



angelou**economics**

# VCA Feasibility Analysis

February 2022

# Summary

- ♪ AngelouEconomics (AE) gathered data from twenty-one comparable venues across the United States
- ♪ Outside the Gorge (Washington) and Red Rocks Amphitheater (Colorado), comparable venues were in climates where performances can be held most months of the year
- ♪ There were no significant relationships between venue size and metropolitan area population

*\*Some venues did not have data available for food, parking, etc.*

# Introduction

- ♪ AngelouEconomics (AE) was tasked with executing a feasibility study for the proposed Violet Crown Amphitheater. Set to be constructed in Southwest Austin, this 20,000-seat outdoor amphitheater will be a world-class venue prepared to host world-class performers. To be located at the edge of the Texas Hill Country, the Violet Crown Amphitheater will treat performers and attendees to unparalleled views of the natural landscape, downtown, and the star-filled night sky.

# Introduction

- ♪ While Austin is proudly the "Live Music Capital of the World" it is missing a premier outdoor amphitheater to welcome the biggest performing arts in the world.
- ♪ It stands to reason that a new venue in a musically underrepresented part of the city would benefit tremendously. Locating in Southwest Austin provides greater accessibility for concertgoers south and west of the city.
- ♪ With easy access to the surrounding highways, getting to and from the venue should be a much smoother process than other venues located in more densely populated areas of the city.

# Comparable Venues at a Glance

## 100% Capacity Across All Venues

## Averages

Average Cost of Attendance

\$272

Average Venue Capacity

16,292

Average Sell Out Revenue

\$4,428,500

# Methodology\*

- ♪ Admission revenue is assumed to be the average cost of attendance multiplied by the total attendance
- ♪ Food price is determined by the average price of all food offerings
- ♪ Drink price is determined by the average price of all alcoholic and nonalcoholic drinks offered
- ♪ Merchandise is the average price reported exclusively from shirt sales
- ♪ Of note, all Drink, Food, and Merch dollar figures assume one attendee makes one purchase in each category

*\*Some venues did not have data available for food, parking, etc.*

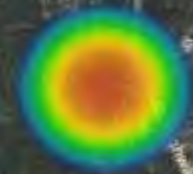
# Methodology\*

- ♪ Chair rentals are the reported price from each venue
  - ♪ 100% Chair rental assumes that 100% of general admission attendance (GA) rents a chair
  - ♪ GA capacity is assumed to be 61% of total venue capacity
- ♪ VIP and premier parking
  - ♪ 100% VIP parking indicates 0% premier parking
  - ♪ 100% premier parking indicates 0% VIP parking
  - ♪ Typically, parking is free/included in ticket price
    - ♪ Upgrades are VIP and Premier

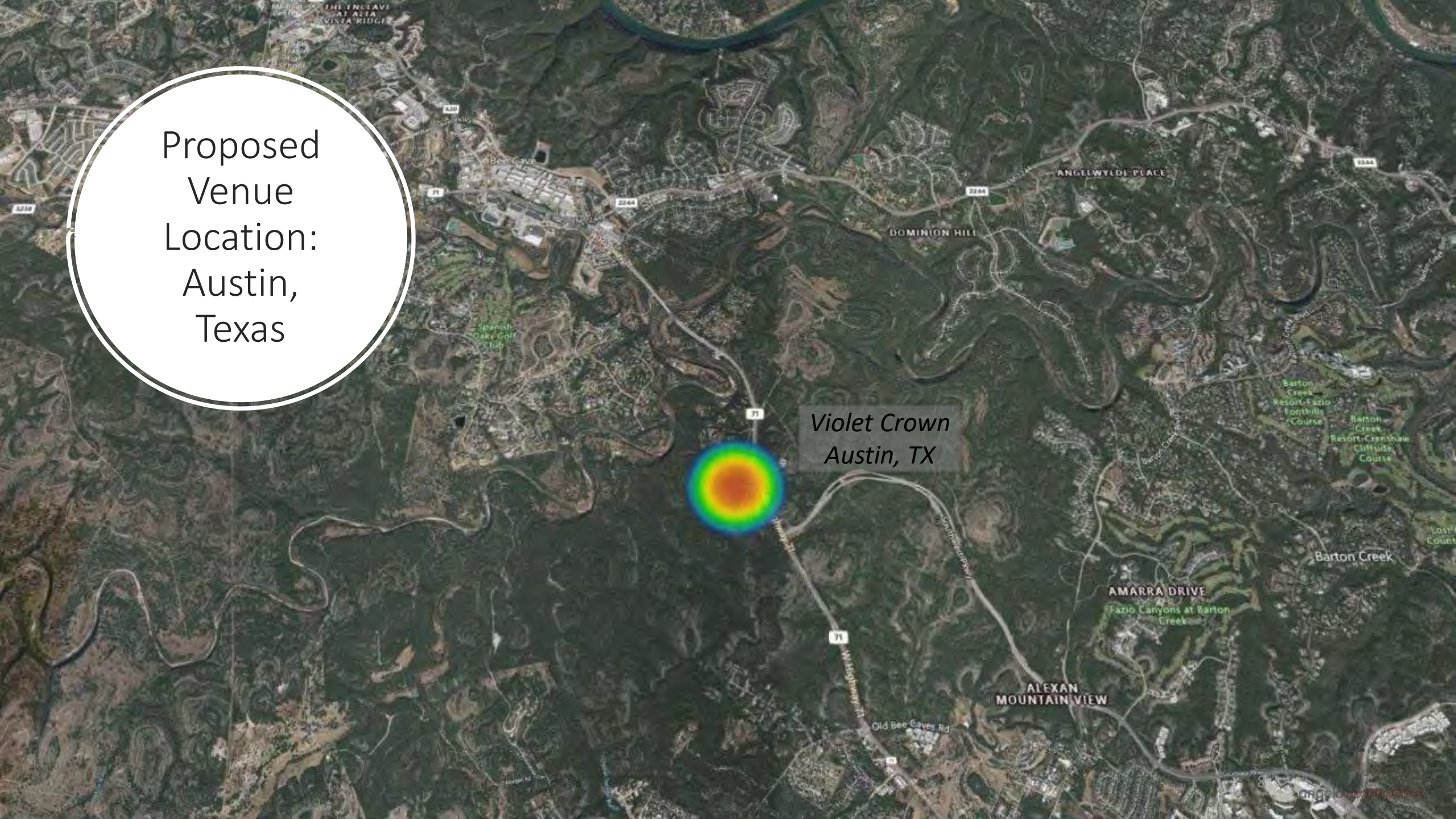
*\*Some venues did not have data available for food, parking, etc.*



Proposed  
Venue  
Location:  
Austin,  
Texas



*Violet Crown  
Austin, TX*





# Violet Crown

## About the Area:

- Location: Austin, Texas
- Metro Area: Austin
- Metro Population: 2,283,317

## About the Venue:

- First Event: 2024
- Capacity: 20,000
- Anticipated Concerts Per Year: 60
- Anticipated Cost of Attendance: \$189
- Anticipated Concert Season: Year Round



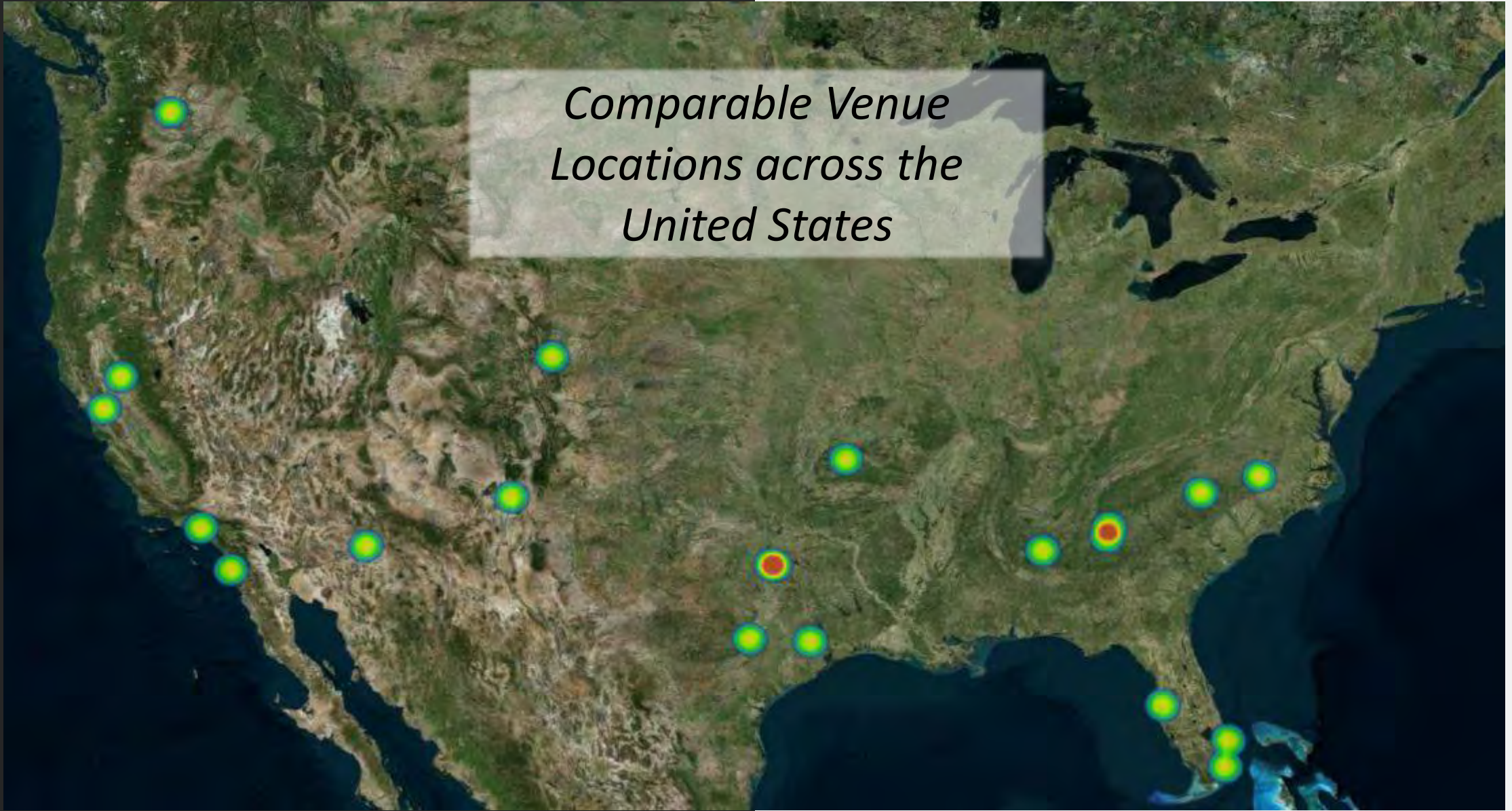
# The Violet Crown Amphitheater

Austin, Texas

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	20,000	3,780,000	\$279,841	\$168,426	\$952,381	\$814,286	\$600,000	\$135,856
90% Capacity	18,000	3,402,000	\$251,857	\$151,584	\$857,143	\$732,857	\$540,000	\$122,270
85% Capacity	17,000	3,213,000	\$237,865	\$143,162	\$809,524	\$692,143	\$510,000	\$115,477
80% Capacity	16,000	3,024,000	\$223,873	\$134,741	\$761,905	\$651,429	\$480,000	\$108,685
75% Capacity	15,000	2,835,000	\$209,881	\$126,320	\$714,286	\$610,714	\$450,000	\$101,892



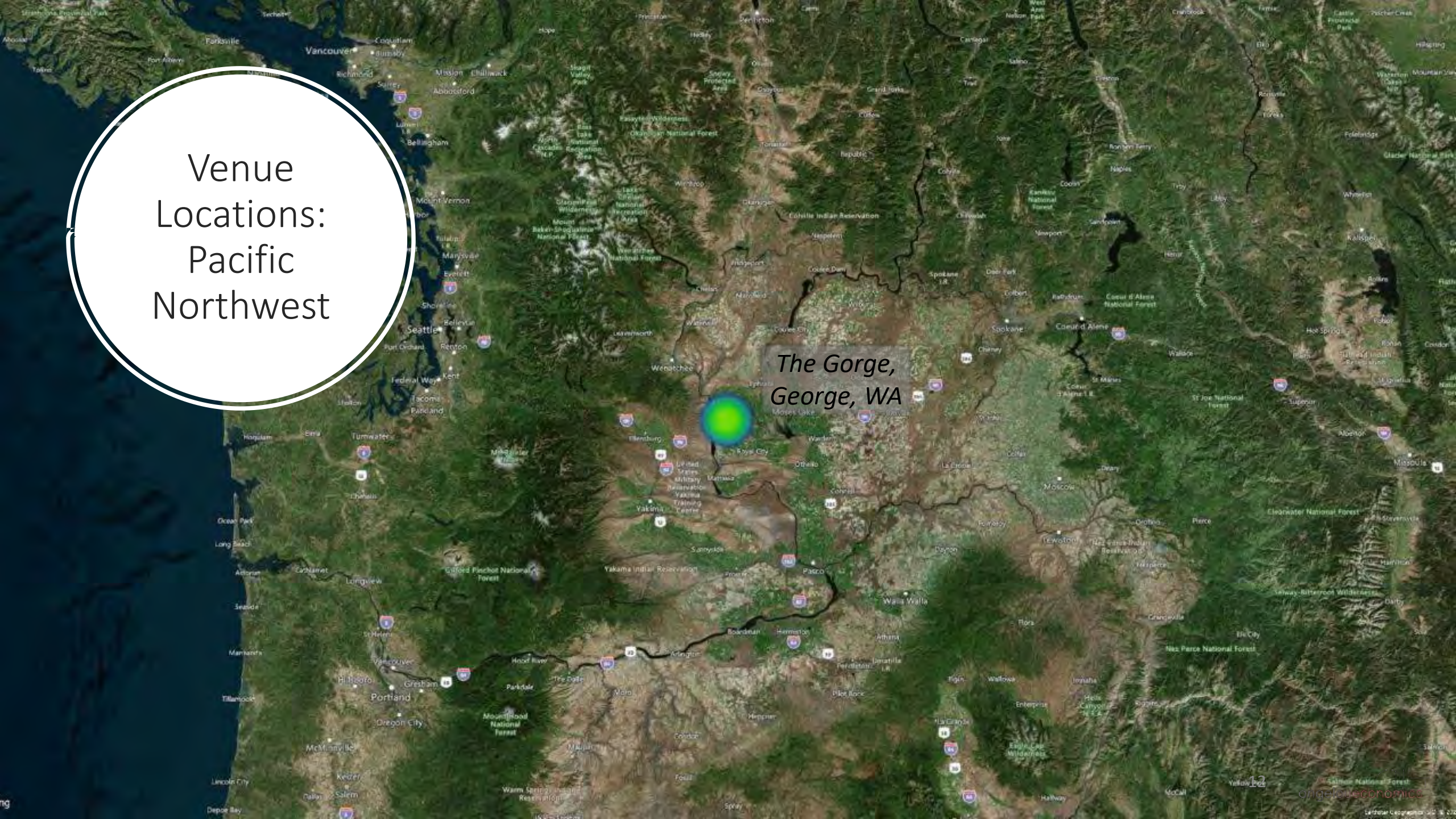
*Comparable Venue  
Locations across the  
United States*





Venue  
Locations:  
Pacific  
Northwest

*The Gorge,  
George, WA*





# The Gorge Amphitheatre

## About the Area:

- Location: George, Washington
- Metro Area: Grant County
- Metro Population: 99,855

## About the Venue:

- First Event: 1986
- Capacity: 27,500
- Average Concerts Per Year: 33
- Average Cost of Attendance: \$257
- Typical Concert Season: June-September



# The Gorge Amphitheatre

George, Washington

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	27,500	\$7,067,500	\$362,083	\$213,125	\$825,000	\$1,100,000	\$825,000	\$117,035
90% Capacity	24,750	\$6,360,750	\$325,875	\$191,813	\$742,500	\$990,000	\$742,500	\$105,331
85% Capacity	23,375	\$6,007,375	\$307,771	\$181,156	\$701,250	\$935,000	\$701,250	\$99,480
80% Capacity	22,000	\$5,654,000	\$289,667	\$170,500	\$660,000	\$880,000	\$660,000	\$93,628
75% Capacity	20,625	\$5,300,625	\$271,563	\$159,844	\$618,750	\$825,000	\$618,750	\$87,776

Venue Locations:  
Northern California

*Toyota Amphitheater,  
Sacramento, CA*

*Concord Pavilion, Bay  
Area, CA*



# Concord Pavilion

The background image shows a wide-angle view of the Concord Pavilion during a concert. The stage is illuminated with vibrant purple and green spotlights that create a dynamic atmosphere. The audience is seated in a large, open-plan arena, with many people visible in the foreground and middle ground. The ceiling is high, and the overall lighting is a mix of deep purples and bright greens, creating a modern and energetic setting.

## About the Area:

- Location: Concord, California
- Metro Area: Bay Area
- Metro Population: 7,753,000

## About the Venue:

- First Event: 1975
- Capacity: 12,500
- Average Concerts Per Year: 17
- Average Cost of Attendance: \$160
- Typical Concert Season: April-November

# Concord Pavilion

Concord, California

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	12,500	\$2,000,000	\$185,417	\$133,333	\$625,000	\$500,000	\$250,000	\$113,995
90% Capacity	11,250	\$1,800,000	\$166,875	\$120,000	\$562,500	\$450,000	\$225,000	\$102,595
85% Capacity	10,625	\$1,700,000	\$157,604	\$113,333	\$531,250	\$425,000	\$212,500	\$96,896
80% Capacity	10,000	\$1,600,000	\$148,333	\$106,667	\$500,000	\$400,000	\$200,000	\$91,196
75% Capacity	9,375	\$1,500,000	\$139,063	\$100,000	\$468,750	\$375,000	\$187,500	\$85,496



# Toyota Amphitheater



## About the Area:

- Location: Wheatland, California
- Metro Area: Sacramento
- Metro Population: 2,374,749

## About the Venue:

- First Event: 2000
- Capacity: 9,500
- Average Concerts Per Year: 11
- Average Cost of Attendance: \$277
- Typical Concert Season: June-November



# Toyota Amphitheater

Wheatland, California

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking
Full Capacity	18,500	\$5,124,500	\$222,000	\$168,813	\$925,000	\$740,000	\$370,000
90% Capacity	16,650	\$4,612,050	\$199,800	\$151,931	\$832,500	\$666,000	\$333,000
85% Capacity	15,725	\$4,355,825	\$188,700	\$143,491	\$786,250	\$629,000	\$314,500
80% Capacity	14,800	\$4,099,600	\$177,600	\$135,050	\$740,000	\$592,000	\$296,000
75% Capacity	13,875	\$3,843,375	\$166,500	\$126,609	\$693,750	\$555,000	\$277,500



Venue  
Locations:  
Rocky  
Mountains

*Red Rocks Amphitheatre,  
Denver, CO*





# Red Rocks Amphitheater

## About the Area:

- Location: Morrison, Colorado
- Metro Area: Denver
- Metro Population: 2,967,239

## About the Venue:

- First Event: 1906
- Capacity: 9,500
- Average Concerts Per Year:  
160
- Average Cost of Attendance:  
\$254
- Typical Concert Season:  
February-November



# Red Rocks

Morrison, Colorado

Capacity	Attendance	Admission	Drink	Food	Merch	Chair Rental
Full Capacity	9,500	\$2,413,000	\$99,750	\$82,333	\$475,000	\$92,412
90% Capacity	8,550	\$2,171,700	\$89,775	\$74,100	\$427,500	\$83,171
85% Capacity	8,075	\$2,051,050	\$84,788	\$69,983	\$403,750	\$78,550
80% Capacity	7,600	\$1,930,400	\$79,800	\$65,867	\$380,000	\$73,929
75% Capacity	7,125	\$1,809,750	\$74,813	\$61,750	\$356,250	\$69,309



Venue Locations:  
American Southwest

*Hollywood Bowl,  
Los Angeles, CA*

*North Island Credit  
Union Amphitheatre,  
San Diego, CA*

*Ak-Chin Pavilion,  
Phoenix, AZ*

*Isleta Amphitheater,  
Albuquerque, NM*





# The Hollywood Bowl



## About the Area:

- Location: Los Angeles, California
- Metro Area: Los Angeles
- Metro Population: 18,710,563

## About the Venue:

- First Event: 1922
- Capacity: 17,500
- Average Concerts Per Year: 60
- Average Cost of Attendance: \$134
- Typical Concert Season: April-November


# The Hollywood Bowl

Los Angeles, California

Capacity	Attendance	Admission	Drink	Merch	VIP Parking	Premier Parking	Chair Cushion Rental*
Full Capacity	17,500	\$2,345,000	\$495,833	\$875,000	\$1,050,000	\$525,000	\$10,640
90% Capacity	15,750	\$2,110,500	\$446,250	\$787,500	\$945,000	\$472,500	\$9,576
85% Capacity	14,875	\$1,993,250	\$421,458	\$743,750	\$892,500	\$446,250	\$9,044
80% Capacity	14,000	\$1,876,000	\$396,667	\$700,000	\$840,000	\$420,000	\$8,512
75% Capacity	13,125	\$1,758,750	\$371,875	\$656,250	\$787,500	\$393,750	\$7,980

\*Chair cushion rentals are only available for GA tickets <sup>25</sup> angeloueeconomics 

# North Island Credit Union Amphitheatre



## About the Area:

- Location: Chula Vista, California
- Metro Area: San Diego
- Metro Population: 3,298,634

## About the Venue:

- First Event: 1998
- Capacity: 20,500
- Average Concerts Per Year: 15
- Average Cost of Attendance: \$310
- Typical Concert Season: May-November



# North Island Credit Union Amphitheatre

Chula Vista, California

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	20,500	\$6,361,765	\$249,417	\$164,000	\$1,025,000	\$820,000	\$410,000	\$186,952
90% Capacity	18,450	\$5,725,589	\$224,475	\$147,600	\$922,500	\$738,000	\$369,000	\$168,256
85% Capacity	17,425	\$5,407,500	\$212,004	\$139,400	\$871,250	\$697,000	\$348,500	\$158,909
80% Capacity	16,400	\$5,089,412	\$199,533	\$131,200	\$820,000	\$656,000	\$328,000	\$149,561
75% Capacity	15,375	\$4,771,324	\$187,063	\$123,000	\$768,750	\$615,000	\$307,500	\$140,214

# Ak-Chin Pavilion

## About the Area:

- Location: Phoenix, Arizona
- Metro Area: Phoenix
- Metro Population: 4,845,832

## About the Venue:

- First Event: 1990
- Capacity: 11,000
- Average Concerts Per Year: 60
- Average Cost of Attendance: \$88
- Typical Concert Season: April-October



# Ak-Chin Pavilion

Phoenix, Arizona

Capacity	Attendance	Admission	Food	Drink	Merchandise	VIP Parking	Premier Parking	Chair Rental
Full Capacity	20,106	\$1,769,328	\$191,007	\$234,570	\$191,007	\$904,770	\$804,240	\$402,120
90% Capacity	18,095	\$1,592,395	\$171,906	\$211,113	\$171,906	\$814,293	\$723,816	\$361,908
85% Capacity	17,090	\$1,503,929	\$162,356	\$199,385	\$162,356	\$769,055	\$683,604	\$341,802
80% Capacity	16,085	\$1,415,462	\$152,806	\$187,656	\$152,806	\$723,816	\$643,392	\$321,696
75% Capacity	15,080	\$1,326,996	\$143,255	\$175,928	\$143,255	\$678,578	\$603,180	\$301,590

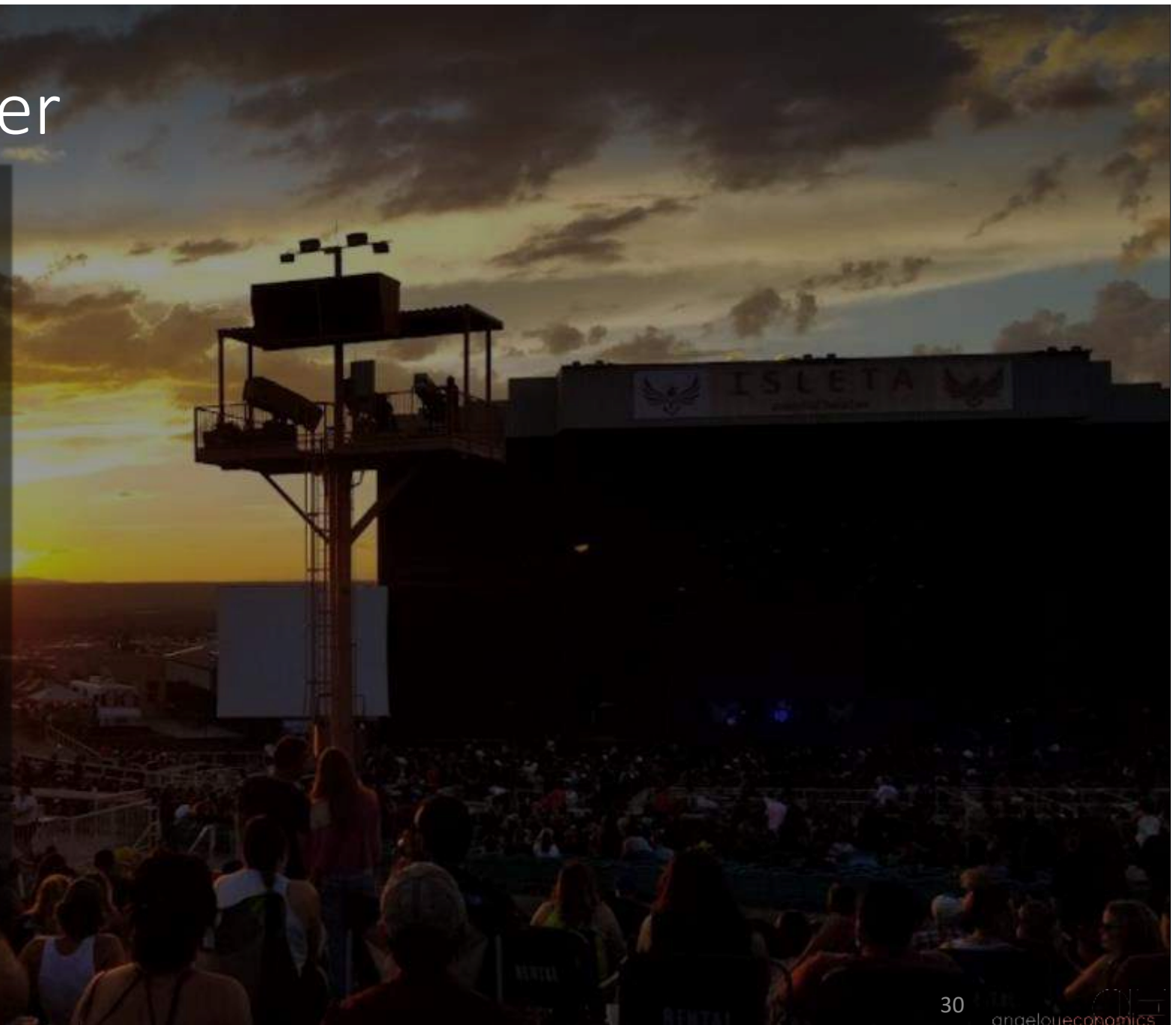
# Isleta Amphitheater

## About the Area:

- Location: Albuquerque, New Mexico
- Metro Area: Albuquerque
- Metro Population: 928,930

## About the Venue:

- First Event: 2000
- Capacity: 15,000
- Average Concerts Per Year: 26
- Average Cost of Attendance: \$287
- Typical Concert Season: April-December





# Isleta Amphitheater

Albuquerque, New Mexico

Capacity	Attendance	Admission	Food	Drink	Merch	Premier Parking	Chair Rental
Full Capacity	15,000	\$4,305,000	\$105,000	\$220,000	\$750,000	\$300,000	\$72,957
90% Capacity	13,500	\$3,874,500	\$94,500	\$198,000	\$675,000	\$270,000	\$65,661
85% Capacity	12,750	\$3,659,250	\$89,250	\$187,000	\$637,500	\$255,000	\$62,013
80% Capacity	12,000	\$3,444,000	\$84,000	\$176,000	\$600,000	\$240,000	\$58,365
75% Capacity	11,250	\$3,228,750	\$78,750	\$165,000	\$562,500	\$225,000	\$54,718



Venue  
Locations:  
Dallas-Fort  
Worth, TX

*Toyota Music Factory,  
DFW, TX*

*Dos Equis Pavilion  
DFW, TX*





# Toyota Music Factory



## About the Area:

- Location: Irving, Texas
- Metro Area: Dallas-Fort Worth
- Metro Population: 6,397,000

## About the Venue:

- First Event: 2017
- Capacity: 8,000
- Average Concerts Per Year: 26
- Average Cost of Attendance: \$261
- Typical Concert Season: Year Round

# Toyota Music Factory

Irving, Texas

Capacity	Attendance	Admission	Drink	Food	Merch	Chair Rental
Full Capacity	8,000	\$2,088,000	\$118,667	\$56,000	\$400,000	\$48,638
90% Capacity	7,200	\$1,879,200	\$106,800	\$50,400	\$360,000	\$43,774
85% Capacity	6,800	\$1,774,800	\$100,867	\$47,600	\$340,000	\$41,342
80% Capacity	6,400	\$1,670,400	\$94,933	\$44,800	\$320,000	\$38,910
75% Capacity	6,000	\$1,566,000	\$89,000	\$42,000	\$300,000	\$36,478



# Dos Equis Pavilion

## About the Area:

- Location: Dallas, Texas
- Metro Area: Dallas-Fort Worth
- Metro Population: 6,397,000

## About the Venue:

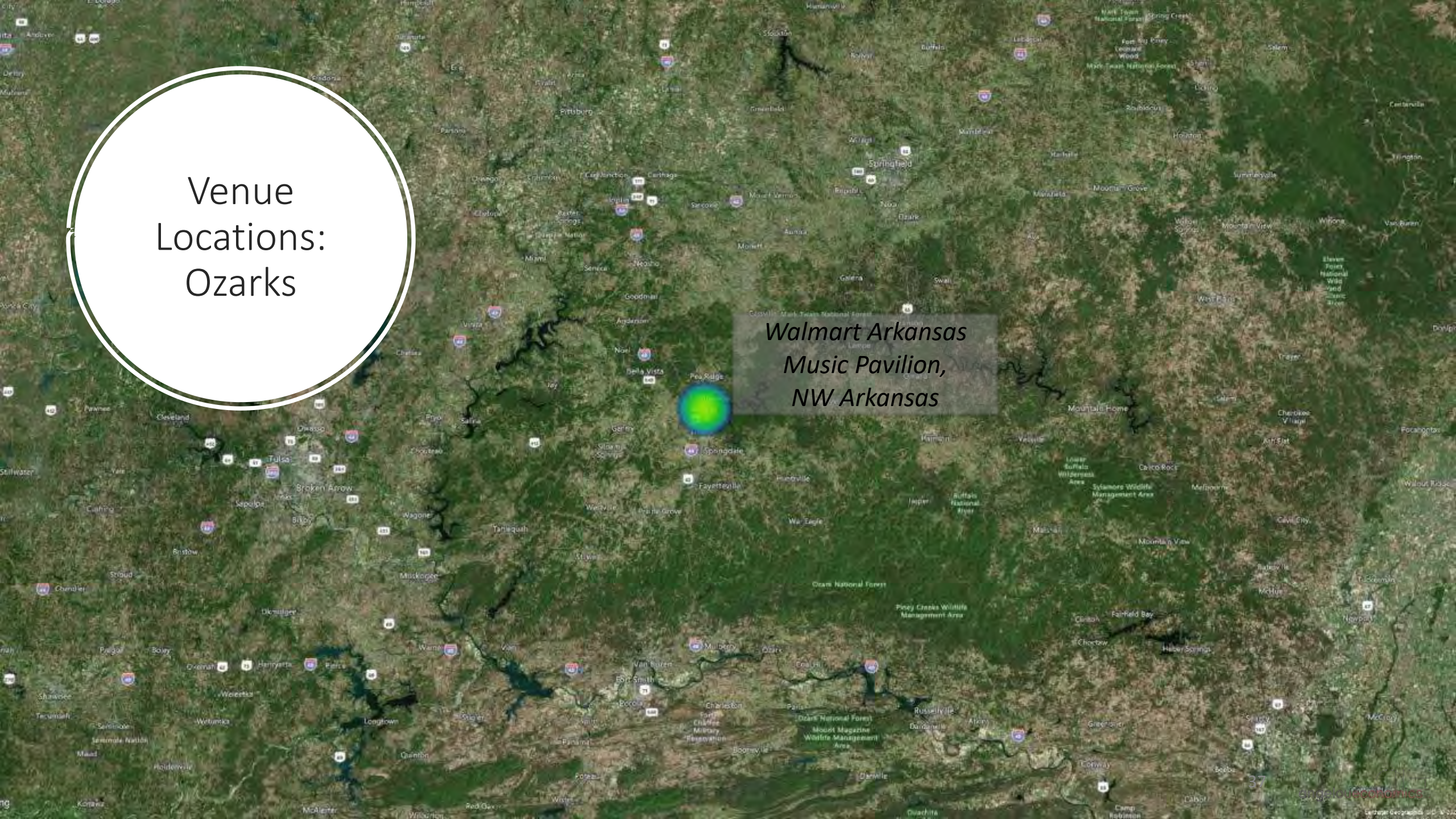
- First Event: 1988
- Capacity: 20,000
- Average Concerts Per Year: 30
- Average Cost of Attendance: \$405
- Typical Concert Season: May-November

# Dos Equis Pavilion

Dallas, Texas

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	20,000	\$8,100,000	\$286,667	\$145,000	\$1,000,000	\$800,000	\$600,000	\$121,595
90% Capacity	18,000	\$7,290,000	\$258,000	\$130,500	\$900,000	\$720,000	\$540,000	\$109,435
85% Capacity	17,000	\$6,885,000	\$243,667	\$123,250	\$850,000	\$680,000	\$510,000	\$103,355
80% Capacity	16,000	\$6,480,000	\$229,333	\$116,000	\$800,000	\$640,000	\$480,000	\$97,276
75% Capacity	15,000	\$6,075,000	\$215,000	\$108,750	\$750,000	\$600,000	\$450,000	\$91,196



A satellite map of Arkansas with a circular callout on the left containing the text "Venue Locations: Ozarks". A heatmap overlay is centered on the Pea Ridge area, showing a concentration of green and yellow. A semi-transparent grey box on the right contains the text "Walmart Arkansas Music Pavilion, NW Arkansas".

Venue  
Locations:  
Ozarks

*Walmart Arkansas  
Music Pavilion,  
NW Arkansas*



# Walmart Arkansas Music Pavilion

## About the Area:

- Location: Rogers, Arkansas
- Metro Area: NW Arkansas
- Metro Population: 525,032

## About the Venue:

- First Event: 2014
- Capacity: 11,000
- Average Concerts Per Year: 22
- Average Cost of Attendance: \$129
- Typical Concert Season: April-October



# Walmart Arkansas Music Pavilion

Rogers, Arkansas

Capacity	Attendance	Admission	Food	Drink	Merchandise	VIP Parking	Premier Parking	Chair Rental
Full Capacity	11,000	\$1,419,000	\$66,000	\$119,167	\$66,000	\$440,000	\$440,000	\$220,000
90% Capacity	9,900	\$1,277,100	\$59,400	\$107,250	\$59,400	\$396,000	\$396,000	\$198,000
85% Capacity	9,350	\$1,206,150	\$56,100	\$101,292	\$56,100	\$374,000	\$374,000	\$187,000
80% Capacity	8,800	\$1,135,200	\$52,800	\$95,333	\$52,800	\$352,000	\$352,000	\$176,000
75% Capacity	8,250	\$1,064,250	\$49,500	\$89,375	\$49,500	\$330,000	\$330,000	\$165,000



Venue  
Locations:  
Texas

*Germania Insurance  
Amphitheater,  
Austin, TX*

*Cynthia Woods  
Mitchell Pavilion,  
Houston, TX*



# Germania Insurance Amphitheater



## About the Area:

- Location: Austin, Texas
- Metro Area: Austin
- Metro Population: 2,283,317

## About the Venue:

- First Event: 2012
- Capacity: 14,000
- Average Concerts Per Year: 37
- Average Cost of Attendance: \$202
- Typical Concert Season: Year Round

# Germania Insurance Amphitheater

Austin, Texas

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	14,000	\$2,828,000	\$121,333	\$105,000	\$700,000	\$420,000	\$350,000	\$140,000
90% Capacity	12,600	\$2,545,200	\$109,200	\$94,500	\$630,000	\$378,000	\$315,000	\$126,000
85% Capacity	11,900	\$2,403,800	\$103,133	\$89,250	\$595,000	\$357,000	\$297,500	\$119,000
80% Capacity	11,200	\$2,262,400	\$97,067	\$84,000	\$560,000	\$336,000	\$280,000	\$112,000
75% Capacity	10,500	\$2,121,000	\$91,000	\$78,750	\$525,000	\$315,000	\$262,500	\$105,000



# Cynthia Woods Mitchell Pavilion

## About the Area:

- Location: The Woodlands, Texas
- Metro Area: Houston
- Metro Population: 7,122,240

## About the Venue:

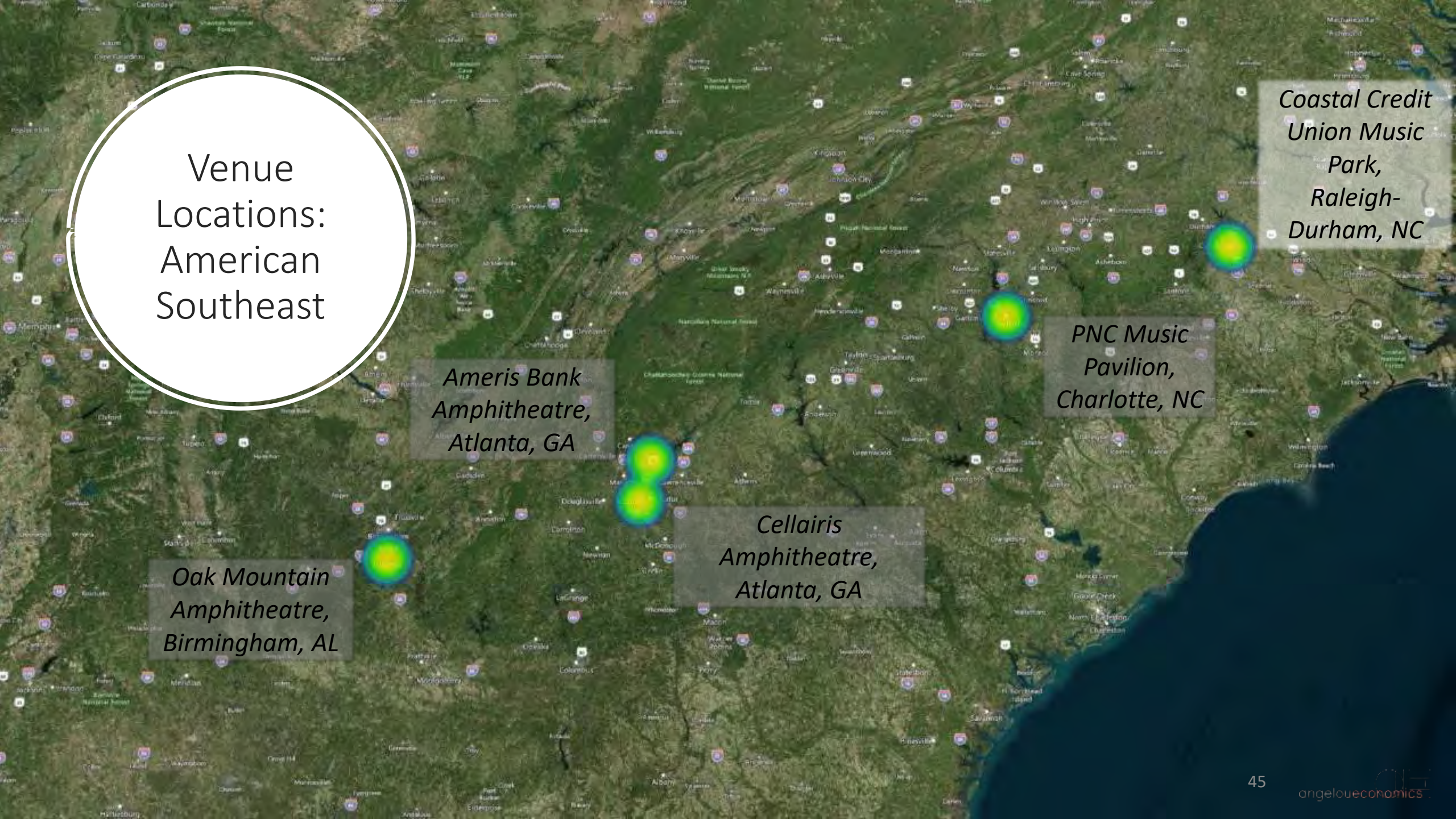
- First Event: 1990
- Capacity: 16,500
- Average Concerts Per Year: 59
- Average Cost of Attendance: \$375
- Typical Concert Season: March-December

# Cynthia Woods Mitchell Pavilion

The Woodlands, Texas

Capacity	Attendance	Admission	Drink	Food	Merch	Premier Parking	Chair Rental
Full Capacity	16,500	\$6,187,500	\$321,750	\$140,250	\$825,000	\$330,000	\$70,221
90% Capacity	14,850	\$5,568,750	\$289,575	\$126,225	\$742,500	\$297,000	\$63,199
85% Capacity	14,025	\$5,259,375	\$273,488	\$119,213	\$701,250	\$280,500	\$59,688
80% Capacity	13,200	\$4,950,000	\$257,400	\$112,200	\$660,000	\$264,000	\$56,177
75% Capacity	12,375	\$4,640,625	\$241,313	\$105,188	\$618,750	\$247,500	\$52,666



A satellite-style map of the Southeastern United States, including parts of Virginia, North Carolina, South Carolina, Georgia, and Alabama. The map features several heatmaps (yellow and green circles) indicating specific locations. Overlaid on the map are five text boxes: a large white circle with a black border on the left, and four grey rectangular boxes with black text. The text boxes identify venue locations: Ameris Bank Amphitheatre in Atlanta, GA; Cellairis Amphitheatre in Atlanta, GA; Oak Mountain Amphitheatre in Birmingham, AL; PNC Music Pavilion in Charlotte, NC; and Coastal Credit Union Music Park in Raleigh-Durham, NC. Major highways and geographical features like the Appalachian Mountains and the Atlantic coast are visible.

Venue  
Locations:  
American  
Southeast

*Ameris Bank  
Amphitheatre,  
Atlanta, GA*

*Oak Mountain  
Amphitheatre,  
Birmingham, AL*

*Cellairis  
Amphitheatre,  
Atlanta, GA*

*PNC Music  
Pavilion,  
Charlotte, NC*

*Coastal Credit  
Union Music  
Park,  
Raleigh-  
Durham, NC*



# Oak Mountain Amphitheatre



## About the Area:

- Location: Pelham, Alabama
- Metro Area: Birmingham
- Metro Population: 1,115,289

## About the Venue:

- First Event: 1986
- Capacity: 10,500
- Average Concerts Per Year: 10
- Average Cost of Attendance: \$265
- Typical Concert Season: April-October

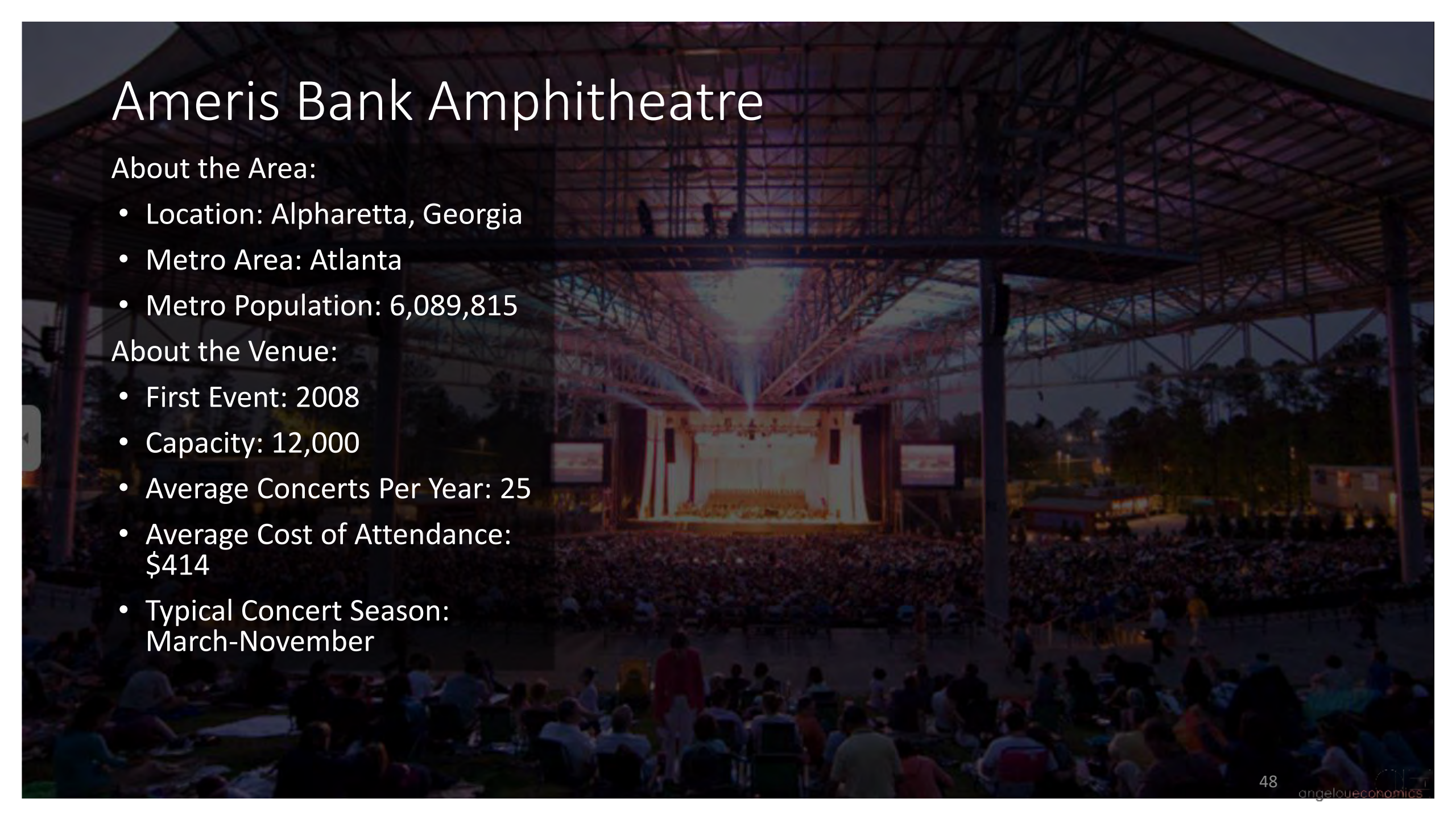


# Oak Mountain Amphitheatre

Phoenix, Arizona

Capacity	Attendance	Admission	Drink	Merchandise	VIP Parking	Premier Parking	Chair Rental
Full Capacity	10,500	\$2,782,500	\$106,750	\$525,000	\$378,000	\$210,000	\$95,756
90% Capacity	9,450	\$2,504,250	\$96,075	\$472,500	\$378,000	\$189,000	\$86,180
85% Capacity	8,925	\$2,365,125	\$90,738	\$446,250	\$357,000	\$178,500	\$81,392
80% Capacity	8,400	\$2,226,000	\$85,400	\$420,000	\$336,000	\$168,000	\$76,605
75% Capacity	7,875	\$2,086,875	\$80,063	\$393,750	\$315,000	\$157,500	\$71,817

# Ameris Bank Amphitheatre



## About the Area:

- Location: Alpharetta, Georgia
- Metro Area: Atlanta
- Metro Population: 6,089,815

## About the Venue:

- First Event: 2008
- Capacity: 12,000
- Average Concerts Per Year: 25
- Average Cost of Attendance: \$414
- Typical Concert Season: March-November



# Ameris Bank Amphitheatre

Alpharetta, Georgia

Capacity	Attendance	Admission	Food	Drink	Merch	Premier Parking	Chair Rental
Full Capacity	12,000	\$4,968,000	\$126,000	\$216,000	\$600,000	\$300,000	\$58,365
90% Capacity	10,800	\$4,471,200	\$113,400	\$194,400	\$540,000	\$270,000	\$52,529
85% Capacity	10,200	\$4,222,800	\$107,100	\$183,600	\$510,000	\$255,000	\$49,611
80% Capacity	9,600	\$3,974,400	\$100,800	\$172,800	\$480,000	\$240,000	\$46,692
75% Capacity	9,000	\$3,726,000	\$94,500	\$162,000	\$450,000	\$225,000	\$43,774

# Cellairis Amphitheatre

An aerial night photograph of the Cellairis Amphitheatre. The stage is a large, flat, rectangular structure with a white roof, illuminated from below. The seating area is a large, semi-circular bowl filled with a dense crowd of people. The surrounding area is dark, with some lights visible in the distance, suggesting an urban setting at night.

## About the Area:

- Location: Atlanta, Georgia
- Metro Area: Atlanta
- Metro Population: 6,089,815

## About the Venue:

- First Event: 1989
- Capacity: 18,920
- Average Concerts Per Year: 21
- Average Cost of Attendance: \$391
- Typical Concert Season: May-October



# Cellairis Amphitheatre

Atlanta, Georgia

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	18,920	\$7,397,720	\$252,267	\$211,273	\$946,000	\$756,800	\$378,400	\$57,514
90% Capacity	17,028	\$6,657,948	\$227,040	\$190,146	\$851,400	\$681,120	\$340,560	\$51,763
85% Capacity	16,082	\$6,288,062	\$214,427	\$179,582	\$804,100	\$643,280	\$321,640	\$48,887
80% Capacity	15,136	\$5,918,176	\$201,813	\$169,019	\$756,800	\$605,440	\$302,720	\$46,011
75% Capacity	14,190	\$5,548,290	\$189,200	\$158,455	\$709,500	\$567,600	\$283,800	\$43,136

# PNC Music Pavilion

## About the Area:

- Location: Charlotte, North Carolina
- Metro Area: Charlotte
- Metro Population: 2,132,000

## About the Venue:

- First Event: 1991
- Capacity: 19,500
- Average Concerts Per Year: 66
- Average Cost of Attendance: \$254
- Typical Concert Season: May-October



# PNC Music Pavilion

Charlotte, North Carolina

Capacity	Attendance	Admission	Drink	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	19,500	\$4,953,000	\$321,750	\$975,000	\$585,000	\$487,500	\$118,555
90% Capacity	17,550	\$4,457,700	\$289,575	\$877,500	\$526,500	\$438,750	\$106,699
85% Capacity	16,575	\$4,210,050	\$273,488	\$828,750	\$497,250	\$414,375	\$100,771
80% Capacity	15,600	\$3,962,400	\$257,400	\$780,000	\$468,000	\$390,000	\$94,844
75% Capacity	14,625	\$3,714,750	\$241,313	\$731,250	\$438,750	\$365,625	\$88,916

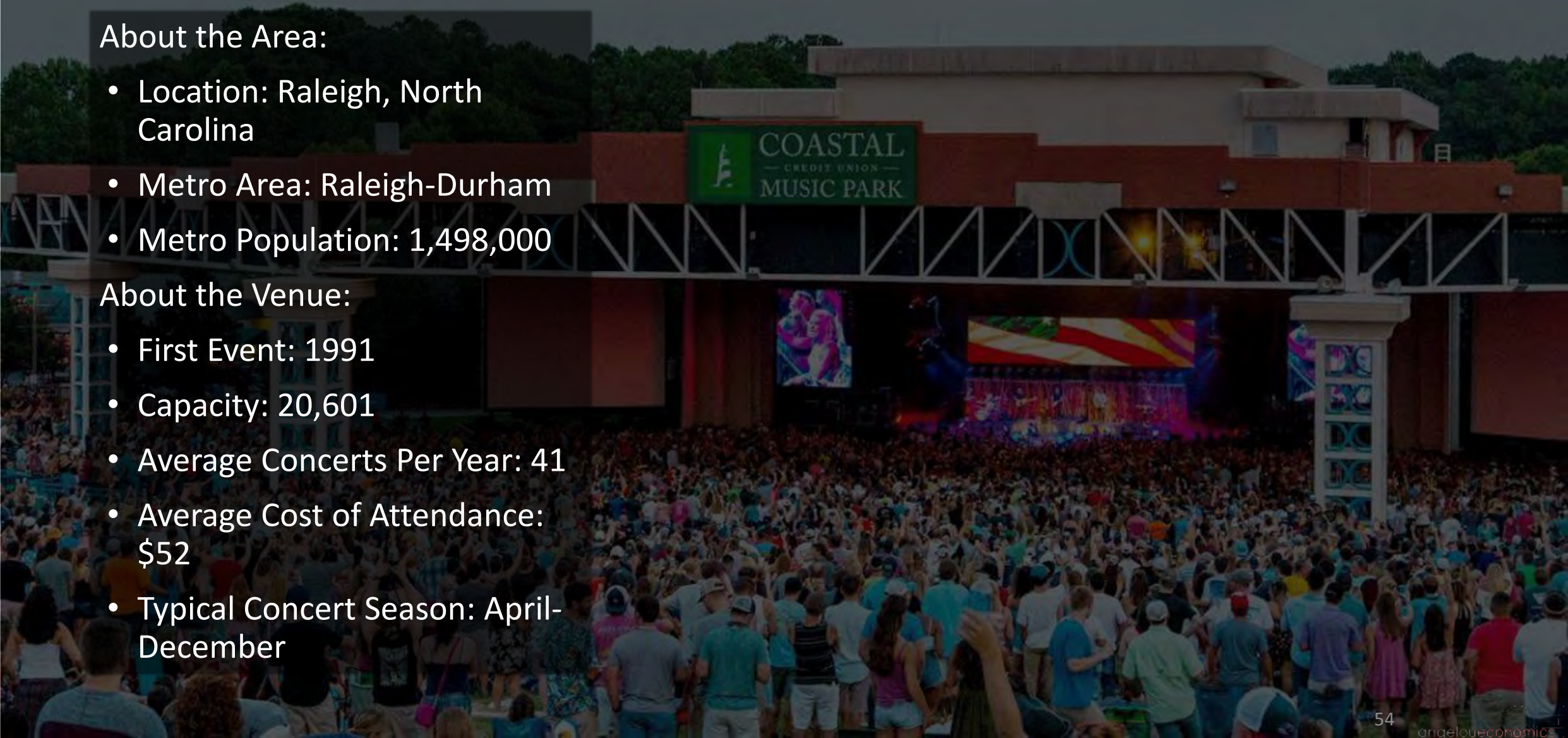
# Coastal Credit Union Music Park

## About the Area:

- Location: Raleigh, North Carolina
- Metro Area: Raleigh-Durham
- Metro Population: 1,498,000

## About the Venue:

- First Event: 1991
- Capacity: 20,601
- Average Concerts Per Year: 41
- Average Cost of Attendance: \$52
- Typical Concert Season: April-December





# Coastal Credit Union Music Park

Raleigh, North Carolina

Capacity	Attendance	Admission	Food	Drink	Merch	Premier Parking	Chair Rental
Full Capacity	20,641	\$1,073,332	\$154,808	\$264,893	\$1,032,050	\$619,230	\$62,746
90% Capacity	18,577	\$965,999	\$139,057	\$238,404	\$928,845	\$557,307	\$56,471
85% Capacity	17,545	\$912,332	\$131,331	\$225,159	\$877,243	\$526,346	\$53,334
80% Capacity	16,513	\$858,666	\$123,606	\$211,914	\$825,640	\$495,384	\$50,197
75% Capacity	15,481	\$804,999	\$115,881	\$198,670	\$774,038	\$464,423	\$47,059

A satellite-style map of Florida with three green circular heatmaps indicating venue locations. One is in the north-central region (Tampa-St. Petersburg), one is in the southeast (Miami), and one is in the south (Miami).

# Venue Locations: Florida

*MidFlorida Credit Union  
Amphitheatre,  
Tampa-St. Petersburg, FL*

*iTHINK Financial  
Amphitheater,  
Miami, FL*

*Bayfront Park  
Amphitheater,  
Miami, FL*



# MidFlorida Credit Union Amphitheatre

## About the Area:

- Location: Tampa, Florida
- Metro Area: Tampa-St. Petersburg
- Metro Population: 3,194,831

## About the Venue:

- First Event: 2004
- Capacity: 20,000
- Average Concerts Per Year: 55
- Average Cost of Attendance: \$101
- Typical Concert Season: May-December

# MidFlorida Credit Union Amphitheatre

Tampa, Florida

Capacity	Attendance	Admission	Drink	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	20,000	\$2,020,000	\$330,000	\$1,000,000	\$1,200,000	\$900,000	\$121,595
90% Capacity	18,000	\$1,818,000	\$297,000	\$900,000	\$1,080,000	\$810,000	\$109,435
85% Capacity	17,000	\$1,717,000	\$280,500	\$850,000	\$1,020,000	\$765,000	\$103,355
80% Capacity	16,000	\$1,616,000	\$264,000	\$800,000	\$960,000	\$720,000	\$97,276
75% Capacity	15,000	\$1,515,000	\$247,500	\$750,000	\$900,000	\$675,000	\$91,196



# Bayfront Park Amphitheater



## About the Area:

- Location: Miami, Florida
- Metro Area: Miami
- Metro Population: 6,1166,488

## About the Venue:

- First Event: 1925
- Capacity: 10,000
- Average Concerts Per Year: 17
- Average Cost of Attendance: \$708
- Typical Concert Season: February-November

# Bayfront Park Amphitheater

Miami, Florida

Capacity	Attendance	Admission	Food	Drink	Merch	Chair Rental
Full Capacity	10,000	\$7,080,000	\$70,000	\$88,333	\$500,000	\$30,399
90% Capacity	9,000	\$6,372,000	\$63,000	\$79,500	\$450,000	\$27,359
85% Capacity	8,500	\$6,018,000	\$59,500	\$75,083	\$425,000	\$25,839
80% Capacity	8,000	\$5,664,000	\$56,000	\$70,667	\$400,000	\$24,319
75% Capacity	7,500	\$5,310,000	\$52,500	\$66,250	\$375,000	\$22,799



# iTHINK Financial Amphitheatre

## About the Area:

- Location: West Palm Beach, Florida
- Metro Area: Miami
- Metro Population: 6,166,488

## About the Venue:

- First Event: 1996
- Capacity: 20,000
- Average Concerts Per Year: 12
- Average Cost of Attendance: \$384
- Typical Concert Season: February-December



# iTHINK Financial Amphitheatre

West Palm Beach, Florida

Capacity	Attendance	Admission	Drink	Food	Merch	VIP Parking	Premier Parking	Chair Rental
Full Capacity	20,000	\$7,680,000	\$243,333	\$170,000	\$700,000	\$600,000	\$400,000	\$60,797
90% Capacity	18,000	\$6,912,000	\$219,000	\$153,000	\$630,000	\$540,000	\$360,000	\$54,718
85% Capacity	17,000	\$6,528,000	\$206,833	\$144,500	\$595,000	\$510,000	\$340,000	\$51,678
80% Capacity	16,000	\$6,144,000	\$194,667	\$136,000	\$560,000	\$480,000	\$320,000	\$48,638
75% Capacity	15,000	\$5,760,000	\$182,500	\$127,500	\$525,000	\$450,000	\$300,000	\$45,598



# Summary

- ♪ Our feasibility research evaluated 21 venues throughout the United States. The analysis included ticket, food and beverage, merchandise, and parking prices, and more to provide insights into the economic activity taking place at live performance venues.
- ♪ Through this analysis, AE has determined that similar regions call multiple venues home, and each thrive.
- ♪ Given that Austin is the "Live Music Capital of the World" and features hundreds of small to large venues with shows taking place year-round, the city is primed to welcome a premier venue into the mix.
- ♪ The Violet Crown Amphitheater will be a great addition to Austin.

# ABOUT ANGELOUECONOMICS



AngelouEconomics partners with client communities and regions across the United States and abroad to candidly assess current economic development realities and identify opportunities.

**Our goal is to leverage the unique strengths of each region to provide new, strategic direction for economic development.**

As a result, AngelouEconomics' clients are able to diversify their economies, expand job opportunities and investment, foster entrepreneurial growth, better prepare their workforce, and attract 'new economy' companies.

**To learn more, visit [www.angeloueconomics.com](http://www.angeloueconomics.com)**

## Project Team

**Angelos Angelou**  
Principal Executive Officer

**Matt Patton, Ph.D.**  
Executive Vice President

**Marshall McDaniel**  
Research Analyst

**Jessica Wu**  
Research Analyst