



Assessing Your Assets

Start With What You Have

Begin with assessing the potential attractions or that already exist on your property, rather than spending money on creating something new. Below is an inventory checklist to help you identify and list your current assets; you will refer to this list as you evaluate different options and ideas throughout this activity.

Physical Resources

- **Land Resources:** list what you have (deeded, leased private property, state & federal allotments, rangeland, prairie, woodland, hay meadows, cropland, wetlands, hills, acreage, location proximity, bodies of water, etc.)

- **Climate:** consider how weather patterns, temperature, etc. will affect what types of activities you might provide:
 - Temperature (monthly variations; length of growing season)
 - Precipitation (Monthly distribution)
 - Snow

- **Developments and Improvements** (Buildings, fences, corrals, working facilities, commercial kitchen, equipment, roads and trails, etc.)

- **Other Attractions:** List those things that might enhance your operation to a visitor, such as wildlife, streams, ponds, fishing, livestock, proximity to natural or man-made points of interest, etc.

Operations and Management

- **Owner/Manager Strengths and Goals:** list those intangible assets that can assist you in a farm/ranch recreation operation (e.g., “people person,” understanding of sustainable and green agricultural practices, marketing ability, knowledge or special skills such as horse riding, livestock management, cooking, knowledge about historical sites in the area, etc.

- **Family Strengths and Resources:** list those skills and strengths that family members add

Activities/Processes: List activities/operations you do on your operation that might appeal to the public. This could include special processes you conduct (sustainability, organic, chemical free, etc.) Remember, what seems routine to you may be considered unusual and interesting to the non-farm public. Be free with your ideas in this section: You’ll evaluate them later. Some activity examples may include: cattle drives, calving or lambing, trail rides, roadside produce stands, machinery operations (harvesting, planting, cultivating), or on site food processing.

People Resources

Rate the following based on characteristics important to a successful farm/ranch recreation operation (1=limiting factor, 5=assets for success).

		1	2	3	4	5
Staff (family or hired): Are they friendly, confident, knowledgeable, tolerant of strangers/guest: Have special talents/abilities, etc.	Name:					
	Name:					
	Name:					
	Name:					
Paid Assistants: Are they committed to working with you to make a successful venture?	Accountant:					
	Attorney:					
	Lender/Financer:					
	Consultant:					
Neighbors: Will they allow bordering access? Any conflicts? Supportive of recreation options?						
Sheriff and deputies: Are they supportive of proposals or suspicious of outsiders?						
Game Warden & Biologist						
Government officials and regulators (local, state, federal): Do they understand and support your effort						
Economic Development Staff (local, county, regional, state): Do they understand and support your effort?						
Business and Tourism Associations:						

Wildlife Inventory:

As you complete this inventory, you will want to add as much detail as possible, including total count, ratios of male/female, trends, locations, size, age, condition, behavior, habitat, etc. This may take considerable time but will be necessary if you intend to build an enterprise around wildlife. You will want this information if you are considering an enterprise to attract wildlife viewers, photographer, or hunters. (Check with the Kansas Department of Wildlife, Parks and Tourism on hunting of all species as to dates, permits, licenses, etc.)

Big Game		
	Antelope	
	Whitetail Deer	
	Elk	
	Other:	
Small Game		
	Rabbit/Hare	
	Squirrels	
	Other:	
Furbearers		
	Beavers	
	Mink/Muskrats	
	Others:	
Predators		
	Coyotes	
	Raccoon	
	Red Fox	
	Wolf	
	Other:	

Rodents		
	Prairie Dogs	
	Other:	
Game Birds		
	Turkey	
	Grouse	
	Pheasant	
	Dove	
	Other:	
Waterfowl		
	Geese	
	Ducks	
	Cranes	
Other Birds		
	Songbirds	
	Long Birds (black birds, falcons, hawks, etc.)	
Insects		
	Butterflies	
	Other:	