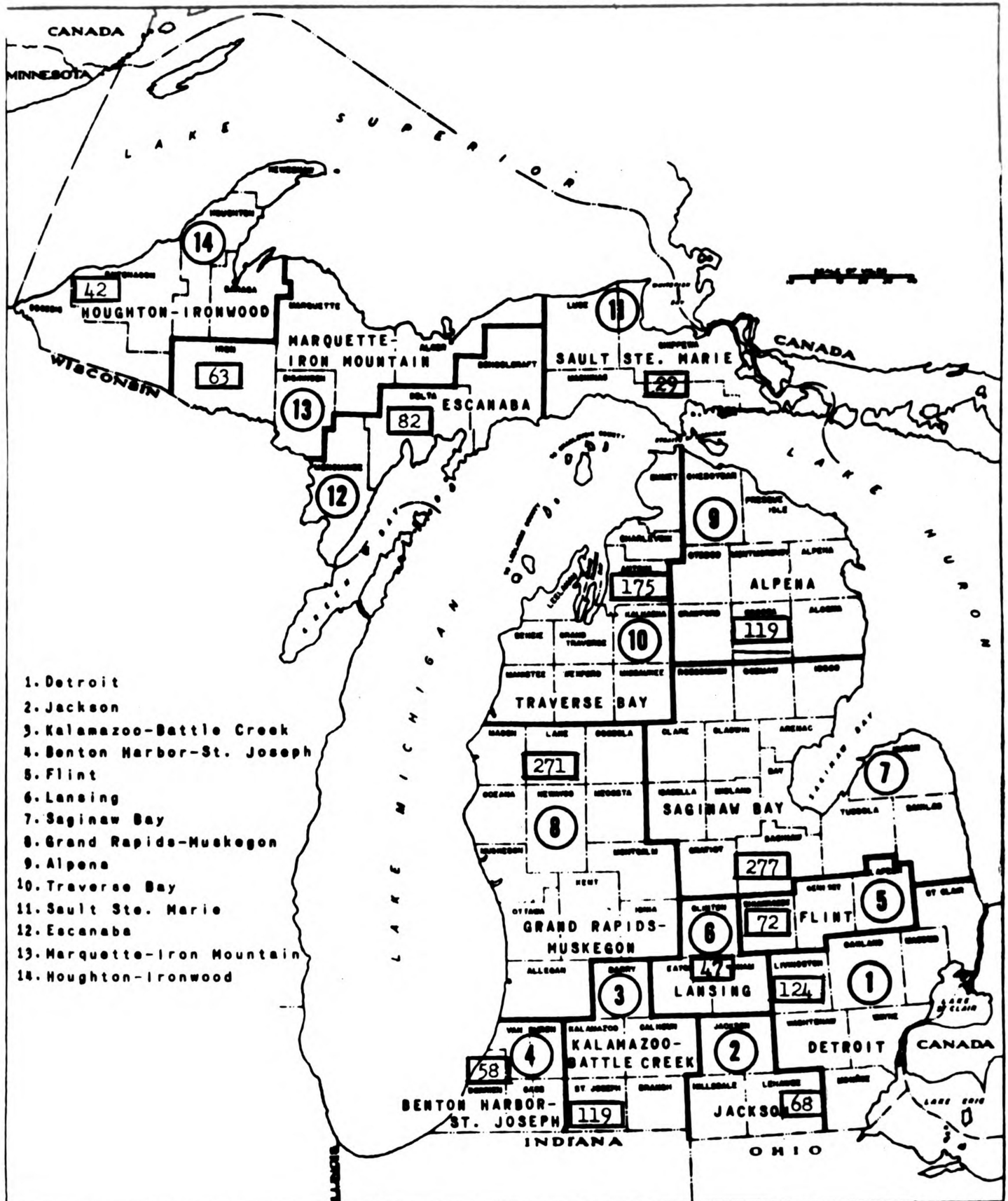
<sup>1</sup>For an expanded discussion of this concept, see for example Raleigh Barlowe, Land Resource Economics (Englewood Cliffs, New Jersey: Prentice Hall, Inc., 1958), pp. 249-264.

<sup>2</sup>The Executive Office of the Governor of Michigan, Bureau of Planning and Program Development, Planning and Development Regions for Michigan (Lansing, Mich.: Office of Planning Coordination, Technical Report No. 14, Feb., 1968).

The map displays the following counties and their numbers:

- ISLE ROYALE**: 1
- Keweenaw**: 1
- Houghton**: 15
- Ontonagon**: 8
- Gogebic**: 12
- Baraga**: 6
- Marquette**: 25
- Iron**: 8
- Dickinson**: 11
- Alger**: 19
- Schoolcraft**: 24
- Mackinac**: 15
- Luce**: 5
- Chippewa**: 9
- Delta**: 36
- Menominee**: 22
- Emmet**: 10
- Cheboygan**: 46
- Presque Isle**: 5
- Charlevoix**: 14
- Leelanau**: 15
- Antrim**: 24
- Otsego**: 4
- Montmorency**: 6
- Alpena**: 27
- Kalkaska**: 14
- Crawford**: 3
- Oscoda**: 19
- Alcona**: 9
- Benzie**: 19
- Grand Traverse**: 11
- Manistee**: 26
- Wexford**: 33
- Missaukee**: 9
- Roscon**: 127
- Ogemaw**: 8
- Iosco**: 17
- Mason**: 6
- Lake**: 11
- Osceola**: 16
- Clare**: 27
- Gladwin**: 8
- Arenac**: 11
- Ocean**: 17
- Newaygo**: 24
- Mecosta**: 7
- Isabella**: 12
- Midland**: 5
- Huron**: 14
- Tuscola**: 9
- Sanilac**: 5
- Muskegon**: 35
- Montcalm**: 24
- Gratiot**: 8
- Saginaw**: 19
- Kent**: 24
- Ottawa**: 37
- Ion**: 58
- Clinton**: 7
- Shiawassee**: 31
- Genesee**: 19
- Lapeer**: 22
- St. Clair**: 18
- Allegan**: 29
- Barry**: 17
- Eaton**: 17
- Ingham**: 25
- Livingston**: 22
- Oakland**: 11
- Macomb**: 29
- Van Buren**: 15
- Kalamazoo**: 51
- Calhoun**: 29
- Jackson**: 31
- Washtenaw**: 33
- Berrien**: 34
- Cass**: 9
- St. Joseph**: 12
- Branch**: 10
- Hillsdale**: 19
- Lenawee**: 18
- Monroe**: 11

FIGURE 3  
STATE PLANNING AND DEVELOPMENT REGIONS  
SHOWING THE NUMBER OF OUTDOOR  
RECREATION ENTERPRISES IN MICHIGAN



The Summation of Data Tables shown in Appendix C has also been summarized into fourteen regional and final totals for Michigan, as shown in Table 1 of page 70.

It may be noted by the reader that both the Summation of Data Tables and Table 1 contain several items which were obtained from a further analysis of original raw data. Entries for the number of single, dual, and complex-activity enterprises were obtained by determining the classification number<sup>1</sup> of the prime recreation products<sup>2</sup> offered per enterprise, and allowing that a classification number greater than three was a complex-activity enterprise. To further explain, this was accomplished through analysis of the data in Question 5.<sup>3</sup> Question 5, as was the case with all of the questions, was initially scored by adding all the check marks under each alternative. The general instructions to the research subjects were to check the best answer, and the example for Question 5. showed two alternatives checked. The logic behind this question was to have the respondent check whatever he felt was appropriate to the enterprise without suggesting he

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<sup>1</sup>Supra, p. 18, 19

<sup>2</sup>Ibid.

<sup>3</sup>See Question 5. of the Questionnaire in Appendix A.

check as many classification types as possible, which would surely have distorted the results. With those instructions, all of the respondents except one<sup>1</sup> reacted similarly, checking off as many recreation types as they felt were appropriate to the enterprises.

At this point, the reader's attention is recalled to the Review of Literature in Chapter II. It may be recalled that the research work of John H. Foster,<sup>2</sup> as well as the research on outdoor recreation enterprises in New York by Tobey and Brumsted,<sup>3</sup> noted difficulty in classifying enterprises to any recreation enterprise-types. A later study by Callahan and Knudson dealing with economic aspects of commercial recreation in southern Indiana<sup>4</sup> led them to conclude that there is a developing trend toward what they called "new, larger firms oriented toward providing recreation complexes." It was with this information in mind that Question 5.

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<sup>1</sup>The reply from Kalamazoo County, as noted in Appendix C, Table A, was incomplete. It also shows some error of central tendency and listed all enterprises under only one recreation enterprise-type.

<sup>2</sup>Foster, Outdoor Recreation Industry in Massachusetts, op. cit., p. 3.

<sup>3</sup>Tobey and Brumsted, Seventy-Two Enterprises in New York, op. cit., p. 2.

<sup>4</sup>Callahan and Knudson, Recreation Enterprises in Indiana, op. cit., p. 16.



was prepared in an attempt to further identify the existence of "recreation complexes," which might perhaps explain past classification difficulty. The question was analyzed by allowing each classification-type shown in Question 5. as an alternative, to stand as a "prime recreation product," as defined at the end of Chapter I. Then, by defining a complex-activity enterprise as an enterprise offering three or more prime recreation products, it becomes possible to distinguish a rather peculiar set of enterprises that differ from the usual pattern, or norm.

Another piece of information entered on Table 1, page 70, is an entry for the number of water-oriented enterprises.<sup>1</sup> This entry was gained through a combined analysis of Questions 5. and 6. Analysis of this data allowed that any enterprise checked in Question 5. under Type IV, Fishing Ponds and Waters, or Type XII, Water Sports, or listed a water-based activity as a major activity in Question 6., was deemed to be a water-oriented enterprise. A summation of this data was used in the preparation of Figure 4, page 77, which shows the geographic distribution of the percentage of water-oriented enterprises.

In order to further the analysis of data and resolve the objectives and hypothesis of this study as

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<sup>1</sup>Supra, p. 19.

stated in Chapter I, two tables were developed from the answers to Questions 6. and 10. These tables - Table 3. Heavy Use Activities in Michigan (page 85) and Table 4. Light Use Activities in Michigan (page 86) - are designed to shed some light on current recreation demand as evidenced by use ratings being converted into rating ratios, which will be discussed further in the next section of the chapter. To further aid in the analysis of current demand, and point out the priority of various specific activities, data from Questions 5. and 6. was used to develop Figure 5, page 79, which relates activity and priority to the fourteen Planning Regions in Michigan.

### The Findings

To begin this discussion of findings, the reader's attention is directed to this study's purposes and objectives,<sup>1</sup> as stated in Chapter I. Our first stated objective was to find out who Michigan's outdoor recreation entrepreneurs are. While some future reader of this text may desire a list of names for the now current recreation enterprises, no such listing could possibly be presented in this text for several more or less obvious reasons, the most important of which is the working agreement established with the Soil Conservation Service at the commencement of this study, which

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<sup>1</sup>Supra, p. 16.

restricts publication of such a list.

The names and postal addresses of Michigan's recreation enterprises have been established, however, and may quickly be gathered, stratified or summarized from the returned questionnaires of this study. These returned questionnaires and all other raw data relating to this study have been turned over to the School of Resource Development, College of Agriculture and Natural Resources, at Michigan State University.

The simple numerical significance of outdoor recreation enterprises in Michigan can readily be determined from Table 1 on the following page. The total number of outdoor recreation enterprises in Michigan is recorded there as being 1,546. However, 1,546 enterprises do not simply represent 1,546 golf courses, or riding stables, or picnic areas. Neither do they represent any simple combination of the facilities just listed, or any other similar facilities. In point of fact, there are 3,027<sup>1</sup> recreation facilities offered by Michigan's 1,546 outdoor recreation enterprises.

This situation is caused by the extreme diversification which certain recreation enterprises have exhibited. It is impossible to say on the basis of the data gathered, whether these diversified enterprises

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<sup>1</sup>This figure represents the sum of all enterprise-types shown in Table 1, as the summarized results of Question 5.

TABLE 1  
SUMMATION OF OUTDOOR RECREATION DATA  
FOR  
FOURTEEN PLANNING REGIONS OF MICHIGAN  
AND  
STATE TOTALS

COUNTIES OF MICHIGAN SUMMARIZED INTO FOURTEEN ECONOMIC PLANNING REGIONS	Region I	Region II	Region III	Region IV	Region V	Region VI	Region VII	Region VIII	Region IX	Region X	Region XI	Region XII	Region XIII	Region XIV	Totals for Michigan			
Number of Single-Activity Enterprises	93	28	59	36	47	35	232	163	61	85	22	25	23	22	931			
Number of Dual-Activity Enterprises	11	20	35	5	15	3	26	64	17	34	1	3	19	5	258			
Number of Complex-Activity Enterprises	20	20	25	17	10	9	19	44	41	56	6	54	21	15	357			
Total Number of Enterprises	124	68	119	58	72	47	277	271	119	175	29	82	63	42	1,546			
Number of Water-Oriented Enterprises	28	34	53	26	25	14	164	136	70	107	14	59	45	24	799			
Number of F.H.A.-Financed Enterprises	1	1	2	1	-	-	1	6	2	2	-	2	1	6	25			
Number of Enterprises Using: Marginal Agricultural Land	32	28	26	17	33	23	51	102	20	40	1	15	6	4	398			
Good Agricultural Land	58	13	39	22	18	14	33	63	12	23	5	8	8	18	334			
Excellent Agricultural Land	12	1	3	10	2	3	5	10	1	-	1	2	-	-	50			
Wooded Land	9	14	13	8	3	-	27	30	45	40	3	25	23	13	253			
Non-Agricultural Land	13	12	27	1	16	7	161	50	41	72	19	32	26	7	484			
Enterprises Classified as:																		
Type I Outdoor Living (Cabins, etc.)	6	13	23	17	4	3	102	34	52	60	6	48	34	10	412			
Type II Camping Grounds	11	21	29	14	4	8	24	27	14	22	9	17	8	6	214			
Type III Picnicking & Sports Fields	25	13	24	13	18	14	21	34	17	26	7	27	5	10	254			
Type IV Fishing Ponds & Waters	16	13	36	14	20	8	22	105	38	79	9	58	42	23	483			
Type V Golf Courses	66	25	41	16	24	17	60	65	13	27	7	9	6	6	382			
Type VI Hunting Areas	6	2	11	1	5	1	8	19	9	20	-	21	15	4	122			
Type VII Natural & Historical Areas	6	18	21	6	2	-	11	32	11	26	11	46	9	3	202			
Type VIII Horseback Riding or Stables	20	7	11	8	4	7	10	40	15	24	5	4	4	5	164			
Type IX Shooting Preserves	5	1	4	1	13	4	7	5	1	4	-	1	-	-	46			
Type X Vacation Farm or Dude Ranch	2	-	-	7	-	-	4	7	3	5	2	3	-	3	36			
Type XI Winter Sports	9	2	2	2	2	2	19	18	12	26	1	9	6	6	116			
Type XII Water Sports	20	31	46	19	14	11	149	92	64	63	9	48	21	9	596			
Major Activity Offered:																		
First Priority	Golf	Swim	Golf	Golf	Golf	Golf	Golf	Fish	Fish	Fish	Fish	Fish	Fish	Fish	Fish			
Second Priority	Picnic	Golf	Fish	Swim	Fish	Picnic	Swim	Boat	Boat	Boat	Camp	Boat	Hunt	Picnic	Boat			
Enterprise Entrance:																		
General Public via Fee	91	47	94	55	41	36	240	214	102	158	23	70	55	42	1,268			
Members Only	9	11	4	3	22	5	8	13	6	5	2	4	-	-	92			
Members & Guests	21	10	18	-	9	6	27	42	11	11	2	8	8	-	173			
Groups Only	3	-	3	-	-	-	2	2	-	1	2	-	-	-	13			
No. of Govt. Facilities Similar to Commercial Enterprises:																		
In Same County	10	2	3	2	10	1	10	7	4	1	3	1	-	5	59			
In Same County, within 15 Miles	25	11	3	4	1	10	30	72	-	5	8	9	8	3	189			
Not in County, but within 15 Miles	-	-	-	-	8	3	-	-	2	8	-	-	-	5	26			
Use Rating of these Similar Govt. Facilities:																		
Heavy	30	13	6	6	2	14	16	63	2	8	6	9	5	2	182			
Moderate	5	-	-	-	17	-	4	12	4	3	5	1	3	11	65			
Light	-	-	-	-	-	-	2	4	-	3	-	-	-	-	9			
Use Rating of Commercial Enterprises:																		
Heavy	78	17	42	27	4	15	62	97	27	33	13	41	5	21	482			
Moderate	39	44	48	23	38	28	162	105	69	109	13	36	48	12	774			
Light	7	7	29	8	30	4	53	69	23	33	3	5	10	9	290			
Enterprises Experiencing Government Competition	4	-	5	4	7	2	8	31	6	13	6	-	5	11	102			

were originally built and designed to offer such unlikely combinations of prime recreation products as golf, swimming, picnicking and horseback riding, or if they are the result of extensive diversification of single-activity enterprises. However, such operations do exist<sup>1</sup> and, from a recreationist's point of view, could hardly be considered to fit any single enterprise-type common in the past.

To resolve and summarize this discussion on the numerical significance of outdoor recreation enterprises, the following profile based on the data shown in the last column of Table 1, page 70, seems appropriate. There are 1,546 recreation enterprises in Michigan. A majority of them, 60.2 per cent, or 931, offer a single, prime recreation product such as the traditional golf course. However, 16.6 per cent, or 258 of our recreation enterprises, offer two prime recreation products, which suggests support for the diversification argument; while 357 enterprises, or 23 per cent of all Michigan outdoor recreation enterprises, offer three or more prime recreation products and are classified as complex-activity enterprises. With these prevailing conditions, we find that we have 3,027 distinct recreation enterprise-types or facilities on 1,546 locations throughout the State.

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<sup>1</sup>The response from Iron County, Michigan, shows such an operation.

Realistically, this means there are:

- 412, offering outdoor living in cabins or cottages
- 214, offering campgrounds
- 254, offering picnic areas
- 483, offering fishing waters
- 382, offering golf courses
- 122, offering hunting areas
- 202, offering scenic nature or historic attractions
- 164, offering riding stables or academies
- 46, offering shooting ranges or preserves
- 36, offering farms or ranches
- 116, offering skiing, tobogganing or snowmobile sites
- 569, offering either swimming or boating

From the above information, we can plainly see there are basically 3,027 different enterprise-types. Obviously questions regarding the numerical significance of recreation enterprises are not easily resolved today, unless the question is well qualified.

Having introduced the reader to the concept of complex-activity enterprises, it would seem pertinent here to try to further define the basic nature of such operations before turning back to resolving the stated objectives of this study. Table 2, Aspects of Complex-Activity Enterprises, on page 73, was made for selected regions of Michigan, and reveals a general profile of these enterprises.

TABLE 2  
ASPECT OF COMPLEX-ACTIVITY ENTERPRISES VIA SELECTED REGIONS OF MICHIGAN

Region	Complex- Activity Enterprises	Classification Number #			Use Rating		Water- Oriented Enterprises	Overnight Accommodation Available		
		3-4	5-7	7+	Heavy	Moderate			Light	
Southern Michigan										
1	20	16	4	-	16	4	-	9		
2	20	14	4	2	5	12	3	1		
3	25	3	20	2	6	17	2	22		
Mid Michigan										
6	9	5	4	-	1	8	-	7		
10	41	25	16	-	18	19	4	9		
Northern Michigan										
12	44	8	34	2	29	13	2	39		
13	29	10	18	1	3	22	4	23		
COMPOSITE										
TOTALS		188	81	100	7	78	95	15	169	120

\*N.B.: Classification Number - the number of enterprise-types under which an outdoor recreation enterprise was classified by the questionnaire respondents.

Of the 188 complex-activity enterprise samples<sup>1</sup> included in the table, one hundred, or the majority, have a classification number<sup>2</sup> of five or six. This means that an enterprise offering five or six separate sets of outdoor recreational activity is the normal type of operation. To establish some kind of demand concept for these enterprises, let us refer to Table 1, page 70, where Use Ratings of all the recreation enterprises are shown near the bottom of the page. These ratings reveal that out of our total of 1,546 recreation enterprises:

31.1 per cent, or 482, are in a state of heavy use,  
50.0 per cent, or 774, are in a state of moderate use,  
while

18.7 per cent, or 290, are in a state of light use.  
The Aspects of Complex-Activity Enterprises, Table 2, shown on page 73, reveals that out of 188 complex-activity enterprises:

41.4 per cent, or 78, are in a state of heavy use,  
50.5 per cent, or 95, are in a state of moderate use,  
while

7.9 per cent, or 15, are in a state of light use.

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<sup>1</sup>There were actually 357 complex-activity enterprises identified in the fourteen Planning Regions of Michigan, as shown on Table 1. For the purposes of profiling the activity complexes, a selected sample of seven regions was chosen from three broad divisions of the State. It was considered by the writer to be a broad, representative sample on which to base generalizations.

<sup>2</sup>Supra, p. 19.



From these two sets of use ratings we can suggest that the demand for complex-activity enterprises is significantly higher than it is for the general population of recreation enterprises. In comparison with the general population of recreation enterprises, it would appear there is proportionately less than half the chance that a complex-activity enterprise will be in light use. It would also seem reasonable to suggest there is significantly less chance of failure if an operation offers the public a complex-activity enterprise, since such operations receive more heavy use and less light use than the general research population.

Complex-activity enterprises also differ from the norm in terms of water orientation. Table 1 reveals there are 799 enterprises which are water oriented, which amounts to 51.6 per cent of the recreation enterprises in Michigan. However, of the 188 complex-activity enterprises shown in Table 2, 87.9 per cent, or 169, were water-oriented. A comparison of these two water-oriented percentages indicates that the presence of good access to water is 1.7 times, or nearly twice as critical a factor to the success or development of a complex-activity enterprise.

The last column of Table 2 shows that 120, or 63.8 per cent of the complex-activity enterprises sampled

offered overnight accommodations<sup>1</sup> of some kind. The number of enterprises offering overnight accommodations among the general population of recreation enterprises in Michigan was determined to be 559,<sup>2</sup> or 36.1 per cent of all such operations.

In comparing the above percentages, the presence of accommodations, like the presence of good access to water, is about 1.7 times as important to the complex-activity enterprise as it is to the general population of recreation enterprises.

The objectives<sup>3</sup> of this study include questions regarding the location and major recreation activities offered by the Michigan outdoor recreation industry. To begin this discussion regarding these two related aspects of outdoor recreation enterprises, consider again Figure 3, page 64. This map showing the number of recreation

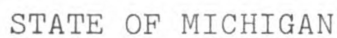
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<sup>1</sup>In preparing Table 2, it was allowed that overnight accommodation could be in cabins or cottages (Type I), in campgrounds (Type II), or at vacation farms (Type X). If an enterprise offered two or more of these types it was only counted once.

<sup>2</sup>Information on the number of enterprises in the general research population offering overnight accommodation was not initially gathered. By adding the accommodation of Types I, II, and X in Question 5., as shown on Table 1, page 70, and physically counting the number of dual and complex enterprises which offer two or more of the above types of accommodation, the number of enterprises with overnight accommodation in the general research population was determined to be 559.

<sup>3</sup>Supra, p. 16.

MAP OF STATE PLANNING REGIONS SHOWING THE PERCENTAGE OF  
WATER-ORIENTED, OUTDOOR RECREATION ENTERPRISES



enterprises per planning region will now be used to determine the importance of certain regional characteristics to the location of recreation enterprises.

The review of literature included mention of a number of research articles which stress the importance of good accessibility and good water to the development of recreation enterprises.<sup>1</sup> In general, the finding of this study loans support to those conclusions.

Figure 4 also shows the percentages of water-oriented recreation enterprises per planning region, which were calculated from data shown in Table 1. If we assume that water quality is likely better and water access is likely easier as we move away from heavily urbanized areas, then the percentages indicate that recreation enterprises are indeed sensitive to the presence of good water. It can be readily noted that the per cent of water-oriented enterprises tends to increase as we move away from the heavily urbanized Southern Michigan area.

There is still another aspect of location to be considered here. This involves the relationship of major recreational activity offered by enterprises to the presence of population centers. Figure 5 on the following page shows the major, specific recreation

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<sup>1</sup>Supra, pp. 27-34.



FIGURE 5

MAP OF STATE PLANNING REGIONS SHOWING THE FOUR MAJOR  
SPECIFIC RECREATIONAL ACTIVITIES OFFERED IN EACH PLANNING REGION  
IN ORDER OF PRIORITY



activities for each planning region of Michigan and their order of occurrence and priority. The first two priorities listed were drawn directly from Table 1, while third and fourth priorities, where applicable, were gathered from the Data Summation Tables in Appendix C.

From a perusal of this map, it becomes apparent that the traditional day-use activities of golfing, picnicking, horseback riding, etc., tend to dominate the seven, more heavily populated planning regions<sup>1</sup> in the Southern portion of the State. The Northern planning regions, eight to fourteen, have a lower population density and involve travel for the average recreationist. Therefore, these enterprises usually involve activities requiring longer periods of time, such as: camping, rural living in cabins and cottages, fishing and boating, etc., all of which tend to be dominant activities in the Northern part of Michigan. In short, as the Review of Literature suggests, day-use activities tend to establish close to well populated areas, while overnight activities flourish at some distance from the populated regions.

Among the original objectives of this study was a question regarding recreation enterprise capital financing.<sup>2</sup> The reader may recall that some difficulty was

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<sup>1</sup>The major population centers of Southern Michigan are shown as black dots of varying size according to population. Note the density change of these dots as we move North in the State.

<sup>2</sup>Supra, p. 16.

encountered in placing this question on the questionnaire.<sup>1</sup> It was initially hoped that some extensive information could be gathered on sources of financing, a difficulty which had been cited as a major problem by the O.R.R.R.C. Study Report No. 11<sup>2</sup> and most of the research studies reported in Chapter II. The research subjects, however, were only able to provide sound information on Farmers Home Administration financing, and I have limited the discussion here to that one aspect.

The returned questionnaire revealed that only twenty-five Michigan outdoor recreation enterprises have received F.H.A. loans. These loans, which approximate a 1.68 per cent coverage of Michigan recreation enterprises, were made possible by the Food and Agriculture Act of 1962.<sup>3</sup> They represent a major aspect of the Federal Government's effort to help develop auxiliary and complementary recreation facilities in the private sector.

Another objective of this study was to determine the type of agricultural productivity commonly associated with recreation enterprise holdings. The summary of results of Question 3.<sup>4</sup> as shown in Table 1, page 70,

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<sup>1</sup>Supra, p. 51.

<sup>2</sup>Supra, p. 10.

<sup>3</sup>Supra, p. 12.

<sup>4</sup>See Appendix A.



reveals that 484 of Michigan's 1,546 enterprises were situated on land classified as being non-agricultural. An additional 398 enterprises used land of marginal agricultural value, while 253 more recreation land parcels were wooded, and therefore unsuited to crops other than timber. In short, 1,135, or 73.4 per cent, of Michigan's recreation enterprises are located on land of very questionable agricultural value, while 21.6 per cent was rated good, and only 3.2 per cent could be considered excellent.

The discussion so far might lead the reader to believe that outdoor recreation enterprises provide the recreationist with a host of recreation opportunities which are, or can be, enjoyed at nominal cost by simply going to the enterprise. For the great majority of recreation enterprises this is, in fact, the case. Table 1, page 70, shows that 1,268 of Michigan's 1,546 recreation enterprises allow admission to the general public by means of a simple fee. There are, however, some 278 recreation enterprises where entrance has at least some restrictions. These 278 enterprises amount to nearly 18 per cent of all outdoor recreation enterprises. This 18 per cent is composed of 5.9 per cent, or 92 operations, open to members exclusively; another 11.1 per cent, or 173, of the enterprises allow entrance to members and their guests; while 13 operations, or not quite one per cent, have general admission to groups only. Realistically,

this means that only 82 per cent of our outdoor recreation enterprises are geared to meet the effective economic demand for recreation created by the general public.

As was already suggested in Chapter I, the most valuable information to persons counselling the would-be recreation operator is information on the effective demand for recreation.<sup>1</sup> Although innumerable studies of the total physical demand for outdoor recreation have been, or are being, completed for almost every state in the country, usable studies regarding the effective demand<sup>2</sup> for outdoor recreation are seldom mentioned, and do not exist for Michigan.<sup>3</sup>

It is not suggested that this paper should be looked upon as any kind of detailed study on the effective demand for outdoor recreation. The sources and methodology used for this study do not exhibit enough

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<sup>1</sup>Supra, p. 15.

<sup>2</sup>For an expanded discussion on the differences between physical demand and effective demand, see: Raleigh Barlowe, op. cit., p. 19.

<sup>3</sup>The matter of demand is a perplexing one because there is a general acceptance by recreation people of physical recreation demand studies, where effective demand should be used for really intelligent planning in the commercial outdoor recreation area. In short, few people will pay anything for a chance to walk, regardless of what kind of demand exists for this activity. It has sharply limited, practical value to the commercial recreation operator. As often as not, using concepts of physical demand in this area simply tend to cloud the issues.

objectivity to establish positively a full-scale concept of what people are, in fact, buying from recreation enterprises. Any fully credible concept of the overall effective demand for outdoor recreation can only be established by a comprehensive social survey<sup>1</sup> study.

Tables 3 and 4, on the next two pages, relate the current heavy use and light use ratings of individual Michigan recreation enterprises to the major activity listed for that enterprise. If it is assumed that only the desire to engage in those particular activities offered by the recreation facilities prompted the users to use such facilities, and allow that use ratings can be equated to demand, some concept is gained of the current effective demand for outdoor recreation.

Golfing was the activity listed most often as being under heavy use on Table 3, with 175 facilities located mainly in Regions 1, 2, 3, 7 and 8. From Table 1, we can see there are a total of 382 golfing facilities offered by Michigan's recreation enterprises. Therefore, 45.8 per cent of all golf courses are under heavy use. Table 4 reveals there are 36 golf facilities in light use, or 9.4 per cent of all such facilities, located mainly in Regions 1, 5, 7 and 8. These two percentages

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— <sup>1</sup>Supra, p. 27.

TABLE 3

## ACTIVITY RATED AS BEING IN HEAVY USE, ACCORDING TO ECONOMIC PLANNING REGIONS

Economic Planning Region Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total Activities (in Heavy Use)
Golfing	49	10	13	7	2	4	28	38	3	10	4	5	-	2	175
Fishing	2	1	-	3	-	1	4	18	3	7	1	13	4	4	61
Marinas or Boating	3	-	-	1	-	1	5	18	8	10	-	9	-	3	58
Cabins w/Access to Water	1	-	4	-	-	-	12	7	1	2	-	6	-	4	37
Horses	9	2	6	3	1	1	4	3	-	2	-	-	-	-	31
Swimming	7	2	11	6	-	4	1	-	-	-	-	-	-	-	31
Skiing	2	-	2	1	-	-	6	6	-	2	-	2	1	1	23
Camping	-	-	-	4	-	-	-	-	2	-	3	2	-	3	14
Canoeing	-	-	-	1	-	-	-	-	4	-	-	3	-	1	9
Scenic Nature	1	-	1	-	-	-	-	-	-	-	1	-	-	3	6
Picnicking	1	-	-	1	-	-	-	1	-	-	3	-	-	-	6
Hunting	-	2	-	-	-	1	-	2	-	-	1	-	-	-	6
Shooting Ranges	-	-	4	-	-	-	-	-	-	-	-	-	-	-	4
Auto Racing	-	-	-	-	-	2	-	1	1	-	-	-	-	-	4
Dude Ranches	1	-	-	-	1	-	-	-	1	-	-	-	-	-	3
Dune Rides	-	-	1	-	-	-	-	2	-	-	-	-	-	-	3
Snowmobiles	-	-	-	-	-	-	-	-	1	-	-	1	-	-	2
Dog Runs	1	-	-	-	-	1	-	-	-	-	-	-	-	-	2
Archery	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2
Trailer Park	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2
Tobogganing	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
Water Skiing	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Nudism	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
Total Enterprises in Heavy Use	78	17	42	27	4	15	62	97	27	33	13	41	5	21	482

TABLE 4

## ACTIVITY RATED AS BEING IN LIGHT USE, ACCORDING TO ECONOMIC PLANNING REGIONS

Economic Planning Region Number:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total Activities (in Light Use)
Fishing	1	-	8	-	4	-	6	16	3	15	-	2	3	4	61
Campgrounds	-	4	11	4	2	-	3	6	3	4	2	2	1	2	44
Golfing	4	2	-	-	4	1	9	10	3	2	1	-	-	-	36
Horses or Stables	2	-	1	-	-	3	14	14	3	5	-	-	1	2	31
Swimming	-	-	-	-	7	-	14	-	1	-	-	-	-	-	14
Boating & Marinas	-	-	3	-	2	-	-	6	3	1	-	-	1	-	16
Hunting	-	-	3	-	-	-	6	2	3	-	-	-	-	-	14
Skiing	-	-	1	-	-	-	4	4	1	3	-	-	1	-	14
Picnicking	-	-	-	2	6	-	4	-	-	-	-	-	-	-	12
Shooting	-	-	1	-	3	-	-	3	3	1	-	-	-	-	11
Trailer Park	-	-	-	2	-	-	3	4	-	-	-	-	1	-	10
Cabins w/Access to Water	-	-	-	-	-	-	-	-	-	-	-	1	2	1	5
Farms, Dude, etc.	-	-	-	-	-	-	-	3	-	1	-	-	-	-	4
Nature Areas	-	-	-	-	-	-	1	1	-	1	-	-	-	-	3
Snowmobile Areas	-	-	1	-	-	-	2	-	-	-	-	-	-	-	3
Go-Karts	-	-	-	-	1	-	1	-	-	-	-	-	-	-	2
Auto Racing	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
Nudism	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
Region Totals	7	7	29	8	30	4	53	69	23	33	3	5	10	1	290

may now be used to set up a rating ratio<sup>1</sup> of the market for golf in much the same manner as is commonly done by businessmen or investors when considering new ventures. For instance, we have 45.8 per cent of the golfing facilities rated heavy, 9.4 per cent rated light, therefore the rating ratio is nearly 5 : 1 in favor of the heavy rating. A normal distribution curve, which we can assume would be the case for a normal or average market, should yield a rating ratio of 1 : 1.<sup>2</sup> It can be concluded, therefore, that golfing has a strong, effective demand in Regions 1 through 7. Nearly five times as many operations are in a state of heavy use as are in

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<sup>1</sup>Rating ratios are a common means of reporting or comparing business progress. Dunn and Bradstreet commonly use such ratios as Net Profit: Net Sales, Net Profit: Tangible Worth, Fixed Assets: Tangible Net Worth, and several others. These ratios may report on an individual business or an entire marketing area. When considering investment, a client can then compare individual firms or averages for the entire industry. For an expanded discussion on such ratios, see David H. Li, Accounting for Management Analysis (Columbus, Ohio, Charles E. Merrill Books, 1964), pp. 270-310.

<sup>2</sup>If it were possible to train the responding subjects so as to build a high inter-rated correlation coefficient, this entire approach could become a sensitive measure of effective demand. If ratings were taken over a prolonged period of time and plotted, it would be possible to establish developing trends and make reasonably accurate projections.

light use, but a saturation of demand may exist in Regions 1, 7 and 8, where a high percentage of the golfing facilities are rated as being in light use. Obviously this information could be acquired from Tables 3 and 4 for all activities shown on both of them. With the use of the Data Summation Tables in Appendix C, we could narrow generalizations from regions to individual counties. However, such a detailed examination could fill another text, and would go beyond our purposes here. Therefore, this study will deal only with the more striking findings revealed by these tables.

Camping facilities, with the exception of Region 1, are experiencing difficulty. There are 214 recreation enterprises offering camping facilities in the State. Of these, only 14, or less than 7 per cent, are in heavy use, while 44 campgrounds, or 20.5 per cent of all such facilities, are in light use. This nearly 3 : 1 ratio of light use rating over the healthier heavy use operations appears typical of all except two planning regions, and should clearly warn the would-be investor to proceed with extreme caution.

The use rating of fishing operations indicates that a normal competitive market exists for this product, with heavy use to light use rating ratio at 1 : 1, each class representing about 12 per cent of the 483 suppliers. This is a rather large market, as evidenced by the number

of suppliers, yet approximately 75 per cent of these operations are rated in moderate use. An examination of regional ratings on the Rating Tables reveals that Regions 3 and 5 are experiencing a little difficulty. Lack of coastline and the close proximity<sup>1</sup> of fee fishing pond operations may partially account for this. Planning Regions 8 and 10 show the largest number of fishing facilities in both the heavy and light use Rating Tables. This generally indicates or suggests an expanding competitive market which may be the incipient effects of the transplanted Coho Salmon in Lake Michigan.

Hunting is an outdoor recreation activity which currently appears to have a low, effective economic demand. Data from Tables 1, 3 and 4, indicates there are 122 such facilities, with only 4.9 per cent of them receiving heavy use ratings and 11.4 per cent in the light use class. An unfavorable use rating ratio exists of approximately 2.3 : 1, light use facilities over heavy use facilities. Perusal of the regional data in Tables 3 and 4 indicates caution is warranted in establishing such operations in the Northern Lower Peninsula in Planning Regions 7, 8 and 9.

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<sup>1</sup>The scoring of county replies for Planning Region 3 revealed this situation existed for fishing enterprises of Kalamazoo, Calhoun and Barry Counties.



Recreation enterprises offering skiing facilities amount only to an estimated 96,<sup>1</sup> but Table 3 shows that 24 per cent of them are in heavy use, while Table 4 records approximately 14 per cent of them in light use. This tends to indicate a better than average current, effective recreation demand with a favorable rating ratio of 1.7 : 1, heavy use facilities over light use operations. Planning Regions 7 and 8 lead in the number of both heavy and light use rating in this class, and competition is obviously keen in this area. Generally, however, there appears to be a good, current, effective demand for skiing.

Recreation enterprises offering picnic facilities are also confronted by a difficult, current demand situation. A sizable market, with 254 suppliers, exists for picnic facilities, but only 2.4 per cent are rated heavy, while 4.7 per cent are rated light. This creates an unfavorable rating ratio - nearly 2 : 1, light use operation over heavy use operations - but nearly 93 per cent of all suppliers still receive moderate use ratings.

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<sup>1</sup>The exact number of skiing facilities is included in the Type XI Classification (Winter Sports) shown in Table 1. Only a handful of winter sport areas were not skiing areas, while some of those listing snowmobile and tobogganing are also used for skiing. An evaluated estimate of skiing facilities would be 96.

Although it is a market in which it would obviously be difficult to do well, it should be rather easy to enter. Planning Region 5 seems to lead in unused picnic facilities.

As a last subject of this discussion on current demand, attention is directed to cabins and cottages with access to water. This generally fits our Type I Classification, Table 1, where a very sizable 412 such facilities are recorded. The Heavy Use Table 3 indicates 37 such facilities in a state of heavy use, or nearly 9 per cent of all such facilities. Table 4, however, records only 5 of these operations, or only 1.2 per cent of all such facilities, in light use on the Western end of the Upper Peninsula. This yields a very favorable rating ratio of 7.5 : 1, heavy use facilities over light use facilities. This generally indicates there is an extremely strong, effective, current demand for cabins or cottages that afford recreation, and good results are likely for the operator who carefully considers capitalization costs against the seasonal nature of these facilities, as well as accessibility to water and population centers.

Two of this study's original objectives regarding similar government recreation facilities and their competitive relationship to recreation enterprises now remain to be resolved. The initial objective, quite

naturally, was to determine if government recreation facilities similar to commercial facilities existed in the same vicinity. Table 1 reveals that the government does indeed offer outdoor recreation facilities similar to those offered by private commercial enterprises. Table 1 indicates that there are 274 locations where government-operated recreation facilities are in a potentially competitive, geographical relationship to a similar number of recreation enterprises. There are 189 of these government operations in the same county and within 15 miles of a recreation enterprise, and an additional 26 are also within 15 miles but in a different county. All in all, 215 recreation enterprises are confronted with similar government facilities existing within fifteen miles of their location. In 59 cases, similar government facilities existed further than 15 miles away, but still within the same county. To reduce this, it could be said that nearly 14 per cent of all recreation enterprises must seek to attract a set of users which government will also serve. The fact that government does serve them can be drawn from the use rating conferred on these government operations - 182 in heavy use; 65 in moderate use; and 9 in light use. These figures indicate a lot of potential business and, therefore, taxable income is dissipated by government facilities.

However, these are potentially competitive

situations not proven to be harmful. It is quite possible for such government operations to have a beneficial, complementary, or simply neutral effect on a recreation enterprise. Although it may be considered probable that the research subjects are aware of only the most difficult and obviously competitive situations,<sup>1</sup> they have, nonetheless, identified 102 cases of direct competition in 33 counties of Michigan. Further study is, of course, required to determine the exact nature, extent, and long-run effect of such competition. The work-unit conservationist in Marquette County notes on the bottom of his response, with regard to a competitive situation, "Private facilities were established first." We might question what very special circumstances could justify this, but no further answers are available until these identified points of competition are subjected to closer study.

The last subject to which the reader's attention will be directed before closing this discussion on findings, relates to the major hypothesis underlying this study.<sup>2</sup> The hypothesis states that private, rural, outdoor recreation enterprises in Michigan are largely

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<sup>1</sup>Supra, p. 50.

<sup>2</sup>Supra, p. 17.

characterized by overnight accommodations on marginal agricultural lands in Northern Michigan, with financing extended by commercial credit sources. In earlier discussion on complex-activity enterprises<sup>1</sup> it was pointed out that a summation of Cabins and Cottages, Enterprise Type I; plus Camping Grounds, Type II; and Vacation Farms, Type VIII; as shown in Table 1, indicates there are 662 overnight accommodations, which figure does not represent a majority of the enterprises. If it is allowed that Planning Regions 1 through 6 represent Southern Michigan,<sup>2</sup> then Table 1 will reveal that Planning Regions 1 through 6 have 162 overnight accommodation facilities, indicating that Northern Michigan has only 500 similar facilities. Findings based on Table 1, as pointed out earlier<sup>3</sup> in the discussion of agricultural productivity, revealed that only 24.8 per cent of all Michigan's recreation enterprises are located on land of good or excellent agricultural productivity. The remaining enterprise lands were of

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<sup>1</sup>Supra, p. 76.

<sup>2</sup>By dividing the State in this manner, there is an understanding of Southern Michigan very similar to the division used in the Van Neiro Report, op. cit., p. 2.

<sup>3</sup>Supra, p. 81.

marginal or less value in terms of agricultural productivity. Study of the agricultural productivity rating of land in Northern Michigan, or Planning Regions 7 through 14, reveals that a majority of these enterprises operate on marginal agricultural or non-agricultural lands. The financing of recreation enterprises in Michigan, provided by F.H.A., amounts to only 25 enterprises, or 1.68 per cent of all such enterprises. Since the Federal Government clearly designates this as the major source of Federal Government financial aid, we can assume no other governmental agency could carry a greater percentage.

Based on this information, it can be concluded that overnight accommodation enterprises do not characterize recreation enterprises in Michigan, but the use of marginal agricultural lands and commercial sources of credit are common operating characteristics of Michigan's recreation enterprises.

## CHAPTER V

### SUMMARY: IMPLICATION CONCLUSIONS AND RECOMMENDATIONS

#### Summation

Throughout this study, concern has centered on Michigan's outdoor recreation enterprises. The Federal Government has designated that enterprises such as these should play a major role in meeting the new and ever increasing demand for outdoor recreation. In 1962, the O.R.R.R.C. Report urged a coordinated complementary role for private, outdoor recreation enterprises in meeting future recreation demand. Toward that end the Federal Government sought to provide leadership, guidance, technical information and coordination, designed to promote and strengthen these private enterprise operations. Responsibility for fulfilling Government's commitment was assigned jointly to two departments - the Department of Agriculture, who were to provide technical and promotional help, and the Department of the Interior, who were to provide coordination, research and comprehensive planning, with the aid of state and local levels of government.

Today, six years after the inauguration and implementation of the Federal Government's program, Michigan's outdoor recreation industry is, in the final

analysis, a largely unknown quantity in any kind of comprehensive terms. This study has focused on this problem and attempts to establish fundamental, yet comprehensive, concepts of the private, outdoor recreation industry in Michigan - concepts required before more sophisticated research can be completed. In order to provide this kind of information, an inventory was required which would establish the present operating conditions of these enterprises regarding, particularly: types, financing, competition, current market demand, distribution, products, and the importance of certain environmental characteristics.

The Soil Conservation Service serves the field of private outdoor recreation to fulfill the assignment given the Department of Agriculture. In Michigan, the administrative and field staff of the Soil Conservation Service have worked diligently to meet the Federal Government charge to their department. However, in the course of completing their assigned task they became acutely aware of an annoying void of comprehensive, coordinated research into private outdoor recreation in Michigan - a void which made intelligent counselling, leadership and guidance extremely difficult. The writer feels it was an attempt to relieve or overcome this problem which prompted them to agree to cooperate in this study by instructing the entire field staff to answer a



prepared questionnaire on recreation enterprises in the individual districts. The information gained from these questionnaires was summarized in tables and displayed in illustrations that afforded cross-comparisons and statistical interpretations of the data, resulting in numerous findings relevant to resolving the previously stated problem.

The findings developed and discussed in the last chapter might best be summarized as follows:

1. There are 1,546 outdoor recreation enterprises in Michigan, 931 of which offer to patrons a single set of recreation activities; 258 offer two sets of recreation activities, and 357 offer three or more sets of outdoor recreation activities or, as earlier designated, "prime recreation products."
2. These 1,546 recreation enterprises represent 3,027 distinct recreation enterprise-types.<sup>1</sup>
3. Michigan's commercial recreation enterprises cannot be satisfactorily typed nor understood in terms of singular sets of outdoor activities or prime recreation products.
4. Michigan has 357 recreation enterprises that offer three or more sets of recreation activities

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<sup>1</sup>Supra, pp. 48, 72.

or prime recreation products. These complex-activity enterprises differ from the norm in terms of heavy and light use, generally receiving more heavy use and less light use than other recreation enterprises. They are also nearly twice as sensitive to the presence of good water, access to it, and overnight accommodation. The average complex-activity enterprises offer five or six prime recreation products.

5. Water-oriented enterprises shown in Table 1 and Figure 4, a map of the percentage of water-oriented enterprises, indicate that the presence of such enterprises is dependent on good water and access to it.
6. Figure 5, page 79, shows the specific activities most frequently offered by recreation enterprises in each planning region. It generally indicates and confirms that the traditional day-use activities such as golfing, picnicking and horseback riding, tend to dominate enterprise offerings in the heavily populated Planning Regions 1 through 6 of Southern Michigan. In the more sparsely populated Northern Michigan, recreation enterprises tend to offer activities which will engage more than one day's time and, therefore, enterprise offerings prominently feature such

activities as: camping, rural living, fishing and boating.

7. Only 25 recreation operators have received F.H.A. loans for developing a commercial recreation enterprise in Michigan. This figure represents only 1.68 per cent of all recreation enterprises in the State.
8. Of Michigan's total 1,546 outdoor recreation enterprises, 1,135, or 73.4 per cent of all enterprises, are located on land of low agricultural productivity. This figure includes 484 enterprises located on non-agricultural land, 389 enterprises located on marginal farm land, and 253 enterprises located on wooded land unsuited to crops other than timber. Only 21.6 per cent of recreation enterprises in Michigan occupy good farm land, while 3.2 per cent of all such enterprises account for any land that might be considered to have excellent agricultural productivity.
9. Entrance to 1,268 operations, or all but 18 per cent of Michigan's outdoor recreation enterprises, is offered to the general public by means of a simple user fee. However, 5.9 per cent, or 92 enterprises, are open to members exclusively; while 173 enterprises, representing 11.1 per cent

of all enterprises, allow entrance to members and their guests. 13 enterprises, less than one per cent, cater to groups only.

10. Light and heavy use ratings, classified by activity on a regional basis, can be used to develop rating ratios of current, effective demand for specific outdoor activities when we also know the total number of enterprises offering that activity. The only assumptions needed are: first, that a normal distribution curve represents the average market situation; and second, that use can be equated to demand. Accepting these conditions, we can use a rating ratio of heavy use enterprises to light use enterprises to develop the following market reports of recreation demand: -

- a) Golf - There is a strong, effective demand for golf in Planning Regions 1 through 7. Golf represents the second largest market for a specific, outdoor recreation activity and shows a very favourable rating ratio of 5 : 1, heavy to light use, with less than 45 per cent of the market receiving the median rating. A potential saturation of demand may exist in Planning Regions 1, 7, and 8, where a high percentage of these

facilities receive light use.

- b) Camping Facilities, except in Planning Region 1, are experiencing difficulty. Rating ratio indicates a very unfavorable market, with 3 operations experiencing light use to every heavy use situation or, simply, 3 : 1, light to heavy. Potential investors should proceed with extreme caution.
- c) Fishing enjoys a normal competitive market. A rating ratio of 1 : 1 exists, with each class of the ratio representing 12 per cent of the market, as evidenced by the number of suppliers. Planning Regions 3 and 5 are experiencing a little difficulty, and examination of data summation tables and maps indicates probable cause may be due to lack of Great Lake coastline and too many fee fishing ponds in close proximity around the Kalamazoo area. Planning Regions 8 and 10 show the existence of a highly competitive and expanding market situation, with an unusually high number of fishing enterprises in both light and heavy use ratings.
- d) Hunting Enterprises show a smaller than expected market, as evidenced by the existence of only 122 suppliers. This is an unfavorable

market situation with a rating ratio of 2.3 : 1, light use to heavy use. Perusal of regional data in Tables 3 and 4 indicates caution in establishing such operations in the upper part of the Lower Peninsula, Planning Regions 7 through 9.

- e) Skiing - A strong market with a favorable rating ratio of 1.7 : 1, heavy to light. A keen, competitive market exists in Planning Regions 7 and 8.
- f) Picnic Enterprises - have a difficult market situation, as an unfavorable rating ratio of 2 : 1, light to heavy use indicates. This is one of the larger market areas, as evidenced by the number of suppliers, but almost 93 per cent of all suppliers could only be given moderate use rating. Planning Region 5 leads in unused picnic facilities.
- g) Cabins and Cottages with access to water enjoy the strongest, current, effective demand, developing an extremely favorable 7.5 : 1 rating ratio of heavy to light use. Light use rating of such facilities occurred only in the western half of the Upper Peninsula.

- 11. There are 274 locations where government-operated recreation facilities bear a potentially competitive, geographical relationship to a similar

number of recreation enterprises in Michigan. Of this total number, 215 government operations are within fifteen miles of the recreation enterprise, while the remainder are located further than fifteen miles away but still in the same county. A majority, or 182, of these government operations are in heavy use, while 65 are in moderate use, and only 9 were rated in light use. The research subjects identified 102 cases in 33 Michigan counties wherein direct competition exists between government facilities and outdoor recreation enterprises.

12. Findings also reveal that the major hypothesis underlying this study is, in part, incorrect. The hypothesis declared that private, rural, outdoor recreation enterprises in Michigan are largely characterized by overnight accommodations on marginal agricultural lands in Northern Michigan, with financing extended by commercial credit sources. The total number of overnight accommodation facilities offered by outdoor recreation enterprises within the State amounts to only 662. Southern Michigan has 162 accommodation facilities. Therefore, Northern Michigan must have the complementing number of 500. Since the number of facilities tends to be greater than

the number of enterprises offering them, we can conclude that Northern Michigan has less than 500 enterprises offering overnight accommodation. Clearly, this figure does not represent a majority of recreation enterprises and, therefore, does not characterize recreation enterprises in general. However, the use of marginal agricultural lands and commercial credit sources for financing is very definitely typical of Michigan's outdoor recreation enterprises.

#### Implication conclusions

Michigan's outdoor recreation enterprises include a sizable group of enterprises which have been defined as complex-activity enterprises. These enterprises differ markedly from the average recreation enterprise on several points, such as: the availability of accommodation, sensitivity to water, general levels of use, and the degree of diversification. The major or underlying point of difference lies in the degree of diversification which complex-activity enterprises exhibit. The usual reason for extensive diversification is severe competition. Imagine an enterprise operator who has been promoted into a situation where his business is financed by life savings and backed by his personal credit rating, only to find that he is offering for a fee, a service or



product which some non-profit entity is virtually offering free. At that point, two general alternatives exist. First, he can get out of the business in some way by taking a limited loss - an alternative which often as not ends in complete financial collapse. Second, he can stay with the undertaking and try to persevere by offering something in the way of additional service or products not offered by the non-profit competitor.

Findings revealed 215 locations where government facilities confronted recreation enterprises within fifteen miles, which means that fourteen per cent of all recreation enterprises have potential government competition. The findings also indicate that twenty-three per cent of all recreation enterprises are complex-activity enterprises, and that water-oriented recreation enterprises are locating some distance from their highest potential demand. It was also established that the markets for camping, picnicking and hunting, the outdoor recreation activities commonly associated with government, are all unfavorable recreation enterprise markets.

Based on these findings, it can be concluded that the complex-activity enterprises are the outdoor recreation industry's response to government competition. These complex enterprises are struggling to attain a share of the market by developing unique facilities which government cannot duplicate because of enabling legislation or its legislative limitations. While it may be in the

public interest to develop complementary, coordinated, public and private recreation facilities, the present lack of interest in recreation enterprises displayed by some government agencies may well lead to the advent of completely unique recreation enterprises with which government cannot compete, and near which government cannot operate.

The presence of easy access to population centers and good water is a key factor to the success and development of recreation enterprises in Michigan. Our findings also indicate that day-use activities tend to establish close to well populated areas, while overnight activities flourish at some distance from population concentrations. These findings largely confirm findings in studies made in other states where this has also been demonstrated. We may conclude that Michigan is similar in these respects to several other states.

Our findings clearly indicate that Michigan's outdoor recreation enterprises realistically receive very little government help in terms of capital financing. Only 1.68 per cent of Michigan's outdoor recreation enterprises have acquired financing through F.H.A. One can only conclude that if F.H.A. financing was ever seriously proposed as a solution or major source of help and encouragement to the establishment and development of

recreation enterprises,<sup>1</sup> as has been claimed by several government publications in the past,<sup>2</sup> then this program has failed in Michigan. The reader may recall from Chapter I that the Food and Agriculture Act of 1962 set forth the enabling legislation for the Department of Agriculture interest in outdoor recreation enterprises. It may also be recalled that a major aspect of that Act was F.H.A. financing for the development of rural recreation enterprises.<sup>3</sup> This Act was viewed by the Secretary of Agriculture, Orville L. Freeman<sup>4</sup> as the legislative superstructure that could be used to balance and overcome U.S. farm surpluses by taking farm land out of crop production and placing it in recreation. It has already been pointed out, on the basis of this study's findings,

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<sup>1</sup>The requirements to obtain an F.H.A. loan are, in the final analysis, extremely difficult to meet. They are, in fact, so exacting that one cannot help but feel they had never really planned for this particular program to make loans of a magnitude which would have even the slightest effect on the outdoor recreation enterprise industry, as a whole.

<sup>2</sup>The U.S. Department of Agriculture, during 1963, published pamphlets, assorted papers, leaflets and short bulletins which were basically aimed at inducing farmers and ranchers to enter the outdoor recreation business. The format of these publications generally begins by stressing that the Food and Agriculture Act of 1962 makes it possible for farmers and ranchers to borrow money from the F.H.A. for development of recreational enterprises. See Supra, pp. 11, 12.

<sup>3</sup>Supra, p. 11.

<sup>4</sup>Supra, p. 12.

that the F.H.A. financing section of this Act has failed in Michigan.

But what of the goal to take farm land out of production in order to balance the farm surplus? The findings reveal that 73.4 per cent of all Michigan's recreation enterprises are located on land of very low agricultural productivity. In point of fact, 484 recreation enterprises were located on non-agricultural lands, such as: sandy beaches; quiet marshes; stony, rolling, picturesque countryside; or near mountainous ski slopes. An additional 389 recreation enterprises were located on marginal lands, 253 enterprises used wooded lands, while only 384 recreation enterprises used land that could be considered good or better, in terms of agricultural productivity. It follows, then, that recreation lands are, by and large, not suited to good or better agricultural productivity, and the commercial, outdoor recreation market is not a plausible answer to the farm surplus problem.

Commercial recreation enterprises have been suggested as a partial answer to the expected, enormous increase in outdoor recreation demand. The findings set forth in the last chapter clearly indicate that recreation enterprises are capable of, and do offer the public, a wide variety of outdoor recreation opportunities. The advent of the complex-activity enterprise

demonstrates that men motivated to seek the rewards of the market place and confronted with frustration, are likely to demonstrate a high level of ingenuity in seeking to change the prevailing conditions, rules, or frame of reference under which they are suffering, to a new and more favourable situation. The implications here are that new, dynamic types of recreation facilities capable of changing the prevailing frame of reference are likely innovations to be expected from future commercial recreation enterprises.

Commercial recreation enterprises can meet a good deal of the demand for outdoor recreation created by the general public. We have found that 82 per cent of all such enterprises are open to the general public by a simple fee. The conventional concept of classifying recreation facilities or typing commercial enterprises is not capable of clearly describing the versatility or scope of commercial outdoor recreation's present-day offerings. We have found that commercial recreation enterprises are capable of, and often do, offer the common recreation facilities that government provides, such as picnic areas, campgrounds, and hunting facilities; but serving such markets is presently not profitable. It can be concluded that Michigan taxpayers are presently providing recreation facilities which could be offered by outdoor recreation enterprises, and that present government agencies should closely check and consider if

commercial enterprises might better serve the public in some cases.

The Michigan Department of Conservation, as was mentioned earlier, is presently asking the public to approve a bond issue of one hundred million dollars for State parks, based on a State-wide, outdoor recreation plan.<sup>1</sup> It was previously determined that the Recreation Resource Planning Division of the Michigan Department of Conservation actually had little information on outdoor recreation enterprises. When asked to provide the Bureau of Outdoor Recreation with what information they had available on such enterprises, the response to the inquiry referred the Bureau to the East Lansing office of the U.S. Soil Conservation Service.<sup>2</sup> The obvious implication here is that the State-wide, comprehensive, outdoor recreation plan simply has not considered the private, outdoor recreation enterprise role in meeting the demand for outdoor recreation. In short, the Department of Conservation has decided that the public alone shall provide, for all intent and purpose, all needed recreation facilities without regard for the demand satisfying possibilities of the commercial outdoor recreation industry.

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<sup>1</sup>Supra, p. 40.

<sup>2</sup>Supra, pp. 37-39.

Recommendations

On the basis of the findings and conclusions of this study, the following recommendations appear proper and warranted at this time:

1. Interview research of recreation operators and users should be instigated as soon as possible to establish positively the current, and estimate or project the future effective economic demand for outdoor recreation.
2. Research into the competitive nature of private and public recreation facilities is also recommended, with particular attention being given to present and future effects of such competition.
3. The state-wide Outdoor Recreation Plan should be completely reviewed, with attention given to the possibility of commercial recreation enterprises being used to develop some of the State's needed recreation facilities.
4. A system of biannual recreation enterprise reports should be considered by the Soil Conservation service. Work-unit conservationists should be given training on rating recreational enterprise use on an objective, observational rating form so that a high enter-rater rating

coefficient could be developed. If this were done, reliable reports of current use could be used to evaluate demand in much the same manner as was done in Chapter IV. The results, of course, could be much more comprehensive and reliable if rating subjects were trained. Such reports could then be used to develop maps of recreation enterprises by activity which, in themselves, would be a valuable aid in counselling recreation operators. If the results of this biannual report could also be plotted over a period of time, they could be used to predict developing trends at an early date.



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APPENDIX A  
THE QUESTIONNAIRE



(PLEASE READ INSTRUCTIONS ON REVERSE SIDE FIRST)

[illegible]



## INSTRUCTIONS

INTRODUCTION: This is a survey of existing, private outdoor recreation enterprises: private in that they are not owned or operated by Government. RECREATION ENTERPRISES are enterprises that have a commercial motive. Therefore, in deciding if an operation should be included in the survey, simply consider: Does it seek to make a profit or sustain itself from user fees or memberships? If it does, and if it takes place out-of-doors, include it.

1. To the best of your ability, based on information readily available, you are to check the best answer to each question in the appropriate space.
2. In Questions (9) and (10), you are asked to appraise how much use the private and public-operated facilities are receiving. The following is a general guide to heavy, moderate and light use:  
Heavy Use: the operation under heavy use will be working close to its physical capacity. Therefore, it will occasionally have waiting lines to get in or require reservations. It will always have at least some users during normal periods of business.  
Moderate Use: a waiting line occurs very seldom. There are times during normal business hours when no users are present.  
Light Use: waiting line does not normally occur, even on key holidays. There are times during the normal peak hours when no users are present.

EXAMPLE: The Regal Golf Club, R.R.3, Rexville, in Meridian Twp., Ingham County, is on marginal farm land. The course was initially bank financed. It offers golf and has a swimming pool. Dances are held on outdoor patio in season. In the same county there is a municipal golf course, and both are under heavy use. Long waiting lines occur occasionally, but these two courses have different fee structures and clients, and cannot be considered in competition.

3. In Question (11), competition can be said to exist when two or more operators seek, by offering similar services, to attract a similar set of users.

The DUE DATE on this questionnaire is JULY 20, 1968, and it is to be mailed directly to:

MR. DON R. HEHN  
Dept. of Resource Development  
MICHIGAN STATE UNIVERSITY  
EAST LANSING, Michigan 48823



APPENDIX B

QUESTIONNAIRE CORRESPONDENCE

DEPARTMENT OF RESOURCE DEVELOPMENT • NATURAL RESOURCES BUILDING

June 19, 1968

TO: AREA AND WORK UNIT CONSERVATIONISTS OF  
THE MICHIGAN SOIL CONSERVATION SERVICE

Gentlemen:

The enclosed Questionnaire is part of a study being conducted by the Department of Resource Development, Michigan State University, in cooperation with the Michigan Soil Conservation Service. You may already have received an advisory letter from State Conservationist, Verne Bathurst, regarding this study.

The Soil Conservation Service is playing an important role in providing the essential data and planning information necessary to this State's development of a sound recreation program on private lands. This study will add to your current study of outdoor recreation potentials in the State of Michigan, as well as provide valuable information to those considering recreation development as a land use.

We are, therefore, seeking your cooperation in gathering basic data on rural outdoor recreation enterprises in Michigan. If you would read the directions on the reverse side of the Questionnaire, complete and return it to my attention by July 20, 1968, care of the above address, it would greatly aid us in completing this important study. Should more forms be needed, they may be obtained directly from the Soil Conservation Service Office, Harrison Road, East Lansing.

We appreciate and thank you for your cooperation.

Yours very truly,  
MICHIGAN STATE UNIVERSITY

Don R. Hehn  
Graduate Research Assistant

DRH:mg

Attachs.

UNITED STATES DEPARTMENT OF AGRICULTURE  
SOIL CONSERVATION SERVICE  
Room 101, 1405 S. Harrison Road  
East Lansing, Michigan 48823

June 18, 1968

ADVISORY PER - MI - 6

To : Area and Work Unit Conservationists

From: Verne M. Rathbun, State Conservationist

Re : Recreation 13 - Enterprises

The development of a sound system of recreation facilities in the State of Michigan to meet present and future recreation demands hinges on careful analysis of existing public and private recreation facilities and consideration of the State's recreation potential. The questionnaire from Don Hehn, which you may have received, has been designed to measure existing private, outdoor recreation facilities and their relationship to existing public, outdoor recreation facilities and sources of finance.

The Soil Conservation Service is playing an important role in providing the essential data and planning information necessary to this State's development of a sound recreation program on private lands. This study will add to our current study of outdoor recreation potentials in the State of Michigan. It will provide valuable information to those considering recreation development as a land use.

We in the Soil Conservation Service have agreed to work in conjunction with the Department of Resource Development of Michigan State University in completing this study. Please read the instructions on the reverse side of the questionnaire and fill it in to the best of your ability, based on readily available information without further meetings or canvass.

This questionnaire is to be completed by July 20, 1968, and mailed directly to: Mr. Don R. Hehn  
Department of Resource Development  
Michigan State University  
East Lansing, Michigan 48823

I know I can count on your cooperation in expediting this important study.

AC  
WLC



## APPENDIX C

### SUMMATION OF DATA TABLES A - G

DATA SUMMATION TABLE A

ECONOMIC PLANNING REGION NUMBER	I							II				III					
COUNTIES OF MICHIGAN (* Oakland County notes many more Golf Courses, but fails to list them. ** Kalamazoo response incomplete.)	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Region Totals	Hillsdale	Jackson	Lenawee	Region Totals	Berry	Branch	Calhoun	Kalamazoo	St. Joseph	Region Totals
Number of Single-Activity Enterprises	19	28	6	7	17	16	93	4	20	4	28	6	5	10	30	8	59
Number of Dual-Activity Enterprises	2	-	3	1	-	5	11	11	7	2	20	3	5	5	21	1	35
Number of Complex-Activity Enterprises	1	1	2	3	1	12	20	4	4	12	20	8	-	14	-	3	25
Total Number of Enterprises	22	29	11	11	18	33	124	19	31	18	68	17	10	29	51	12	119
Number of Water-Oriented Enterprises	2	1	5	2	6	12	28	13	13	8	34	12	5	13	21	2	53
Number of F.R.A.-Financed Enterprises	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-	1	2
Number of Enterprises Using: Marginal Agricultural Land	7	3	1	6	5	10	32	8	10	10	28	7	-	8	3	8	26
Good Agricultural Land	6	23	5	5	1	18	58	2	4	7	13	5	5	17	9	3	39
Excellent Agricultural Land	1	3	5	-	1	2	12	-	-	1	1	-	-	-	3	-	3
Wooded Land	5	-	-	-	1	3	9	5	9	-	14	2	4	2	4	1	13
Non-Agricultural Land	3	-	-	-	10	-	13	4	8	-	12	3	1	2	21*	-	27
Enterprises Classified as:																	
Type I Outdoor Living (Cabins, etc.)	1	-	-	2	-	3	6	5	6	2	13	7	-	5	8	3	23
Type II Camping Grounds	-	1	2	1	1	6	11	10	6	5	21	7	5	12	-	5	29
Type III Picnicking & Sports Fields	1	1	5	3	-	15	25	4	2	7	13	6	-	15	2	1	24
Type IV Fishing Ponds & Waters	2	1	1	2	-	10	16	4	1	8	13	8	-	13	13	2	36
Type V Golf Courses	11	20	6	2	10	17	66	4	13	8	25	3	4	13	13	8	41
Type VI Hunting Areas	3	-	-	-	-	3	6	-	-	2	2	-	-	7	4	-	11
Type VII Natural & Historical Areas	1	-	-	-	-	5	6	3	1	14	18	-	-	19	1	1	21
Type VIII Horseback Riding or Stables	3	7	-	3	3	4	20	1	1	5	7	1	-	4	6	-	11
Type IX Shooting Preserves	1	1	-	-	-	3	5	-	-	1	1	1	-	-	3	-	4
Type X Vacation Farm or Dude Ranch	-	-	-	-	1	1	2	-	-	-	-	-	-	-	-	-	-
Type XI Winter Sports	2	-	-	6	-	1	9	-	-	2	2	1	-	-	1	-	2
Type XII Water Sports	1	-	5	2	6	6	20	13	13	5	31	11	5	8	21	1	46
Major Activity Offered:																	
First Priority	Golf	Golf	Golf	*Golf	Golf	Golf	Golf	Swim	Golf	Golf	Swim	Swim	Camp	Picnic	Golf	Golf	Golf
Second Priority	Horseback	Horseback	Swim	Ski	Swim	Picnic	Picnic	Camp	Swim	Fish	Golf	Fish	Fish	Golf	Swim	Camp	Fish
Enterprise Entrance:																	
General Public via Fee	14	23	11	10	15	18	91	10	25	12	47	17	9	14	45	9	94
Members Only	5	4	-	-	-	-	9	7	1	3	11	-	1	2	1	-	4
Members & Guests	3	2	-	1	1	14	21	2	5	3	10	-	-	12	3	3	18
Groups Only	-	-	-	-	2	1	3	-	-	-	-	-	-	1	2	-	3
No. of Govt. Facilities Similar to Commercial Enterprises:																	
In Same County	-	-	5	4	1	-	10	-	2	-	2	3	-	-	-	-	3
In Same County, within 15 Miles	3	-	-	1	-	21	25	-	11	-	11	3	-	-	-	-	3
Not in County, but within 15 Miles	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use Rating of these Similar Govt. Facilities:																	
Heavy	-	-	5	3	1	21	30	-	13	-	13	6	-	-	-	-	6
Moderate	3	-	-	2	-	-	5	-	-	-	-	-	-	-	-	-	-
Light	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Use Rating of Commercial Enterprises:																	
Heavy	5	16	11	5	10	31	78	7	4	6	17	9	-	5	27	1	42
Moderate	17	8	-	5	7	2	39	11	26	7	44	4	9	17	11	7	48
Light	-	5	-	1	1	-	7	1	1	5	7	4	1	7	13	4	29
Enterprises Experiencing Government Competition	-	-	-	3	1	-	4	-	-	-	-	5	-	-	-	-	5

DATA SUMMATION TABLE B

ECONOMIC PLANNING REGION NUMBER														IV				V				VI							
COUNTIES OF MICHIGAN	Berrien	Cassopolis	Van Buren	Region Totals	Genesee	Lapeer	Shiawassee	Region Totals	Clinton	Eaton	Ingham	Region Totals																	
Number of Single-Activity Enterprises	25	2	9	36	14	9	24	47	4	10	21	35																	
Number of Dual-Activity Enterprises	4	-	1	5	3	7	5	15	-	-	3	3																	
Number of Complex-Activity Enterprises	5	7	5	17	2	6	2	10	1	7	1	9																	
Total Number of Enterprises	34	9	15	58	19	22	31	72	5	17	25	47																	
Number of Water-Oriented Enterprises	11	7	8	26	2	15	8	25	1	9	4	14																	
Number of F.H.A.-Financed Enterprises	-	-	1	1	-	-	-	-	-	-	-	-																	
Number of Enterprises Owned:																													
Marginal Agricultural Land	3	3	11	17	4	8	21	33	2	3	18	23																	
Good Agricultural Land	16	2	4	22	10	3	5	18	3	4	7	14																	
Excellent Agricultural Land	10	-	-	10	1	1	-	2	-	3	-	3																	
Wooded Land	5	3	-	8	2	1	-	3	-	-	-	-																	
Non-Agricultural Land	-	1	-	1	2	9	5	16	-	7	-	7																	
Enterprises Classified as:																													
Type I Outdoor Living (Cabins, etc.)	8	3	6	17	1	2	1	4	-	3	-	3																	
Type II Camping Grounds	2	7	5	14	2	2	-	4	-	7	1	8																	
Type III Picnicking & Sports Fields	1	7	5	13	3	7	8	18	1	9	4	14																	
Type IV Fishing Ponds & Waters	3	7	4	14	2	12	6	20	1	7	-	8																	
Type V Golf Courses	14	-	2	16	13	3	8	24	3	4	10	17																	
Type VI Hunting Areas	-	-	1	1	-	5	-	5	1	-	-	1																	
Type VII Natural & Historical Areas	-	6	-	6	1	-	1	2	-	-	-	-																	
Type VIII Horseback Riding or Stables	5	2	1	8	3	1	-	4	-	4	3	7																	
Type IX Shooting Preserves	-	1	-	1	-	4	9	13	-	-	4	4																	
Type X Vacation Farm or Dude Ranch	6	-	1	7	-	-	-	-	-	-	-	-																	
Type XI Winter Sports	-	1	1	2	-	2	-	2	-	-	2	2																	
Type XII Water Sports	10	7	2	19	2	7	5	14	1	7	3	11																	
Major Activity Offered:																													
First Priority	Golf	Swim	Picnic	Golf	Golf	Fish	Shoot	Golf	Golf	Picnic	Golf	Golf																	
Second Priority	Swim	Fish	Swim	Swim	Picnic	Picnic	Picnic	Fish	Picnic	Swim	Picnic	Picnic																	
Enterprise Entrance:																													
General Public via Fee	31	9	15	55	11	13	17	41	3	15	18	36																	
Members Only	3	-	-	3	2	9	11	22	-	-	5	5																	
Members & Guests	-	-	-	-	6	-	3	9	2	2	2	6																	
Groups Only	-	-	-	-	-	-	-	-	-	-	-	-																	
No. of Govt. Facilities Similar to Commercial Enterprises:																													
In Same County	2	-	-	2	9	1	-	10	-	-	1	1																	
In Same County, within 15 Miles	-	-	4	4	1	-	-	1	-	2	8	10																	
Not in County, but within 15 Miles	-	-	-	-	-	8	-	8	3	-	-	3																	
Use Rating of these Similar Govt. Facilities:																													
Heavy	2	-	4	6	2	-	-	2	3	2	9	14																	
Moderate	-	-	-	-	8	9	-	17	-	-	-	-																	
Light	-	-	-	-	-	-	-	-	-	-	-	-																	
Use Rating of Commercial Enterprises:																													
Heavy	23	3	1	27	3	-	1	4	5	3	7	15																	
Moderate	11	2	10	23	12	19	7	38	-	11	17	28																	
Light	-	4	4	8	4	3	23	30	-	3	1	4																	
Enterprises Experiencing Government Competition	-	-	4	4	-	7	-	7	1	-	1	2																	

# DATA SUMMATION C

ECONOMIC PLANNING REGION NUMBER															VII		
COUNTIES OF MICHIGAN	Arenac	Bay	Clare	Gladwin	Grafton	Huron	Iosco	Isabella	Midland	Ogemaw	Roscommon	Saginaw	Sanilac	Tuscola	Region Totals		
Number of Single-Activity Enterprises	4	5	26	5	7	10	14	4	5	2	127	12	4	7	232		
Number of Dual-Activity Enterprises	5	2	1	-	1	1	2	4	-	2	-	7	-	1	26		
Number of Complex-Activity Enterprises	2	-	-	3	-	3	1	4	-	4	-	-	1	1	19		
Total Number of Enterprises	11	7	27	8	8	14	17	12	5	8	127	19	5	9	277		
Number of Water-Oriented Enterprises	4	2	21	4	1	3	6	8	1	3	101	5	1	4	164		
Number of F.H.A.-Financed Enterprises	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1		
Number of Enterprises Using:																	
Marginal Agricultural Land	2	4	3	1	3	7	2	10	3	3	3	6	3	1	51		
Good Agricultural Land	-	1	1	1	5	1	2	1	-	2	-	12	2	5	33		
Excellent Agricultural Land	-	1	-	-	-	-	2	-	-	1	-	1	-	-	5		
Wooded Land	8	1	3	1	-	-	1	1	1	2	7	-	-	2	27		
Non-Agricultural Land	1	-	20	5	-	6	10	-	1	-	117	-	-	1	161		
Enterprises Classified as:																	
Type I Outdoor Living (Cabins, etc.)	1	-	-	2	-	3	1	-	-	4	90	-	1	-	102		
Type II Camping Grounds	8	1	1	1	1	3	-	-	-	3	4	-	1	1	24		
Type III Picnicking & Sports Fields	-	-	2	1	3	3	3	1	-	4	1	2	-	1	21		
Type IV Fishing Ponds & Waters	-	-	2	4	-	1	4	5	1	1	1	-	-	3	22		
Type V Golf Courses	1	6	3	1	4	8	5	5	1	1	4	14	4	3	60		
Type VI Hunting Areas	1	-	-	1	-	1	-	1	-	2	-	-	-	2	8		
Type VII Natural & Historical Areas	-	-	-	4	-	4	-	-	-	2	-	-	1	-	11		
Type VIII Horseback Riding or Stables	-	-	-	1	-	-	3	2	1	2	-	1	-	-	10		
Type IX Shooting Preserves	1	-	1	-	-	-	1	-	1	-	-	2	-	1	7		
Type X Vacation Farm or Dude Ranch	-	-	1	-	-	-	1	1	-	-	-	-	1	-	4		
Type XI Winter Sports	1	-	2	3	-	-	-	5	-	2	4	1	-	1	19		
Type XII Water Sports	7	2	17	1	1	2	3	5	1	3	100	5	-	2	149		
Major Activity Offered:																	
First Priority	Camp	Golf	Boat	Fish	Golf	Golf	Golf	Golf	Golf	Picnic	Cabins	Golf	Golf	Fish	Golf		
Second Priority	Boat	Boat	Golf	Ski	Picnic	Picnic	Fish	Swim	Fish	Fish	Swim	Swim	-	Golf	Swim		
Enterprise Entrance:																	
General Public via Fee	11	6	21	5	6	8	17	8	2	6	127	10	5	8	240		
Members Only	-	-	-	-	-	3	-	1	-	1	-	2	-	1	8		
Members & Guests	-	1	5	3	2	3	-	3	3	-	-	7	-	-	27		
Groups Only	-	-	1	-	-	-	-	-	-	1	-	-	-	-	2		
No. of Govt. Facilities Similar to Commercial Enterprises:																	
In Same County	2	5	-	-	-	-	-	-	-	-	-	-	-	3	10		
In Same County, within 15 Miles	2	2	1	-	-	1	-	-	1	4	1	18	-	-	30		
Not in County, but within 15 Miles	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Use Rating of these Similar Govt. Facilities:																	
Heavy	2	7	1	-	-	1	-	-	1	3	1	*	-	-	16		
Moderate	2	-	-	-	-	-	-	-	-	1	-	*	-	1	4		
Light	-	-	-	-	-	-	-	-	-	-	-	*	-	2	2		
Use Rating of Commercial Enterprises:																	
Heavy	3	2	2	5	5	5	3	-	1	2	14	16	2	2	62		
Moderate	7	4	5	3	-	7	6	4	3	5	109	3	2	4	162		
Light	1	1	20	-	3	2	8	8	1	1	4	-	1	3	53		
Enterprises Experiencing Government Competition	2	2	1	-	-	-	-	-	1	2	-	-	-	-	8		

DATA SUMMATION TABLE D

ECONOMIC PLANNING REGION N.Y.-P. 1													VIII		
COUNTIES OF MICHIGAN (*Incomplete response from Newago)	Allegan	Benzie	Kent	Lake	Mason	Macatawa	Montcalm	Missaukee	Newago	Ogemaw	Oscoda	Ottawa	Region Totals		
Number of Single-Activity Enterprises	20	4	51	2	3	5	17	26	8	8	1	18	163		
Number of Dual-Activity Enterprises	6	2	3	-	-	2	7	8	15	3	2	16	64		
Number of Complex-Activity Enterprises	3	1	4	9	3	-	-	1	1	6	13	3	44		
Total Number of Enterprises	29	7	58	11	6	7	24	35	24	17	16	37	271		
Number of Water-Oriented Enterprises	11	3	22	10	3	3	10	12	18	12	12	20	136		
Number of F.H.A.-Financed Enterprises	-	-	-	1	-	-	1	-	-	-	4	-	6		
Number of Enterprises Using: Marginal Agricultural Land	11	1	44	-	1	2	8	18	3	4	2	8	102		
Good Agricultural Land	10	4	14	-	2	4	8	2	5	2	8	4	63		
Excellent Agricultural Land	2	1	-	-	-	1	4	1	-	-	-	1	10		
Wooded Land	-	1	-	8	-	-	4	3	-	6	3	5	30		
Non-Agricultural Land	6	-	-	3	3	-	-	11	-	5	3	19	50		
Enterprises Classified as:															
Type I Outdoor Living (Cabins, etc.)	3	1	3	6	-	1	1	1	1	6	6	5	34		
Type II Camping Grounds	4	1	2	3	3	1	3	2	-	-	5	3	27		
Type III Picnicking & Sports Fields	5	1	4	3	1	-	6	-	-	4	8	2	34		
Type IV Fishing Ponds & Waters	10	1	21	8	2	3	-	12	14	9	12	13	105		
Type V Golf Courses	6	3	22	1	2	2	8	9	4	1	1	6	65		
Type VI Hunting Areas	3	-	-	4	1	-	-	-	-	2	8	1	19		
Type VII Natural & Historical Areas	5	1	1	4	-	-	-	-	-	6	5	10	32		
Type VIII Horseback Riding or Stables	4	2	8	3	-	-	3	11	3	3	1	2	40		
Type IX Shooting Preserves	-	-	2	-	-	-	-	3	-	-	-	-	5		
Type X Vacation Farm or Dude Ranch	1	1	1	-	-	-	-	-	-	2	2	-	7		
Type XI Winter Sports	1	-	5	5	-	2	1	-	1	-	1	2	18		
Type XII Water Sports	8	2	4	2	3	-	10	11	18	9	7	18	92		
Water Activity Offered:															
First Priority	Fish	Golf	Golf	Fish	Fish	Fish	Golf	Fish	Fish	Fish	Fish	Fish	Fish		
Second Priority	Swim	Swim	Fish	Hunt	Swim	Golf	Boat	Horses	Boat	Boat	Hunt	Boat	Boat		
Enterprise Entrance:															
General Public via Fee	26	3	40	6	4	4	17	30	23	16	16	29	214		
Members Only	1	-	1	4	-	-	-	-	-	1	-	6	13		
Members & Guests	2	4	17	-	2	3	6	5	1	-	-	2	42		
Groups Only	-	-	-	1	-	-	1	-	-	-	-	-	2		
No. of Govt. Facilities Similar to Commercial Enterprises:															
In Same County	1	-	3	-	1	-	1	-	1	-	-	-	7		
In Same County, within 15 Miles	4	-	43	5	2	2	-	3	-	-	5	8	72		
Not in County, but within 15 Miles	-	-	-	-	-	-	-	-	-	-	-	-	-		
Use Rating of these Similar Govt. Facilities:															
Heavy	3	-	38	4	3	-	-	3	-	-	4	8	63		
Moderate	2	-	4	1	-	2	1	-	1	-	1	-	12		
Light	-	-	4	-	-	-	-	-	-	-	-	-	4		
Use Rating of Commercial Enterprises:															
Heavy	7	3	16	8	2	1	6	8	1	11	4	30	97		
Moderate	11	2	20	2	4	5	11	13	16	6	6	3	105		
Light	11	2	22	1	-	1	7	8	7	-	6	4	69		
Enterprises Experiencing Government Competition	4	-	13	2	3	2	-	-	-	-	5	2	31		



DATA SUMMATION TABLE E

ECONOMIC PLANNING REGION NINE-P									
IX									
COUNTIES OF MICHIGAN	Alcona	Alpena	Cheboygan	Crawford	Montmorency	Oscoda	Otsego	Picture Lake	Region Totals
Number of Single-Activity Enterprises	5	12	27	2	6	8	1	-	61
Number of Dual-Activity Enterprises	-	6	6	-	-	3	2	-	17
Number of Complex-Activity Enterprises	4	9	13	1	-	8	1	5	41
Total Number of Enterprises	9	27	46	3	6	19	4	5	119
Number of Water-Oriented Enterprises	4	15	33	1	2	8	2	5	70
Number of F.R.A.-Financed Enterprises	2	-	-	-	-	-	-	-	2
Number of Enterprises Using Marginal Agricultural Land	2	4	5	-	3	4	2	-	20
Good Agricultural Land	-	6	3	-	2	-	1	-	12
Excellent Agricultural Land	-	-	1	-	-	-	-	-	1
Flooded Land	6	15	8	-	1	14	1	-	45
Non-Agricultural Land	1	2	29	3	-	1	-	5	41
Enterprises Classified as:									
Type I Outdoor Living (Camping, etc.)	3	14	17	3	-	10	-	5	52
Type II Camping Grounds	-	2	3	1	-	4	-	4	14
Type III Picnicking & Sports Fields	1	7	3	-	-	4	1	1	17
Type IV Fishing Ponds & Waters	1	10	16	-	-	4	2	5	38
Type V Golf Courses	2	3	3	-	2	2	1	-	13
Type VI Hunting Areas	3	-	-	-	-	4	-	2	9
Type VII Natural & Historical Areas	3	1	-	-	-	6	-	1	11
Type VIII Horseback Riding or Stables	4	3	3	-	2	2	1	-	15
Type IX Shooting Preserves	-	1	-	-	-	-	-	-	1
Type X Vacation Farm or Dude Ranch	-	-	1	-	-	1	1	-	3
Type XI Winter Sports	2	1	2	-	1	3	3	-	12
Type XII Water Sports	3	16	30	1	1	7	1	5	64
Major Activity Offered:									
First Priority	Horse	Boat	Fish	Cabin	Horse	Hunt	Ski	Fish	Fish
Second Priority	Swim	Fish	Boat	-	Golf	Fish	Fish	Boat	Boat
Enterprise Entrance:									
General Public via Fee	7	25	40	3	6	14	3	4	102
Members Only	-	1	1	-	-	2	1	1	6
Members & Guests	-	2	1	5	-	3	-	-	11
Groups Only	-	-	-	-	-	-	-	-	-
No. of Govt. Facilities Similar to Commercial Enterprises:									
In Same County	-	2	2	-	-	-	-	-	4
In Same County, within 15 Miles	-	-	-	-	-	-	-	-	-
Not in County, but within 15 Miles	-	-	2	-	-	-	-	-	2
Use Rating of these Similar Govt. Facilities: Heavy	-	-	2	-	-	-	-	-	2
Moderate	-	2	2	-	-	-	-	-	4
Light	-	-	-	-	-	-	-	-	-
Use Rating of Commercial Enterprises: Heavy	2	-	19	-	-	-	4	2	27
Moderate	5	27	12	3	6	13	-	3	69
Light	2	-	15	-	-	6	-	-	23
Enterprises Experiencing Government Competition	-	2	4	-	-	-	-	-	6

DATA SUMMATION TABLE F

ECONOMIC PLANNING REGION NUMBER 1														X				XI					
COUNTIES OF MICHIGAN		Antrim	Benzie	Charlevoix	Emmet	Grand Traverse	Kalamazoo	Leelanau	Manistee	Missaukee	Wexford	Region Totals		Chippewa	Lapeer	Macquinn	Region Totals						
Number of Single-Activity Enterprises		19	6	11	7	7	5	-	8	8	14	85		7	2	13	22						
Number of Dual-Activity Enterprises		-	5	1	1	3	1	4	8	-	11	34		1	-	-	1						
Number of Complex-Activity Enterprises		5	8	2	2	1	8	11	10	1	8	56		1	3	2	6						
Total Number of Enterprises		24	19	14	10	11	14	15	26	9	33	175		9	5	15	29						
Number of Water-Oriented Enterprises		12	14	6	5	4	11	9	16	3	27	107		2	3	9	14						
Number of F.R.A.-Financed Enterprises		1	-	-	-	-	-	-	-	1	-	2		-	-	-	-						
Number of Enterprises on:																							
Marginal Agricultural Land		9	2	4	1	2	4	5	-	1	12	40		-	1	-	1						
Good Agricultural Land		10	-	3	1	5	-	-	2	2	-	23		4	-	1	5						
Excellent Agricultural Land		-	-	-	-	-	-	-	-	-	-	-		1	-	-	1						
Wooded Land		3	16	4	2	1	-	3	8	2	1	40		-	3	-	3						
Non-Agricultural Land		2	1	3	6	3	10	7	16	4	20	72		4	1	14	19						
Enterprises Classified as:																							
Type I Outdoor Living (Cabins, etc.)		5	8	1	-	-	8	9	10	1	18	60		1	1	4	6						
Type II Camping Grounds		1	1	2	1	1	3	6	6	-	1	22		4	2	3	9						
Type III Picnicking & Sports Fields		3	-	-	-	1	4	12	5	-	1	26		-	3	4	7						
Type IV Fishing Ponds & Waters		11	14	5	5	4	10	4	11	3	12	79		1	4	4	9						
Type V Golf Courses		3	2	4	5	3	1	3	2	2	2	27		4	-	3	7						
Type VI Hunting Areas		2	-	-	-	1	6	2	5	-	4	20		-	-	-	-						
Type VII Natural & Historical Areas		2	-	1	1	2	5	8	4	3	-	26		2	4	5	11						
Type VIII Horseback Riding or Stables		6	1	2	1	3	3	5	-	-	3	24		1	1	3	5						
Type IX Shooting Preserves		1	-	-	-	1	-	2	-	-	-	4		-	-	-	-						
Type X Vacation Farm or Dude Ranch		1	-	-	1	-	2	1	-	-	-	5		-	-	2	2						
Type XI Winter Sports		4	2	4	2	-	1	3	3	1	6	26		-	1	-	1						
Type XII Water Sports		2	14	1	1	1	8	6	14	1	15	63		1	3	5	9						
Major Activity Offered:																							
First Priority		Fish	Fish	Fish	Fish	Fish	Cabin	Picnic	Fish	Fish	Boat	Fish	Golf	Fish	Fish	Fish							
Second Priority		Horse	Boat	Ski	Golf	Golf	Swim	Cabin	Swim	Golf	Fish	Boat	Camp	Camp	Camp	Camp							
Enterprise Entrance:																							
General Public via Fee		24	17	13	10	10	13	11	22	9	29	158		8	5	10	23						
Members Only		-	-	-	-	-	1	2	1	-	1	5		-	-	2	2						
Members & Guests		-	2	1	-	1	-	2	2	-	3	11		1	-	1	2						
Groups Only		-	-	-	-	-	-	-	1	-	-	1		-	-	2	2						
No. of Govt. Facilities Similar to Commercial Enterprises:																							
In Same County		-	-	-	-	1	-	-	-	-	-	1		2	-	1	3						
In Same County, within 15 Miles		-	1	-	-	-	-	4	-	-	-	5		5	2	1	8						
Not in County, but within 15 Miles		-	-	-	-	-	-	-	8	-	-	8		-	-	-	-						
Use Rating of these Similar Govt. Facilities:																							
Heavy		-	1	-	-	1	-	4	2	-	-	8		4	-	2	6						
Moderate		-	-	-	-	-	-	-	3	-	-	3		3	2	-	5						
Light		-	-	-	-	-	-	-	3	-	-	3		-	-	-	-						
Use Rating of Commercial Enterprises:																							
Heavy		5	1	5	4	3	3	6	5	-	1	33		4	1	8	13						
Moderate		8	16	7	5	8	11	9	18	4	23	109		2	4	7	13						
Light		11	2	2	1	-	-	-	3	5	9	33		3	-	-	3						
Enterprises Experiencing Government Competition		-	1	-	-	-	-	4	8	-	-	13		4	-	2	6						

DATA SUMMATION TABLE G

ECONOMIC PLANNING REGION NUMBER		XII				XIII					XIV						
COUNTIES OF MICHIGAN		Delta	Manistee	Schoolcraft	Region Totals	Alcona	Dickinson	Iron	Marquette	Region Totals	Baraga	Cogable	Houghton	Keweenaw	Ontonagon	Region Totals	
Number of Single-Activity Enterprises		11	11	3	25	3	1	5	14	23	4	5	8	-	5	22	
Number of Dual-Activity Enterprises		-	3	-	3	12	2	2	3	19	1	2	1	-	1	5	
Number of Complex-Activity Enterprises		25	8	21	54	4	8	1	8	21	1	5	6	1	2	15	
Total Number of Enterprises		36	22	24	82	19	11	8	25	63	6	12	15	1	8	42	
Number of Water-Oriented Enterprises		26	11	22	59	17	10	2	16	45	3	7	10	-	4	24	
Number of F.H.A.-Financed Enterprises		-	2	-	2	1	-	-	-	1	1	2	1	1	1	6	
Number of Enterprises Using:																	
Marginal Agricultural Land		9	6	-	15	-	-	2	4	6	1	2	-	-	1	4	
Good Agricultural Land		1	5	2	8	2	2	1	3	8	4	2	10	-	2	18	
Excellent Agricultural Land		-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	
Wooded Land		2	7	16	25	1	9	4	9	23	1	5	4	-	3	13	
Non-Agricultural Land		24	2	6	32	16	-	1	9	26	-	3	1	1	2	7	
Enterprises Classified as:																	
Type I Outdoor Living (Cabins, etc.)		21	7	20	48	16	6	2	10	34	1	5	3	-	1	10	
Type II Camping Grounds		7	4	6	17	3	2	1	2	8	-	3	1	1	2	6	
Type III Picnicking & Sports Fields		8	1	18	27	-	3	-	2	5	1	1	1	1	6	10	
Type IV Fishing Ponds & Waters		26	10	22	58	17	10	2	13	42	3	6	10	-	4	23	
Type V Golf Courses		3	3	3	9	1	-	3	2	6	1	1	3	-	1	6	
Type VI Hunting Areas		15	6	-	21	-	7	1	7	15	-	-	1	1	2	4	
Type VII Natural & Historical Areas		24	2	20	46	-	7	-	2	9	-	-	-	1	2	3	
Type VIII Horseback Riding or Stables		3	-	1	4	-	-	1	3	4	2	2	-	-	1	5	
Type IX Shooting Preserves		-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	
Type X Vacation Farm or Dude Ranch		2	1	-	3	-	-	-	-	-	-	1	2	-	-	3	
Type XI Winter Sports		-	1	8	9	-	3	-	3	6	-	3	2	-	1	6	
Type XII Water Sports		22	6	20	48	3	6	2	10	21	1	1	5	-	2	9	
Major Activity Offered:																	
First Priority		Boat	Fish	Fish	Fish	Fish	Fish	Golf	Fish	Fish	Fish	Fish	Fish	Picnic	Fish	Fish	
Second Priority		Fish	Boat	Boat	Boat	Cabin	Hunt	Fish	Hunt	Hunt	Horses	Cabin	Boat	Fish	Picnic	Picnic	
Enterprise Entrance:																	
General Public via Fee		32	14	24	70	18	11	7	19	55	6	12	15	1	8	42	
Members Only		-	4	-	4	-	-	-	-	-	-	-	-	-	-	-	
Members & Guests		4	4	-	8	1	-	1	6	8	-	-	-	-	-	-	
Groups Only		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No. of Govt. Facilities Similar to Commercial Enterprises:																	
In Same County		-	-	1	1	-	-	-	-	-	2	1	-	-	2	5	
In Same County, within 15 Miles		5	-	4	9	2	2	2	2	8	-	2	-	-	1	3	
Not in County, but within 15 Miles		-	-	-	-	-	-	-	-	-	-	-	5	-	-	5	
Use Rating of these Similar Govt. Facilities:																	
Heavy		5	-	4	9	2	2	1	-	5	-	-	-	-	2	2	
Moderate		-	-	1	1	-	-	1	2	3	2	3	5	-	1	11	
Light		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Use Rating of Commercial Enterprises:																	
Heavy		31	6	4	41	-	3	2	-	5	6	2	8	-	5	21	
Moderate		4	12	20	36	18	5	6	19	48	-	5	6	1	-	12	
Light		1	4	-	5	1	3	-	6	10	-	5	1	-	3	9	
Enterprises Experiencing Government Competition		-	-	-	-	2	2	-	1	5	2	2	5	-	2	11	

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