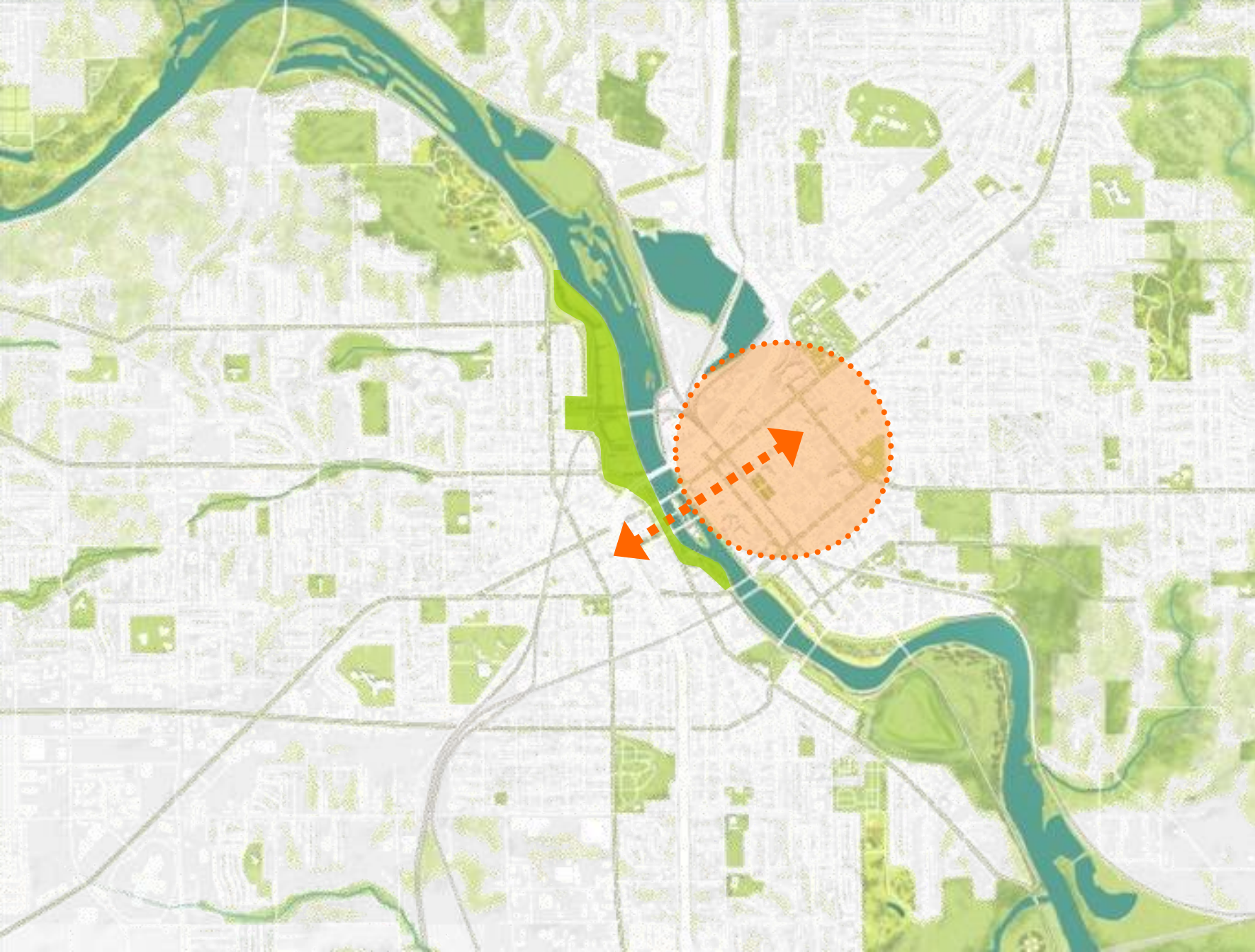




Downtown Riverfront Amphitheater



Why this Project?

- Ability to leverage City and IJOBS investment for RECAT grant match
- Supports goals of downtown activity and attracting and retaining next generation workforce.
- Investment in Riverfront and implementation of amphitheater were most strongly supported by community in the Parks and Recreation Master Plan
- Reinvestment in the West Side demonstrates commitment to West Side flood protection.

Why Now?

- Uncertainty regarding Vision Iowa continued funding.
- Take advantage of design and timeline efficiencies by tying to the IJOBS levee project.

CITY OF

CEDAR

RAPIDS

**PARKS AND
RECREATION MASTER
PLAN**



MARCH 2010

Supported in Previous Surveys and the Parks and Recreation Master Plan Process

Surveys

- 2004 Recreation Needs Assessment Survey
- 2008 Park and Recreation Survey

Master Plan

- 600 individuals, over 1500 individual comments
- Preferred high concentration of leisure activities along the riverfront
- Amphitheater most popular project from 21 identified projects



Summary Report:

Amphitheater Feasibility Study

Presented by:



Presented to:

City of Cedar Rapids



November 8, 2010

Research

•Feasibility Study

(CSL-Conventions, Sports & Leisure, Plano, Tx)

Input from Potential Users

- Freedom Festival
- Downtown District
- Jaycees
- Theater CR
- Municipal Band
- Orchestra Iowa

Amphitheater Section



Amphitheater Location



View Opportunities

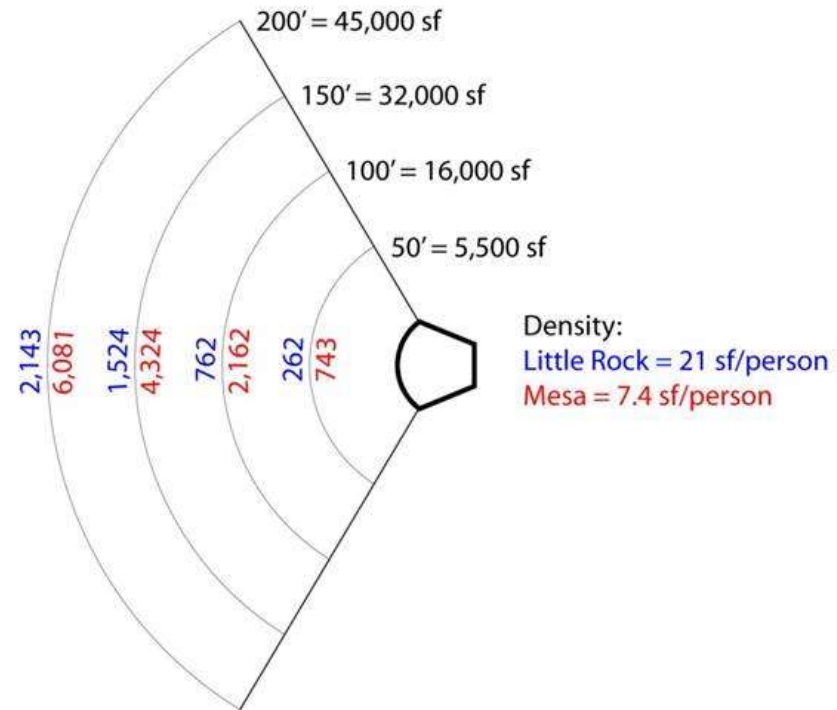


Circulation



Events

Amphitheater Size



- Varied seating arrangements (chairs, seat walls, lawn space) for multiple ticket pricing to maximize revenue.
- Cedar Rapids can support an amphitheater 5,000 seats or less.
- Larger amphitheatres are not feasible due to:
 - Competition with larger markets (Chicago, Minneapolis)
 - Not viable given the market demographics and socioeconomic characteristics.
 - Economy has affected larger venues with higher ticket prices more than smaller venues.
 - The number of performers who play smaller venues is larger than the number of performers who play larger venues.
- Proposed amphitheater has seating capacity of 3,000 loosely spaced.
- Proposed amphitheater has up to 5,000 tightly spaced capacity for large events through use of flexible lawn



FESTIVAL GROUND AND AMPHITHEATER
PHASE 1

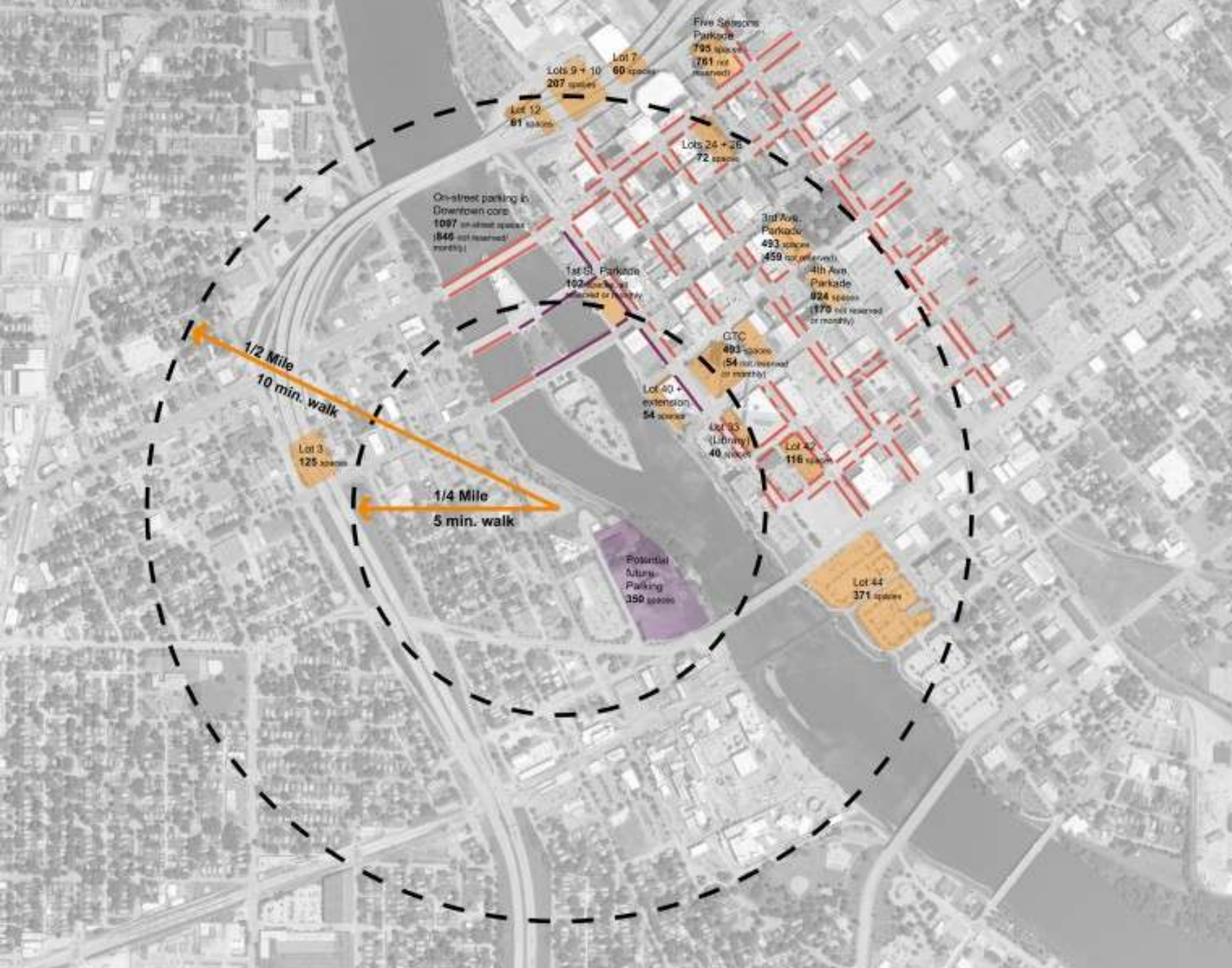
Project Details

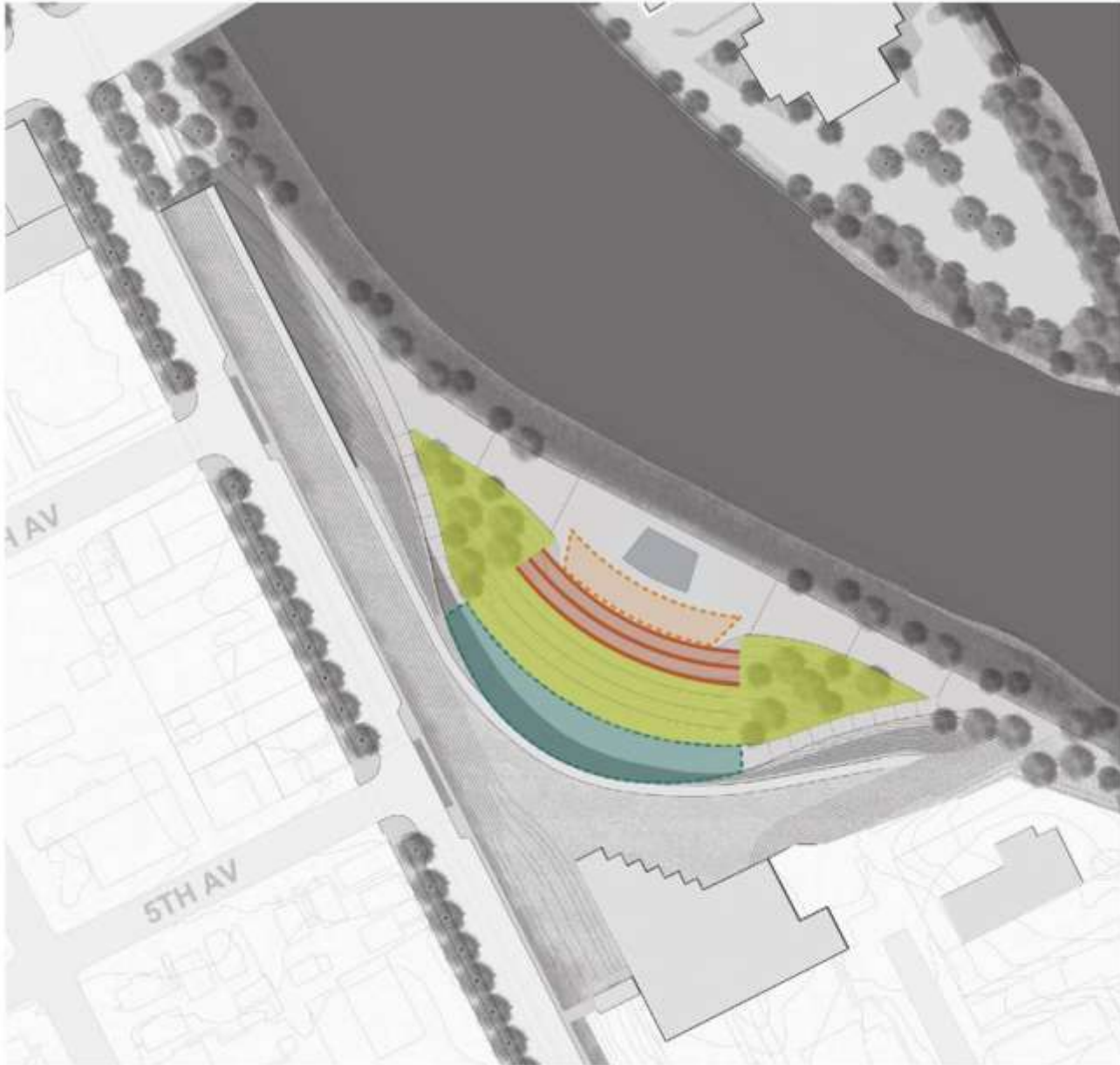
- Multiple seating arrangements (chairs, seat walls, lawn space)
- Seating capacity of 3,000 loosely spaced. Up to 5,000 tightly spaced capacity for large events through use of flexible lawn
- Back wall and plaza with space for tented VIP seating
- Permanent stage with rigging and grid capabilities
- State-of-the-art audio, video and lighting equipment
- Temporary fencing for ticketed events
- Power pumps that provide utilities for temporary vendors. Sufficient power for stage equipment and buses.
- Loading areas and storage space
- Nearby Festival Park to use as parking for events and to provide space for vendors, concessions and portable restrooms

Amphitheater Parking Study

Total Spaces Available

5,360 Total spaces (including reserved)
 3,747 Daily spaces





Programming

- 8 National Touring Concerts
- 14 Ticketed Community Events
- 14 Non Ticketed Community Events
- 6 Other Ticketed Events
- 10 Private Rentals

52 Total Events

40,000 Total Annual Paid Attendance

57,300 Total Actual Annual Attendance

Management and Financial Projections

Base analysis (based on previous programming scenario)

Total Operating Revenues	\$1,012,700
Total Operating Expenses	\$939,600
Total Income from Operations	\$73,000

Still operates at a profit with 15% less attendance or 15% increase in expenses

Profit expectations \$128,000-\$194,000 with 15% increase in attendance or four more touring events per year.

Maintenance, Operations, Rentals

City of Cedar Rapids Parks and Recreation Department

Touring Events

Partnership/Booking Agreement with Management Company

Amphitheater Funding



Costs

West Side Levee (FMS)	\$1.75 Mil
Amphitheater	\$3.75 Mil
Festival Park/Parking	\$1.3 Mil
Total	\$6.8 Mil

(Additional \$700,000 in land values included for RECAT application for total of \$7.5 Mil)

Funding Available

IJOBS	\$1.075 Mil
City IJOBS Match	\$675,000
County	\$10,000
Private Donations	\$2 Mil
City CIP	\$2.014 Mil
Vision Iowa RECAT	
Grant Request (24%)	\$1.8 Mil



Donor Wall