

Buffalo Run Market Study and Marketing Planning

April 14, 2025



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Purpose:

- 11/18/2024 business meeting, council approved to move forward with option #3 of the Bison Grill renovation/expansion
 - Provide information to council for revenue and marketing plan of the Bison Grill.

The primary objective of the expansion:

- Expanded kitchen to provide expansive menu and efficient service
- Destination restaurant for residents
- Rentable banquet space
- Increase restaurant awareness to residents
- Increase restaurant revenue
- Modern restaurant space for residents



THK Background and Study Overview

- THK is nationally recognized as a leading consultant and research group in golf course/golf restaurant feasibility.
 - Over 300 private, semi-private, resort and municipal golf course feasibility and market studies.
- Commerce City Study:
 - Projected Bison Grill usage on revenues, expenses, and net income for future food and beverage operations.
 - Profiled a regional primary trade area to include population, household growth, income characteristics, and other statistics.
 - Assessment of supply and demand in relation to additional facilities and clubhouse space.

THK Feasibility Study Overview

- Renovation/expansion of the Bison Grill will provide a comfortable and modern dining experience for residents, with an increase in participation and revenue through successful marketing efforts.
- The banquet area will provide opportunity to market a space for residents to rent and cater from Bison Grill through baby/wedding showers, anniversaries, birthdays, reunion parties, etc. The larger space will also be able to handle multiple events simultaneously while still allowing for dining without closing the restaurant to the public.
- Given its prime setting in the community, increased engagement with businesses and the community will capture additional revenue through the banquet space, new added special events by Bison Grill and/or partnered with the Recreation Division (especially during the holidays), and golf tournaments.
- Facility expansion would also add expenses associated with booking banquets/events, including additional staff, marketing advertisement utilities, janitorial, repairs and maintenance, and cost of goods.

THK Feasibility Revenue Overview

Bison Grill Gross Revenue Projections					
Year		Revenue Actuals			
2021		\$1,359,543			
2022		\$1,354,976			
2023		\$1,431,966			
2024		\$1,479,664			
Projection Year	Revenue with Expansion	- Revenue without Expansion	=	Additional Expansion Revenue	% Difference
1	\$1,735,924	\$1,531,452		\$204,472	13.35%
2	\$1,833,204	\$1,585,053		\$248,151	15.66%
3	\$1,935,741	\$1,640,530		\$295,211	17.99%
4	\$2,042,798	\$1,697,948		\$344,850	20.31%
5	\$2,154,495	\$1,757,377		\$397,118	22.60%
6	\$2,265,634	\$1,818,885		\$446,749	24.56%
7	\$2,382,386	\$1,882,546		\$499,840	26.55%
8	\$2,505,028	\$1,948,435		\$556,593	28.57%
9	\$2,633,852	\$2,016,630		\$617,222	30.61%
10	\$2,769,163	\$2,087,212		\$681,951	32.67%

Gross Revenue

- Dining
- Banquet Rentals
- Corporate Meetings/Events
- Holiday/Special Events
- General Public Usage

Market Research

Commerce City is projected to grow by 2,040 people and 900 households annually through 2035.

The expanded kitchen would include additional space for prep work, a larger cook line, additional storage, and an upgraded dish pit.

Full-service dining close to home, quality food options, family-friendly atmosphere, and community engagement

The approximate 1,200 sq ft expansion, coupled with a strong marketing effort, THK positions the venue to capture a larger share of the market. With the clubhouse expansion and upgraded tournament pavilion, Bison Grill is poised to recapture and exceed this demand



Nine-County Market Area	2025	2030	2035
Population	4,445,016	4,812,180	5,209,672
Households	1,732,114	1,875,189	2,030,082

City of Commerce City	2025	2030	2035
Population	72,958	82,545	93,392
Households	26,300	30,489	35,345

Buffalo Run Primary Trade Area	2025	2030	2035
Population	64,396	77,972	94,409
Households	22,776	27,710	33,714

Buffalo Run PTA as a percent of the Nine-County Market Area	2025	2030	2035
Population	1.4%	1.6%	1.8%
Households	1.3%	1.5%	1.7%

City of Commerce City as a percent of the Buffalo Run PTA	2025	2030	2035
Population	113.3%	105.9%	98.9%
Households	115.5%	110.0%	104.8%

Source: U.S. Bureau of the Census and THK Associates, Inc.

Key Customer Growth Opportunities

Bison Grill can be positioned to capitalize on increased revenue opportunities and market shares that have not previously been heavily targeted, such as:

- Corporate Events (banquets, luncheons, etc.)
- Holiday Parties & Special Event Bookings
- Increased Resident/General Public Usage (both dine-in and takeout)
- More golf tournaments, outings, etc.



Restaurant Marketing Opportunities

Staff will engage restaurant marketing subject matter experts to build a comprehensive plan and strategy to meet established goals, such as:

- Establish a more defined brand identity
- Increase local awareness and recognition
- Highlight food quality and dining experience
- Broaden existing customer base
- Improve customer retention rate



Restaurant Marketing Strategy

Staff is developing initial plans to increase marketing efforts that broaden local/regional awareness of Bison Grill as an attractive dining option.

Marketing efforts to include:

- Digital – Online ads, email campaigns, social media marketing, improved website experience
- Traditional – Direct mail, print advertising, physical signage
- Partnerships – Event marketing, connections with local organizations/strategic partners



Discussion



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