

operators often supplemented their incomes by training and boarding horses.

Children's camps commonly have a 4-week program, and 2 sessions are usually offered during the summer. The average fee in 1961 for privately operated camps was \$300 for a 4-week session. The average camp reporting handled 120 children per session. An operation of this size requires a capital outlay of \$100,000 to \$200,000 to insure adequate facilities. Well-managed camps may be operated at a profit.

Other studies by the Economic Research Service, the Forest Service, and other research groups in various parts of the United States tend to bear out and expand upon results of the research reported above by Bird and Inman. Many enterprises have been unprofitable; relatively few have been profitable. Operators of unprofitable enterprises were usually inexperienced and often had misjudged demand for their facilities. Recreation enterprises, to be successful, must be well managed, provide adequate facilities, be reasonably close to population centers, and be well advertised.¹³

2. USER CHARGES

The growing pressures for land and the resulting trends toward a more widespread application of fees for recreational use of land are discussed below.

Traditionally, private entrepreneurs have provided many of the facilities and services to those seeking outdoor recreation. Many outdoor recreation opportunities have been associated with a wide range of personal needs that have traditionally been provided through the private market. These have included facilities for a variety of outdoor sports and activities that have changed and varied with personal tastes.

Historically, individuals have made free use of the extensive private wild lands, including those of farmers and timber companies. Now with our increasing population, growth of urban regions, and proliferation of commercial development over the countryside, these opportunities are rapidly diminishing. Former recreation areas, pastoral countryside and wild lands are being preempted by other uses. Much of our remaining private lands are becoming posted and the public denied access. This later trend is due, in part, to the development of vacation homes and private clubs, and to the sheer numbers threatening the interests of the private landowner. At the very time that demands by the public for outdoor recreation opportunities are soaring, the opportunities are becoming more and more restricted.¹⁴

Fees for services rendered are necessary for private recreation enterprises to operate at a profit. Nonprofit groups and corporations may operate recreation facilities without direct charges for their use, but the operating costs still must be met from contributions, donations, or levies on funds from other departments. Several industrial corporations charge their free recreation services to public relations and advertising.

¹³ Selected research reports reflecting these results include:

Davis, Jeanne M. *Farm Vacation Enterprises in Ohio*. U.S. Dept. Agr., ERS-164. May 1964.
Johnson, Hugh A. *The Role of Recreation Enterprises in Rural Areas*. In *The Outdoor Recreation Phenomenon*. N.Y. State College of Agriculture, Cornell U., Ithaca. 1964.
McCurdy, Dwight R. and Michon, Raymond M. *A Survey of Ohio's Forest Picnic Businesses*. U.S. Forest Serv. Res. Note CS-37. 6 pp. illus. July 1965.
McCurdy, Dwight R. *The Forest Recreation Provider—Who Is He?* J. Soil and Water Cons. 20 (3) May-June 1965.

¹⁴ RAC study report, p. 2.