

KEY FINDINGS

Tourism Asset Analysis for Bismarck Riverfront

December 21, 2022

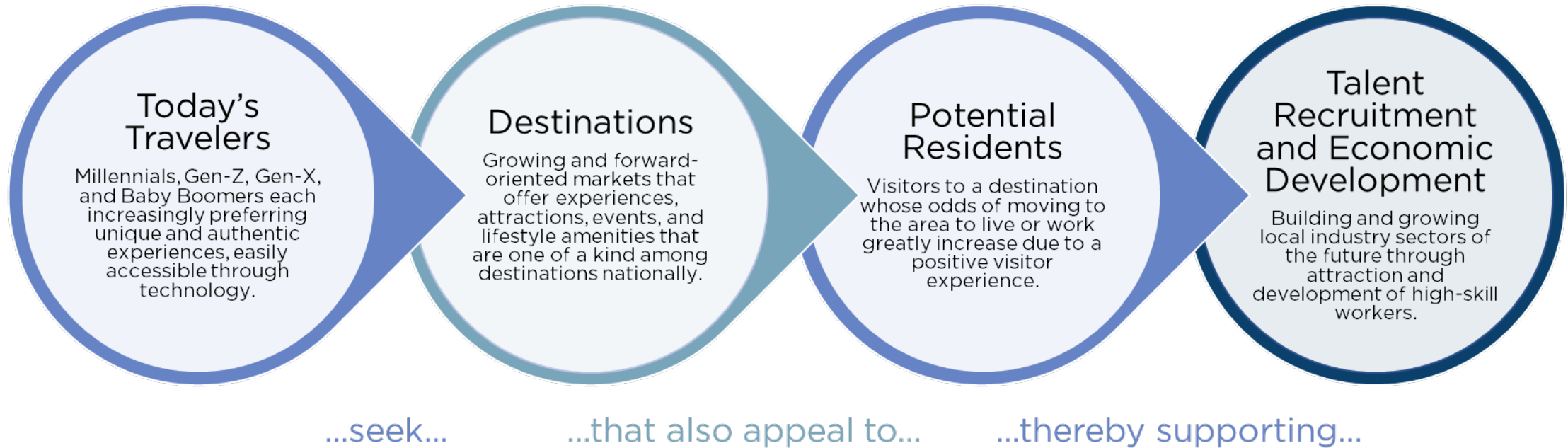
INTRODUCTION & BACKGROUND

- **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

Tourism Development in The Economic Development Value Chain



Primary Strengths and Opportunities

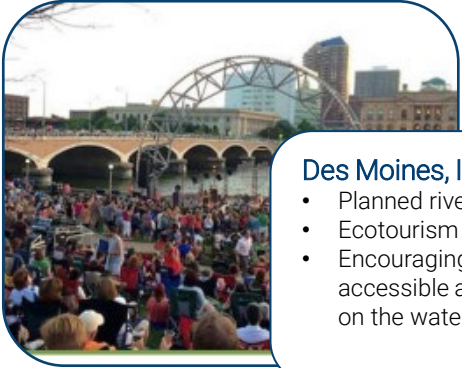
- Key stakeholder enthusiasm
- “Hidden Gem” for outdoor recreation
- Local demand for more events, festivals and things to do
- Increased tourism with Presidential Library development in Medora
- Sertoma Park, Zoo and other assets *near* River
- Growing kayak/water sport community
- Several “nodes” identified for investment



Primary Challenges and Threats

- Limited pedestrian access to River
- Lack of activity/things to do near River
- Limited options for family friendly attractions/entertainment in market
- “Disconnected” destination – River, downtown and Capitol
- Perception of River
- Other communities, competing for leisure dollars, master planning their riverfronts
- Lack of options during wintertime

COMPARABLE RIVERFRONTS: Past and Planned Investment



Des Moines, IA

- Planned riverfront
- Ecotourism focus
- Encouraging accessible activities on the water



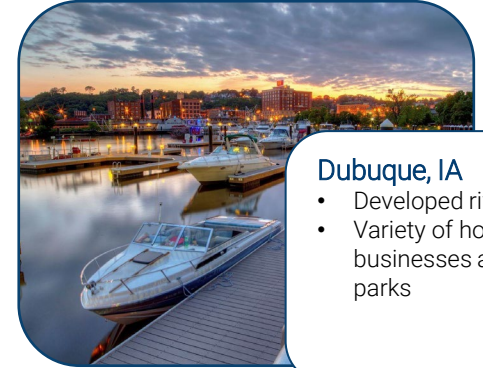
St. Cloud, MN

- Planned riverfront
- Mixing attractive public use areas with riverfront businesses



Omaha, NE

- Partially developed riverfront
- Ecotourism focus
- Public entertainment spaces



Dubuque, IA

- Developed riverfront
- Variety of hospitality businesses and parks



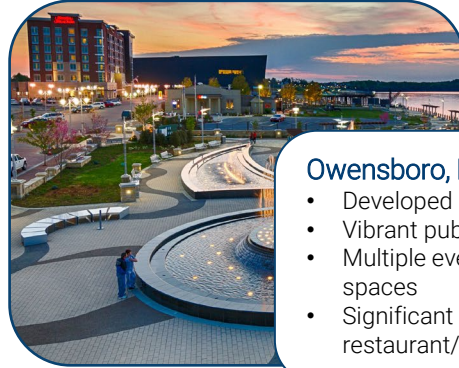
Stillwater, MN

- Developed riverfront
- Mix of commercial, history and scenic views



Sioux City, IA

- Partially developed riverfront
- Growing number of restaurants/retail
- Adding public use areas



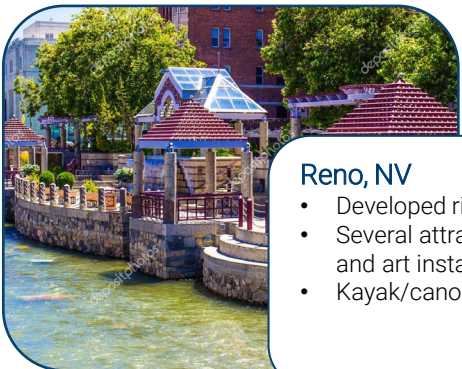
Owensboro, KY

- Developed riverfront
- Vibrant public realm
- Multiple event spaces
- Significant restaurant/retail



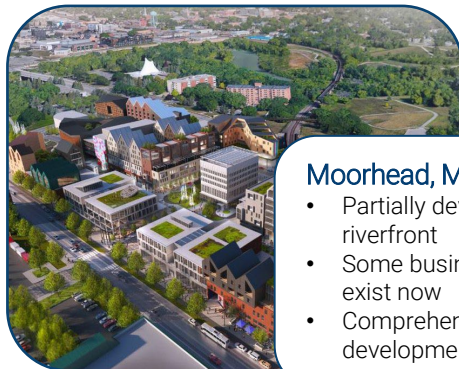
Winnipeg, CAN

- Developed riverfront
- Local businesses and unique activities



Reno, NV

- Developed riverfront
- Several attractions and art installations
- Kayak/canoe access



Moorhead, MN

- Partially developed riverfront
- Some businesses exist now
- Comprehensive development plan



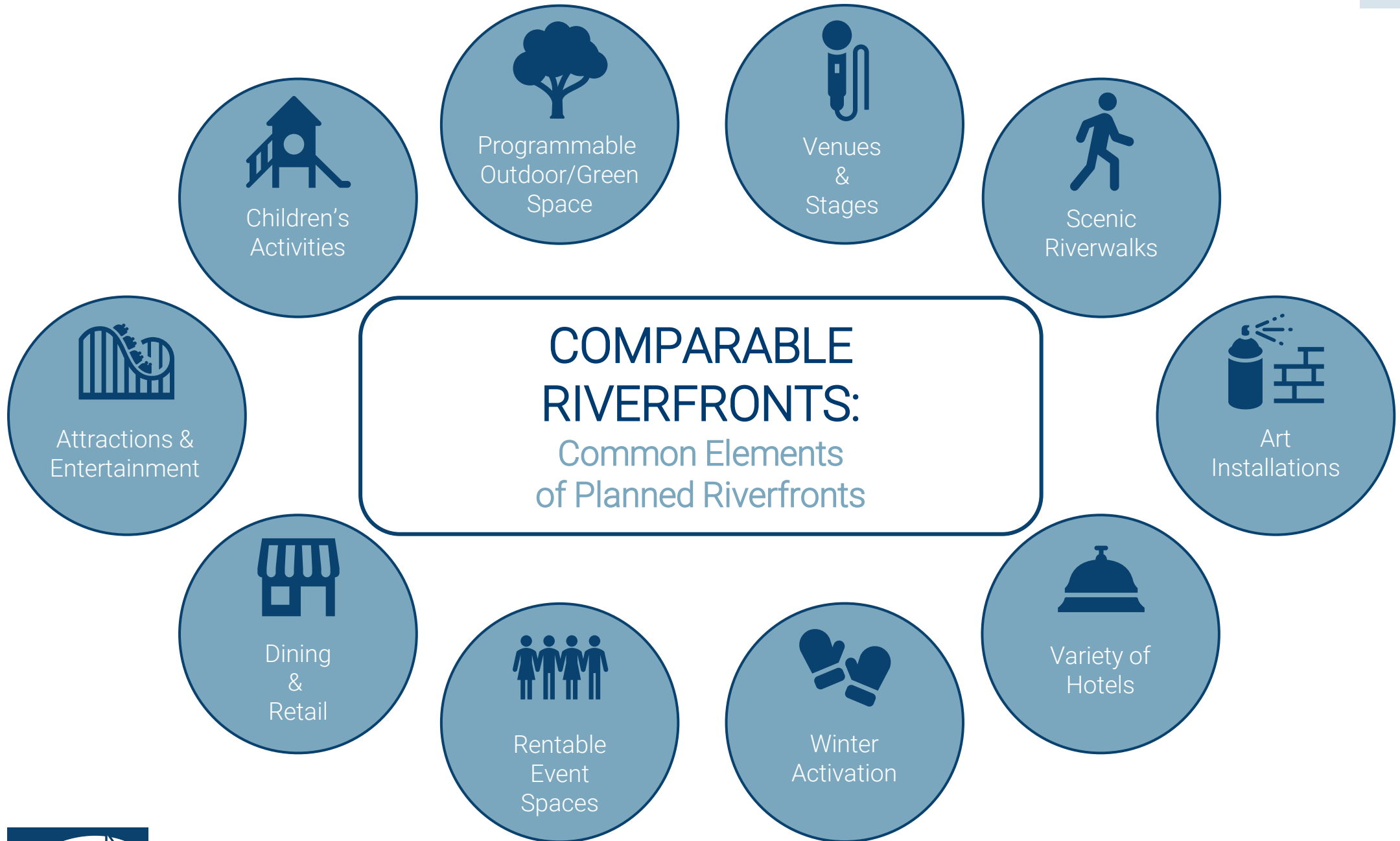
Sioux Falls, SD

- Mostly developed riverfront plan
- Offer retail and a range of activities
- Several hotels on riverfront



La Crosse, WI

- Mostly developed riverfront plan
- Significant planned mixed-use development



COMP RIVERFRONTS: Planned Riverfronts

Riverfront	Bismarck, ND	PLANNED	PLANNED	PLANNED	STARTED	STARTED	STARTED	STARTED	STARTED	DEVELOPED	DEVELOPED	DEVELOPED	DEVELOPED	DEVELOPED
		Billings, MT	Des Moines, IA	St. Cloud, MN	Omaha, NE	Sioux City, IA	Moorhead, MN	Sioux Falls, SD	La Crosse, WI	Dubuque, IA	Owensboro, KY	Reno, NV	Stillwater, MN	Winnipeg, CAN
Restaurants														
Retail Options														
Hotels														
Attractions														
Park Space														
Event Space														
Concert Venue														
Water Adventure														
Riverwalk														
Boat Ramp														
Fishing Space														
Art Installations														
Sports/ Recreation														
Children's Activities														
Nightlife														
Spas														
Winter Activation														
TOTAL SCORE	27	44	61	50	60	57	51	60	67	61	57	61	48	60
RANK	14	13	2	11	5	8	10	5	1	2	8	2	12	5

Key	
1	Does not fulfill category
2	Poorly fulfills category
3	Somewhat fulfills category
4	Fulfills category
5	Greatly fulfills category