



North Dakota's **BISON WORLD**

TOURISM | REVENUE | ENTERTAINMENT | EDUCATION

Bison World is a planned "destination attraction" that will captivate and inspire visitors from all over the world. As the only theme park centered around America's national mammal, Bison World will deliver dynamic guest experiences featuring a Bison Discovery Center filled with interactive exhibits, a children's immersive play area, live entertainment, an aerial skyway and a safari ride offering guests "up close and personal" encounters with the majestic American Bison. Bison World offers visitors of all ages an exciting variety of entertaining and educational experiences at a world-class destination.

Attendance and Financial Highlights

325K VISITORS = **1.5%** of ND visitor market share

First year projection of 1.5% of the North Dakota visitor market share consisting of 21.7 million visitors in 2021.

Adjacent Frontier Village draws an average of 240,000 visitors (without much promotion) to take picture with Bison monument annually.

\$17M
FIRST YEAR
REVENUES

23%
FIRST YEAR
EBITA %

To learn more,
scan or click the
QR code below.



Location, Location, Location

Best Interstate Exit Left for Tourism Development

The 140 acres of vacant, state-owned land at Exit 258 is the only undeveloped interstate exit left in the country that would have a destination tourism attraction within three blocks of the exit ramp.

Building Upon 60 years of "Brand Equity"

WELL-KNOWN AS THE "BUFFALO CITY" The Jamestown area has over 60 years of "brand equity" which is waiting to be leveraged and monetized with a new, modern tourism attraction. It is already well-known as the "Buffalo City" with the National Buffalo Museum and the world's largest buffalo monument. **240,000 tourists from all 50 states and 20 foreign countries already visit this roadside attraction annually**, but virtually no revenue is captured for the state from these visitors.

Tourism Gateway

8.8M PEOPLE TRAVEL PAST EXIT 258 EVERY YEAR, according to federal and state DOT data. Most of them are west-bound travelers – capturing them early at a destination attraction provides the state with an opportunity to promote other tourist attractions like Medora and the new TR Presidential Library... and everything in between. A separate attendance model shows that Bison World will capture over 3.6% of these travelers.

No Competition

A formal market study found that there is **virtually no competition for a regional themed destination in the eastern part of our state.** Bison World also sits at a “tourism crossroads” where east/west I-94 and north/south U.S 281 intersect.

Millions in Economic Impacts

An independent financial analysis of Bison World found that it passes the capital budgeting test, creates jobs and adds millions of dollars of value to the state of North Dakota.

Highest and Best Use of Land

The state is losing millions of dollars every year – and has been for 65 years since President Eisenhower built the interstate highway system – because it has not turned this extremely productive location into an economic development opportunity that produces revenue. **Real estate advisors have determined that the “highest and best use” for this tract of land is tourism.**

Can Bison World be profitable?



Yes. At 1.5% capture (325k visitors) means \$17 million in operating revenue and a 23% profit margin/EBITDA.

Will Bison World Benefit the State of North Dakota?



Yes. At 1.5% capture, the result is 622 indirect jobs. GDP is \$45.3 million and \$4.6 million in state and local taxes.

Will Bison World Create Jobs?



Yes. A 1.5% capture creates between 30-44 year-round full-time employees and at least 244 part-time jobs.

Additional attendance and financial information along with formal disclosure and disclaimer statements for any information cited above can be attained from The Bison World Fund, P.O. Box 293, Jamestown, ND 58402.



BISON WORLD

Designed, Planned and Analyzed by Leading National/International Experts

During the two-year planning process, The Bison World Fund Board of Directors brought in a number of national leaders in their respective fields. They include Apogee Attractions, considered by many to be the #1 theme park designer, developer and operator in the country; David Haukaas, a former senior executive at one of the world's largest sovereign wealth funds; and Eide Bailly, one of the nation's leading accounting and business advisory firms.

