Red Willow and Swanson Concession Areas Redevelopment Plan

March 2023
Project Overview

Red Willow Reservoir

Swanson Reservoir
Existing Conditions – Red Willow

• Marina Building
Existing Conditions – Red Willow

• Marina Building

- Restrooms (non-compliant)
- Kitchen
- Deck
- Dining area
- Bandstand area
Existing Conditions – Red Willow

• Other features

Sand volleyball courts
Existing Conditions – Red Willow

• Other features

Dock with gas pump

Private dock
Existing Conditions – Swanson

- Marina Building
Existing Conditions – Swanson

• Marina Building

- Restrooms (non-compliant)
- Kitchen (walk-in/storage)
- Bar/lounge/retail area
- Retail area
- Kitchen
Existing Conditions – Swanson

- Other features

- Fuel pump and shed
- Maintenance building
Trailer Permit Areas

- Privately owned trailers on seasonally permitted spaces
Improvement Plans

1. Investigate Redevelopment Options
2. Include Market Data
3. Survey the Public for Input on Improvements
4. Review Customers Trends in Outdoor Recreation
5. Perform Economic Analysis of Improvements
6. Perform Environmental Reviews
Planning Team Goals

• Develop master plan concepts that will:
  • Increase public access
  • Increase the mix of campsite options
  • Provide new & desired amenities
  • Expand revenue options for concessionaires
  • Provide a user experience unique to each site
Market Analysis

• Nebraska’s Statewide Comprehensive Outdoor Recreation Plan (SCORP) survey findings for Region 5

  • Amenities important to have in parks:
    • Fishing Access
    • Playgrounds
    • Picnic areas
    • Walking trails
    • Campsites
Market Analysis

• Market trends - From the Outdoor Foundation’s 2022 Outdoor Participation Trends Report:
  • Participation base GROWING
  • Participants MORE DIVERSE
  • Core (high frequency) participation is DECLINING
  • Total outdoor outings are declining in spite of larger number of participants.
Market Analysis

• **2021 North American Camping Report and RV Industry Association Campground Industry Market Analysis:**
  • Data shows need for more public campsites with amenities - particularly federal facilities
  • RV sales **GROWING**
  • Pull-thru RV spaces in higher demand
  • Full hook-ups with wi-fi desired
Red Willow concept -
Phase 1

Septic Lagoon (M)
Septic, Water, & Electric Hook-ups
Red Willow concept -

Phase 1

Marina/Retail (A)

Picnic Shelter (H)
Red Willow Concept -

Phase 1

Glamping Site (Q)

Tinyhome/Cabin Site (R)
Red Willow concept -
Phase 2

Playground (C)

Dog Park (D)
Red Willow concept -
Phase 3

KEYNOTE LEGEND
A MARINA BUILDING
B BANDSTAND
C PLAYGROUND
D DOG PARK
E BOAT STORAGE
F SPORTS COURT
G RESTROOMS/SHOWERS
H PICNIC SHIELER
I DUMP STATION
J FISH CLEANING STATION
K EZ DOCK SLIPS
L LAUNCHER
M SEPTIC LAC Don
N BOAT STORAGE COVER STRUCTURE
O SHOWER/ LAUNDROMAT
P CAR/CAMPING SITES
Q GLAMPING SITES
R TINY HOUSE CABINS
S BACK-IN SITES
T PULL-THRU SITES
U SAND VOLLEYBALL COURTS
V WALKING TRAIL
W NEW JETTY & BOAT RAMPS
X DREDGED INLETS
Y SWIM BEACH

Inlet Dredging (X)
Floating Docks (K)
Concession outlook for Red Willow

Currently there are 71 permitted lots @ $1,500/season = $106,500

<table>
<thead>
<tr>
<th>Proposed Development</th>
<th>50% Occupancy</th>
<th>75% Occupancy</th>
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</thead>
<tbody>
<tr>
<td>40 RV campsites @ $35/night</td>
<td>$70,000</td>
<td>$105,000</td>
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<tr>
<td>20 glamping sites @ $80/night</td>
<td>$80,000</td>
<td>$120,000</td>
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<tr>
<td>10 cabin sites @$150/night</td>
<td>$75,000</td>
<td>$112,500</td>
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<tr>
<td>6 car camping sites @ $20/night</td>
<td>$6,000</td>
<td>$9,000</td>
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<tr>
<td>Total of 76 New Sites</td>
<td>$231,000</td>
<td>$346,500</td>
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*100% Occupancy for weekends/holidays only during 100 day season (30 nights) = $138,600
Swanson concept -
Phase 1

Roadways & Trails

Septic, Water, & Electric Hook-ups
Swanson concept -

Phase 1

Marina/Restaurant (A)

Bandstand/Pavilion (B)
Swanson concept -
Phase 1

Splash Pad (N)
Sports Court (O)
Swanson concept - Phase 1

Tiny Home/Cabin Sites (R)

RV Camping Sites
Swanson concept -

Phase 2

KEYNOTE LEGEND

A  MARINA BUILDING
B  SANDSTAND
C  PLAYGROUND
D  DOG PARK
E  BOAT STORAGE
F  SHOWERS/LAUNDROMAT
G  RESTROOMS/SHOWERS
H  PICNIC SHED
I  DUMP STATION
J  FISH CLEANING STATION
K  RESTROOM/DOG WASH
L  DUMPSTER
M  SEPTIC LAGOON
N  SPLASH PARK
O  SPORTS COURT
P  RV/CAMPING SITES
Q  GLAMPING SITES
R  TINY HOUSE/CABIN SITES
S  BACK-IN SITES
T  PULL-THROUGH SITES
U  GATEHOUSE
V  WALKING TRAIL
W  MAINTENANCE/STORAGE
X  PARKING
Y  BOAT STORAGE COVER/STRUCTURE

Restroom/Showers (K)

Dog Wash (K)
Swanson concept -
Phase 3

- Car Camping Sites (P)
- Glamping Sites (Q)
Concession outlook for Swanson

Currently there are 114 permitted lots @ $1,200/season = $136,800

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<th>75% Occupancy</th>
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<tr>
<td>65 RV campsites @ $35/night</td>
<td>$113,750</td>
<td>$170,625</td>
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<tr>
<td>14 glamping sites @ $80/night</td>
<td>$56,000</td>
<td>$84,000</td>
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<tr>
<td>12 cabin sites @$150/night</td>
<td>$90,000</td>
<td>$135,000</td>
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<tr>
<td>21 car camping sites @ $20/night</td>
<td>$21,000</td>
<td>$31,500</td>
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<tr>
<td>Total of 112 New Sites</td>
<td>$280,750</td>
<td>$421,125</td>
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*100% Occupancy for weekends/holidays only during 100 day season (30 nights) = $168,450
Benefits of Improvements

• Increased safety and accessibility for all members of the community
• Development of more diverse outdoor recreation opportunities
• Updated public amenities such as playgrounds, shelters, trails, etc.
• Creation of a more vibrant and attractive space for visitors
• Increased revenue for the concessionaire
Any Questions?