



Recreation Resources

- Record any scenic vantage points on the land unit.
- Record any potential picnic, camping, cabin or lodge sites.
- Record potential trail routes for horses, bikes, hikers, and ATVs.
- Record the locations and descriptions of unique geological features.
- Record the locations and descriptions of other potential recreation resources.

Scenic vistas/viewscapes – vantage points offering especially spectacular views.

| Location (unit, pasture, etc.) | Description (special features) | Accessibility (distance from HQ) | Availability (when its accessible) |
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Potential picnic, camping, cabin, lodge sites

| Type | Location (unit, pasture, etc.) | Description (special features) | Distance from HQ | Availability (when its accessible) |
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Potential trail routes – horse, bike, hiking, ATV trail locations

| Type | Location (units, pastures, etc.) | Description (special features) | Length of trail | Availability (when its accessible) |
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Unique geological sites – fossils, outcrops, formations, landscape rock

| Location (unit, pasture, etc.) | Description (special features) | Accessibility (distance from HQ) | Availability (when its accessible) |
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Other potential recreation resources

| Type | Location (unit, pasture, etc.) | Description (special features) | Distance from HQ | Availability (when its accessible) |
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Community Resources

| Motels | # of rooms | Distance from ranch | Owner | |
|--------|------------|---------------------|-------|---------|
| | | | Name | Phone # |
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| Campgrounds | # of sites | Type of hookups | Distance from ranch | Owner | |
|-------------|------------|-----------------|---------------------|-------|---------|
| | | | | Name | Phone # |
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| Restaurants/ lounges | # of seats | Distance from ranch | Hours | | Owner | |
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| | | | Summer | Winter | Name | Phone # |
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| Convenience/ service stations | Distance from ranch | Hours | | Owner | |
|----------------------------------|---------------------|--------|--------|-------|---------|
| | | Summer | Winter | Name | Phone # |
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| Entertainment facilities | Distance from ranch | Hours | | Owner | |
|--------------------------|---------------------|--------|--------|-------|---------|
| | | Summer | Winter | Name | Phone # |
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| Transportation (air, bus, train) | Distance from ranch | # of flights/day | | Contact information | |
|----------------------------------|---------------------|------------------|--------|---------------------|---------|
| | | Summer | Winter | Name | Phone # |
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| Banks, accounting, computer, printing services | Distance from ranch | Hours | | Contact information | |
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| | | Summer | Winter | Name | Phone # |
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| Emergency/ medical services | Distance from ranch | Hours | | Contact information | |
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| | | Summer | Winter | Name | Phone # |
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| Local churches & denomination | Distance from ranch | Hours | | Contact information | |
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| | | Summer | Winter | Name | Phone # |
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| Repair/vet/UPS/ laundry, other services | Distance from ranch | Hours | | Contact information | |
|---|------------------------|--------|--------|---------------------|---------|
| | | Summer | Winter | Name | Phone # |
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| Schools/colleges attended by family | Distance from ranch | Hours | | Contact information | |
|--|------------------------|--------|--------|---------------------|---------|
| | | Summer | Winter | Name | Phone # |
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| Specialty stores (western apparel, art, gifts, etc.) | Distance from ranch | Hours | | Owner | |
|--|------------------------|--------|--------|-------|---------|
| | | Summer | Winter | Name | Phone # |
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Snow removal? _____ How often? _____ Response time? _____





F. What is SWOT analysis

The final phase of assessing the farm or ranch operation will entail extracting the most pertinent information from all the completed assessments and the comprehensive resource inventories. One tool that will facilitate this is a SWOT analysis.

A SWOT analysis is a tool used by businesses for strategic planning and analysis. It offers a clear and concise format that is used to identify and summarize Strengths and Weaknesses within a business organization, and Opportunities and Threats from the external environment that could impact that business. It is like a snapshot of the existing operation, along with some indicators of future possibilities and obstacles.

Why go through the process of conducting a SWOT analysis?

Going through the process can be helpful because it reveals changes that can be made and puts existing or potential problems into perspective. It allows producers to highlight the most significant internal and external factors affecting their operation, maximize the potential of the strengths and opportunities, and minimize the impact of the weaknesses and threats.

How does one conduct a SWOT analysis?

In the context of this resource guide, the data compiled by your client is used to identify the key strengths and opportunities regarding the existing operation. It is also used to ascertain the significant weaknesses and threats that the same farm or ranch business may face. You can assist your client in pulling out the most significant data from their assessments and inventory, and listing it on the summary SWOT form.

1. Internal analysis of strengths and weaknesses: Producers should examine their capabilities and the capabilities of their business, enterprise, or organization.
 - a. *Strengths:* Strengths are positive aspects internal to the business. What are the advantages? What is done well? *The producer can make quick decisions if needed. Water is not a limiting resource in their operation.*





- b. Weaknesses: Weaknesses are negative aspects internal to a client or his business, enterprise, or organization. What could be improved? What is done poorly or inadequately? What activities should be avoided? *Does the producer lack self-confidence and the courage to face risk? Does he have a business plan for the operation?. Does he find it difficult to keep home and work responsibilities separate?*
2. External analysis of opportunities and threats. Identify conditions external to the business that offer opportunities or pose threats to their performance or the performance of their business, enterprise or organization.
 - a. Opportunities: Opportunities are positive aspects external to a business. Opportunities can come from such things as positive characteristics of the local community, changes in technology, markets, regulations and policies related to the business, lifestyle changes, and local events. *What are some favorable conditions or interesting trends facing your client's business, enterprise or organization? What special events take place in your community?*
 - b. Threats: Threats are negative aspects external to a business, enterprise, or organization. Your client should think about obstacles that their business may face. For example, are there negative characteristics in the community or marketplace that could create obstacles? *What is the competition doing? Are there changes in specifications or regulations that might affect the business? Are creditors seeking debt repayment? Is soil erosion threatening part of the enterprise?*





Use a table such as the one below to enter your SWOT analysis.

| SWOT Analysis | POSITIVE | NEGATIVE |
|---------------|---------------|------------|
| INTERNAL | Strengths | Weaknesses |
| EXTERNAL | Opportunities | Threats |



Remington SWOT analysis



Use a table such as the one below to enter your SWOT analysis.

| SWOT Analysis | POSITIVE | NEGATIVE |
|---------------|--|---|
| INTERNAL | <p>Strengths</p> <ul style="list-style-type: none"> - good land stewards - all value open space - abundant wildlife - scenic views - know cattle - willing to set family goals | <p>Weaknesses</p> <ul style="list-style-type: none"> - not enough \$ to support all family members returning to ranch - not familiar with non-traditional marketing practices - lack of knowledge in starting new business - doesn't know SBDC person in the area |
| EXTERNAL | <p>Opportunities</p> <ul style="list-style-type: none"> - increased public interest in ranch recreation - airport can handle multi-engine planes - could market timber | <p>Threats</p> <ul style="list-style-type: none"> - potential loss of federal grazing permit - drought conditions - local community businesses drying up |

Note: The Remingtons used their completed skills/awareness assessments and ranch resource inventory to fill out this summary SWOT analysis.



