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14.General Development Information.

As has occurred over past 8 years, River Bend will continue to operate as an event venue. In the past the property has been underutilized due to the fact that it does not have a permanent structure and consequently can only operate 6 months a year.

It should be noted that moving forward the use of the property will not change, but the proposed structure will allow 12 month operation with weddings still remaining as our core business. However, outside of the wedding season we will have the capacity to focus on corporate events and retreats and build a year-round destination.

Weddings will continue to operate on the same schedule as has been approved in the past. i.e.

Walk through and promotions: 10am – 11am

Pre-wedding walk through (1 month prior to event): 11am

Wedding rehearsals: 12pm

Event set up: 12pm-3pm

Ceremony/Event: 3pm-10pm

Cleanup: 10pm-11pm

Corporate events/retreats will add another dimension to the business. It will be a priority to host such events in the quieter winter months with the goal of 3 night/4 day stays with a Monday arrival and Thursday departure.

In operating the River Bend event center we anticipate the following staffing requirements:

Management/Promotion: x 3

Grounds maintenance: x 3

Cleaning: x 2

Event Managers: x 3

Parking attendant and security: x 2

It should also be noted that with anticipated guest numbers between 15,000-20,000, River Bend will generate a huge demand for onsite and offsite catering and entertainment, generating economic opportunities and security for the majority of businesses in Lyons.

In reviewing the adopted 2023 Town of Lyons comprehensive plan, the development River Bend event center will satisfy the following goals and policies of the Town of Lyons:

"BUILD AS THRIVING, YEAR-ROUND ECONOMY"

Goal ED1. Create an environment in which local businesses can prosper year-round.

ED1.4 Business Expansion. **Encourage the expansion** of light industrial and flex uses on the Town periphery to create spaces for local businesses to expand into, and **encourage entrepreneurship** through local maker spaces.

ED2. Reinforce the role of Downtown Lyons as a destination for residents and visitors. **(Accomplished via strong and proactive partnerships with all downtown businesses)**

Policy TSM.1.2 Continue to promote and build awareness of Lyons as a premier destination for music and arts.

TSM.1.4 Tourism-focused business support and the establishment and growth of tourism-focused business in Lyons.

TSM.1.5 Third Party Events. Build Lyons' brand to include being a premier destination for third-party events, such as music festivals and weddings.

Policy AC-1.3: Facilities and venues

Encourage the creation, retention, and expansion of businesses, multi-purpose facilities, and venues that celebrate and increase community and visitor access to and support for visual arts, performance arts, and music.

Outlined in "Why It Matters",

The sales tax generated by visitors helps the Town provide essential and non-essential services and programs for the community. However, seasonal fluctuations make it challenging for local businesses to remain economically healthy. To create a healthy, year-round economy, Lyons must find ways to leverage existing resources to help local businesses, attract more visitors during the winter and spring, and expand opportunities for primary employers.

In summary, the River Bend development satisfies almost all of the economic goals and policies outlined in the comprehensive plan.