

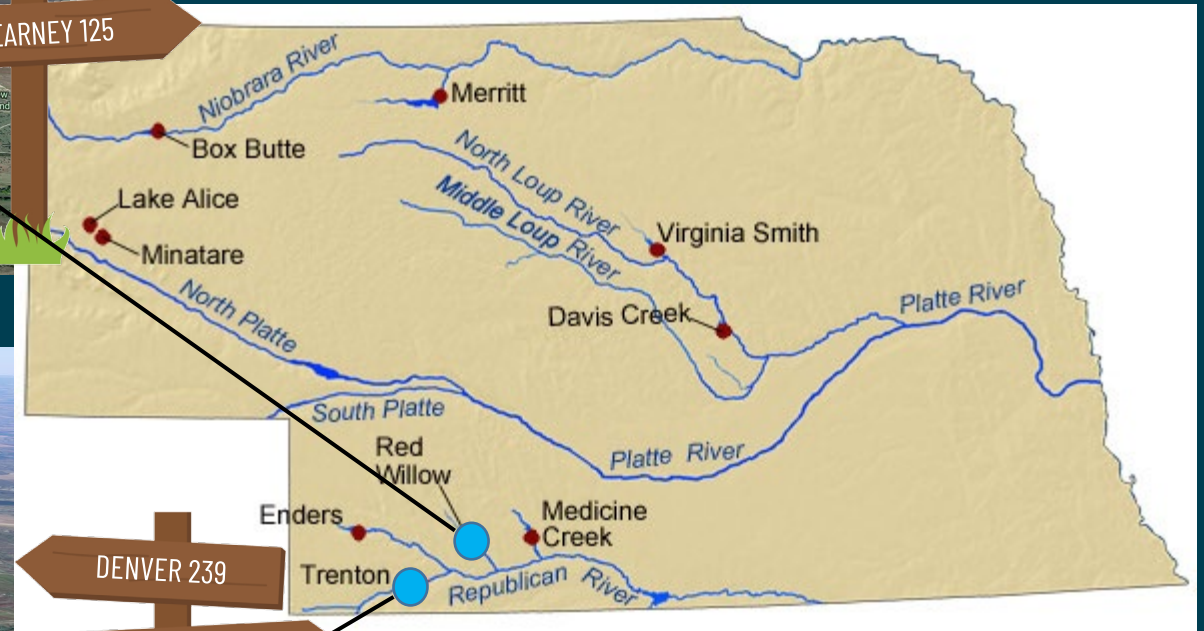
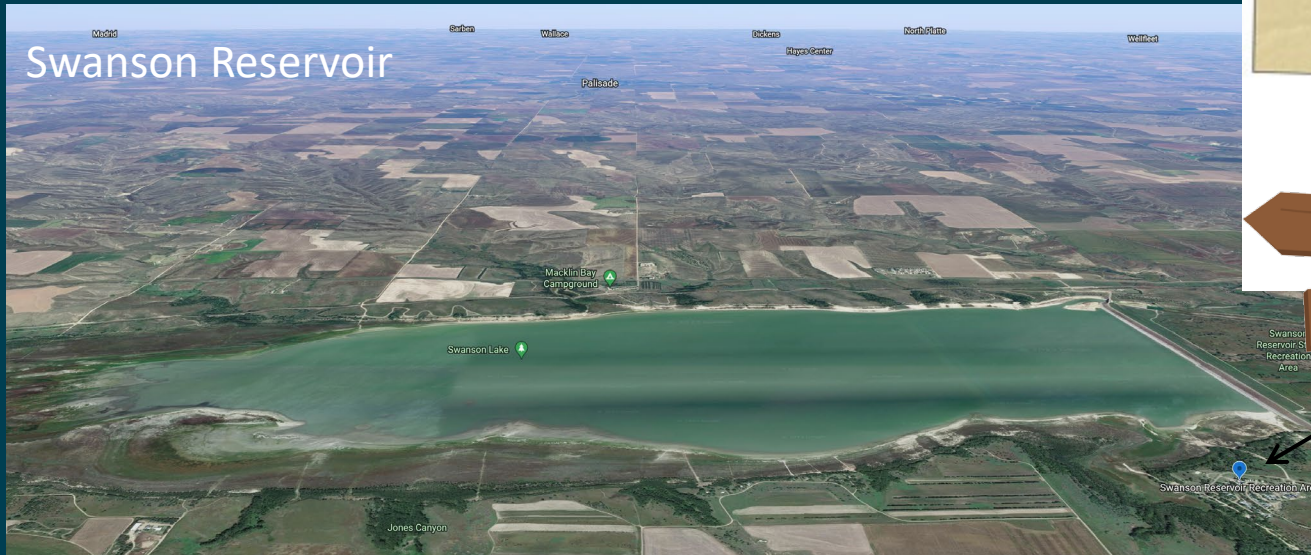


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RECLAMATION

Red Willow and Swanson Concession Areas Redevelopment Plan

March 2023

Project Overview



STERLING 167

KEARNEY 125

DENVER 239

MCCOOK 26



Existing Conditions – Red Willow

- Marina Building



Existing Conditions – Red Willow

- Marina Building



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



Existing Conditions – Swanson

- Other features



Fuel pump and shed



Maintenance building



Trailer Permit Areas

- Privately owned trailers on seasonally permitted spaces



Swanson trailers



Red Willow trailers



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



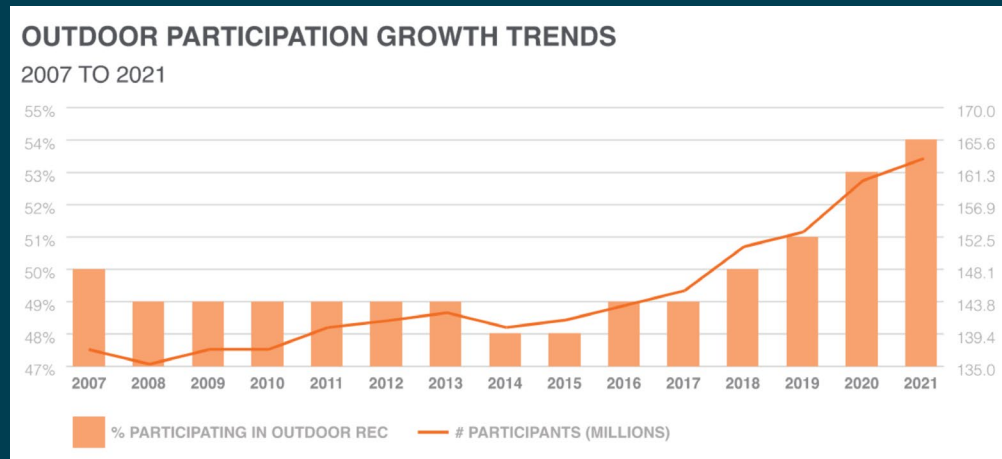
Market Analysis











- 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.

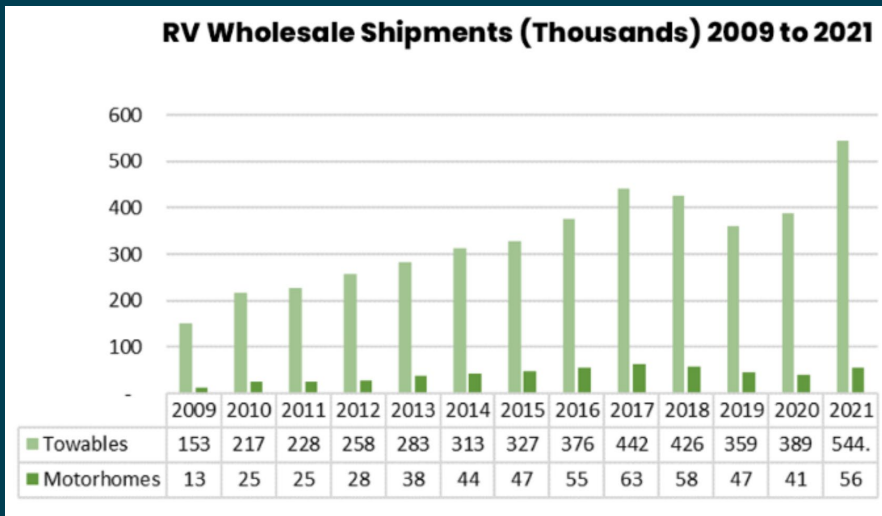


MOST POPULAR OUTDOOR ACTIVITIES			LEGEND	
ACTIVITY	PARTICIPANTS (MILLIONS)	CHANGE 2020 TO 2021		
	58.7	+889 thousand		CAMPING
	45.9	-2 million		BIKING
	52.4	-2.3 million		FISHING
	64.5	+739 thousand		HIKING
	51.4	-1.4 million		RUNNING



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



Red Willow concept -

Phase 1



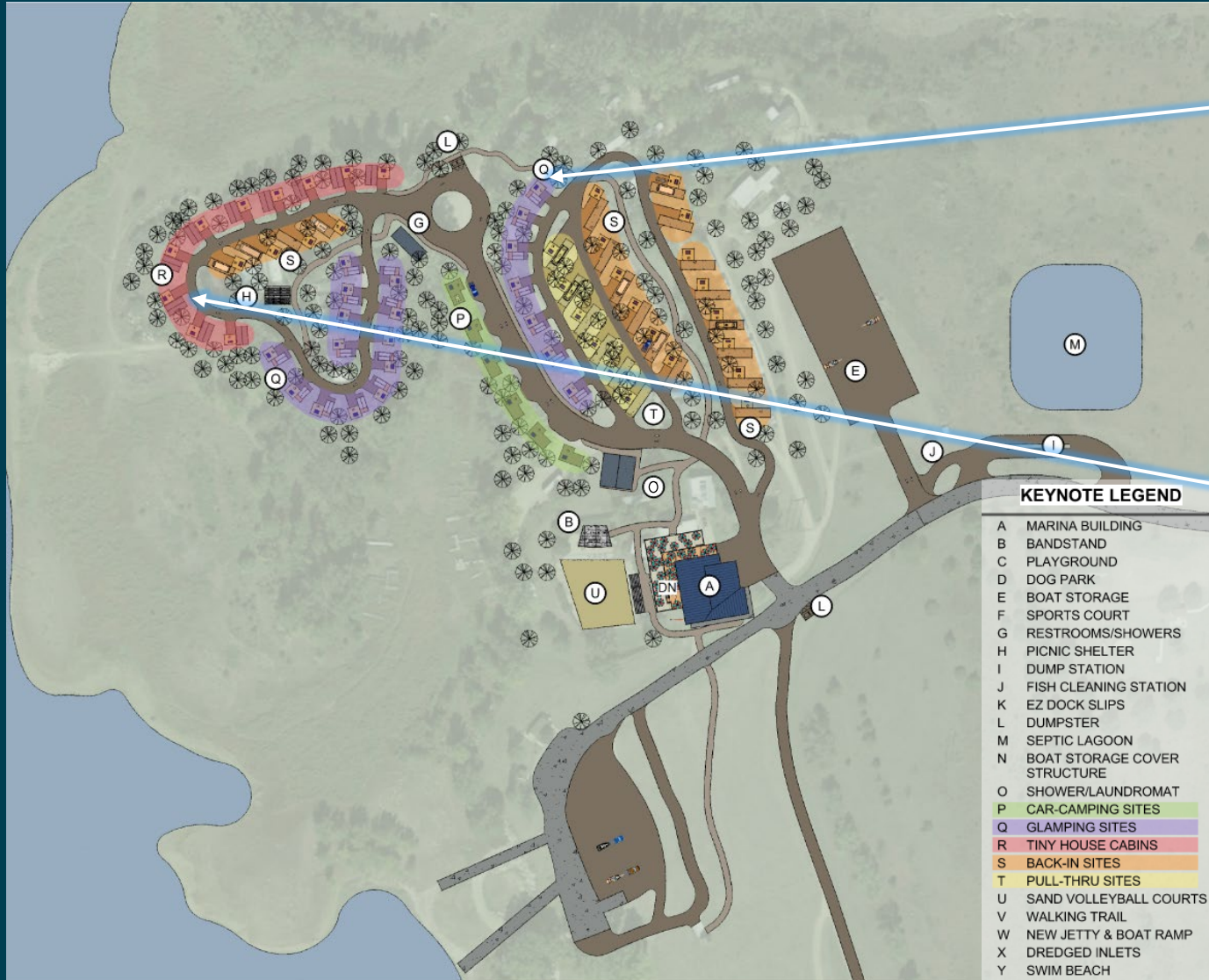
Marina/Retail (A)



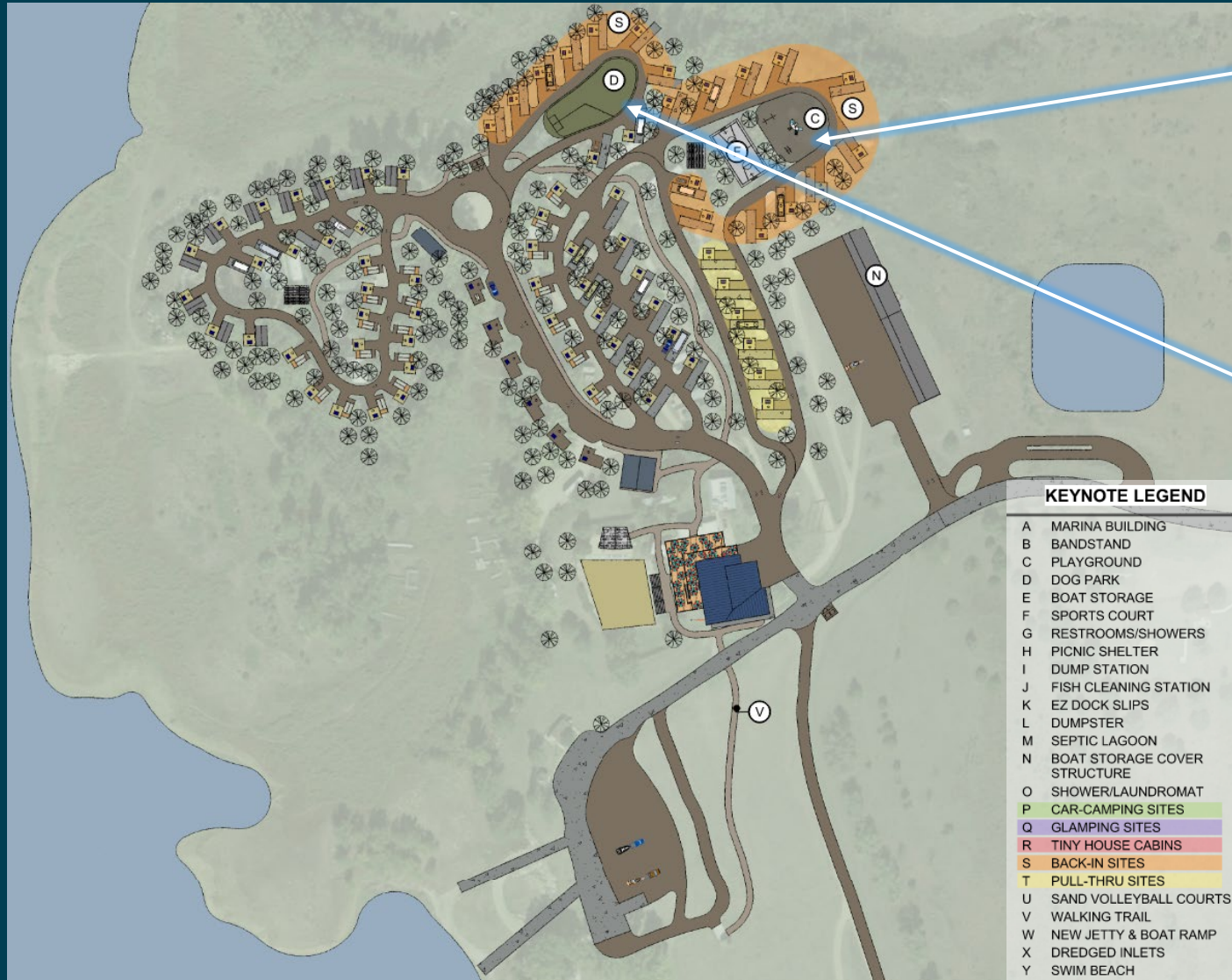
Picnic Shelter (H)



Red Willow Concept - Phase 1



Red Willow concept - Phase 2



Red Willow concept -

Phase 3



Inlet Dredging (X)



Floating Docks (K)



Concession outlook for Red Willow

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

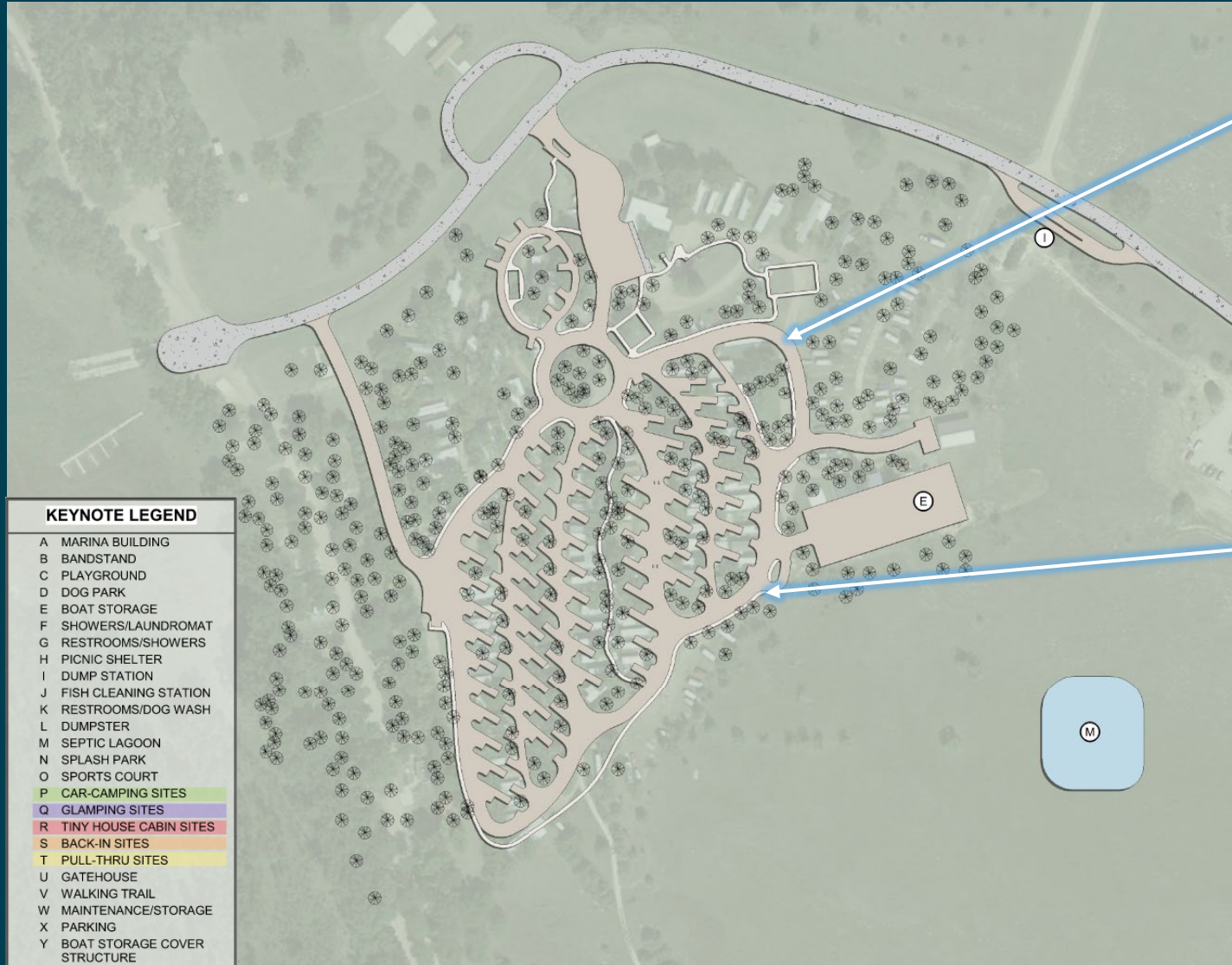
<u>Proposed Development</u>	<u>50% Occupancy</u>	<u>75% Occupancy</u>
40 RV campsites @ \$35/night	\$70,000	\$105,000
20 glamping sites @ \$80/night	\$80,000	\$120,000
10 cabin sites @\$150/night	\$75,000	\$112,500
<u>6 car camping sites @ \$20/night</u>	<u>\$6,000</u>	<u>\$9,000</u>
Total of 76 New Sites	\$231,000	\$346,500

*100% Occupancy for weekends/holidays only during 100 day season (30 nights) = \$138,600



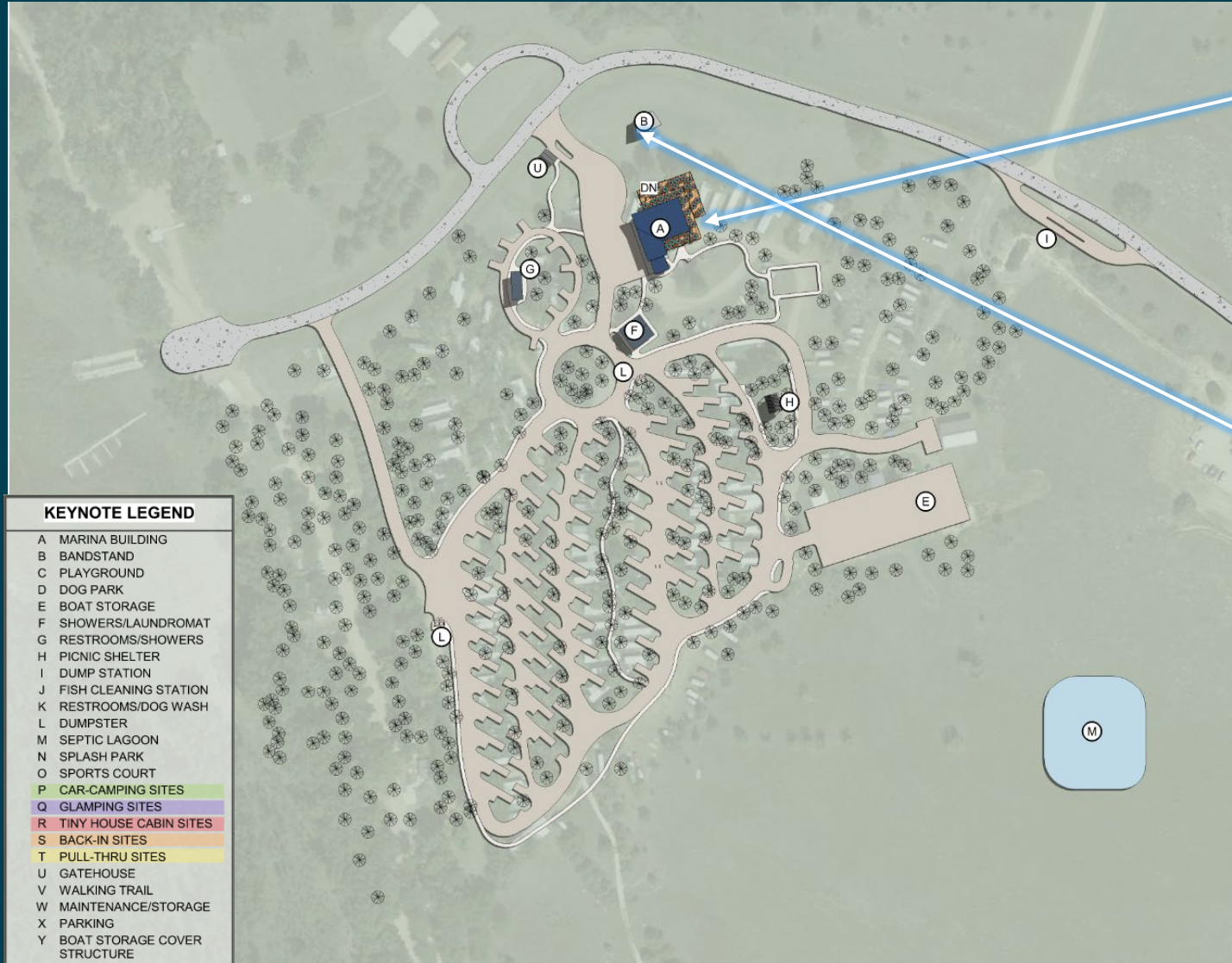
Swanson concept -

Phase 1



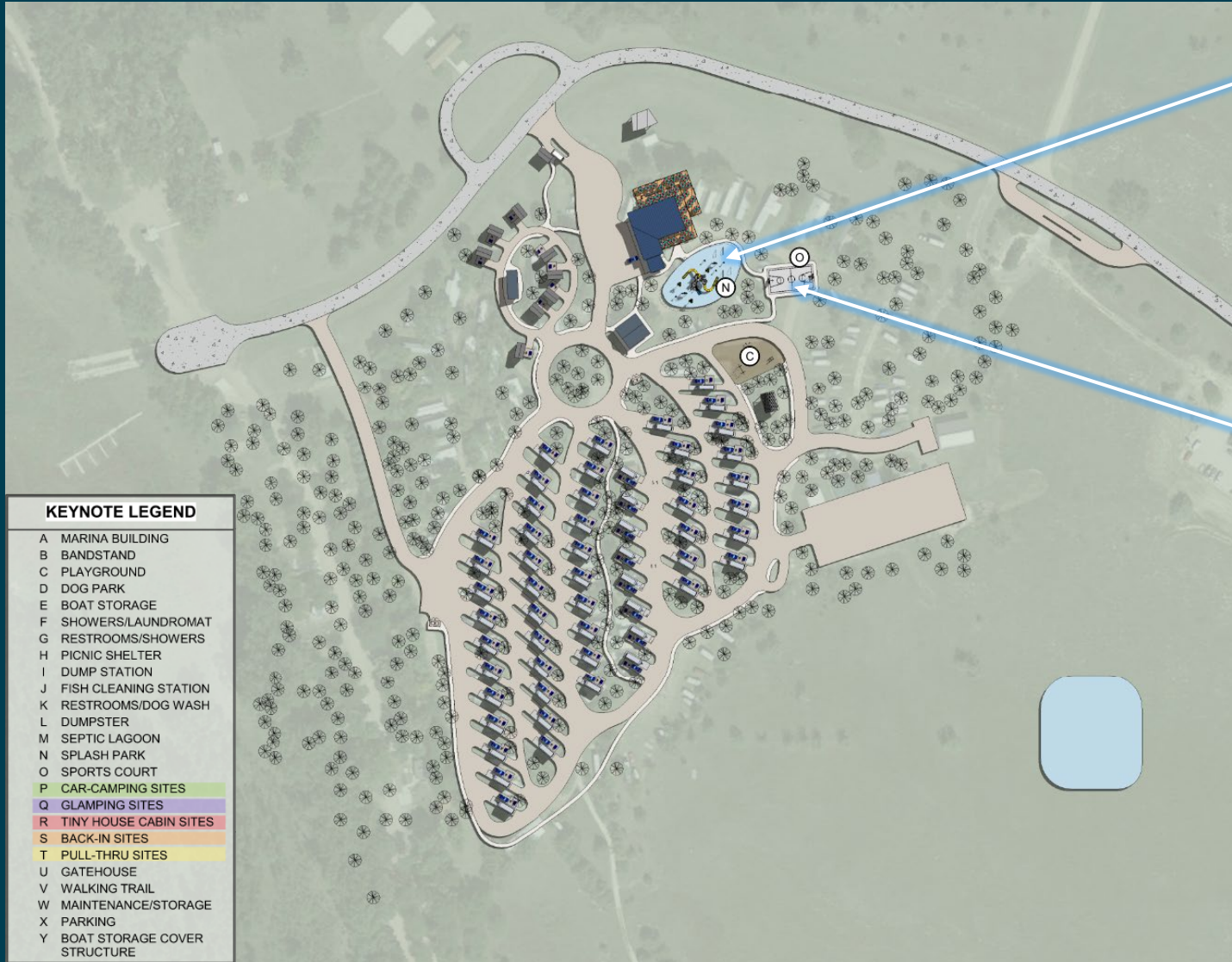
Swanson concept -

Phase 1



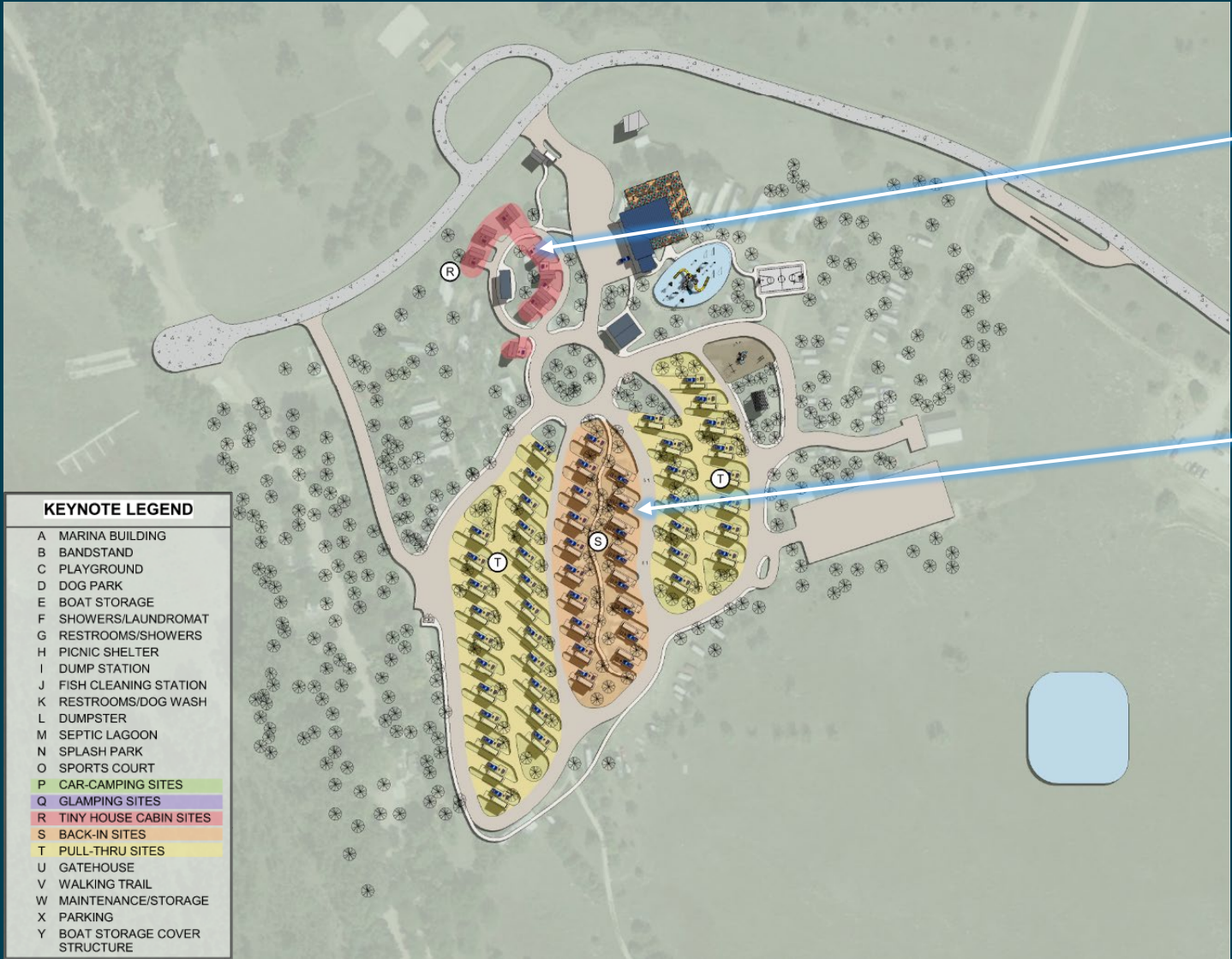
Swanson concept -

Phase 1



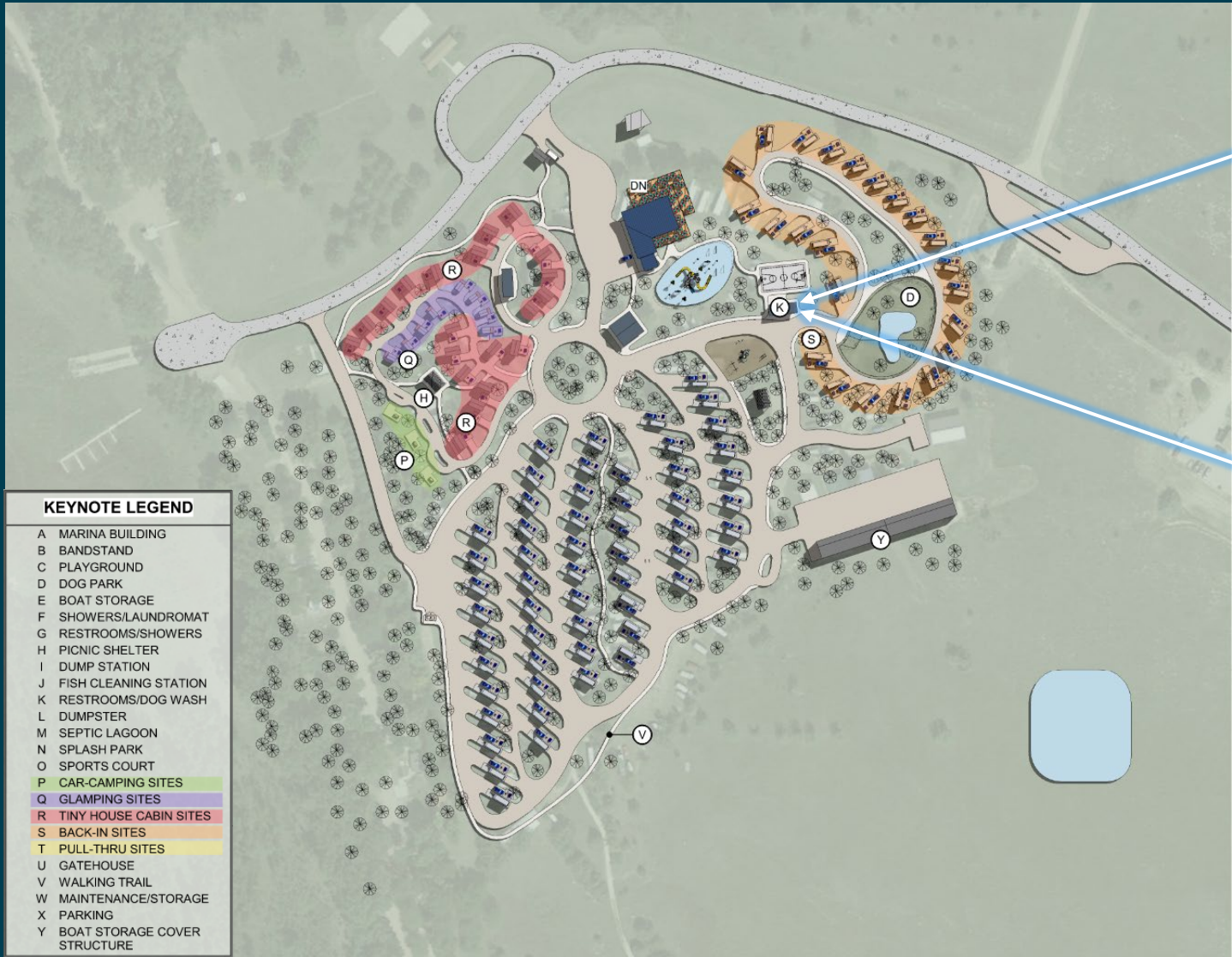
Swanson concept -

Phase 1



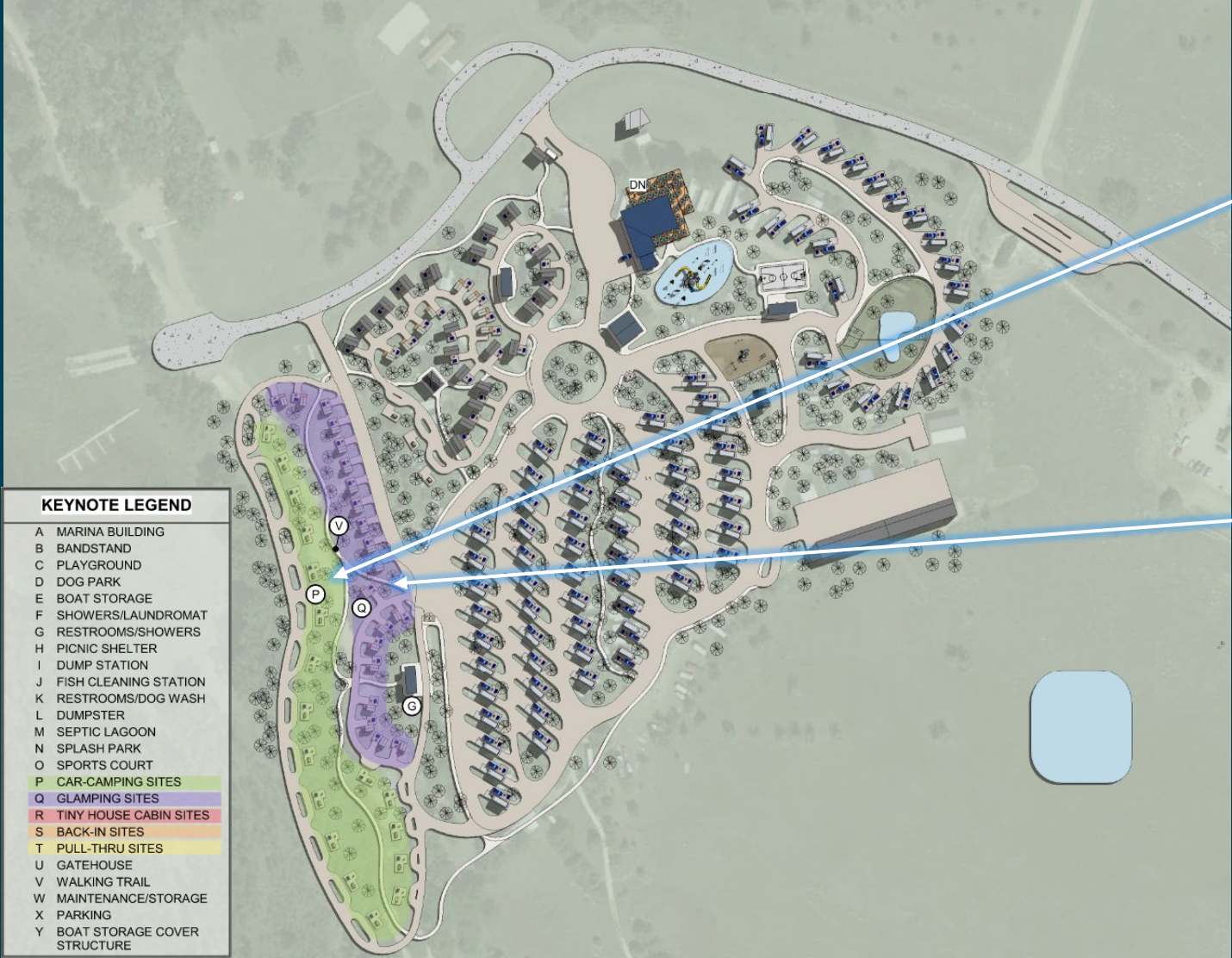
Swanson concept -

Phase 2



Swanson concept -

Phase 3



Concession outlook for Swanson

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

<u>Proposed Development</u>	<u>50% Occupancy</u>	<u>75% Occupancy</u>
65 RV campsites @ \$35/night	\$113,750	\$170,625
14 glamping sites @ \$80/night	\$56,000	\$84,000
12 cabin sites @\$150/night	\$90,000	\$135,000
<u>21 car camping sites @ \$20/night</u>	<u>\$21,000</u>	<u>\$31,500</u>
Total of 112 New Sites	\$280,750	\$421,125

*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?



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