

**RESEARCH
REPORT 64**



**PRIVATE OUTDOOR RECREATION BUSINESSES
BOAT RENTAL ENTERPRISES**

**Department
of
Natural
Resources**

Madison, Wis.

1971

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ABSTRACT

A study of 55 boat rentals enterprises was carried out to evaluate in some depth their physical characteristics, management practices, stability, and the use made of their resources and facilities. Possible expansions of existing recreation areas and/or establishment of new ones can be better evaluated when the experiences associated with existing enterprises are taken into account. Findings from this study should be useful for outdoor recreation planners in reviewing the importance of boat rentals enterprises in Wisconsin.

This study was a part of a larger research project that included 135 private outdoor recreation businesses distributed throughout the state. Around two-thirds of such businesses with two or more recreational enterprises had a boat rentals enterprise. Eighty-nine percent of the boat rentals enterprise operators maintain the enterprise as a profit making pursuit or as a necessary supplement to their other recreational enterprises, such as camping or picnicking. Approximately three-fourths of the recreation businesses with boat rentals enterprises have been in operation for 6 or more years and over 40 percent for over 25 years. Each operator invested an estimated average per enterprise of \$3,652, exclusive of land costs.

Number of boats per enterprise studied ranged from 4 to 54. About one-fifth of the enterprises had no more than 6 boats each while one-tenth of all enterprises had 28 or more boats each. Eighty-six percent of the rental boats were for rowing and outboard motor use; and, canoes made up nearly 10 percent of all rental boats. About one-fifth of the enterprises had other boats such as sail, inboard motor, paddle, pontoon, air, plastic row boats for children, or sight-seeing pleasure boats. There were 762 rental boats on the 55 enterprises; and 65 percent of the boats were used on a usual weekend day.

Daily rental charges ranged from \$1.00 to \$3.50 per boat. The number of enterprises with rates of no more than \$2.25 per day was the same as the number of enterprises with daily rates of \$2.50 to \$3.50. These rates are for a rowing and/or outboard motor boat. The weighted average daily charge for a canoe was \$3.40 on the 17 enterprises having canoes. Larger boats cost more per day with an average fee of around \$34 for inboard motorboats. About one-third of the boat rentals enterprises had outboard motors for rent, mostly under 8 hp; fee charges for a motor were in the range of \$2.00 to \$6.00 per day.

The boat rentals enterprises appeared to be stable. Some operators planned to raise their rental fees, a few planned modest increases in their number of boats, and two might decrease their numbers a little. Very few operators reported any dissatisfaction with amount of returns from their recreation businesses. They are open for business for 60 to 225 days, with an average of 140 days per enterprise. Over two-thirds of the enterprise operators belonged to one or more recreation associations.

Serious conflicts regarding use of surface waters were reported on 40 percent of the bodies of water used by boats of the 55 enterprises studied. The extent of recreation involvements by activities were: fishing--in 90 percent of the conflicts, water skiing in 68 percent, pleasure boating in 64 percent and swimming in 31 percent. A single water area may have use conflicts between all four activities.

ACKNOWLEDGMENT

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 covering 1 analysis of private outdoor recreation businesses--their composition, operation and stability.

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Edited by Carol A. Knott and Susan Hickey

(Submitted for publication in October, 1970)

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INTRODUCTION

Among 14 major outdoor recreation activities in Wisconsin the 2 that are mostly supported by the boat rentals enterprise are boating and fishing.¹ Except for swimming, more people go boating than participate in any of the other activities; fishing is third.

Thousands of people in Wisconsin own a boat. On December 31, 1969, there were 232,273 original registrations in Wisconsin for outboard motorboats, 5,551 for sailboats and 6,496 for inboard motorboats; a total of 244,320 boats were registered.² Nevertheless, not all recreationists own boats nor do all owners always take them along on all recreation trips. Rather, many rent boats at or near their recreation sites.

A statewide inventory of private recreation facilities showed that in 1966 there were 1,516 establishments with rental boats for fishing and 429 with boats (or canoes) for purposes other than fishing or water skiing.³ Many of these boats, however, were only available to people staying at rental cabins, cottages or resorts. There is no information available on the number of boat rentals enterprises serving the general public.

This research study includes 55 recreation businesses with boat rentals enterprises. Fourteen of these had only a boat rentals enterprise. Most boats are used for fishing, pleasure or sight-seeing but some are used for water skiing or play. No data were obtained for amount of boating use for each of these different recreation activities.

¹ The 14 activities are: swimming, boating, fishing, picnicking, golfing, camping, hunting, nature walking, bicycling, water skiing, snow skiing, hiking, canoeing, and horseback riding. "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 recreational 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 1 or more recreational enterprises are located. 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 recreation enterprises in this study.

² Many of these boats are kept at cottages or summer homes near lakes or rivers. Also, in 1969, fleet registration accounted for 35,818 boats of which 673 were inboard motor or sailboats. Canoes are not registered.

³ This 1966-67 statewide survey of private outdoor recreation facilities (enterprises) was 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. Refer to Appendix A for more detailed coverage.

The larger survey, of which boat rentals enterprises is a part, covered 135 recreation businesses with 214 recreation enterprises.⁴ Approximately 68 percent of the private outdoor recreation businesses with two or more recreational enterprises had a boat rentals enterprise. The boat rentals enterprise is important in most of these recreation businesses either as a source of separate income or as a necessary supplement to income from other enterprises on the ownerships.

PURPOSE

The object of this study of boat rentals enterprises was to gain knowledge of the physical establishments, their management, and extent of their use. This includes operation of boat accesses and their availability for general public use. The study was designed to provide insight into the operations and stability of boat rentals enterprises as separate enterprises and as parts of larger recreation businesses on the same ownerships.

It was also a purpose of this study to obtain information from the boat rentals enterprise operators about conflicts between recreation water uses.

PROCEDURE

The 55 ownerships with boat rentals enterprises studied 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.⁵ They are distributed among 22 counties scattered throughout the state (Fig. 1).

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

The two 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 recreational enterprises, seasonal length of business, labor and operations information,

⁴ See table 2 in Research Report 55, Private Outdoor Recreation Businesses: Their Composition, Operation and Stability put out by the Wisconsin Department of Natural Resources. Forty-five percent of the private recreation businesses have two or more recreational enterprises.

⁵ See Private Outdoor Recreation Facilities, (Wisconsin) State Soil and Water Conservation Board, 1967. Refer to Appendix A for more detailed coverage.

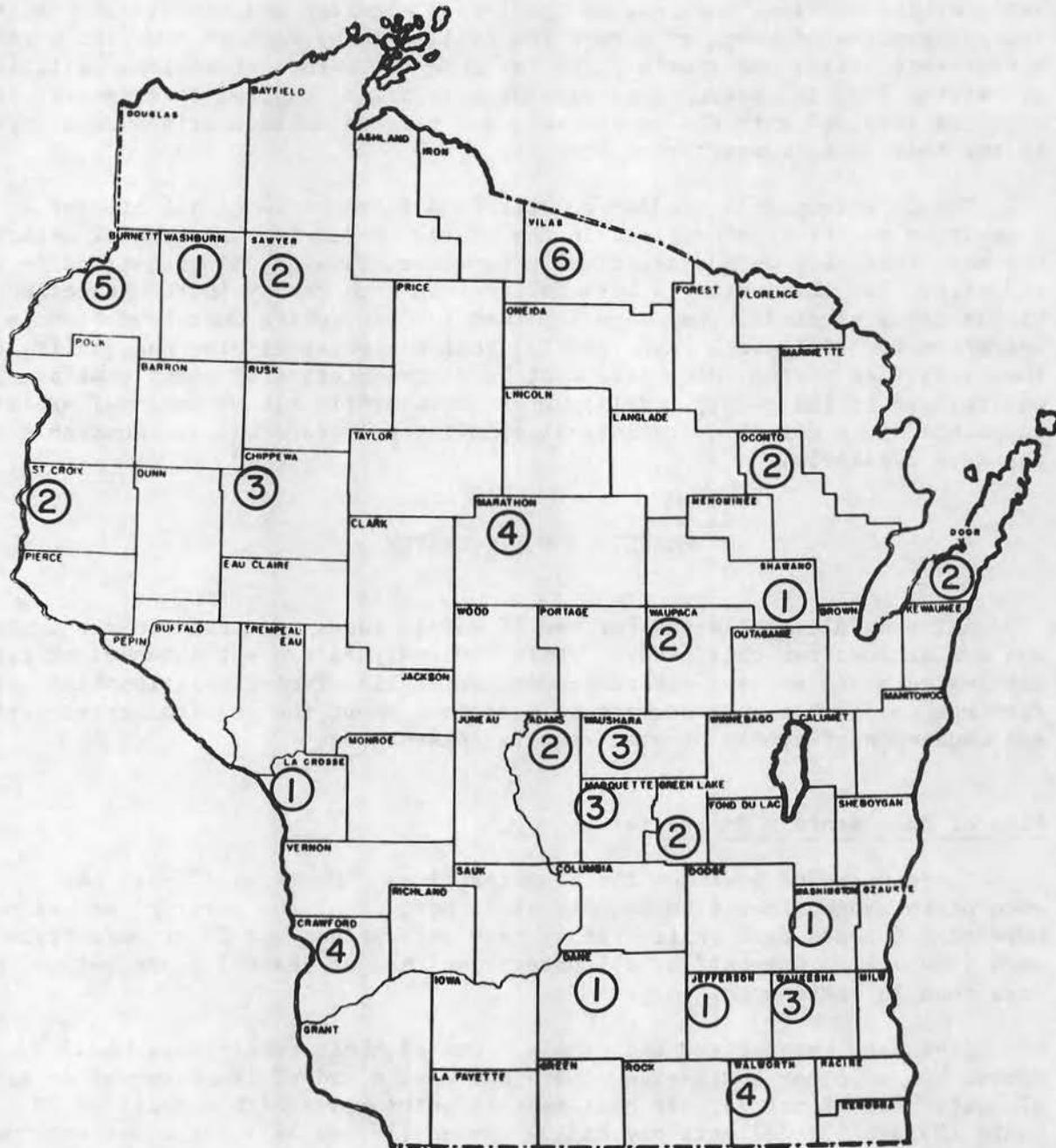


Figure 1. Boat rentals enterprises studied. (Numbers circled are the numbers of such enterprises in each county).

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 type of boats for rent, both with and without outboard motors; number and size of motors, and number of inboard motorboats; fee schedules per hour, day and week;

water skiing services and fees charged; boat accesses and sizes; car parking spaces; numbers of users of enterprise facilities by weekend days and weekdays; age of enterprise; operator's plans for changes in the enterprise; satisfactoriness of returns from the enterprise; size of enterprise; capital investments; land acreages involved with the enterprise; and related considerations were covered in the boat rentals enterprise schedule.

The 55 enterprises studied constitute a fair sample of all similar recreation business enterprises in the state. There is only general assurance, however, that they were statistically representative of all variations in this industry. Two main criteria were followed in each county in the selection of the cases studied. They were (1) that the enterprise must have been in operation for at least 1 year, and (2) that the physical size and quality of the facilities in the enterprise must be representative of other similar enterprises in the county. Reliance was necessarily placed in local professional judgments since use of a statistical sampling procedure was impracticable with the data available.

RESULTS AND DISCUSSION

All schedules collected for the 55 sample cases were used in the analyses and evaluations for this study. While the analyses are not intended to reflect conclusive dependent and interdependent enterprise factor relationships, study findings do provide many answers to questions about the physical characteristics and management features of boat rentals enterprises.

Size of Boat Rentals Enterprises

There were 762 boats on the 55 enterprises. Numbers of boats per enterprise ranged from 4 to 54. About 22 percent of the enterprises had no more than 6 boats each while half as many enterprises had 28 or more boats each (Table 1). One-half of all enterprises had at least 7 boats but no more than 15 boats each.

Seventeen enterprises had canoes. One of these enterprises had 7 canoes but no other boats--the others had canoes and at least one other type of boat. Two of the largest boat rentals enterprises with a total of 80 boats (33 and 47) collectively had 34 canoes (15 and 19); the other enterprises had 1 to 7 canoes each. Of all boats in the enterprises only 73 (9.6 percent) were canoes.

While the majority of boats in these enterprises were for rowing and use with outboard motors, there were some other types in addition to the canoes. Two enterprises each had 4 sailboats. Four enterprises had a total of 10 pontoon boats. There were six inboard motorboats including one with a 200 hp motor to propel a sight-seeing boat. There were also 2 paddle boats and 1 airboat. One enterprise (with 47 total rental boats) had 7 small plastic rowboats for childrens' use only in a restricted area near the shore. These various type boats were in 11 enterprises; only 3 of these also had canoes. Forty-five percent (25) of the enterprises had boats other than for only rowing or use with outboard motors.

Exclusive of land values the average investment per boat rentals enterprise was \$3,652 (Table 1). Generally the investments were greater as the number of boats in the enterprise increased. However, this is not a positive relationship since age and quality of boats varies and estimated investments are based on depreciated (present) value. Furthermore, some of the enterprises also had motors for rent while others had no motors. Also, docks and launching facilities were included, which for some enterprises added substantial investments.

TABLE 1

Number of Enterprises by Number of Boats Each and Investments

	Groupings of Enterprises by Number of Boats					
	4-6	7-9	10-15	16-27	28 or more	All
Number of enterprises	12	10	18	9	6	55
Percent of enterprises	22	18	33	16	11	100
Number of boats	65	76	198	169	254	762
Avg. No./enterprise	5.4	7.6	11.0	18.8	42.3	13.9
Avg. investment/enterprise*	\$1962	\$1777	\$4026	\$3037	\$9501	\$3652

* Exclusive of land costs

Size of boat rentals enterprise and age of the enterprise had no relationship. The youngest enterprises on the average had about the same number of boats each as in the older enterprises. Both age groups increased their numbers of boats per enterprise by about one-fifth after the first year of operations. It was also found that the oldest enterprises maintained their size for at least the 11 years just prior to the study. There were no indications that the size of enterprises would noticeably change in the future.

Recreation Ownerships and Enterprises

Fourteen of the 55 boat rentals enterprises studied were on ownerships having no other recreational enterprises. However, there was 1 other recreational enterprise on 29 (53 percent) of the ownerships (Table 2). Seven other ownerships each had 3 recreational enterprises, of which 1 was boat rentals. Five more of the ownerships each had 4 recreational enterprises (Table 2).

A camping enterprise is commonly found on the same ownership with the boat rentals enterprise. Boat rentals and camping enterprises were on 37 (67 percent) of the 55 ownerships studied. In 27, camping and boat rentals were the only recreational enterprises on the ownership. Picnicking, horseback riding, swimming, and winter sports enterprises as well as boat rentals were on 14 ownerships but mostly in some combinations of 3 or more recreational enterprises including camping facilities (Table 2).

TABLE 2

Boat Rentals Enterprises Alone or in Combination
With Other Recreational Enterprises--By Number of
Recreation Businesses

Enterprise Combinations	Number of Businesses--Having			
	1	2	3	4
Boat rentals, only	14			
Boat rentals-camping		27		
Boat rentals-picnicking		1		
Boat rentals-winter sports		1		
Boat rentals-camping- horseback riding			2	
Boat rentals-camping- picnicking			2	
Boat rentals-swimming- picnicking			2	
Boat rentals-camping- winter sports			1	
Boat rentals-camping-swimming- picnicking				5
TOTALS (55 boat rentals enterprises studied)	14	29	7	5

Nonrecreation enterprises were also operated on 49 (89 percent)⁶ of the 55 ownerships having a boat rentals enterprise (Table 3). A total of 95 nonrecreation enterprises were operated. These included 25 cottage, cabin, resort or motel facilities; 19 taverns or bars; 12 seasonal or

⁶ This proportion is similar to that (84 percent) for all private outdoor recreation businesses (See table 3 in Research Report 55, Wisconsin Department of Natural Resources).

permanent trailer parks; 11 stores or restaurants; 9 farms and 19 miscellaneous enterprises such as fish bait stands, dance halls, shooting ranges, gas stations or concession food stands. Four of the 6 ownerships without a nonrecreation enterprise had one or more recreational enterprises in addition to boat rentals.

Nearly three-fourths of the boat rentals enterprises were in recreation businesses established for 6 or more years. About 44 percent of these businesses were over 25 years old. Approximately one-fourth (15) of the 55 recreation businesses were operated for only 5 or fewer years.

TABLE 3

Nonrecreation Enterprises on the Ownerships
Having a Boat Rentals Enterprise

Number of Nonrecreation Enterprises	Ownerships	
	Number	Percent
Only 1 enterprise	22	40
Two or three enterprises	22	40
Four or more enterprises	5	9
Total one or more	49	89
None	6	11
Total Ownerships	55	100

There was no relationship found between the size of ownerships and size of boat rentals enterprises. Ownerships ranged in size from 1 acre to 320 acres; 16 (29 percent) had no more than 10 acres; 19 (34 percent) were between 11 and 50 acres; 8 had 51 to 100 acres; and 12 (22 percent) had over 100 acres. Neither was there a relationship between number of acres used for recreational purposes and numbers of boats in the boat rentals enterprise. One-half of the ownerships used 1 to 10 acres for recreation and their boat rentals enterprises averaged 13 boats each. Another one-fourth of the ownerships used 11 to 30 acres each for recreation and the average size of their boat rentals enterprises was 20 boats. The other quarter of the ownerships used 31 to 90 acres of land for recreation but their average number of boats per enterprise was 10. One of the smallest boat rentals enterprise was on an ownership with the largest recreational acreage. And, one of the largest boat rentals enterprises was on an ownership having only 1 acre. In a few instances car parking for clientele was available on adjacent public lands rather than on the ownership with the boat rentals enterprise.

Use of Rental Boats

Weekend day use of the enterprise boats accounted for approximately

43 percent of total rentals. Sixty-five percent of the 762 boats on the 55 enterprises are in use on the usual weekend day (Table 4). Only 32 percent are rented on the usual weekday. One-half of the enterprises rent out 70 percent or more of their boats each weekend day of their boat rentals season; 4 enterprises rent all of their boats; and 8 rent only 10 to 30 percent of their boats. Volume of trade per boat varies greatly between some enterprises.

The open-for-business trade periods differed between enterprises and ranged from 60 days to 225 days, but all occurred during the middle part of the year. Fifteen (27 percent) of all enterprises were open for periods from 60 to 109 days and 11 (20 percent) were open for periods of 180 to 225 days. Most periods (53 percent) were from 110 to 179 days long. The average for all enterprises was 140 days. Length of season has some relationship to total use of rental boats.

Total annual boat rentals capacity for each enterprise was determined by multiplying number of days open for business by number of boats for rent. Number of boats rented on weekend days and on weekdays were added to obtain total boat-days rentals. From these findings a percentage of capacity of boat-days use was determined (Table 5). The weighted average for boat-days rentals per enterprise for all 55 enterprises was 41.1 percent.

TABLE 4

Boat Rentals Enterprises by Percent of Boat-Days Rentals for Weekends and Association of Other Recreational Enterprises

	Enterprise Groupings (by % of boat-days rentals-weekends)*			
	All	10-39%	40-69%	70-100%
Boat rentals enterprises--number	55	8	19	28
Boats/enterprise--avg. no.	13.9	14.5	13.1	14.2
Weekend boat-days rentals--%*	65	18	54	85
Ownerships (of 55) also having				
other recreation enterprises (No.)	41 ¹	5	12	24
With any type--percent	74.5	63	63	86
With camping enterprises--percent	67.3	50	53	82
Annual boat-days rentals, average per enterprise--percent**	41.1	10.7	33.7	54.8

* Weekend boat-days use divided by weekend boat-days available. Weighted averages.

** Annual (total) boat-days use divided by total boat-days available. Weighted averages.

¹ See Table 2.

Clientele of boat rentals enterprises is from both the general public and from people on the ownership for various other recreational purposes. Fourteen of the 55 boat rentals enterprises studied were without another recreational enterprise on the same ownership. Their trade was entirely from the general public. An almost equal number of boat rentals enterprises (12) rented their boats exclusively to their otherwise paying guests--mostly campers. The other 29 enterprises had mixed trade from both paying guests on the ownership and from people who came just to rent a boat.⁸

⁷ Basic field data from each enterprise operator was obtained by percentage of all boats rented on an average weekend day and for an average weekday. Number of boats multiplied by number of days gave boat-days available. Respective application of the percentages to total weekend and weekday boat-days available and summation of the answers gives the annual "boat-days rentals." A boat rental is considered one boat-day use even if the rental is for part rather than all of a day.

⁸ Two of these 29 enterprises reported no boat rentals trade from their otherwise paying guests. Here and throughout the rest of the report, the phrase, otherwise paying guests, will be used to refer to persons present on the ownership and also paying for the use of some enterprise other than boat rentals.

TABLE 5

Boat Rentals Enterprises by Percent of Boat-Days Rentals Annually
and Association of Other Recreational Enterprises

	Enterprise groupings by % of boat-days rentals-annually)*			
	All	3 - 31%	32-61%	62-91%
Boat rentals enterprises--number	55	18	27	10
Boats/enterprise--avg. no.	13.9	12	12	21.5
Annual boat-days rentals--percent*	41.1	17	50	74
Equivalent number of boats rented each day/enterprise **	6.1	1.97	5.3	15.7
Ownerships (of 55) also having other recreation enterprises--No.	41 ¹	11	22	8
With any type - percent	74.5	61	81	80
With camping enterprise - percent	67.3	39	81	80

* Annual (total) boat-days use divided by total boat-days available. Weighted averages.

** Number of boats times percent annual boat-days rentals gives equivalent number of boats that would have been in use each day to equal total boat-days rental (or, total boat-days use divided by days open-for-business). Weighted averages. See Table 2.

Many factors influence the volume of use of rental boats in these enterprises. Location near cities or dense recreational use areas effects amount of trade. Other recreation activities on the same ownership as the boat rentals enterprise prompts boat rentals. Quality of boats, availability of boat motors to rent and of fishing bait supplies and per boat rental fees are also some of many influencing factors.

Size of the enterprise (number of boats for rent) appears to have some general relationship to annual or total intensity of boat usage per enterprise (Table 5). The 10 enterprises experiencing the largest annual trade per boat (62 to 91 percent boat-days rentals) have an average of 21.5 boats per enterprise in comparison to an average of 12 boats per enterprise for the other 45 enterprises. However, 4 of these 10 enterprises had fewer than 9 boats each; and, 1 of the 45 enterprises had 54 boats with a 34 percent boat-days rentals business. Generalizations, therefore, are subject to tempering because specific cases do not fit within them.

This is also true for the generalization that some beneficial trade for boat rentals enterprises results from a camping enterprise on the same ownership. Eighty-two percent of the 28 enterprises with 70-100 percent weekend boat-days rentals (Table 4) had camping enterprises on the same ownerships. And, 8 of these dual-enterprise ownerships are represented in the 10 enterprises (Table 5) having the largest annual (total) boat-days rentals. (The other 2 enterprises have 67 and 69 percent boat-days rentals). A camping enterprise on the ownership, however, will not necessarily result in large total trade for the boat rentals enterprise. This may be illustrated from Table 5. Of a group of 18 enterprises with 3-31 percent annual boat-days rental, 7 are on ownerships having a camping enterprise--and, these 7 enterprises are below the group (of 18) average for percent of annual boat-days rentals. Camping customers on these 7 ownerships supply an average per enterprise of 54 percent of the boat rentals trade, but the average per enterprise for annual boat-days rentals is small (only 12.3 percent).

Developed Boat Accesses

Forty-two (76 percent) of 55 recreation businesses studied had developed boat accesses.⁹ Six enterprises each had 2 developed boat accesses. One enterprise was not located on water--its rental boats were transported by customers to water accesses of their choice. Six enterprises use nearby publicly owned boat accesses, 2 more use privately owned marinas, while 4 others launch their boats from undeveloped accesses (banks) on their ownerships.

⁹ Survey instructions included the following statement about boat accesses: "A 'developed boat access' is a specified place where car and boat trailer can be backed to the water and boat may be unloaded and launched. It could possibly be entirely natural but this is not too likely; however, construction work is not the entire meaning for 'developed'. It could be construed to mean a 'designated' or 'regular' or 'specified' or 'established' boat access. It is in contrast to just any place where the boat can be put into the water with no special provision for ease or comfort or safety in so doing."

The principal use of the boat accesses was not for launching of rental boats but for general public use and for other paying guests on the recreational ownership. Rental boats usually are launched only once each year at the beginning of the season and thereafter are moored at the enterprise piers. On 9 of the 42 enterprise ownerships, boat access use was restricted to otherwise paying guests. Boat accesses of the other 33 enterprises was available for general public use.

Most of the boat accesses have a single (lane) capacity; however, traffic is not sufficiently heavy to necessitate larger access facilities. The average access area had around one acre, although some were smaller. This included the area for car parking and turnaround or backup space. Car parking spaces are important to those enterprises (33) serving the general public with their boat accesses. Such spaces are not necessary for otherwise paying guests on the ownership (like campers) who have a place to park their car (and trailer) after launching their boat. However, all enterprises except one that had a boat access also have car parking spaces on their ownership for boat renting customers. One enterprise with boat rentals had car parking facilities for boaters although the boat access used was on adjoining publicly owned land.

The 33 enterprises with boat accesses available to the general public had an average of 18 car parking spaces per enterprise; six of these enterprises made no charge for use of their boat accesses. The other 27 enterprises averaged 17 car parking spaces each.

On a usual weekend day an average per enterprise of 6.4 boats were launched at boat accesses on the 33 ownerships. This average covers 40 weekend days, therefore, for the season, approximately 8,480 boats (exclusive of

Seventy six percent of the boat rentals enterprises studied had developed boat accesses.



rental boats) were launched on these ownerships, or an annual average for all weekend days of 256 boats per enterprise.

Surface area of water accessible from the enterprise boat accesses ranged from 4 acres of stream at 1 enterprise (which had only canoes for rent) to at least 10,000 acres of lakes for two other cases. Seven enterprises each had boat access to less than 100-acre bodies of water while 15 each had access to over 500 acres of water. The average per each of the 33 enterprises with developed boat accesses was 567 acres. (Two enterprises had boat accesses to Lake Michigan and Green Bay, but only 10,000 acres each were used in the above surface water acreage analyses.)

Fee Charges For Boat Rental and Boat Access

Fees charged per boat for a day varied from \$1.00 for an ordinary row boat to \$34.00 for a large inboard motorboat.¹⁰ The rates for row boats or outboard motorboats (motor not included) were about equally divided between two general price ranges. Twenty-four (44 percent) of the enterprises with such boat rentals charged \$2.50 to \$3.50 per day per boat; twenty-six enterprises charged \$1.00 to \$2.25 per boat per day; and two charged \$4.80 to \$5.00. (One enterprise had only canoes)

¹⁰ There are a few enterprises that would rent a boat and/or canoe on an hourly charge basis or for one-half day. This was most common only for the larger boats (inboard and sail); average hours of rental were used in converting these charges to a per-day basis.

Daily charges for renting a rowing
or outboard motor boat
ranged from \$1.00 to \$3.50 per boat



One enterprise rented its boats only with an outboard motor included and the average charge was \$10.00 per day per boat. Another enterprise specialized mainly in inboard motorboats of various sizes and its average rate per boat per day was \$34.00. Pontoon boats rented for \$25.00 per day and sailboats cost from \$5.00 to \$23.00 per day depending on size. Large sight-seeing and deep lake fishing boats were rented on a per-person basis with a fixed minimum cost irrespective of number of people in the party.

Charges per canoe per day varied between \$1.50 (1 enterprise) to \$5.70. The enterprise having only canoes charged \$5.00 per day per canoe. The weighted average charge per day per canoe was \$3.40 for all 17 enterprises having canoes for rent.¹⁰

Only 30 percent of the enterprises would rent their boats (or canoes) on a weekly rate basis. The customer's savings on a weekly rental basis was generally equal to the fee for one day.

Boat access charges varied from 50 cents to \$2.00 per entrance use. A majority of the enterprises charged \$1.00. More charged less than this amount (but not under 50 cents) than charged over \$1.00 since the average fee charged for all 27 enterprises was 93 cents.

Age of Businesses and Stability

The boat rentals enterprises are in recreation businesses which for the most part have been established for many years. At the time of the study approximately one-half of them were over 20 years old including 13 that had been established for 40 years or longer. Around one-fourth of the businesses, however, were from 1 to 5 years old and the others were 6 to 20 years old (Table 6).

Operators of the younger businesses plus those new operators of older establishments made up approximately one-half (25) of the 55 operators who had only 1 to 5 years tenure. However, 11 other operators had operated their businesses, including the boat rentals enterprise, for 21 or more years. None of the businesses had a big turnover of operators; no business had more than 3 different operators even though established for many years. It is clear that these recreation businesses have had stable management.

There have been no rapid changes over the past years in the numbers of boats available for rent on these boat rentals enterprises. At the start of the boat rentals enterprises under present operators, their total number of boats was 730. There has been a net increase of 32 boats making their number at the time of the study, 762. At their starting date 6 enterprises had 28 or more boats and there were still 6 at the time of the study (Table 1); however, their average number of boats per enterprise decreased from 53 to 42. The 12 smaller enterprises with 4 to 6 boats each, were twice as many (23 enterprises) at their starting dates but they averaged about one boat fewer per enterprise. At starting dates there were fewer enterprises in the 10-15 and 16-27 boats per enterprise groups.

During the years that present operators have managed the 55 boat rentals enterprises, 29 have increased their number of boats and 11 have decreased while

15 have made no change in number of boats for rent. A drastic change was made in one enterprise 20 years previous to the study (after 22 earlier years of operations, the number of boats for rent was reduced from 125 to 12). Exclusive of this enterprise, boat rental enterprises have had mostly increases or decreases of 3 to 10 boats each. Many of the small increases in boat numbers were within a year or two after the enterprise was started. In general size of enterprises was decreased because of less rentals trade, and those reducing enterprises had only about two-thirds the percentage of annual boat-days rentals as did the enterprises that increased their size.

TABLE 6

Years Recreation Business Established and Years Under Present Operator

Years Recreation Business Established Here	Number of Business					
	No.	Percent	Years present operators with business			
			1-5	6-10	11-20	21 or more
1 - 5 years	15	27	15	-	-	-
6 - 10 years	5	9	4	1	-	-
11 - 20 years	8	15	3	1	4	-
21 or more years	27	49	3	4	9	11
Totals	55	100	25	6	13	11

Of the 30 businesses which had operators with 6 or more years tenure with their boat rentals enterprises, 63 percent had the same number of boats for six or more years, and 40 percent for 10 or more years. The number of boats provided does not change very much from year to year after an operator has had his enterprise for 4 to 5 years.

The boat rentals enterprises are stable. There was no apparent reason to believe that either the number of enterprises would decrease or that availability of rental boats from them would greatly fluctuate. The type of boats provided has gradually changed as enterprise boats needed replacement and newer designed boats became available and in demand. Only a few of the old flat bottom boats remained in a couple of the enterprises studied.

Outboard Motor Rentals

Nineteen (35 percent) of the 55 boat rentals enterprises had outboard motors for rent. It was not necessary to rent a boat from the enterprise in order to rent a motor. When the enterprise(s) rented both a motor and a boat to a customer, the total cost was the same as the sum of the separate rental rates.

Eleven of the 19 enterprises had 1 to 4 rental outboard motors each; another 4 enterprises had 5 to 7, and 4 more had 8 to 10 motors. Size of motors varied from 3 hp to 50 hp. The most common motor sizes had ratings of under 8 hp.

Except for one enterprise with 4 small motors that rented for \$1.50 per day per motor all other enterprises charged mostly \$2.00 to \$6.00 per day. Rental fee for a 10 hp motor was usually around \$6.00 to \$8.00 per day. One enterprise charged \$10.00 per day.

No detailed data about amounts of motor rentals was obtained. Upkeep and repair costs for outboard motors have increased rapidly in the last few years. Several enterprise operators mentioned that in past years they kept motors for rent but had discontinued this part of their business. Also more boat rental customers bring their own outboard motor with them.

Although there is no direct relationship between the size of boat rental enterprises (number of boats each) and their numbers of outboard motors for rent, in general only the medium-sized and larger enterprises have rental motors. The 19 enterprises with rental motors had an average of 21 rental boats each (in comparison to an average of 13.9 boats each for all 55 enterprises studied) and only 4 of these enterprises had fewer than 10 boats.

Income and Planned Enterprise Changes

Forty-nine (89 percent) of the 55 boat rentals enterprise operators indicated that returns from their recreation businesses were satisfactory.¹¹ Only 6 operators believed their returns were unsatisfactory; and, for 3 of these it pertained directly to the boat rentals enterprise since there were no other recreational enterprises on their ownership. These 3 cases had noticeable differences in their respective business composition. One case had 11 large boats valued at \$7,500, and a large dock and pier, revetment and mooring area walls, plus a work-shop building costing an estimated \$32,000. This enterprise is located in an intensive recreation area but the season is short (the enterprise is open for business for only 60 days each year), and its annual boat-days rentals were only 30 percent of its capacity. The operator had this enterprise for 31 years and indicated that he had much less trade in recent years. It would appear that receipts are not in keeping with investment and operation costs.

Another of the 3 cases reflects almost the opposite condition in many respects. It has poor location for recreation traffic--somewhat isolated on a river shore; has an estimated investment of only \$6,900 for its 12 average sized outboard motorboats and walled mooring bay; and is open for business 225 days each year. This operator had his boat rentals enterprise for 12 years and it was never a high return business. The enterprise has a 19 percent of annual boat-days rentals volume of trade. This case, like the one cited above, had no other recreational enterprise; however, both cases had nonrecreation enterprises.

A third case is one of the newer boat rentals enterprises--3 years

¹¹ Six of these 49 indicated that "maybe" returns were satisfactory.

old at the time of the study. It had no other recreational enterprise in its recreation business but had a nonrecreation enterprise on the ownership. There were 10 boats in the enterprise accounting for most of the \$1,050 estimated total investment. This enterprise is open for business 170 days each year and has 21 percent annual boat-days rentals volume of trade. Its \$1.00 per boat per day rental rate was one of the 3 lowest of all 55 enterprises studied (the operator planned to raise his charge to \$1.50). The drawback for this enterprise is that its access is to a small lake of only 40 acres of surface water. For the most part boat rentals trade of this enterprise is good only when "fishing is good."

The other 3 of the 6 cases had no easily observed possible cause for unsatisfactory returns from the business. One operator with 10 boats believed his returns will be more satisfactory when he adds another 10 boats--he already had 69 percent annual boat-days rentals volume of trade.

Each of the 55 operators indicated how he considered his boat rentals enterprise as a part of his total recreation business (Table 7). The large majority (89 percent) of the operators considered their boat rentals enterprise either as an important profit making pursuit or as a necessary supplement in their total recreation business.

About two-thirds (36) of the 55 enterprise operators had no plans to change their boat rentals enterprise. Thirteen other operators planned to add a total of 51 boats--an average of 4 boats per enterprise. This would

Most boat rentals operators
were satisfied
with the size and scope
of their enterprise;
two thirds of them, in fact,
planned no future changes
in their enterprise.



increase boats per enterprise to an average of 12. Five of these 13 enterprises planned to raise their daily charge rates per boat by 25¢ to \$1.00 and another planned to install a developed boat access. Average investments for these 13 enterprises were \$1,943 each, which amounts to about one-half that for the average of all 55 enterprises (Table 1). Six other enterprise operators also planned changes: 2 planned to raise their boat rental rates; 1, to raise the boat access fee from 75¢ to \$1.00 per entrance; another, to substitute canoes for some of his 9 boats; and 2 others with 12 boats and 6 boats each may not replace all of them when they are no longer serviceable. In net effect these planned changes do not reflect any significant alterations in the boat rentals business as a whole.

Table 7

Role of Boat Rentals Enterprises in the Total Recreation
Business of Each Enterprise Operator

Enterprise Functions	Enterprises Responding -- in Numbers (and Percent)
(A) Important, profit-making enterprise	40 (73)
(B) Break-even enterprise necessary to the business	5 (9)
(C) Necessary supplement to the business but not in terms of separate enterprise profit making or losses	9 (16)
(D) Drag to the total business and one not preferred to have	0 (-)
(E) Some other role in the total recreation business	1 (2)*

* This one operator felt that after 35 years of operations, he now kept his enterprise "because he'd always had it and profit was not his motive."

Other Nearest Boat Rentals Outlet

Each of the 55 boat rentals enterprise operators supplied information on "how far it is to the nearest place where anyone (general public) can rent a boat." While 15 percent of the enterprises have no other rentals place closer than five miles, twice this number (36 percent) are less than a mile from some other boat rentals enterprise (but not any included in this study). The other 49 percent of the 55 enterprise operators report that the nearest boats for rent are more than a mile away but not over four miles distant.

There is no positive relationship between number of boats per enterprise studied and longer or shorter distances to the next nearest boat rentals outlet. In general, however, the boat rentals enterprises in this study (14) that were four miles or more from another boat rentals outlet had an average of one-third fewer number of boats each than do the other enterprises (41) that were closer to another outlet.

There were wide differences among enterprises studied as to how far they are from another boat rentals outlet. Twenty of the enterprises studied are located within one mile of another place where boats can be rented by the general public but 3 other enterprises are respectively 11, 15 and 27 miles from the nearest place to rent a boat.

Assistance From Agencies and Cooperation

Twenty-one (38 percent) of the 55 operators have received technical assistance from two or more of four primary assisting public agencies regarding aspects of their recreation businesses.¹² 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. None of these four agencies assisted less than 15 of the operators and 26 operators are the most that any one agency has helped. Thirty-three (60 percent) of the enterprise operators have received help from one or another of these four agencies.

Sixteen (29 percent) of the boat rentals enterprise operators have participated in some community or area planning needs and development endeavors involving outdoor recreation. However, all the operators indicated a willingness to do so if given the opportunity.

Many different associations or organizations furthering recreation business are among those in which boat rentals enterprise operators are members.¹³ They may be a member because of their total recreation business rather than only their boat rentals enterprise. Thirty-seven (67 percent) of the 55 operators belonged to one or more such associations, and three-fourths of these operators belonged to two or more, 2 operators being members of 5 associations. Only 8 of the 18 operators who do not hold a membership in such an association have no other recreational enterprise except their boat rentals enterprise. (A slightly higher percentage (72 percent vs. 67 percent) of all private outdoor recreation business operators were members of one or more associations sponsoring recreation.¹⁴)

¹² Such assistance may or may not have been directly concerning the boat rentals enterprise.

¹³ Examples of these associations are: Local Chamber of Commerce, Sportsman's Club, Civic clubs, local booster clubs, WACO, resort or campground association, various campers or campground owners association, local improvement clubs, or various area, state and national associations.

¹⁴ See Research Report 55, Private Outdoor Recreation Business--Their Composition, Operation and Stability, DNR, 1970.

Conflicts in Surface Water Use

Boats of forty-five (82 percent) of the enterprises are used primarily on lakes while those of the other ten (18 percent) are mainly used on rivers. Irrespective of type of water access for use of their boats these 55 boat rentals enterprise operators are in a good position to observe or learn about conflicts in surface water uses. Examples of conflicts are: pleasure boats running too close to fishermen; water skiers interfering with swimmers; boat motor fuel deposits becoming pollutants in swimming waters; and fishing boats interfering with traffic lanes for pleasure boats and water skiing. Conflicts also involve canoes, sailboats, or pontoon boats. Operators were asked if there were conflicts in water use between fishing, boating for pleasure, water skiing and swimming in any combinations or between all four activities.

Thirty-three (60 percent) of the 55 enterprise operators indicated that surface water use conflicts either do not happen or are not serious. The other twenty-two (40 percent) of the operators reporting conflicts on 17 lake areas (38 percent of all enterprises using lakes) and 5 rivers (50 percent of all enterprises using rivers).

The 22 operators reporting surface water use conflicts consider them to be serious. The most common conflict is between fishing and water skiing-- nine operators indicated this as the most important conflict and all of them were referring to lake areas. Fishing and pleasure boating activity conflicts are the most serious ones on 5 lake areas and 2 rivers as reported by 7 enterprise operators. Six other operators reported various combinations of conflicts between water skiing and swimming (1); pleasure boating and water skiing (1); fishing, pleasure boating and swimming (1); fishing, pleasure boating and water skiing (1); and all four activities--fishing, pleasure boating, water skiing and swimming (2). Some operators (7) also gave a second most important set of conflicts between fishing and water skiing (2); pleasure boating and swimming (1); fishing, pleasure boating and water skiing (1); and all four activities (3).

Surface water use conflict can also be considered on the basis of each separate recreation activity being in conflict with some other water use activity. Twenty-two water bodies were reported as having these conflicts between activities. Fishing was involved on 91 percent of them; water skiing on 68 percent; pleasure boating on 64 percent; and swimming on 31 percent. Boats were involved in all of these conflicts (bank fishing and swimming are not in conflict). Another frequent conflict, not covered in this study, results from water use activity noise which disturbs property owners on lands adjoining the bodies of water. Some boat rentals operators indicated that their trade is adversely affected by these conflicts (however, they would like to believe their customers do not perpetrate the conflicts!).

SUMMARY OF MAJOR FINDINGS

The following findings are not listed in order of importance.

1. Around two-thirds (68 percent) of the private outdoor recreation businesses with two or more recreational enterprises had a boat rentals enterprise.

Eighty-nine percent of the operators of a boat rentals enterprise have it mainly as a profit-making pursuit or as a necessary supplement to their other recreational enterprises whose profits were not to be measured separately.

2. Approximately three-fourths of the recreation businesses with boat rentals enterprises had been in operation for six or more years. Forty-four percent of these businesses were over 25 years old. Estimated average investments at current prices were \$3,652 per enterprise exclusive of land costs.
3. Numbers of boats per enterprise studied ranged from 4 to 54. Approximately one-fifth (22 percent) of the enterprises had no more than six boats each. Eleven percent of the enterprises had 28 or more boats each.
4. Eighty-six percent of the rental boats were for rowing and outboard motor use. Less than 10 percent (9.6 percent) of all the rental boats were canoes and they were found in 30 percent of the enterprises. One-fifth of the enterprises also had one or more other types of boats such as sail, inboard motor, paddle, pontoon, air, plastic row boats for children or sight-seeing pleasure boats.
5. A boat rentals enterprise and a camping enterprise are commonly found on the same recreation business ownership. These two recreational enterprises were on two-thirds of the 55 ownerships in this study. Those recreation businesses (14) with more than these two recreational enterprises were equaled in number by those having only a boat rentals enterprise. One or more nonrecreation enterprises were operated on 89 percent of the ownerships having a boat rentals enterprise.
6. Sixty-five percent of the rental boats are in use on a usual weekend day. Number of days that boat rentals enterprises are open for business each year varies from 60 days to 225 days; and the average per enterprise is 140 days. The weighted average percent of annual boat-days rentals is 41.1 per enterprise (i.e., each boat was rented an equivalent of 41.1 percent of the days it was available for enterprise customers).
7. Forty-two (76 percent) of the 55 recreation businesses studied had a developed boat access on their ownerships. The others used boat accesses on neighboring public lands or on other private lands or (as 4 did) launched boats from banks or piers on their ownership. Seventy-nine percent of the 42 enterprises permitted general public use of their boat accesses but usually charged a fee averaging about \$1.00 per boat launching. (Launching is free at 6 enterprises). An average of 18 car parking spaces per enterprise were provided at the boat accesses.
8. The general public makes considerable use of the boat accesses on the boat rentals enterprises. Annually for all weekend days this amounts to an average per enterprise of 256 boats. The average per weekend day is 6.4 boats per enterprise for those having a boat access(s) available for general public use. (This is exclusive of enterprise rental boats).
9. About one-third (35 percent) of the boat rentals enterprises studied had outboard motors for rent. These 19 enterprises had an average of

4.6 motors each. Motor size varied from 3 hp to 50 hp but most of the rental motors had ratings under 8 hp. Charges for most of the motors were in the range of \$2.00 to \$6.00 per day. Generally rental motors were not available at the smaller boat rentals enterprises.

10. Daily rental charges for a rowing and/or outboard motor boat were about equally divided between two price ranges, namely, from either \$1.00 to \$2.25 or from \$2.50 to \$3.50. Only 3 enterprises had the low daily rate of \$1.00 per boat and only 2 enterprises charged \$4.80 and \$5.00. Enterprise operators have established rental rates on the basis of what seemed best for their respective conditions. Inboard motorboat daily rental rates averaged around \$34 per boat.

Canoes rented for \$1.50 to \$5.70 per day. The weighted average daily charge for each canoe on the 17 enterprises having them is \$3.40.

Per week boat and canoe rental rates were in general six times the daily rate (a one-day reduction cost); however, only 30 percent of the enterprises would rent boats on a weekly basis.

11. Most of the boat rentals enterprise operators (89 percent) indicated that returns from their recreation business were satisfactory. An equal number considered their boat rentals enterprise either as primarily for profit making (73 percent of operators) or as a necessary supplement to the business but not as a separate profit-making enterprise (16 percent of operators).
12. Two-thirds of the operators had no plans for changes in their boat rentals enterprise. The other operators planned to add more boats averaging four per enterprise; a few operators planned to increase their fee charges; one operator without a developed boat access planned to install one and, two operators may reduce their numbers of boats by one or two each. Such relatively small changes are considered as normal for the overall stable boat rentals enterprises in the commercial recreation industry.
13. Sixty-seven percent of the enterprise operators are members of a recreation association.
14. Only 29 percent of the operators have participated in community or area planning activities regarding outdoor recreation needs and developments. However, all of the operators expressed a willingness to do so if given an opportunity.
15. Sixty percent of the operators have received technical assistance from one or more of four 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.
16. Conflicts between water-oriented recreation activities are serious on over one-third of the lakes and one-half of the rivers primarily used by boat rental customers of the 55 recreation businesses studied. Fishing is involved in over 90 percent of the conflicts reported, water skiing in

68 percent, pleasure boating in 64 percent and swimming in 31 percent of them. Boats are an instrumental part of all major surface water recreational use conflicts.

USE OF STUDY FINDINGS

From evaluations in this study it is apparent that boat rentals enterprises are serving an important role in meeting a part of the facility needs for water-oriented recreation activities. The type of boat rentals enterprises studied are well established and stable. They will continue to contribute important facilities (mainly boats and boat accesses) needed in meeting demands.

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

A. Projection Factors for Use With Inventory Data

The following factors are applicable to inventory data covering boat rentals enterprises having similar qualifications to those used in this study. They may be used statewide and for multicounty planning areas of the state.

1. Average number of days open for business each year, per enterprise--140
2. Percent of boats rented on usual weekend day, average per enterprise--65
 - a. If another recreational enterprise (additional to boat rentals) is on the ownership--75
3. Percent of boat-days rentals annually, average per enterprise--41
4. Developed boat accesses
 - a. Percent of ownerships with boat rentals enterprise having developed boat access(s)--76
 - b. Percent of ownerships with boat rentals enterprise having developed boat access(s) available for general public use--60
 - (1) Number of boats launched per weekend day per enterprise (exclusive of enterprise rental boats)--6.4
Annually on weekend days--256
 - (2) Estimated number of boats launched each year per enterprise (exclusive of enterprise rental boats)--595
Average per day--4.3
 - c. Number of car parking spaces at the boat access areas available for general public use, per enterprise--18
 - d. Size of boat access area including car parking space, average per access--1 acre
5. Conflicts between recreationists engaged in fishing, boating for pleasure, water skiing and/or swimming in their use of those water areas serving boat rentals enterprise boats
 - a. General survey coverage, percent of water areas having conflicts--40
 - b. On lakes, percent having conflicts--38
 - c. On rivers, percent having conflicts--50

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, associations and others concerned with the provision of good quality recreation facilities for an increasing public demand. There are enterprise expansion possibilities on many of the ownerships and a number of the operators have plans for modest expansions of their boat rentals enterprises in the next three years. With fuller understanding of the needs and opportunities for added boating 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 boat rentals enterprises. It is recommended, therefore, that planning medium for the state outdoor recreation program should appropriately reflect these considerations and opportunities.

APPENDIX A

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."

The inventory regarding boats (in "enterprises") was covered in three headings: (a) Lake-River Fishing (boat fishing), under which the number of boats available for rent on public waters, primarily for fishing and not pleasure boating, was listed; (b) Water Skiing, with recordings of number of boats used primarily for this purpose; and, (c) Boating, for listing the number of boats or canoes used primarily for water sports other than water skiing or fishing (and, canoes and boat numbers were kept separated).

The number of boat rentals enterprises of the type covered in this research report is probably much smaller than reported in the 1967 statewide survey. It is likely that some of the enterprises with boats were included under the "quasi-public" feature of the above definition despite their not being available to the general public (for example, those in youth camps). In many more cases, boats are only available as an integral part of a cabin or cottage rental or resort rental accommodation. In such cases the boat rentals are not managed as a separate enterprise nor are they available to the general public as such.

APPENDIX B

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

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

June 20, 1968

Card Columns
Card #1

1. Card number _____	2. Sample unit number _____		
3. County, name _____	and number _____	<input type="checkbox"/>	3 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 6 7 <input type="checkbox"/> <input type="checkbox"/> 8
4. Business name _____			
4a. Operator name _____			
5. Address _____			
6. Years in recreation business here _____			9 <input type="checkbox"/> <input type="checkbox"/> 10
7. Years recreation business established here _____			11 <input type="checkbox"/> <input type="checkbox"/> 12
8. Number previous operators of this business _____			<input type="checkbox"/> 13
9. Total acres in ownership here including this business _____			14 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 17
10. Acres in recreation business part (presently) _____			18 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 20
11. Acres in recreation business when you started here _____			21 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 23
12. Acres initially in recreation business here _____			24 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 26
13. Enterprises in recreation business (Amts.)			
_____ 0. Camping - number spaces _____			27 <input type="checkbox"/> <input type="checkbox"/>
_____ 1. Swimming beach - acres beach _____			29 <input type="checkbox"/> <input type="checkbox"/>
_____ 2. Picnicking site-area(s) - number tables _____			31 <input type="checkbox"/> <input type="checkbox"/>
_____ 3. Horseback riding - number horses _____			33 <input type="checkbox"/> <input type="checkbox"/>
_____ 4. Lake-River Fishing - number boats (and canoes) for rent _____			35 <input type="checkbox"/> <input type="checkbox"/>
_____ 5. Hunting - number acres (land and water) _____			37 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 39
_____ 6. Water skiing - number boats (rental) used _____			40 <input type="checkbox"/> <input type="checkbox"/>
_____ 7. Winter sports (name: _____) _____			42 <input type="checkbox"/> <input type="checkbox"/>

_____ 8. Vacation boarders - number people capacity _____
 _____ 9. Group camping - number people capacity _____
 _____ 10. Pond fishing - number acres _____
 _____ 11. Deer hunting boarders - number people capacity _____

44
 46 48
 49
 51 52
 (Ft.) (Pt.)
 53 54

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.)
 55 56

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)

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 _____

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

(Use reported months in appropriate card columns)

17. Yearly period of business operations (any or all enterprises)
 1. Opening date (before May) _____
 2. Opening date May _____
 3. Opening date June _____
 A. Other opening date _____
 4. Closing date August _____
 5. Closing date September _____
 6. Closing date (after Oct. 1) _____
 B. Other closing date _____

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): _____
_____ 72 74
10. Total number of days open for business in a year _____
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?

2

- ____(1) Yes ____ (2) No ____ (3) Currently trying to sell

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

- ____(1) Advanced age ____ (5) Health ailments
- ____(2) Low returns ____ (6) Alternative work opportunities
- ____(3) Improvement costs ____ (7) Family desires
- ____(4) Help difficulties ____ (8) Profit on investment
- ____ (9) Other

3 First

4 Second

5 Third

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

- ____(1) Yes ____ (2) No ____ (3) Maybe
- ____(4) Increased costs anticipated ____ (5) Same or lower costs anticipated
- ____(6) Increased receipts anticipated ____ (7) Same or lower receipts anticipated
- ____(8) Increased returns expected ____ (9) Same or lower returns expected

6

7

8

9

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

- ____(1) In management ____ (2) In volume of business
- ____(3) Acres additional development
- ____(4) Added capital costs estimated for expansions and improvements
- ____(5) Capital is available ____ (6) Capital availability is questionable

10 11

12 14

15 19

20

28. Expansion acreage possibilities

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

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

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

29. Planning and management assistance to operator.

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

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

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

<u>General:</u>	(Initially and at present)		(Ini.)	(Pres.)
_____ (1) Magazines	_____	_____	<input type="checkbox"/> 46	<input type="checkbox"/> 47
_____ (2) Trade Association Journals	_____	_____	<input type="checkbox"/> 48	<input type="checkbox"/> 49
_____ (3) TV and radio	_____	_____	<input type="checkbox"/> 50	<input type="checkbox"/> 51
_____ (4) Newspapers	_____	_____	<input type="checkbox"/> 52	<input type="checkbox"/> 53
_____ (5) State government bulletins	_____	_____	<input type="checkbox"/> 54	<input type="checkbox"/> 55
_____ (6) Federal government bulletins	_____	_____	<input type="checkbox"/> 56	<input type="checkbox"/> 57

- ____ (7) Recreational association or trade group meetings _____
- ____ (8) Personally from friends in same type of business _____
- ____ (9) Representatives of manufacturing (trade) firms _____
- ____ (0) Other (name) _____

<input type="checkbox"/> 58	<input type="checkbox"/> 59
<input type="checkbox"/> 60	<input type="checkbox"/> 61
<input type="checkbox"/> 62	<input type="checkbox"/> 63
<input type="checkbox"/> 64	<input type="checkbox"/> 65

30. Cooperation and Coordination

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

66 (Number)

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

67 (Number)

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

____ (1) Yes ____ (2) Not interested

68

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

____ (1) Recreation association

69 Most

____ (2) County government, departments or agents

____ (3) Soil and Water Conservation District

70 Second

____ (4) Watershed association

____ (5) State agency

71 Some

____ (6) Neighboring recreation business operators

____ (7) Manager of public recreation area

____ (8) City governments or their agents

____ (9) Other; name: _____

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

____(1) Newspapers

____(2) Magazines

____(3) Brochures distributed by you

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

____(5) Recreation trade journal

____(6) Travel guides or directories

____(7) Roadside or area collective signs

____(8) Other

72
 First

73
 Second

74
 Third

75
 Fourth

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

76

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

77 78

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

79

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

80

Interviewer

Date

Private Recreation Enterprises - User Consumption
Part B - Schedule E - Boating

June 5, 1968

1. Card number _____ 2. Sample unit number _____

3. County _____ and number _____

3a. Schedule unit number _____

4. Operator's name _____

5. Boats and motors for rental ___(A) Total number boats including:

(1) ___ No. canoes ___(2) No. rowing only (3) ___ No. only with

outboard motor ___(4) No. w/or wo/outboard motor ___(5) No

inboard motor boats ___(6) Other (B) ___ No. Motors for rent

Notes: _____

6. Fee schedule:

(1) Case (5-1) ___(A) Per day ___(B) Per week

(2) Case (5-2) ___(C) Per day ___(D) Per week

(3) Case (5-3) ___(E) Per day ___(F) Per week

(4) Case (5-4) ___(G) Per day ___(H) Per week

(5) Case (5-5) ___(J) Per day ___(K) Per week

(6) Case (5-6) ___(L) Per day ___(M) Per week

(7) Case (5-B) ___(N) Per day ___(O) Per week

Notes: _____

7. Are special boats with motors available for rental wo/operator for water skiing purposes ___(A) Yes, Number ___(B) No

Is fee rate different from 6 (3) ___(C) Yes, Amt. ___(D) No

Notes: _____

8. If operator is provided along with boat for water skiing what is boat fee rate ___(A) per hour ___(B) other basis, explain

Notes: _____

9. Are rental boats available to general public in addition to your otherwise paying guests

Card Columns
Card #6

1 3 6

7 8

9 12

13 15

16 19

20 23

24 27

28

29

30

___(A) Yes, percentage of total rents to them ___(B) No.

10. How many developed boat accesses (ramp, slip locations) are on your ownership ___(A) Number; Including ___(B) w/single capacity

31 32

___(C) w/double or greater capacity ___(D) Acres

33

___(E) Designated car parking spaces

34 35

11. May the general public use your developed boat accesses in addition to your otherwise paying guests (if any)

36 39

___(A) Yes, for fee per entrance ___(B) Yes, without charge

___(C) No

40

12. On an average weekend day how many boats are launched at your developed boat access(es) ___(A) Total number including:

___(B) Percent from my otherwise paying guests

41 43

___(C) plus percent from general public

44 45

13. What is approximate water acreage available from your boat accesses (developed accesses or otherwise) ___(A) Total Including: ___(B) Lake ___(C) Pond ___(D) Stream

46 49

Notes: (names) _____

50

14. What percentage of your rental boats are in use on an average seasonal ___(A) weekend day ___(B) weekday

51 52

15. What do you consider as the season for your boat rental enterprise: from ___ to ___ or about ___(A) Total number days per year.

53 54

16. For how many years have you been renting boats ___(A) Yr.

55 57

___(B) Number boats at start ___(C) Number years with about the present number of boats for rent.

58 59

17. Do you have any definite plans about changes in your boating enterprise in the next three to five years

60 61

___(A) Keep about same as now ___(B) Add (no.) more boats

62 63

___(C) Decrease (no.) boats ___(D) Change type of boats

___(E) Increase fees: ___(1) boats ___(2) access

___(F) Add boat access - No. ___(G) Other, explain

64

Notes: _____

