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PRIVATE OUTDOOR RECREATION BUSINESSES

POND FISHING ENTERPRISES

By

Melville H. Cohee

ABSTRACT

A study of 14 pond fishing enterprises was carried out to evaluate pond fishing physical characteristics, management practices, stability, and the use made of their resources and facilities in some depth. Possible expansions of existing recreation areas and/or establishment of new ones can be more practically fostered when the experiences associated with existing enterprises are taken into account. Findings from this study should be useful for outdoor recreation planners in evaluating the importance of pond fishing enterprises in the provision of fishing waters and facilities in the state.

An average of 3 ponds per enterprise, 32 percent of the ponds on each ownership, are used for pond fishing. Average size of total pond fishing waters is 0.51 acre per enterprise. Trout is the main fish. The weighted average for fish harvested is 10.65 inches long and 2,445 pounds of fish per acre of fishing pond. Four acres of backup lands per enterprise are used by fishermen. Car parking spaces are ample.

The annual average number of participant days of fishing per enterprise is 911. Projected on a statewide basis, fee fishing ponds annually serve over 1 million participant days of fishing. On an equivalent basis these fishing facilities are equal to around 115,000 acres of natural waters. The predominant pattern for most of the enterprises is to open for customers in May and close in October, although some are open all year.

Nearly all enterprises have fee charges per inch of fish and/or pound of fish caught. Only bank fishing is permitted on 71 percent of the enterprises. The others also allow boat fishing but only with boats provided on the enterprise.

The average per enterprise gross income for the current year was $2,827. Length of season open for business is closely associated with amounts of gross income whereas size of ponds and number of fish taken per fisherman are not. Generally, gross income for the fishing enterprise is around 75 percent greater when another recreation enterprise is on the ownership. Fifty-seven percent of the fishing enterprises are on ownerships having no other recreation business, but 63 percent of these ownerships also have nonrecreation enterprises. Forty-seven percent of all ownerships studied have both recreation and nonrecreation enterprises in addition to the fishing enterprises.

Owners estimates of their capital investments in the enterprise facilities average $10,629 per enterprise. Fifty-seven percent of the owners expect to make improvements within the next 3 years. Enterprise expansion lands are available on all of the ownerships.

There has been no turnover in owners or operators since the enterprises were established, and 80 percent expect to continue for at least 10 years. All operators but 1 expect that their enterprise will continue after they no longer are the operator.

Fifty-seven percent of the operators indicate that returns from their fishing enterprise are satisfactory. Only 21 percent spend full time of some months in running their fishing enterprise. On a full time equivalent basis the average per enterprise is 6.4 months of labor.

Natural springs supply fishing pond water for all enterprises. This supply is supplemented by pumped well water on 14 percent of the enterprises and no other water sources are used.

Most of the operators have received technical assistance from 2 or more of 4 primary assisting public agencies. Financial and/or personal assistance has been received by three-fourths of the operators from their local banker and/or a relative or close friend. More than one-fourth have received loans from the U. S. Farmers Home Administration. The 3 main sources of assistance for current operations are soil and water conservation districts, neighboring recreation business operators and recreation associations. Eighty-six percent of the enterprise operators are members of a recreation association.

Only about one-third of the operators have participated in community or area planning activities regarding outdoor recreation needs and developments, but all of the operators express a willingness to do so if given the opportunity.

Roadside signs and brochures distributed by the operators are the 2 main advertisement media relied upon the most to attract customers to their pond fishing enterprises.

This research report is one of a series of 7 separate reports covering 6 types of recreation enterprises on private lands for commercial use, namely boat rental, camping, horseback riding, picnicking, pond fishing, and swimming, plus 1 on private outdoor recreation businesses - their composition, operation and stability.

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Edited by Carol A. Knott

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INTRODUCTION

Among 14 major outdoor recreation activities in Wisconsin, fishing ranks third in number of participants on an average seasonal weekend day.[1] Comparatively, more people swim or go boating than fish, but fishing outranks picnicking, golfing and camping in that order. There are from 2 to 3 times more fishermen than campers.

Although pond fishing enterprises do not provide a large segment of the fishing waters in the state they do afford a unique recreation opportunity enjoyed by many fishermen.[2] They provide a variety of advantages including safety in teaching children to fish, nearness to homes with assured chances of getting fish, minimum physical strain for older people, opportunity to fill the creel when left empty or slack elsewhere, fishing without a boat or license, a good family outing even though some members may not be fishermen, as well as sport and food.

A statewide inventory of private outdoor recreation facilities shows that there were 173 pond enterprises in 1966 with 925 pond acres used for fishing.[3] Fish in these ponds are predominantly trout. Using pounds of fish harvested per acre of fishing waters for a comparative basis, the pond enterprises in the state are equivalent to roughly 115,000 acres of natural waters.[4] This equivalent acreage of natural waters is also relevant when compared to pond enterprises on a basis of

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1 The 14 activities are: swimming, boating, fishing, picnicking, golfing, camping, hunting, nature walking, bicycling, water skiing, snow skiing, hiking, canoeing, and horseback riding.

2 "Enterprise" refers to a unit of a private outdoor recreation business established for a specific recreation activity where users (recreationists) pay a fee for use of the facilities and related services. A recreation business may include 1 or more recreation enterprises on a tract of land contained in 1 ownership. "Ownership" refers to that area of land considered by the owner as 1 operating tract on which is located 1 or more recreation enterprises. It may also be the base for 1 or more nonrecreation enterprises. Taverns, food and/or lodging enterprises, and permanent trailer courts or parks are not considered recreation enterprises in this study.

3 Statewide survey of private outdoor recreation facilities (enterprises) sponsored by the (Wisconsin) State Soil and Water Conservation Board and carried out by 7 federal and state agencies with soil and water conservation districts, 1967 (field work was done primarily in 1966).

4 The weighted average per pond-acre for fish caught on enterprises in this research study is 2,445 pounds. In natural fishing waters it is estimated that around 20 pounds of trout are harvested per acre of fishing waters. Therefore, the comparative ratio is approximately 125 to 1.

participant days (fishermen) per acre of fishing waters.[5] It is estimated that annually over 1 million participant days of fishing take place on the fee-fishing ponds in the state.

On an average weekend day approximately 13 fishermen use an acre of pond fishing waters. Considering all fishing pond enterprises in the state it can be projected that over 12,000 people are fishing these waters on an average Sunday. This use (number of people fishing or participants) is equal to approximately 5 percent of the estimated total fishing demand in the state on an average Sunday. It is evident that fishing pond enterprises are an important element in the total fishing facility supply in the state.

OBJECTIVES

This study of fishing pond enterprises was carried out to evaluate in some depth their physical characteristics, management practices, and stability, and the use made of their resources and facilities. Possible expansions of existing recreation areas and/or establishment of new ones can be more practically fostered when the experiences associated with existing enterprises - in this instance pond fishing enterprises - are taken into account.

Findings from this study should be useful for outdoor recreation planners in evaluating the importance of pond fishing enterprises in the provision of fishing waters and facilities in the state. One of the important purposes of this study is to provide criteria for relating physical supplies of fishing ponds enterprises available for general public use to amounts of fishing demands (i.e. number of people needing fishing water areas and facilities). Usually a statewide inventory of present resources and facilities for an outdoor recreation activity does not include information on actual participant days of use and, estimates of future developments cannot include use figures. One important purpose of this study, therefore, is to provide criteria for relating physical supplies of fishing pond enterprises to amounts of their use.

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5 The weighted average number of annual participant days (fishermen days) per acre of fishing ponds studied in this project is 1,220. Each acre of natural fishing waters would need to have over 10 participant days before the above 125 to 1 ratio would be less applicable from this comparative basis. It is more likely that the actual situation gives a smaller figure than 10 participant days.

PROCEDURE

The 14 ownerships with fishing pond enterprises included in this private recreation use study were selected from representative cases chosen by local professional employees who carried out field work for the 1966-67 inventory of privately owned recreation facilities.[6] They are distributed among 11 counties scattered throughout the state (Figure 1).

Research personnel interviewed the owner and/or operator of each enterprise studied. Two survey schedules were completed with each operator and rechecked as necessary after the interviewer personally observed the area and facilities (see Appendix A for Schedules used). The Part A - General Business Information schedule was taken first and followed by the Part B - Schedule F - Pond Fishing Enterprise. Separate additional schedules in Part B were also taken where the ownership included other outdoor recreation enterprises.

The 2 schedules included those items essential for meeting objectives of this research study. The number of years in the recreation business, size of ownership and the recreation area part, types and size of all recreation enterprises, seasonal length of business, labor and operations information, enterprise expansion possibilities, satisfaction with returns, assistance from technical and financial help sources, cooperation with private and public individuals and agencies, and other related information were obtained on the general business research schedule. Information about the number and size of all ponds and those fished from, the species of fish stocked, length of season the enterprise is open, amount of use per weekend days and other periods, units and amounts of charge made for fishing, size and weight of fish harvested and number taken by fishermen, past capital costs, anticipated changes in the capacity of facilities and their respective capital costs, total acreage devoted to the fishing enterprise, the enterprise employees needed, type and annual costs for purchased fish to stock the pond(s), annual gross sales for the pond enterprise and percentage part of total recreation business, management changes anticipated, source of water supply for the pond(s) and other related types of data and information were covered in the pond fishing enterprise schedule.

The 14 enterprises studied constitute approximately 8 percent of all similar recreation businesses in the state. There is only general assurance, however, that they may be statistically representative of all variations in this industry. Two main criteria were followed in each county in the selection of the cases studied. They are (1) that the enterprise must have had at least 1 year of operation, and (2) that the enterprise should have physical size and quality of facilities representative of other similar enterprises in the county. Reliance, therefore, was placed in local professional judgments in preference to a statistical sampling procedure.

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6 Private Outdoor Recreation Facilities, (Wisconsin) State Soil and Water Conservation Board, 1967, Refer to Appendix B for more detailed coverage.

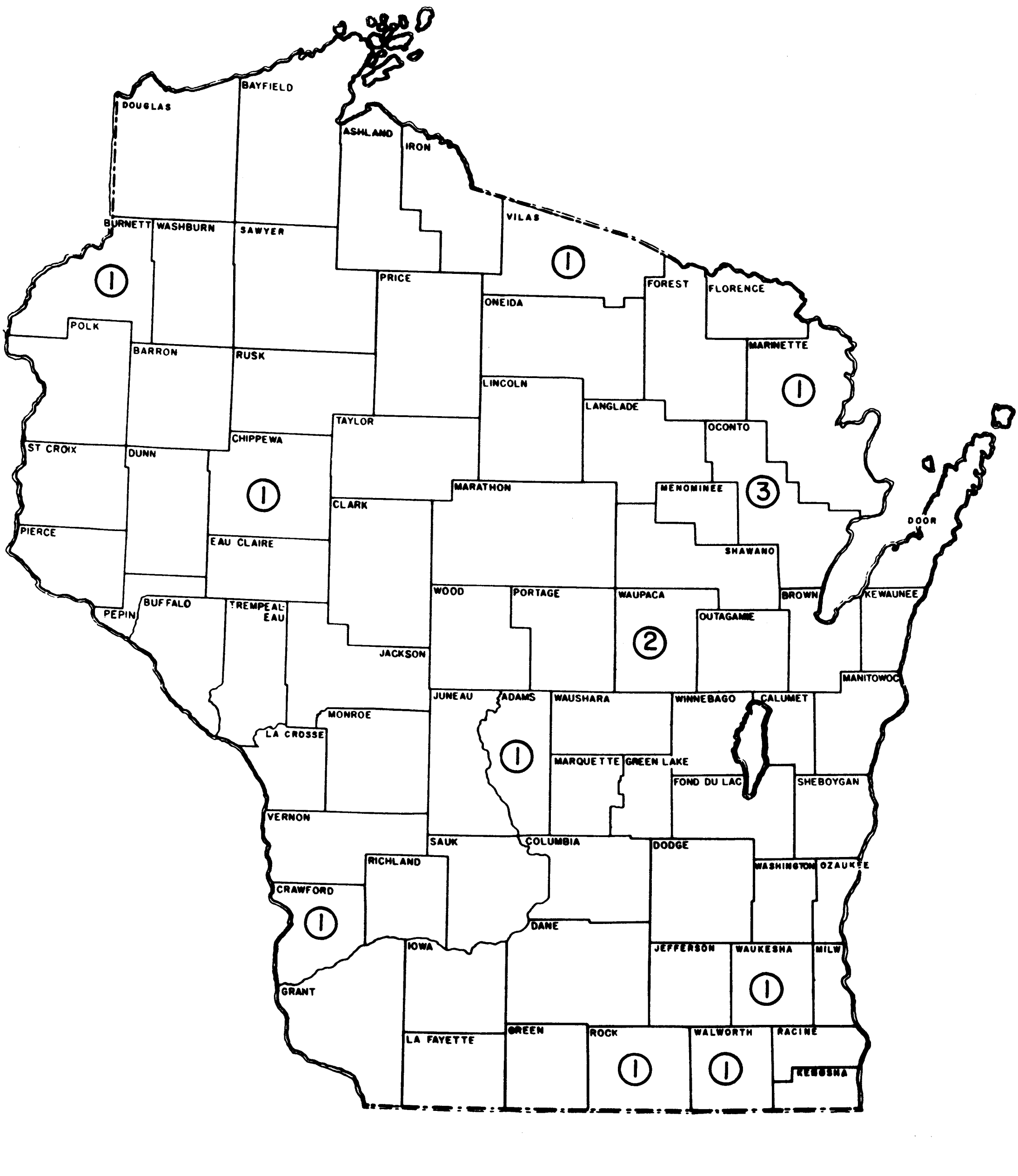

Figure 1. Pond Fishing Enterprises Studied

RESULTS AND DISCUSSION

All schedules collected for the 14 sample cases were used in the analyses and evaluations for this study. The analyses are not intended as, and the sample is not large enough to permit profound statistical evaluations purporting to establish conclusive dependent and interdependent enterprise factor relationships. The study findings do provide many answers to questions about the physical characteristics and management features of pond fishing enterprises.

Size of Pond Fishing Enterprises

There are 131 ponds on the 14 enterprise ownerships or an average of over 9 each. Fee fishing is done from only 42 (1/3) of these ponds or an average of 3 per enterprise. The other ponds (89) are used mainly as fish rearing areas both for transfer to the fee fishing ponds and for other purposes. Some of the enterprises rear fish for commercial sale as fish stock and/or mature fish going to restaurants or other commercial establishments.

One-half of the enterprises have less than 1 acre of fishing ponds and the other half have 1 or more acres each (Table 1). However, there are more ponds on the ownerships with smaller fishing ponds even though the size of all ponds and of those fished is not much different (0.23 vs. 0.27 acre). Those enterprises with fee fishing in ponds of 1 acre or larger size use their larger ponds for this purpose (1.6 acres vs. 1.04 acres).

TABLE 1

Ponds and Size of Ownership by Acreage of Fishing Ponds per Enterprise

	Groupings of Enterprises by Fishing Ponds Size					
	All		Under 1 Acre		1 Acre or More	
Number of enterprises	14		7		7	
Avg. fishing area/enterprise (A)			0.51		2.9	
Avg. ownership size/business (A)	183		132		234	
Averages per enterprise:	Number	Acres*	Number	Acres*	Number	Acres*
Fishing ponds	3.0	0.92	2.3	0.23	3.7	1.6
All ponds on ownership	9.4	0.66	10.4	0.27	8.3	1.04

* Weighted Averages

Fish Stocked and Harvested

All enterprise ponds have trout and it is the principal species on 93 percent of the fishing enterprises. Three of the enterprises (21%) also have bass or bluegills and/or other panfish as well as trout. Only 1 enterprise has panfish and some bass as the main species.

Fish harvested on one-half of the enterprises (7) generally are less than 10 inches long (avg. 9½). Their weighted average annual fish harvested is 3,412 pounds per acre of ponds fished. The other half of all enterprises have fish selling at 11 inches or longer (avg. 13). Their weighted average amount of fish sold per acre of pond fished is only 1,477 pounds. For all 14 enterprises the weighted average size of all fish sold is 10.65 inches and weighted average harvest is 2,445 pounds of fish per acre of pond fished.

Use of Fishing Ponds

Each daily occasion of fishing by a person is considered as a "participant day". This is a term used to express a measure of the use of a fishing area.

Pond fishing, like many other outdoor recreation activities, is done as much or more on the 2 weekend days of the week as on all of the other 5 days together. Only 2 of the enterprises studied had more annual use on week days than on the weekend days. For all 14 cases studied, 54 percent (weighted average per enterprise) of the fishing was on the weekend days.

Total amount of use is a function of number of fishermen and the number of days they fish. The total days of a year that the pond enterprise businesses are open for trade can effect use and is commonly set for the convenience of the enterprise operators. Five (36%) enterprises are open for business no more than 140 days (Table 2), 7 (50%) enterprises for a period of between 141 and 195 days and 2 (14%) are open every day of the year. Total participant days of fishing were approximately 6 times larger per enterprise for the 7 enterprises open an average of 172 days (141-195 days group) than for the 5 enterprises open an average of 116 days (65-140 days group). Those open all year had 7½ times more use per enterprise than the short-season enterprises and 32 percent more than those open an average of 172 days (Table 2).

The 14 cases studied averaged 911 participant days of fishing in the current year; those fishing enterprises associated with other recreation enterprises on the same ownership average one-third more (1,284) and those that are the only recreation enterprise on the ownership average one-fourth less (684).

Except for the 2 enterprises open 365 days of the year most of the fishing enterprises open in May and close in October. Two are open all year; 3 open in May and close in November; another closes in November but opens in April; 1 opens in June and closes in October. Because of unexpected labor difficulties 1 enterprise had an unusual current season and after opening in May closed in August.

TABLE 2

Fishing Ponds and Their Use by Length of Business Year

	All Enterprises	No. of days enterprise open/yr. 65-140	141-195	365
Number of enterprises	14	5	7	2
Averages per enterprise:				
Days open for fishing	180	116	172	365
Total participant days (fishermen)	911	213	1,211	1,600
Participant days/acre pond fished*	1,223	325	1,860	1,241
Participant days per week	34.5	11.4	51.6	31.0
Number of ponds fished from	3.0	2.8	2.4	6.5
Pond acres	1.7	1.6	1.9	1.35
Acres per pond*	0.92	0.54	1.40	0.22
Gross sales of fish ($)	2,827	796	3,557	5,350
Pounds of fish caught/acre pond*	2,445	857	3,195	3,790
Gross sales of fish/acre pond ($)*	3,449	1,236	4,786	4,600
Age of recreation business (yrs.)	6	6	5	12

* Weighted Averages

Fee-Fishing Charges and Services

All but 1 (93%) of the enterprises charge either per inch of length or per pound of fish caught or both. One charges $1.50 per person per day of fishing and the operator manages his ponds so that fish are not too easily caught.

Three (21%) enterprises charge only by length of fish; the fee is 10¢ per inch. Eight (58%) enterprises charge by weight of fish; and the fee is $1.50 per pound at 5 enterprises, $1.00 at another, and $1.60 and $1.75 per pound respectively at the other 2. One enterprise (7%) charges both by length and weight of fish; there is a fee of 40¢ per pound for fish under 8-10 inches long with a fee of $1.50 per pound if the fish is over 10 inches long. One enterprise (7%) charges both by length and per fish; the fee is 15¢ per inch if the fish is over 10 inches long and $1.00 per any fish under 10 inches long.

Nine of the enterprise operators (64%) will dress all fish caught without added charges for this service. Three of the operators (22%) charge a small extra fee (usually 10¢ per pound or 25¢ for all fish caught) for dressing the fish. Two of the enterprises (14%) do not provide fish dressing services.

All of the enterprises provide cane poles and lines for free use by fishermen. Various types of fish baits are sold to the customers. All operators give advice about best depth for fishing and the most likely places in the ponds to catch fish.

Ten of the enterprises (71%) have bank fishing only. Four of the enterprises (29%) also permit boat fishing but only from boats provided by the enterprise without charge to customers.

All enterprises have 1 or 2 picnic tables, toilets and drinking water to accommodate fishermen and their accompanying families or friends. Some have a fireplace or type of grill for cooking the fish caught. These facilities are not offered to the general public.

There is ample car parking space at each enterprise. Backup land for use by fishermen adjoins the ponds. Fishermen use an average of nearly 6 acres (5.9) per enterprise. This includes the 1.7 acres of pond area fished (Table 2), the parking area and the immediate backup lands.

Gross Income and Fish Stocking

The average gross income per enterprise for the current year was $2,827.00 (Table 3). Eight of the enterprises (57%) had gross sales of less than $1,500.00 with the lowest 1 taking in only $80.00. Six enterprises (43%) had over $1,500.00 gross sales with the largest being $8,500.00. The costs for fish to stock the ponds was over 3 times larger ($1,271.00 average per enterprise) for those enterprises with the greater gross sales than for the other enterprises ($363.00). However, those with the larger stocking costs had gross sales amounting to nearly 8 times more than for those enterprises with smaller stocking expenditures.

Smaller expenditures for fish to stock the ponds does not offset lack of fish sales for the smaller gross sales enterprises. They netted only $372.00 compared to $4,346.00 for the larger gross sales enterprises (gross sales minus stocking fish costs).

Average capital investments exclusive of land costs are between 2 and 3 times greater for enterprises with the larger gross sales ($16,333.00 vs. $6,350.00) than for the other enterprises (Table 3). However, the much larger income by far offsets the greater annual charge for such larger capital investment cost.

Influencing Factors on Size of Gross Income

A complex of business composition and operations possibly accounts for the larger trade and income for some enterprises as compared to others.

Since the number of fish taken per fishing occasion (participant day) differs very little between the larger and smaller gross income groups of enterprises, it might be assumed that the ease of catch aspect

TABLE 3

Pond Fishing Enterprises by Gross Sales and Operating Features

	All	Groupings by amounts ($) $80-1,500	$1,501-8,500
Number of pond fishing enterprises	14	8	6
Averages per enterprise:			
Gross sales current year ($)	2,827	735	5,617
Current annual fish costs to stock ponds ($)	752*	363**	1,271
Acres of ponds fished from	1.7	2.04	1.21
Participant days (fishermen-no.)	3.76	3.75	3.78
Days open for fishing	180	137	237
Capital investment (exc. land) ($)	10,629	6,350	16,333
Years in recreation business	6.3	6.1	6.5
Weighted average annual gross sales[1] ($)	2,725	862	5,064
Percent of recreation gross income from pond enterprises	82	86	77
Number of businesses also having other recreation enterprises	7	2	5

* Only 12 enterprises purchased stocking fish - average is $877.00.

** Both nonpurchasing cases are in the group of 8 enterprises ($80-1,500 gross sales) therefore, for 6 cases purchasing fish the average is $484.00 (vs. $363.00). Two enterprises raise their own fish for pond stocking purposes; their gross sales average $850.00.

1 For each enterprise multiply gross sales by number of years in recreation business and sum results, then divide those results by the sum of the years-age of the recreation businesses.

of fishing experience satisfaction is comparable (3.75 fish vs. 3.78, see Table 3). The 1 large variable between the 2 groups is the number of days per year that the business is open to receive customers. The group with larger gross sales has an average seasonal business period of 100 days more than the other group (237 days vs. 137 days). Furthermore, there is on the average more pond acreage to fish (2.04 acres) on enterprises in the smaller income group than on those in the larger income group (1.21 acres). Larger fishing areas should bring added fishing experience satisfactions -- not less, and thereby attract more customers. Apparently size is offset by other features.

Other recreation enterprises on the same ownership possibly attract more customers to the pond fishing enterprise. About 83 percent of the ownerships with fishing enterprises in the larger gross income group also have other recreation enterprises. This is true for only 25 percent of the cases in the group of smaller gross income fishing enterprises. The large majority of businesses (79%) receive 55 to 100 percent of their total recreational gross income from their fishing enterprise alone (Table 4). However, of the 8 recreational businesses having only a pond fishing enterprise those 3 with the largest gross incomes average $4,500.00 each and another 3 with the lowest gross incomes average $460.00 each (Table 4). Only 1 of these 8 businesses had recreational gross income exceeding the average of $3,783.00 for those 6 businesses having the fishing enterprise plus another recreational enterprise. Also, these multiple enterprise recreational businesses are open a longer period of the year (avg. 218 days) than are those having only the fishing enterprise (avg. 143 days). In general, pond fishing enterprises have around 75 percent more gross income when other recreational enterprises are on the same ownership.

Eight of the operators (57%) indicated that returns from their fishing enterprise were satisfactory. Their gross incomes ranged from $500.00 to $8,500.00 with an average of $3,325.00 per enterprise. The other 6 (43%) answered "no" or "maybe" and their range was $80.00 to $7,500.00 with an average gross income per enterprise of $2,163.00.

Changes in Enterprises

The majority of the enterprise owners are looking for possible changes to improve their businesses. Nine of the 14 enterprises will have significant changes in the next 3 years at an estimated cost of $12,200.00 (Table 5). Increasing pond fishing capacity is the primary objective. Five of the 9 enterpirses are among the lower gross income group (having only up to $1,500.00, Table 3). The 1 enterprise owner with the lowest gross income will either overcome current labor shortage difficulties and make planned changes or sell the enterprise to a party that would carry them out. Another enterprise was being sold in 1968 and the fishing ponds will be maintained for the personnel of a large corporation rather than for general public use.

There are suitable lands for expansion of the pond fishing enterprise on all of the present ownerships. The owners of 57 percent of the fishing enterprises reported that suitable lands purchasable at a reasonable price are on adjacent ownerships. For the other 43 percent of the cases there are either no suitable lands on adjacent ownerships or they cannot be purchased at a reasonable cost.

Past capital investments exclusive of land costs amount to $148,800.00 for all 14 enterprises, or an average of $10,629.00 per enterprise. This includes costs for the ponds, roads, buildings and facilities directly related to operating the fishing enterprise. At current replacement costs these figures would be substantially larger.

The physical changes in 8 enterprises are expected to cost $12,000.00 and in no instance are they extensive in comparison to the already established facilities. Most concern restructuring and reorganizing present pond systems. These developments will permit desirable changes in the fish species and the enterprise fish management operations. In general it appears that the enterprise owners are progressive in their operations and expect to serve an increasing number of fishermen.

TABLE 4

Businesses Including Pond Fishing and/or Other Recreation and Non-recreation Enterprises, By Groupings for Percent of Gross Income from Fishing Enterprise

	Groupings for percent of recreation gross income from pond fishing enterprise			
	100%	35-91%[1]		
		35-50%	51-91%	All
Ownerships Having:		Number of ownerships		
Pond fishing enterprise (14)	8	3	3	6
Plus only 1 other recreation enterprise	0	2	3	5
Plus 2 or more other recreation enterprises	0	2	3	5
Plus only 1 nonrecreation enterprise	4	0	2	2
Plus 2 or more nonrecreation enterprises	1	3	1	4
Plus both recreation and nonrecreation enterprises	0	3	3	6
		Average per ownership		
Gross income from pond fishing enterprise ($)	2,110*	3,733**	3,833**	3,783
3 highest income enterprises ($)	4,500	-	-	-
3 lowest income enterprises ($)	460	-	-	-
Gross income from all recreation enterprises ($)	2,110	8,079**	4,967**	6,523[2]
Percent of all recreation gross income from fishing enterprise	100	43	74	59

* Only 1 of the 8 enterprises exceeds $3,900.00

** One enterprise exceeds this average figure.

1 No enterprise had less than 35% and only those with 100% had more than 91%.

2 Three enterprises are above and 3 are below this average figure.

TABLE 5

Businesses Making Major Changes in Their Pond Fishing Enterprise and Capital Investments

	Number of Businesses	Capital Investment Costs ($)
I. Enterprise changes to be made in next 3 years:		
A. Add to physical capacity only	2	4,000
B. Add to physical capacity plus fish species changes	4	5,700
C. Add to physical capacity plus management changes	2	2,500
D. Management changes only (size of fish bought and sold)	1	-
Subtotal, making changes in enterprise	(9)	12,200
E. No changes planned	4	
F. Will sell enterprise	1	
Total	14	
II. Enterprise changes made in past 3 years:		
G. Added to physical capacity	3	
	(1)	
(9) above		
III. Enterprise changes made or to be made in current years	(10)	
IV. Past capital investments exclusive of land costs - total	14	148,800
Average per enterprise - past capital investments	14	10,629

Age of Enterprises and Operator's Tenure

The age of the oldest enterprise is 18 years. Another has been established for 13 years and the third oldest is 10 years (Table 6). The 2 newest are 2 years old and another 2 are 3 years old. The other 8 enterprises are from 5 to 10 years old. Each enterprise has the same operator who started the business.

Eleven of these fishing enterprise operators expect to continue for 10 or more years. One is selling his 13 year old enterprise and ownership but will remain as manager of the ponds for the new, corporation owners. (It will not continue as an enterprise for general public use.) Another operator, who has had his enterprise for 18 years expects to retire in 4 years at age 62. He anticipates that a new owner will continue the enterprise. Another operator with future tenure expectancy of 2 years has had her fishing enterprise for only 2 years. She has difficulty finding and keeping capable hired labor to help operate the fishing enterprise and assist with her tavern and cabin businesses. This operator's tenure with the enterprise will be continued if the labor problem is solved.

In general, at least 86 percent (12 enterprises) or possibly 93 percent (13 enterprises) of the pond fishing businesses appear to be stable and will continue to serve the same or probably more fishermen in the future.

TABLE 6

Age of Enterprises and Tenure of Operators*

	No. of operators and Businesses by tenure groupings					
	2-3 years	4-5 years	6-8 years	9-10 years	Over 10 years	Total years
All	4	5	2	1	2	14
Future period of expectancy for tenure:						
1 year or less	-	-	-	-	1	1
2 years	1	-	-	-	-	1
4 years	-	-	-	-	1	1
10 or more years	3	5	2	1	-	11

* Since all present operators started their respective enterprise the age of business and operator years of tenure are the same.

Only 21 percent (3) of the fishing enterprise operators work full-time for 3 to 7 months in running their fishing enterprise. One who operates 7 months full-time is the only 1 that does not spend additional part-time on the fishing enterprise work. Most operators work part-time on the enterprise for 4 to 12 months of the year. In all cases other helpers work in the enterprise either part-time and/or full-time for appreciable periods during the year. From 1 to 15 months equivalent full-time labor are spent in operating the enterprises. Some workers are not busy all of the time but are available when customers come to fish. The lesser amounts of labor are for those cases where an attendant works on 2 or more recreation enterprises and his or her total time is shared by the fishing enterprise. The average labor per enterprise used to operate the fishing enterprise is 6.4 months on an equivalent full-time basis.

Source of Pond Water

Fishing pond water supply is from natural springs only for 86 percent of the enterprises. The other 14 percent use natural spring water plus pumped well water. The pumps are used only intermittently varying by seasonal weather conditions.

Assistance From Agencies and Cooperation

All but 1 of the 14 operators (93%) have received assistance from 2 or more of 4 primary assisting public agencies (Table 7). These agencies are the Wisconsin Department of Natural Resources, the local County Soil and Water Conservation District, the County Resource Agent (Cooperative UW-Extension Service) and the U.S. Soil Conservation Service. This is technical type of assistance. Almost all of this kind of assistance is currently continuing as needed.

TABLE 7

Number of Enterprises Receiving Assistance - By Sources

	Number enterprises receiving assistance[1]				
	Initially**		Presently		
	Only	and Presently	Only	or Initially	None
A. County resource agent	-	5	1	1	8
B. County soil & water conservation district	-	7	5	5	2
C. Bureau in Dept. of Natural Resources	1	8	1	2	4
D. U.S. soil conservation service	-	8	2	2	4
E. 1 or more of A-B-C-D	1	11	1	2	1
F. Local banker*	3	4	1	4	6
G. Relative or close friend	3	3	1	3	8
H. 1 or both by F-G	4	5	2	6	3
I. None from F-G	2	3	4	6	-
J. None from A-B-C-D	-	1	-	1	-

* U.S. Farmers Home Administration provides assistance to 4 enterprises, both presently and initially; only 1 has had no local banker assistance, the other 3 are among the numerical recordings herein.

** "Initially" refers to the first year or 2 when the enterprise was started.

1 Entries in the 3 columns sum to 14 (enterprises) i.e., "Initially and Presently", plus "Presently or Initially", plus "None". Items I and J are reciprocals respectively to counterpart items above.

The local banker and/or a relative or close friend have helped 79 percent of the operators with financial and personal assistance (Table 7). In general, about one-half of this help was received mainly in the early years of the enterprise operations. The U.S. Farmers Home Administration has assisted 28 percent of the operators with loans.

The operators were questioned about assistance received in the current operation of their business. They reported by first, second and third priority of importance of significant cooperation received. Eight named plus 1 write-in sources were considered, namely: (1) recreation associations, (2) county government (and its agents), (3) soil and water conservation district, (4) watershed association, (5) state agency, (6) neighboring recreation business operator, (7) manager of a publicly owned recreation area, (8) city government (and its agents) and (9) other. Three operators made only 1 selection because they do not receive or consider significant any other assistance. Eleven operators completed 3 priority selections (Table 8).

TABLE 8

Operators' Sources of Significant Cooperation in Current Business Operations, by Priority of Importance of Assistance

Sources of Cooperation (Assistance)	Number of operator selections: By priority 1st	2nd	3rd	Total no. Added*	Weighted**
Soil and water conservation district	6	2	2	10	17
Neighboring recreation business operator(s)	3	4	2	9	14
Recreation association(s)	3	2	1	6	10
State agency(s)[1]	1	3	1	5	7½
County government(s) (and their agents)[2]	0	0	4	4	4
Other[3]	1	0	0	1	2
Mgr. publicly owned recreation area	0	0	1	1	1
City government(s) (and their agents)[4]	0	0	0	0	0
Watershed association	0	0	0	0	0
Total	14	11	11	36	55½

* Addition of the source appearances in all priorities.
** Weights by priorities: 2 for 1st; 1½ for second; and 1 for third.
1 Includes conservation, health, transportation and all others.
2 Includes county extension and resource agents.
3 A relative who is in the real estate business.
4 Includes Chamber of Commerce and tourist booth type of agents

Three of the 9 sources of assistance accounted for 86 percent of the first priority selections of the 14 operators. They are the soil and water conservation districts, neighboring recreation business operators, and recreation associations in that order. On an arbitrarily weighted basis with first priority selection at 2 points, second priority at 1½ points and third priority at 1 point a total of 55½ points were possible from the 36 selections made (Table 8). These 3 sources received 41 points (respectively 17, 14 and 10). Watershed associations and city governments were not listed by any operator as a source of significant cooperation in the current operations of their recreation business. County governments and managers of publicly owned recreation areas received some third priority selections only (5 points). State agencies received 7½ points from a total of 5 selections, 1 of which was for first priority.

All but 2 of the 14 fishing enterprise operators are members of 1 or more recreation associations. Some of them belong to 2 or 3 associations and 1 is in 5.

Only about 30 percent of the operators have participated in any community or area planning needs and development endeavors involving outdoor recreation. However, all the operators indicated a willingness to do so if given an opportunity.

Advertisement Media

Operators rely heavily on their roadside signs and brochure distribution to attract customers to their recreation business. This is indicated by their priority rankings for 8 types of advertisement media (Table 9). These media are: (1) newspapers, (2) magazines, (3) brochures distributed by operator, (4) brochures distributed by organizations or firms, (5) recreation trade journals, (6) travel guides or directories, (7) roadside or area collective signs, and (8) other.

Of the 14 operators, 13 gave roadside signs a priority over other media; 11 placed them either first or second in importance. The second most important media is brochures distributed by the operator. On an arbitrarily weighed point basis whereby a first priority rating receives 2 points, a second 1½ points, a third 1 point and a fourth receives ½ point, this brochure medium scored 14½ points (Table 9). Roadside signs scored 21 points and others of the 8 scoring media were in the 4 to 6 points range. No operator depends on recreation trade journals; magazines were included only once and scored 1½ points.

TABLE 9

Advertisement Media, by Priority of Importance for Attracting New Enterprise Customers

Media	Number of operator selections					
	By priority				Total number	
	1st	2nd	3rd	4th	Added	Weighted*
Roadside or area collective signs	6	5	1	1	13	21
Brochures distributed by operators	4	3	1	2	10	14½
Travel guides or directories	1	0	4	1	6	6½
Brochures distributed by organizations or firms for operators	1	1	1	0	3	4½
Other**	1	1	1	0	3	4½
Newspapers	1	0	2	1	4	4½
Magazines	0	1	0	0	1	1½
Recreation trade journal	0	0	0	0	0	0
Subtotal	14	11	10	5	40	57
None selected	0	3	4	9	16	-
Total	14	14	14	14	56	57

* Weighted by priorities: 2 for 1st; 1½ for second; 1 for 3rd; and ½ for fourth.

** The 1st rating is from radio; the second and third ratings are from distribution of business cards showing fee charges (rates).

SUMMARY OF MAJOR FINDINGS

The following findings are not listed in order of importance.

1. An average of 3 ponds per enterprise are used for fee fishing. The fishing ponds account for 32 percent of all ponds on the ownerships.

2. Size of total fishing pond waters is less than 1 acre on one-half of the enterprises -- with an average of 0.51 acre per enterprise. The other half of the enterprises have 1 acre or more each with an average of 2.9 acres per enterprise.

3. Trout is the main fish on 93 percent of the enterprises. Only 1 enterprise has panfish and some bass as the main species. On 79 percent of the enterprises there are no other fish but trout.

4. The weighted average for all fish harvested is 10.65 inches long and 2,445 total pounds of fish per acre of fishing pond.

5. The annual average number of participant days of fishing per enterprise is 911. On a weighted average per enterprise basis 54 percent of the fishing is on the weekend days.

6. Projected on a statewide basis fee fishing ponds annually serve over 1 million participant days of fishing. On an equivalent basis these fishing facilities are equal to around 115,000 acres of natural waters.

7. Only 14 percent of the enterprises are open for customers each day of the year. Fifty percent are open an average of 172 days (141 to 195 days) and 36 percent for an average of 116 days (65 to 140 days). Participant days of fishing is 6 to 7 times greater for the enterprises with longer trade seasons than for those with an average of only 116 days. The predominant pattern for most of the enterprises is to open for customers in May and close in October.

8. All enterprises except 1 have fee charges per inch of fish and/or per pound of fish caught. One enterprise charges by the day of fishing. More than half of the enterprises charge from $1.00 to $1.75 per pound of fish. The predominant per inch charge is 10 cents.

9. Sixty-four percent of the operators will dress their customer's fish without an extra fee charge. Fourteen percent do not provide this service. Twenty-two percent of the operators charge extra for dressing fish.

10. Only bank fishing is permitted on 71 percent of the enterprises. the others also allow boat fishing but only with boats provided on the enterprise.

11. An average of just over 4 acres of backup lands per enterprise are used by fishermen along with the 1.7 acres (average per enterprise) of fishing waters. Car parking spaces are ample at each enterprise.

12. The average per enterprise gross income for the current year was $2,827.00. Eight enterprises (57%) having no more than $1,500.00 each averaged $735.00 per enterprise. The other enterprises (43%) grossed over $1,500.00 each with an average of $5,617.00. Length of season open for business is closely associated with amounts of gross income whereas size of ponds and number of fish taken per fisherman are not. Generally, gross income for the fishing enterprise is around 75 percent greater when another recreation enterprise is on the ownership.

13. Fifty-seven percent of the fishing enterprises are on ownerships having no other recreation enterprises, but 63 percent of these ownerships also have nonrecreation enterprises. Forty-seven percent of all ownerships studied have both recreation and nonrecreation enterprises in addition to the fishing enterprise.

14. Owners' estimates of their capital investments in the enterprise facilities exclusive of land totals $148,800.00 or an average of $10,629 per enterprise. Fifty-seven percent of the owners expect to make improvements within the next 3 years at an estimated total cost of $12,200.00. With the added capacity and changes in fish species and fish management operations, operators expect to serve more fishermen and increase enterprise incomes. Enterprise expansion lands are available on all of the ownerships.

15. Age of enterprises ranges from 2 to 18 years. Approximately one-third have been in operation for 6 or more years and 71 percent are 4 or more years old. One-fifth are more than 8 years old.

16. There has been no turnover in owners or operators since the enterprises were established. One enterprise was being sold in 1968 and will be used exclusively for personnel of the purchasing corporation. About 80 percent of the owners (operators) expect to continue as operators of their enterprises for at least 10 years. Except for 1 case, all owners anticipate that their enterprise will be continued after they no longer are the operator.

17. Fifty-seven percent of the operators indicate that returns from their fishing enterprise are satisfactory; their average gross income per enterprise is $3,325.00. The others indicating that returns are not satisfactory have gross incomes averaging $2,163.00 per enterprise.

18. Only 21 percent of the operators spend full-time of some months in running their fishing enterprise. Labor is supplied mostly from part-time of the operator and some full-time and part-time from others in the operator's family and/or employees. On a full-time equivalent basis the average per enterprise is 6.4 months of labor.

19. Natural springs supply fishing pond water for all enterprises. This supply is supplemented by pumped well water on only 14 percent of the enterprises. No other water sources are used.

20. Ninety-three percent of the operators have received technical assistance from 2 or more of 4 primary assisting public agencies; namely, the Wisconsin Department of Natural Resources, local County Soil and Water Conservation Districts, the University of Wisconsin Cooperative Extension Service, and the U. S. Soil Conservation Service. Financial and/or personal assistance has been received by 79 percent of the operators from their local banker and/or a relative or close friend. The U. S. Farmers Home Administration has made loans to 28 percent of the owners.

21. From 9 possible sources of assistance to operators in the current operations of their businesses, 3 account for 86 percent of the first priority of importance rankings by the 14 operators. The 3 sources are: soil and water conservation districts, neighboring recreation business operators and recreation associations.

22. Eighty-six percent of the enterprise operators are members of a recreation association.

23. Only about one-third of the operators have participated in community or area planning activities regarding outdoor recreation needs and developments. However, all of the operators express a willingness to do so if given an opportunity.

24. Roadside signs and brochures distributed by the operators are the 2 main advertisement media relied upon the most to attract customers to their pond fishing enterprises.

USE OF STUDY FINDINGS

From evaluations in this study it is apparent that fishing ponds enterprises provide a significant amount of facilities for Wisconsin fishermen. The pond fishing enterprises are well established and stable. They will continue to contribute important supplies (facilities) needed in meeting demands.

The following recommendations are proposed, therefore, for use in statewide planning for supply-demand needs for fishing facilities in the state.

A. Projection Factors for Use With Inventory Data

The following factors are applicable to state inventory data covering pond fishing enterprises having similar qualifications to those used in this study. They may be used statewide and for multi-county planning areas of the state.

1. Number of fishing participants per enterprise

   a. On an average weekend day -- 9.3
   b. Per week -- 34.5
   c. Annually -- 911

      1) Decrease by 25 percent if no other recreation enterprise is on the ownership.
      2) Increase by 33 percent if another recreation enterprise is on the ownership.

2. Number of fishing participant days per acre of pond (from weighted averages)

   a. Annually -- on weekend days -- 660
   b. Annually -- on week days -- 563
   c. On an average weekend day -- 13
   d. Total annual -- 1,223

3. Fishing ponds

   a. Number per enterprise -- 3
   b. Total acreage per enterprise -- 1.7
   c. Acres per pond (weighted average) -- 0.92

4. Pounds of fish caught per acre of pond (weighted average) -- 2,445

5. Average per enterprise number of days open for fishing -- 180

6. Size of land areas per business

   a. Acres in ownership -- 183
   b. Backup lands for fishing ponds, total acres -- 4.2
   (Ratio: 2.5 acres per 1 acre of fishing pond)

B. Cooperation With Enterprise Owners

It is apparent from the findings of this research study that the enterprise operators are generally experienced businessmen. They have had close working relations with agencies and others assisting in the developments of their enterprises. There are enterprise expansion acreages on all of the ownerships and a number of the operators have plans for expanding their pond fishing capacities in the next 3 years. With fuller understanding of the needs and opportunities for added fishing facilities more enterprise operators might carry out substantial developments. There are opportunities for professional personnel in public agencies responsible for outdoor recreation planning to cooperate more closely with owners and operators of pond fishing enterprises. It is recommended, therefore, that planning medium for the state outdoor recreation program should appropriately reflect these considerations and opportunities.

APPENDIX A

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

Private Recreation Enterprises - User Comsumption:

Part A - General Business Information

Part B - Schedule J - Pond Fishing Enterprise

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

		Card Columns Card #1
1.	Card number ______ 2. Sample unit number ______	
3.	County, name ______ and number ______	☐☐ 3 ☐☐☐☐ 6 7☐☐8
4.	Business name ______	
4a.	Operator name ______	
5.	Address ______	
6.	Years in recreation business here ______	9☐☐10
7.	Years recreation business established here ______	11☐☐12
8.	Number previous operators of this business ______	☐ 13
9.	Total acres in ownership here including this business ______	14 ☐☐☐☐17
10.	Acres in recreation business part (presently) ______	18 ☐☐☐ 20
11.	Acres in recreation business when you started here ______	21 ☐☐☐ 23
12.	Acres initially in recreation business here ______	24 ☐☐☐ 26
13.	Enterprises in recreation business (Amts.)	
______	0. Camping - number spaces ______	27 ☐☐
______	1. Swimming beach - acres beach ______	29 ☐☐
______	2. Picnicking site-area(s) - number tables ______	31 ☐☐
______	3. Horseback riding - number horses ______	33 ☐☐
______	4. Lake-River Fishing - number boats (and canoes) for rent ______	35 ☐☐
______	5. Hunting - number acres (land and water) ______	37 ☐☐☐ 39
______	6. Water skiing - number boats (rental) used ______	40 ☐☐
______	7. Winter sports (name:) ______	42 ☐☐
______	8. Vacation boarders - number people capacity ______	44 ☐☐
______	9. Group camping - number people capacity ______	46 ☐☐☐ 48
______	10. Pond fishing - number acres ______	49 ☐☐
______	11. Deer hunting boarders - number people capacity ______	51 ☐☐ 52

14. Operator's work in recreation business:

1. Full time 12 months _____	5. Part time 12 months _____
2. Full time 9 months _____	6. Part time 9 months _____
3. Full time 6 months _____	7. Part time 6 months _____
4. Full time 3 months _____	8. Part time 3 months _____

(Ft) (Pt)
53 54

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

Full time months ___________; Part time months ___________

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

(Ft) (Pt)
55 56

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

_____(1) First case: Full time months ____ | Part time months ______

_____(2) Second case: Full time months ____ | Part time months ______

_____(3) Third or more: Full time months ____ | Part time months _____

(Use reported months in appropriate card columns)

(No.)	(Ft)	(Pt)
57	58 59	60
61	62	63 64
65	66	67

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

1. Opening date (before May) ________________
2. Opening date May ________
3. Opening date June ________
A. Other opening date ______
4. Closing date August ________
5. Closing date September ________
6. Closing date (after Oct. 1) ___________
B. Other closing date __________

Contiguous period that business is open.

68

69

7. In addition to above, usually reopened from __________

to__________ for ______________________; and

70

8. from __________
to __________ for __________________________.

71

9. (Notations for any special occasions): ______________

____

10. Total number of days open for business in a year ______

72 74

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

_____(1) one year _____(5) five years

_____(2) two years _____(6) six to ten years

_____(3) three years _____(7) 11 or more, but not lifetime ☐ 75

_____(4) four years _____(8) lifetime

19. Age of head of business

_____(1) 29 years old or under _____(4) 50 to 59 years old

_____(2) 30 to 39 years old _____(5) 60 to 69 years old ☐ 76

_____(3) 40 to 49 years old _____(6) 70 years and over

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

_____(1) 7 years or less _____(4) 14 to 17 years

_____(2) 8 to 10 years _____(5) 18 or more years ☐ 77

_____(3) 11 to 13 years

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

_____(1) 7 years or less _____(4) 14 to 17 years

_____(2) 8 to 10 years _____(5) 18 or more years ☐ 78

_____(3) 11 to 13 years

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

_____(0) Clerical _____(6) Laborer

_____(1) Farmer or Rancher _____(7) Management and Prop. ☐ 79

_____(2) Professional and Technical _____(8) Other

_____(3) Sales

_____(4) Craftsman, Foreman

_____(5) Operative

Card Columns
Card #2

23. Is there any realistic competition for use of these recreation lands for other purposes than as in present business? [ ] 1

_____(1) Yes _____(2) No _____(3) Part of them

24. Has operator tried to sell business in last two years?

_____(1) Yes _____(2) No _____(3) Currently trying to sell [ ] 2

25. Reasons for trying to sell business (If 24(1) or (3) checked)

_____(1) Advanced age _____(5) Health ailments 3 [ ] First

_____(2) Low returns _____(6) Alternative work opportunities 4 [ ] Second

_____(3) Improvement costs _____(7) Family desires 5 [ ] Third

_____(4) Help difficulties _____(8) Profit on investment

_____(9) Other

26. Are returns satisfactory for continuing business somewhat the same as now operated?

_____(1) Yes _____(2) No _____(3) Maybe 6 [ ]

_____(4) Increased costs anticipated _____(5) Same or lower costs anticipated 7 [ ]

_____(6) Increased receipts anticipated _____(7) Same or lower receipts anticipated 8 [ ]

_____(8) Increased returns expected _____(9) Same or lower returns expected 9 [ ]

27. Are changes in business planned for in next three years?

_____(1) In management _____(2) In volume of business 10 [ ] 11 [ ]

_____(3) Acres additional development 12 [ ][ ][ ] 14

_____(4) Added capital costs estimated for expansions and improvements 15 [ ][ ][ ][ ][ ] 19

_____(5) Capital is available _____(6) Capital availability is questionable 20 [ ]

28. Expansion acreage possibilities

Are expansion acreages available in present ownership _____(1) Yes _____(2) No 21 [ ]

Are there adjacent acreages suitable for expansion uses _____(3) Yes _____(4) No 22 [ ]

Can the adjacent acreage be purchased or leased (practical costs)
_____(5) Yes _____(6) No _____(7) No opinion 23 [ ]

29. Planning and management assistance to operator.

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

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

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

General: (Initially and at present)

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

30. Cooperation and Coordination

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

____

____

____

66 [ ] (Number)

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

____

____

____

67 [ ] (Number)

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

_____(1) Yes _____(2) Not interested

68 [ ]

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

_____(1) Recreation association

_____(2) County government, departments or agents

_____(3) Soil and Water Conservation District

_____(4) Watershed association

_____(5) State agency

_____(6) Neighboring recreation business operators

_____(7) Manager of public recreation area

_____(8) City governments or their agents

_____(9) Other; name: ______________________________

69 [ ] Most

70 [ ] Second

71 [ ] Some

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

_____(1) Newspapers

_____(2) Magazines

_____(3) Brochures distributed by you

_____(4) Brochures distributed by organization or firm for you

_____(5) Recreation trade journal

_____(6) Travel guides or directories

_____(7) Roadside or area collective signs

_____(8) Other

72 [ ] **First**

73 [ ] **Second**

74 [ ] **Third**

75 [ ] **Fourth**

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

76 [ ]

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

34. Interviewer's opinion regarding financial appearances of the recreation business: (1) _____satisfactory (2) _____not OK

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

____

____

____
Interviewer

____
Date

Private Recreation Enterprises - User Consumption
Part B -- Schedule J - Pond Fishing Enterprise

		Card Columns **Card #10**
1.	Card number 10 2. Sample unit number ____________	1 [ ][ ] [ ][ ][ ][ ] 6
3.	County name ____________ and number ____________	7 [ ][ ] 8
3a.	Schedule unit number ____________	9 [ ][ ][ ][ ] 12
4.	Operator's name ____________	
5.	Number of ponds: ____(A) Total ____(B) Fished from	13 [ ] [ ] 14
6.	Acres in ponds: ____(A) Total ____(B) Fished from	15 [ ][ ] [ ][ ] 18
7.	Species of fish available for fee fishing:	
	____(A) Trout ____(B) Bass ____(C) Bluegills	19 [ ] 1st 20 [ ] 2nd
	____(D) Other; name ____________	21 [ ] 3rd [ ] 22
8.	Usual period for enterprise operation:	
	____(A) Open 7 days a week ____(B) Open weekends only	[ ] 23
	____(C) Total days open during a year	24 [ ][ ][ ] 26
	NOTES: (Calendar dates) ____________	
9.	Number of users (people) on average:	27 [ ][ ] 28 A
	____(A) Two-day weekend ____(B) Period of 5 weekdays	29 [ ][ ] 30 B
	____(C) Total during year ____(D) Percent of people	31 [ ][ ][ ][ ] 34 C
	under 12 years of age	35 [ ][ ] 36 D
10.	Is it: ____(A) Bank fishing only, or ____(B) Bank and boats	[ ] 37
	Do you supply boats ____(C) for free, or ____(D) for fee	[ ] 38
	NOTES: (re: boats - No. and fee) ____________ ____________	
11.	How are charges made for fishing: ____(A) By size, length	[ ] 39
	____(B) By weight, pounds ____(C) Both size and weight	
	____(D) By the day NOTES: (re: fees) ____________ ____________	

12. On the average what is the size of most fish taken from pond

____(A) Inches long ____(B) Weight, pounds (use fractions 40 ☐ 41

as necessary) 42 ☐ 43

13. As an average how many fish are caught and taken by each

person fishing, _______Number 44 ☐☐ 45

14. How many years have you had this enterprise ____No. 46 ☐☐ 47

15. Have you increased its size in last two years:

____(A) Yes ____(B) No NOTES: (if "yes", what done and ☐ 48

amount of capacity increase): ________________________________

____

16. Have you definite plans for changing your facilities (physical)

in next three years ____(A) Keep as now ____(B) Enlarge ☐ 49

____(C) Reduce

17. What is estimate of capital investment for additions or

changes in facilities $____Amount (development costs) 50 ☐☐☐☐☐ 54

18. What is estimate of present capital investment in facilities

of enterprise (exclusive of bare land part) $______ 55 ☐☐☐☐☐ 59

19. How many acres are used in enterprise (Ponds, surrounding area

used by fishermen, parking area) ______________Acres 60 ☐☐ 61

20. Operator's time to run the enterprise

____(A) Months full time ____(B) Months part time

Time of others: ____(C) Number full time ____(D) Months

(E) Number part time ____(F) Months

Total full time equivalent ____(G) Months labor to operate 62 ☐☐ 63 G

and maintain the enterprise

21. How much fish do you purchase annually to stock your ponds (By size)

_______________ (A) Fry $ __________ Cost 64

_______________ (B) Fingerlings $__________ Cost 65

_______________ (C) Yearlings $__________ Cost 66

_______________ (D) Other $__________ Cost 67

$______________ (E) Total Cost 68 71

NOTES: (Where stock purchased) ______________________________

____

22. What was the gross sales for 1967 $______________ 72 75

23. Are there plans for any changes in management of the enterprise <u>in the next three years</u> ____(A) Yes

____(B) No (Explain if "yes"): ______________________________ 76

____

24. By percentage estimate what part of the total (gross) income of this recreation business (all enterprises) is from the pond fishing enterprise

____(1) Less than 15% ____(2) 15-25% ____(3) 25-50%

____(4) 50-65% ____(5) 65-85% ____(6) Over 85% 77

25. Do you dress fish for your customers

____(A) Yes, for free ____(B) Yes, for extra fee of $________ 78

per _____(fish or pound) ____(C) No

26. List reasons operator believes as why people come to fish in his

ponds: ____

____

____

27. What is the source of water for your pond(s)

____(A) Spring ____(B) Stream (C) Surface runoff 79

____(D) Well ____(E) Other

APPENDIX B

The statewide survey of Private Outdoor Recreation Facilities (enterprises), by State Soil and Water Committee (now renamed "Board") 1967, is based upon the following definition of a recreation enterprise: "For purposes of this inventory, private outdoor recreation businesses are limited to those private or quasi-public outdoor recreation enterprises meeting these criteria:

1. They charge fees for entrance or for special activities (charges can be in the form of membership fees in a club or other organization).

2. They provide more than just food or lodging. Normally, motels and hotels would not be included in this inventory. A resort lodge with swimming, boating, etc, would be included."

Very few of the pond fishing enterprises included were under the "quasi-public" feature of the above definition. It is believed that nearly all of the enterprises inventoried are of the type covered in this research study.