



City Council Communication

AGENDA DATE: April 14, 2025

LEGISTAR ITEM #: Pres 2025-063

SUBMITTED BY: Chad Redin
Golf

DEPARTMENT: Parks, Recreation &

<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input checked="" type="checkbox"/> Presentation
<input type="checkbox"/> Admin Business	<input type="checkbox"/> Public Hearing	<input type="checkbox"/> Other

REQUEST

Presentation overview of estimated revenue at Bison Grill following a remodel/expansion as well as a presentation on the framework of a marketing plan for the Bison Grill.

BACKGROUND

On 11/18/24 council requested a market analysis of revenue and marketing strategy for the Bison Grill.

This presentation will give estimated numbers on revenue after the completion of the remodel/expansion of the Bison Grill.

The presentation will also give a framework of an expanded marketing plan for the Bison Grill and how we may be able to capture new diners, specifically as it relates to residents and families.

Previous Clubhouse Expansion Discussion Dates Include:

11/18/24 Council Review - Requested Feasibility Study

08/19/24 Executive Session

07/22/24 Council Review

04/08/24 Council Review

04/25/22 Council Review

FINANCIAL IMPACT

Contractor	N/A
Amount of Request/Contract	\$N/A
Amount Not To Exceed	\$N/A

CITY COUNCIL COMMUNICATION CONTINUED

Amount Budgeted	\$N/A
Budget Year	FYN/A
Funding Source	N/A
Additional Funds Needed	\$0
Funding Source (if funds needed)	N/A

PROJECT TIMELINE

Estimated Start Date	Estimated End Date
April 14, 2025	April 14, 2025
Years and Months of Contract	Number of Times Renewable
N/A	N/A

JUSTIFICATION

<input checked="" type="checkbox"/> Council Goal	<input type="checkbox"/> Strategic Plan	<input type="checkbox"/> Work Plan	<input type="checkbox"/> Legal
Citation	<p>Council goal - City Unity and Wellness.</p> <p>Strategy 5.1</p> <p>Objective 5.1.3 Identify and define underutilized spaces</p> <p>Strategy 5.4</p> <p>Objective 5.4.2 Continue expansion of city programs, services, and facilities through CIP initiatives</p>		

BOARDS & COMMISSIONS ASSIGNED

Board or Commission	N/A
Recommendation	N/A
Date of Recommendation	N/A

PUBLIC OUTREACH

N/A

CITY COUNCIL COMMUNICATION CONTINUED

AVAILABLE ACTIONS

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STAFF RECOMMENDATION

No action required. Staff direction was to provide revenue and market analysis, and city's expected marketing operations for the Bison Grill for informational purposes to the City Council.
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