

# KEY FINDINGS

## Tourism Asset Analysis for Bismarck Riverfront

December 21, 2022

# INTRODUCTION & BACKGROUND

- **STUDY PURPOSE:**  
Providing feasibility and advisory services concerning potential development of tourism assets as part of The Bismarck Riverfront Idea.
- **LOCAL MARKET OUTREACH:**  
Participated in community outreach workshops April 28 and 29, along with presentations on July 25 and 26. Conducted telephone interviews with key local tourism stakeholders.
- **NATIONAL PROJECT EXPERIENCE:**  
1,000+ conference, event & hospitality facility planning projects.
- **COMPETITIVE/COMPARABLE SET:**  
13 nationally comparable riverfronts and outdoor spaces, 8 nationally comparable hotel facilities, 33 regional music venues and 12 amphitheaters nationally.
- **OUT OF MARKET OUTREACH:**  
Completed telephone interviews with meeting planners and concert promoters representing more than 100+ events annually.

## STUDY COMPONENTS

- 1 Project Kickoff and Initial Planning
- 2 Local Market Area Analysis
- 3 Industry Trends Review
- 4 Competitive Facility Analysis
- 5 Comparable Benchmarking
- 6 Market Outreach
- 7 Facility Development Options
- 8 Cost/Benefit Analysis

# COMPARABLE AMPHITHEATERS

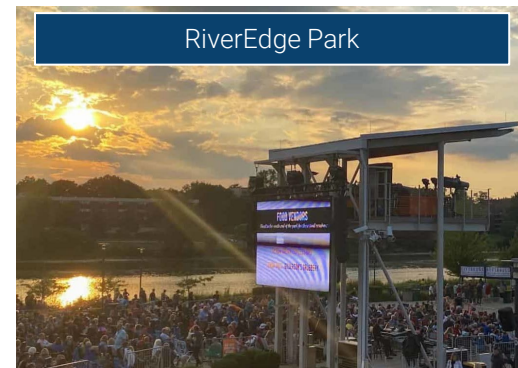
	Facility	City, State	Year Opened	Ownership	Operator	Outdoor Footprint (sq ft)	Crowd Capacity	Annual Events
1	Battery Park at Hard Rock Hotel & Casino	Sioux City, IA	2014	Hard Rock International	Battery Park Production	47,700	5,500	78
2	Bluestem Center for the Arts Amphitheater	Moorhead, MN	2009	Fargo School District/Moorhead	Trollwood Performing Arts Center	201,100	3,000	7+
3	Kearney Amphitheater	Kearney, MO	2007	City of Kearney	City of Kearney	86,800	4,500	10+
4	Lynne Sherwood Waterfront Stadium	Grand Haven, MI	2018	City of Grand Haven	City of Grand Haven	36,900	3,000	25+
5	McGrath Amphitheater	Cedar Rapids, IA	2013	VenuWorks	VenuWorks	84,400	5,000	20+
6	Railyard Entertainment District	Rogers, AR	2021	Walton Family Foundation	Spectra	53,900	1,500	50+
7	RiverEdge Park	Aurora, IL	2013	City of Aurora	City of Aurora	206,100	8,500	19
8	Riverfront Amphitheater (Levitt AMP)	Fort Smith, AR	1953	City of Fort Smith	64.6 Downtown	33,100	1,568	15+
9	Riverside Park Amphitheater	Rushville, IN	2005	City of Rushville	City of Rushville	42,300	2,500	6
10	Ting Pavilion (formerly Sprint Pavilion)	Charlottesville, VA	2005	City of Charlottesville	Red Light Management	39,100	3,500	43
11	Vetter Stone Amphitheater	Mankato, MN	2010	City of Mankato	Mayo Clinic Health System Event Center	40,000	6,500	18+
Average						79,200	4,350	31
Median						47,700	4,000	20



Riverfront Amphitheater



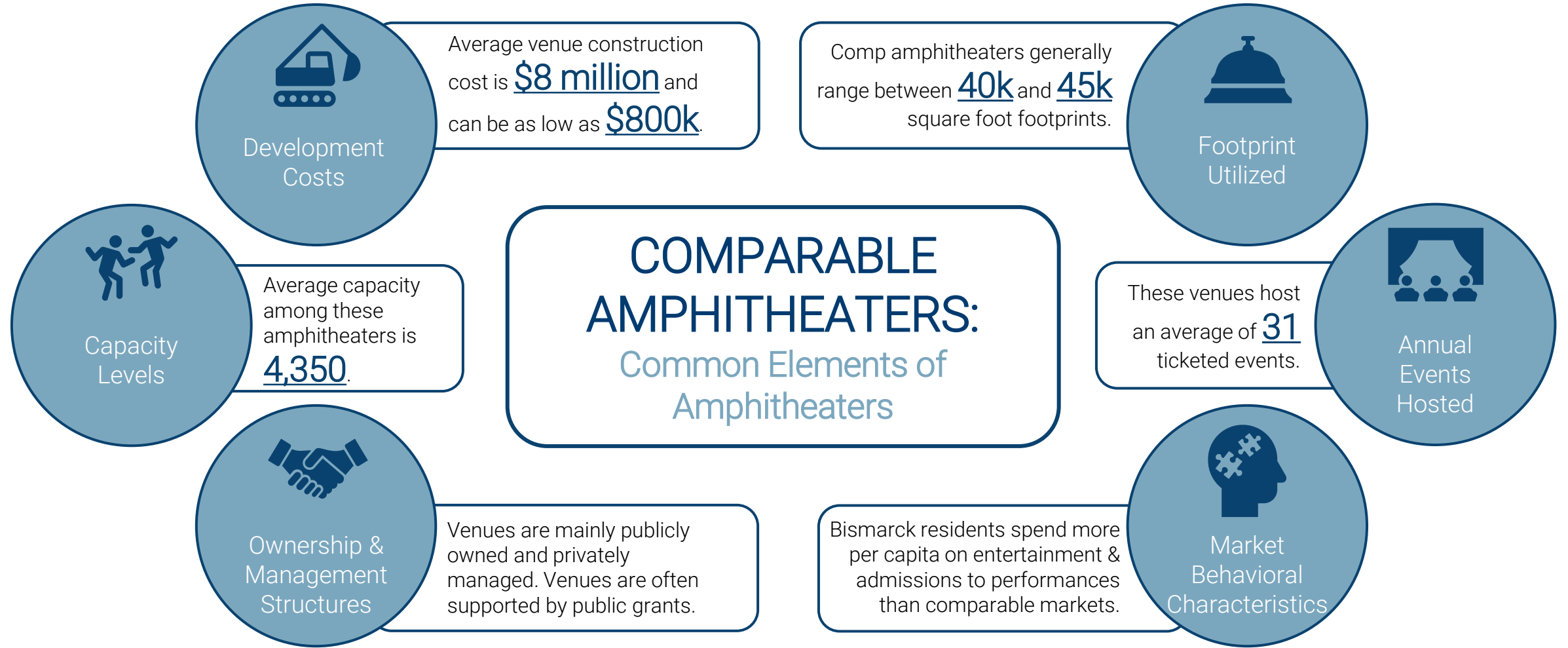
Bluestem Center for Arts Amphitheater



RiverEdge Park



Lynne Sherwood Waterfront Stadium



**Takeaway**

*The Bismarck market displays behavioral trends suggesting pent up demand for an amphitheater venue; lack of competition and available space support this concept.*



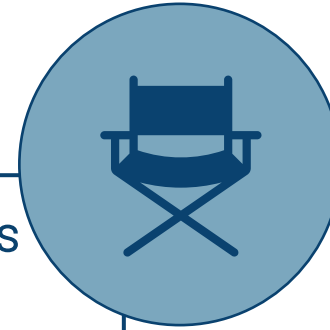
# CONCERT PROMOTER FEEDBACK

*Based on interviews with entertainment promoters*



## Seating Capacity and Styles

- 3,000- to 5,000-person venue
- Temporary boxes for premium seating

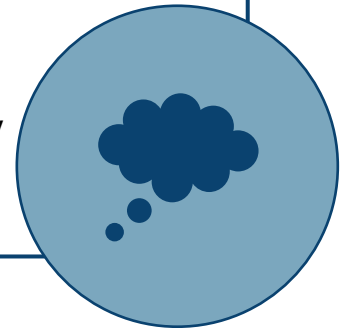


## Number of Shows

- 8 to 12 shows in initial 1-2 years
- 12 to upwards of 20 depending on successful marketing after year 2

## Notable Comments

- Outdoor concert industry is growing
- Willing to be flexible
- Make the space multipurpose and community-friendly



## Takeaway

*Material promoter demand exists for outdoor concert space on the Bismarck Riverfront.*



# Amphitheater: Market Supportable Building Program

AMPHITHEATER (~1.25 to 1.5 acres, 4.75 to 6 acres including parking)

## Concept:

- Multipurpose outdoor event space for concerts, festivals, private events, etc. that can act as a primary event space for Bismarck-Mandan area.

## Primary Components

- 50,000- to 65,000-square foot lawn area.
- Total capacity for 3,000 to 4,000 attendees.
- Includes 1,000-square foot covered stage (bandshell).
- Fixed or portable seating on tiered, concrete floor surface for 500 to 1,000 attendees.
- Temporary “VIP” area boxes for 100 to 300 attendees.
- Lawn seating for additional 2,000 to 3,000 attendees.
- Preferably situated directly adjacent to Riverfront.
  - Would become a signature destination for Bismarck.
  - Would create synergies between Festivals and boating/kayaking community

## Critical Amenities

- Back-of-stage storage facility.
- Proximity (or inclusion) of food & beverage.
- Portable fencing/barriers.
- Portable seating.
- Overhead lighting.
- Permanent or temporary box office.

## Other Recommended Amenities

- Native-inspired public art.
- Photographable installations and signage.
- Onsite Wi-Fi capabilities.

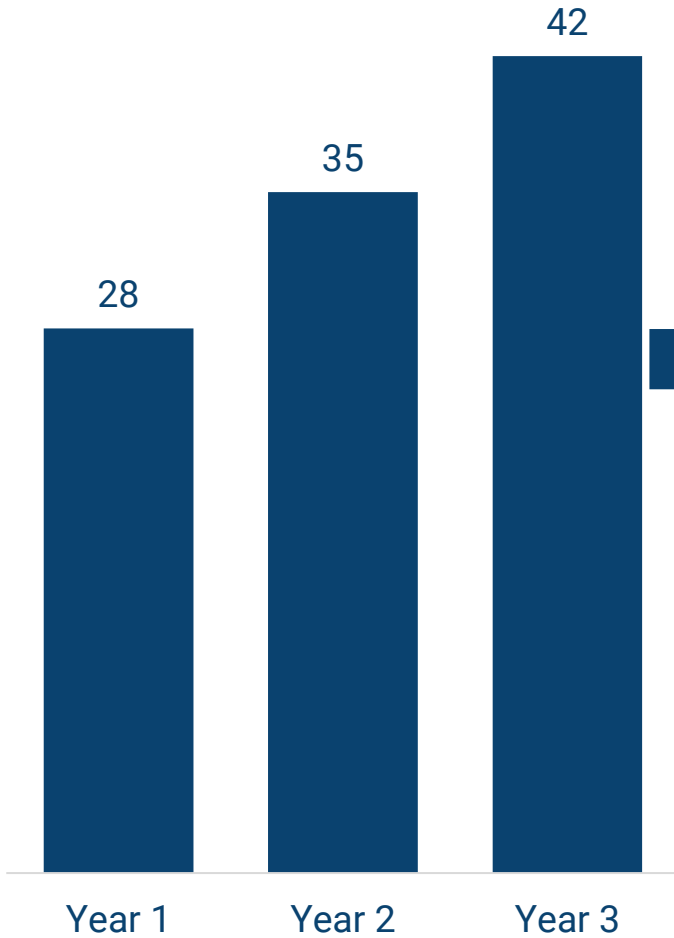
## Parking:

- Nearby parking for 800 to 1,000 (could be scattered)
  - ~160,000 to 200,000 square feet / 3.5-4.5 acres.

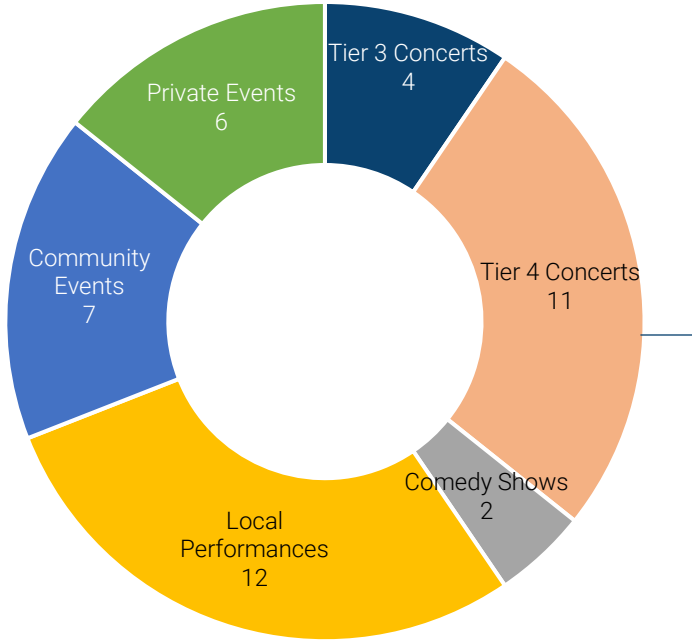


# Amphitheater: Event and Attendance Levels

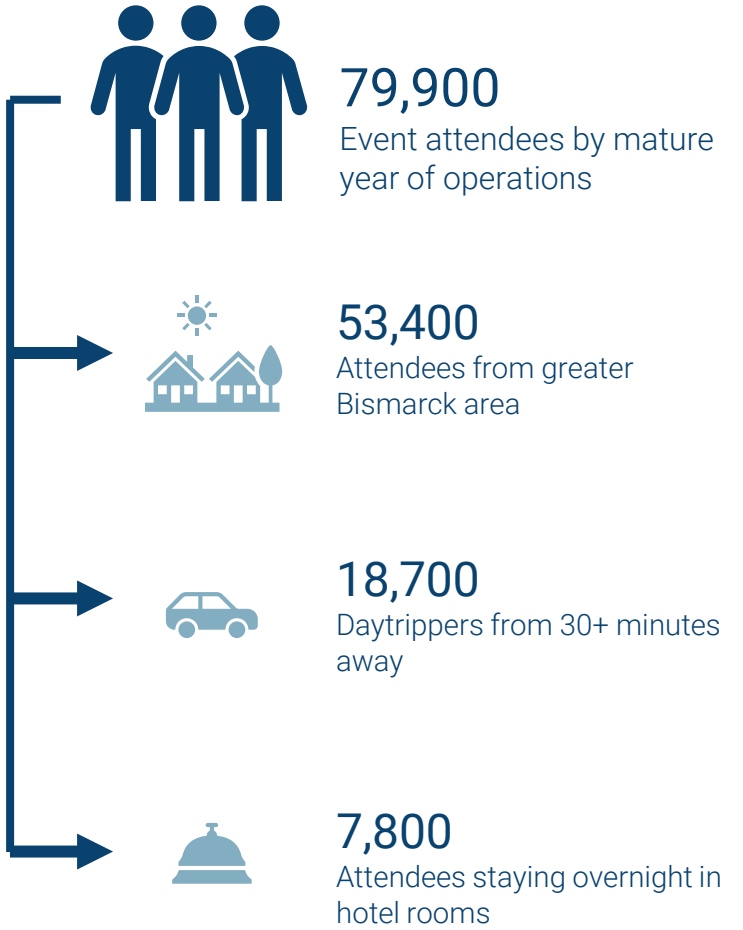
## Events



## Annual Event Mix



## Attendance



# Amphitheater: Cost and Benefit

## Preliminary Project Cost



\$10.0m to \$12.0m

## Financial Operations



Modest Annual Profit of ~\$100,000

## Summary of Annual Economic Impacts



EVENTS  
42



ATTENDEES  
79,900



HOTEL RM. NIGHTS  
3,900



DIRECT SPENDING  
\$4.2M

+

INDIRECT/  
INDUCED SPENDING  
\$2.8M

=

ECONOMIC OUTPUT  
\$7.0M



PERSONAL INCOME  
\$2.8M






EMPLOYMENT (PEAK YEAR JOBS)  
89



TOTAL TAX REVENUE  
\$328K



# Cost/Benefit Overview: Key Metrics

		 Amphitheater	 Destination Hotel	 Festival Grounds
<b>Characteristics</b>	Description	3,000- to 4,000-capacity multipurpose outdoor event center	138-room, upscale hotel on Riverfront with event space	Mixed-use riverfront green space with food and special events
	Owner	Public	Private	Public
	Operator	Private	Private	Public
	Footprint Size	65,000sf	45,000sf	150,000sf
<b>Activity</b>	Attendance	79,910	57,909	121,176
	Room Nights	3,911	28,954	0
<b>Operations</b>	Revenues	\$1,482,456	\$8,176,000	\$100,652
	Expenses	\$1,298,470	\$4,642,000	\$67,500
	Profit/(Loss)	\$145,033	\$3,534,000	\$33,152
<b>Costs</b>	Capital Cost	\$10,000,000	\$46,647,000	\$10,000,000
	Est. % Paid by Public Sector	80%	25%	100%
	Est. Cost Paid by Public Sector	\$8,000,000	\$11,661,750	\$10,000,000
<b>Economic Impact</b>	Direct Spending	\$4,163,374	\$10,657,033	\$234,799
	Total Economic Output	\$7,004,842	\$17,947,368	\$393,254
	Wages/Earnings	\$2,828,588	\$7,324,987	\$163,863
	Jobs	89	211	6
<b>Fiscal Impact</b>	Total Tax Generation	\$328,363	\$926,553	\$19,203
<b>Other Elements</b>	Quality of Life Impact (1 to 10)	8	6	10
	Synergies with Other Concepts (1 to 10)	7	8	10