

Neshotah Beach Concession Stand – Business Plan Options

12/1/2025 City Council Meeting

Option 1 Status Quo

The concession stand typically brings in around \$10,000 in net revenue each year. These funds support the cost of Bands on the Beach and July 4th Fireworks through the special events – special revenue fund. The City secures almost \$50,000 per year in additional sponsorships, donations, and revenue to make all our special events happen.

Pro: Vibrant special event culture in Two Rivers with no taxes covering the cost of bands or the event expenses.

Pro: A consistent revenue stream allows Staff to plan and it places less stress on local businesses to sponsor.

Con: The concession stand does not support the maintenance of Neshotah Beach.

In the event the concession stand revenue no longer goes to Special Events, city staff will need to prioritize raising additional sponsorship and/or selling beer to continue to provide beloved concerts and events. We will move to operating the concession stand with a private contractor. The last time a contractor ran the concession stand the city received 10% of the revenue. This was approximately \$3,500. The concession stand also had inconsistent hours. It may also be difficult to find a private vendor.

Pro: Revenue would support the general fund and beach maintenance.

Con: A contractor would provide less revenue and likely a poorer quality of service for the beach.

Con: P&R loses its most important and consistent revenue stream for Special Events.

Con: The current stand employees 15 people individual who would be out of a job.

City Staff has been brainstorming ways to bring in more revenue with the concession stand and beach. Selling beer from the concession stand, especially during concerts, the City will make a significant amount of revenue. We also would like to expand the menu to have cheeseburgers or chili dogs. This could be done by cooking off-site and holding food at a temperature. Combined with revenue from the paid parking trial, there is an opportunity to split revenue between the Special Events and the General Fund. In this scenario, Special Events would receive the first \$10,000 in revenue and the General Fund would receive anything over that. We project that amount to be as much as \$10,000 or more.

Pro: City special event budget is maintained and the general fund receives an increase from the revenue.

Projected Net Revenue	
Concert Beer Sales	\$3,000
Concession Beer Sales	\$3,000
Concession Food Sales	\$12,000
Beach Paid Parking	\$13,500
Total =	\$31,500

Options 3 General Fund Revenue Sharing

Option 2 Contract Vendor