

RIVERBEND**DEVELOPMENT PLAN APPLICATION****SUPPORTING INFORMATION**

The following narrative addresses specific items in the Site Plan and Development Plan Submission Checklist and Waiver Request Form.

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 has only been able to be operated for 6 months a year.

Moving forward, the use of the property will not change, but the addition of the proposed structure will allow 12 month operation. Weddings will remain the core business, but outside of the wedding season we will have the capacity to focus on corporate events and retreats and function as a year-round destination.

The venue will continue to be operated for weddings, on the same schedule that has been approved in the past:

- 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 per year, River Bend will generate a huge demand for onsite and offsite catering and entertainment, generating economic opportunities and security for many businesses in Lyons.

We have reviewed the adopted 2023 Town of Lyons comprehensive plan; the River Bend event center will satisfy the following goals and policies of the Town of Lyons:

“BUILD A 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 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 proposed new structure at the existing River Bend property exemplifies almost all of the economic goals and policies outlined in the comprehensive plan.

18. Traffic Impact Analysis: Justification of Waiver

We seek a waiver to the traffic impact analysis requirement, based on the fact that the development of the facility will not increase the capacity of the venue.

River Bend will continue to accommodate a maximum of 200 guests, as it has for the past 8 years. The only change to vehicular access to the property will be an increase in off-season visitation.

Because traffic flow on West Main street is greatly diminished in the winter and spring months relative to peak summer traffic, the extension of vehicular access to the property to winter months will have very limited to no impact on traffic flow, and definitely not an increase beyond vehicular access already approved.

It should also be noted that peak use of the site will not coincide with peak traffic flows on West Main Street, due to the fact that events begin at 3pm and end at 10pm.

19. Cost Estimates: Justification of Waiver

We seek a waiver to the cost estimates requirement, due to the fact that no costs for landscape, hardscape, building, or infrastructure improvements will be borne by town.

20. Landscape Maintenance Plan

20.1: The entire 501 West Main Street property will be automatically irrigated (existing to remain)

20.2: Lyon's Property LLC intends to retain a crew with 30hrs/ week dedicated to landscape maintenance (at peak season/ as required). We note that the viability and value of the venue is dependent on the property being extremely well maintained

24. Environmental impact analysis: Justification of Waiver

We seek a waiver on this item based on the fact that there will be no significant change to the current use or environmental impact of the property; the proposed new building will be over 165 feet from the river.

The structure will also be built on a portion of the property that has been manicured and maintained for numerous decades - primarily trees, turf grass, and native shrubs/ plantings, as depicted in the image below.

It should be noted that the entire parcel encompassing 501, 503, 511, and 517 West Main st has been manicured and maintained for decades.



24.7. Green Building Standards

Water Quality and Quantity: All rainwater will be managed on site through green infrastructure, with no added impacts to the adjacent stream or town infrastructure. Current best practices are being implemented to minimize environmental impacts.

Energy Quantity and Type: Several energy reduction strategies will be employed to create a healthy, durable, and low-energy use new structure. The most important approach is a focus on the building envelope, to reduce heating and cooling demand. SIP (Structural Insulated Panels) will form the roof; High-performance windows are optimally oriented to harness the sun's energy in the winter and minimize overheating in the summer; air-tight construction to exceed code minimums (with verification through blower-door testing) will all combine to dramatically reduce energy needs. Highly efficient heating/cooling/ ventilation systems will compliment the high quality envelope to further minimize energy use.

Life Cycle Impacts: The new structural will be almost entirely constructed of wood, a renewable resource. It will be fabricated off-site in nearby Nebraska, reducing transportation costs. Wood is an inherently carbon-neutral material and better suited to re-use than other construction materials.

Health and Safety: The combination of high quality envelope construction, high-performance windows and mechanical ventilation will lead to healthier indoor air quality, especially in times of poor outdoor air quality due to wildfires or other regional conditions. The building is

fully accessible, allowing equitable experiences for all, and encourages indoor-outdoor flow through large ground-floor openings, encouraging and supporting health for all users.

25.1/25.2 - Fiscal Impact Analysis:

The proposed development will not create any potential costs to the Town of Lyons; there will be no need to mitigate costs.

The proposed building exceeds required setbacks and zoning requirements (It is approx. 175ft-400ft from property boundaries). The new structure will have no impacts on the town in terms of infrastructure, facilities or aesthetics.

The 501 West Main St property is serviced by sufficient water, electric, sewer and gas to support the new structure with no anticipated utility upgrades or interruptions.

The property has ample on-site parking and will therefore continue to have no impact on town parking capacity.

25.3/ 25.4 - Fiscal Impact Analysis continued:

There are always risk factors when predicting revenue generation estimates. We thought it best to establish what is currently being achieved without the structure, what will be generated in the short term with the structure and without a hotel and finally the revenue generation when there is a hotel in town. There are assumptions, but I will strive to present conservative estimates.

CURRENT FORECAST

2024 Weddings (May-October)
36 events with an average 130 guests.
Total Annual guests: 4,680

Catering/beverage average per guest:\$100
Total annual catering/beverage revenue: \$468,000
Total Lyons tax revenue generated from event catering/beverage @ 4%: **\$18,720**

Lodging.
Season: 25 weeks
Nights: 3 @80% occupancy
Units: 18 @ \$280/night average.
Total nights: 1,350
Total revenue generated: \$378,000
Total lodging tax generated @ 5%: **\$18,900**

Total sales tax generated @ 4%: **\$15,120**

Local expenditure: (Retail, fuel, hospitality)
25% of guests arrive early in town.
Each guest spends \$30 in local businesses.
Total revenue generated: \$35,100
Total Sales tax generated @ 4% **\$1,404**

Lodging guest local expenditure (Retail, fuel, hospitality)

Estimated guest nights: 1,350
 Occupancy: 2 people per unit
 Assumed additional expenditure per guest: \$100
 Total sales generated: \$270,000
 Total sales tax generated @ 4% **\$10,800**

Total Sales/Lodging tax generated: \$64,944

MID TERM FORECAST

2026 Weddings (First Full year of operation after construction)
 100 events with an average 150 guests.
 Total Annual guests: 15,000

Catering/beverage average per guest:\$100
 Total annual catering/beverage revenue: \$1,500,000
 Total Lyons tax revenue generated from event catering/beverage @ 4%: **\$60,000**

Wedding Lodging.
 Season: 52 weeks
 Nights: 3 per week @80% occupancy
 Units: 18 @ \$280/night average 25weeks/\$180 average 25 weeks,
 Total nights: 2,808
 Total revenue generated: \$645,840
 Total lodging tax generated @ 5%: **\$32,292**

Total sales tax generated @ 4%: **\$25,833**

Local expenditure: (Retail, fuel, hospitality)
 25% of guests arrive early in town.
 Each guest spends \$30 in local businesses.
 Total revenue generated: \$112,500
 Total Sales tax generated @ 4%: **\$4,500**

Lodging guest local expenditure (Retail, fuel, hospitality)
 Estimated guest nights: 2,808
 Occupancy: 2 people per unit
 Assumed additional expenditure per guest: \$100
 Total sales generated: \$561,600
 Total sales tax generated @ 4%: **\$22,464**

Corporate retreats.
 Estimated events: 20
 Average attendants: 20
 Accommodation nights: 3 per guest
 Total nights: 1,200
 Average Accommodation cost: \$230
 Total revenue generated: \$276,000

Total lodging tax generated @ 5%:	\$13,800
Total sales tax generate @4%:	\$11,040

Corporate local expenditure.

Total guests: 400

Catering: 3 breakfasts, 3 lunches, 3 dinners

Average cost: b/fast: \$10, Lunch \$20, dinner \$40

Total catering revenue: \$84,000

Additional expenditure: \$100/person (Retail, fuel, hospitality)

Total additional expenditure: \$40,000

Total corporate local expenditure: \$124,000

Total sales tax generated @ 4%:	\$4,960
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Total Sales/Lodging tax generated:	<u>\$174,889</u>
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**LONG TERM FORECAST:
(ADDITIONAL TINY HOMES, CAMPING, HOTEL)**

100 events with an average 150 guests.
Total Annual guests: 15,000

Catering/beverage average per guest: \$110
Total annual catering/beverage revenue: \$1,650,000
Total Lyons tax revenue generated from event catering/beverage @ 4%: **\$66,000**

Wedding Lodging.
Season: 52 weeks
Nights: 3 per week
Units: 30 @ \$300/night average 25weeks/\$200 average 25 weeks,
Total nights: 4,712
Total revenue generated: \$1,178,000
Total lodging tax generated at 5%: **\$58,900**

Total sales tax generated at 4%: **\$47,120**

Local expenditure: (Retail, fuel, hospitality)
25% of guests arrive early in town.
Each guest spends \$30 in local businesses.
Total revenue generated: \$112,500
Total Sales tax generated at 4%: **\$4,500**

Lodging guest local expenditure. (Retail, fuel, hospitality)
Estimated guest nights: 4,712
Occupancy: 2 people per unit
Assumed additional expenditure per guest: \$100
Total sales generated: \$942,400
Total sales tax generated at 4%: **\$37,696**

Corporate retreats.
Estimated events: 20
Average attendants: 40
Accommodation nights: 3 per guest
Total nights: 2,400
Average Accommodation cost: \$230
Total revenue generated: \$552,000
Total lodging tax generated @ 5%: **\$27,600**
Total sales tax generated @ 4%: **\$22,080**

Corporate local expenditure.
Total guests: 800
Catering: 3 breakfasts, 3 lunches, 3 dinners
Average cost: b/fast: \$10, Lunch \$20, dinner \$40
Total catering revenue: \$168,000
Additional expenditure: \$100/person (Retail, fuel, hospitality)

Total additional expenditure: \$80,000
 Total corporate local expenditure: \$248,000
 Total sales tax generated @4%: **\$9,920**

Camping lodging
 Units: 15 @ \$40/night
 Occupancy: 60% over 25 week season.
 Total Nights: 1,575
 Total revenue generated: \$63,000
 Total Lodging tax generated @ 5%: **\$3,150**
 Total sales tax generated @4%: **\$2,520**

Camper local expenditure (Retail, Fuel, hospitality)
 Total estimated campers:
 1,575 nights x 2 occupants: 3,150
 Expenditure: \$20
 Total additional expenditure: \$63,000
 Total sales tax generated @ 4%: **\$2,520**

Total Sales/Lodging tax generated: \$282,006