

WEST PARK BANDSHELL

Benchmarking
August 7, 2024



Parks & Recreation
CITY OF ANN ARBOR



SMITHGROUP

WEST PARK BANDSHELL

ANN ARBOR, MI | POPULATION 120,000

850 SF
STAGE

1,200
AUDIENCE*

950 SF
BACKSTAGE

TBD
COST

Amenities:

- Stage, backstage storage, green room, tiered seating

Event Types:

- Plays, acoustic performances

Date: 1938, renovation in 1991

* 1,200 in lawn chair rows, 600 on picnic blankets



NEW BUILD VENUES

GREEN BAY BOTANICAL GARDEN GRAND GARDEN

GREEN BAY, WISCONSIN | POPULATION 106,000

720 SF
STAGE

1,800
AUDIENCE*

850 SF
BACKSTAGE

\$5.4M
IN 2024 DOLLARS

Improvements:

- Stage, backstage, 2,000sf concession building, two adjacent gardens, pathways and seating, three garden structures

Event Types:

- Amplified performances, concert series, weddings, corporate gatherings

Date: September 2017 opening

Programming & Management :

- Programmed by the botanical garden
- 12 ticketed concerts / summer
- Rentals through the botanical garden

* 1,800 in lawn chair rows, 900 on picnic blankets

** adjusted to 2024 dollars





VOLUNTEER PARK AMPHITHEATER

SEATTLE, WA | POPULATION 750,000



1,200 SF
STAGE

1,700+
AUDIENCE*

700 SF
BACKSTAGE

\$4.6M
IN 2024 DOLLARS

Improvements:

- Stage and bandshell, 700sf conditioned backstage, lighting

Event Types:

- Amplified performances, plays, dance recitals, movies, socials

Date: 2022 opening

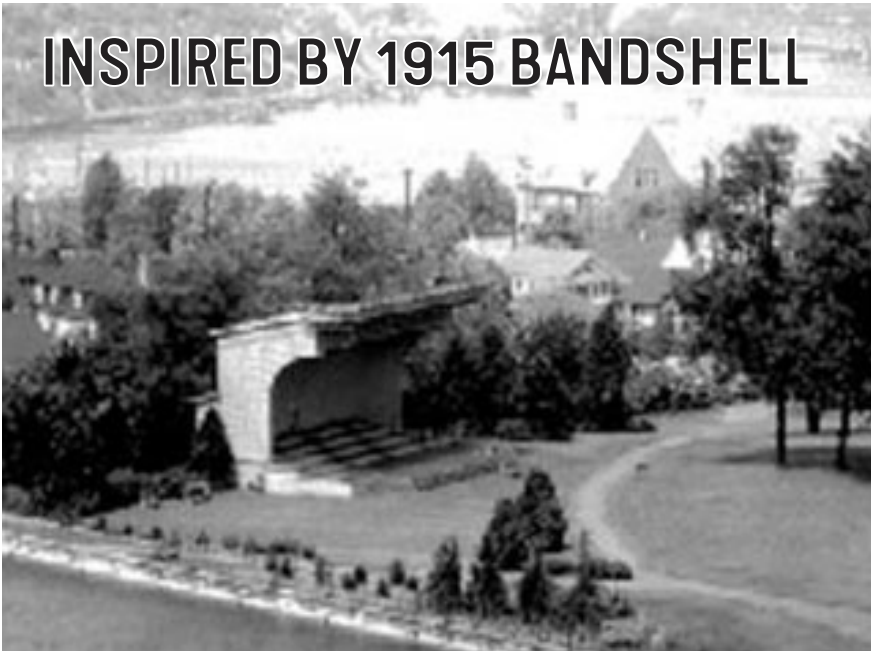
Programming & Management:

- 6 free concerts / summer organized by the Volunteer Park Trust
- Additional ticketed festivals + performances
- Socials + other event rentals through Parks & Rec Department

*1,700 in lawn chair rows, 800 on picnic blankets

** adjusted to 2024 dollars





HINSON AMPHITHEATER

NEW ALBANY, OHIO (COLUMBUS METRO) | POPULATION 11,000 (2.1M METRO)

2,500 SF
STAGE

1,100
AUDIENCE*

6,500 SF
BACKSTAGE

\$8.6M
IN 2024 DOLLARS

Improvements:

- Stage and bandshell, 6,500sf conditioned backstage with restrooms + concessions, audience canopy and paths, lighting
- Funding from private donations & corporate sponsorships

Event Types:

- Amplified performances, arts festivals, plays, dance recitals, movies, weddings

Date: 2021 opening

Programming & Management:

- 12+ ticketed concerts organized by the New Albany Community Foundation
- Rentals through the Community Foundation

*1,100 in lawn chair rows, 550 on picnic blankets



SCHEMATIC DESIGN



CLAIR DONNELLY AMPHITHEATER & COMMUNITY PARK

MAIZE, KANSAS (WICHITA METRO) | POPULATION 6,500 (650K METRO)

1,600 SF
STAGE

1,700
AUDIENCE*

600 SF
BACKSTAGE

\$2.8M
IN 2024 DOLLARS

Improvements:

- Stage, 600sf green room with a bathroom for performers, canopy, paths + audience seating area, lighting]

Event Types:

- Amplified performances, weddings, farmers + art market

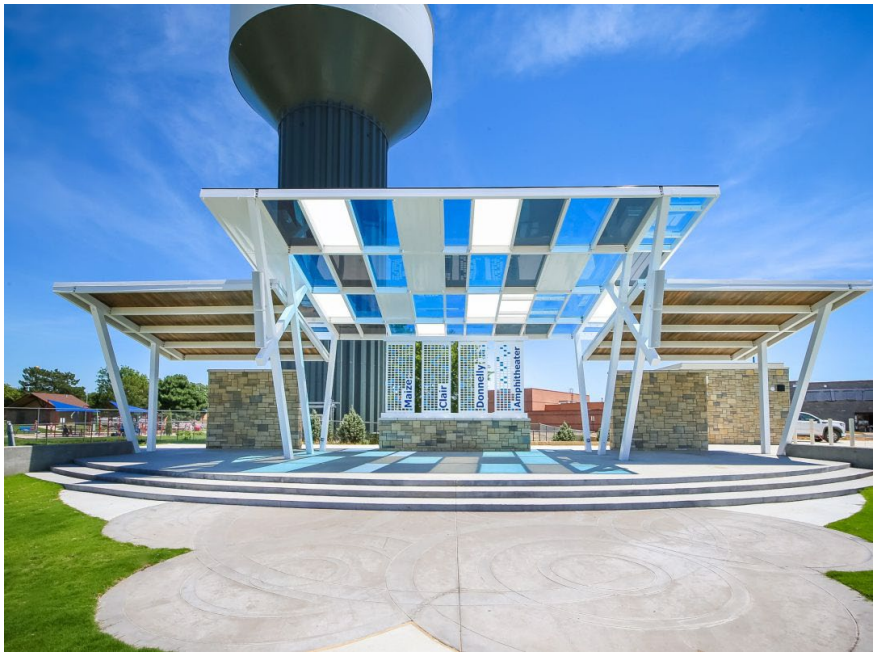
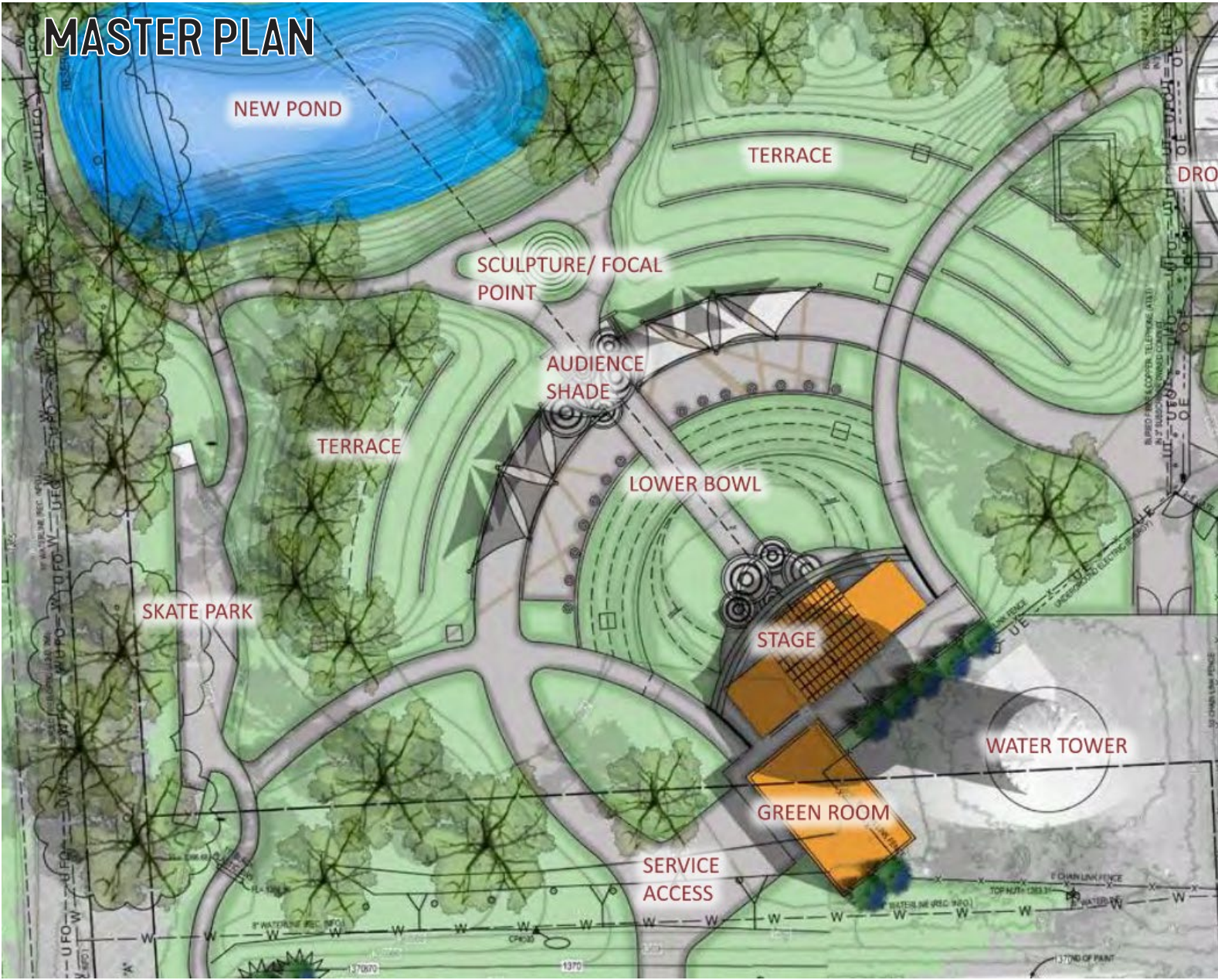
Date: 2022 opening

Programming & Management :

- Rentals through the City of Maize
- City hired an event coordinator @ 20h/w to program the space, secure sponsorships

* 1,500 in lawn chair rows, 700 on picnic blankets





EXCELSIOR COMMONS PAVILION

EXCELSIOR, MINNESOTA (MINNEAPOLIS METRO) | POPULATION 2,300 (2.9M METRO)



800 SF
STAGE

4,500
AUDIENCE*

0 SF
BACKSTAGE

\$1.5M
IN 2024 DOLLARS

Improvements:

- Stage, amphitheater walls, existing bandshell removal, minor earthwork

Event Types:

- Amplified performances, weddings, daily picnics, birthday parties + family gatherings, social hours
- 2-sided: amphitheater for small concerts, event lawn for large concerts
- Restroom + concession building is adjacent to the pavilion

Date: 2021 opening

Programming & Management :

- Rentals through the City of Excelsior
- Rotary Club organizes 8 concerts / year

* 4,500 in lawn chair rows, 2,100 on picnic blankets





FUTURE BROADWAY PARK WEST PAVILION

ANN ARBOR, MI | POPULATION 120,000

1,400 SF
STAGE

2,100
AUDIENCE*

0 SF
BACKSTAGE

UNKNOWN
DOLLARS

Anticipated Improvements:

- Stage, indoor events venue, bathrooms, park landscape development

Anticipated Event Types:

- Amplified performances, weddings, social hours
- 2-sided: amphitheater for small concerts, event lawn for large concerts
- Restroom + concession building is adjacent to the pavilion

Date: anticipated fall 2025

Programming & Management :

- Lower Town Riverfront Conservancy manages park and venue

* 2,100 in lawn chair rows, 1,000 on picnic blankets





RENOVATIONS

LA CROSSE BANDSHELL

LA CROSSE, WISCONSIN | POPULATION 51,300

600 SF
STAGE

1,600
AUDIENCE*

0 SF
BACKSTAGE

\$2.4M
IN 2024 DOLLARS

Improvements:

- Renovated the stage platform, seating, accessibility improvements, new structure
- Funding: \$1.1M from the city, \$900k private donations

Event Types:

- Amplified performances, plays, acoustic performances, weddings

Date: 2020 opening

Programming & Management :

- 14 free concerts by the Valley View Rotary
- 11 free concerts by the La Crosse Jazz Orchestra, La Crosse Concert Band
- Rentals through Parks & Rec.

* 1,600 in lawn chair rows, 800 on picnic blankets





WENONAH PARK BANDSHELL RENOVATION

BAY CITY, MICHIGAN | POPULATION 32,000



2,000 SF
STAGE

2,600
AUDIENCE*

2,200 SF
BACKSTAGE

\$1.9M
IN 2024 DOLLARS

Improvements:

- Removed and replaced shell structure, expanded stage, lighting

Event Types:

- Amplified performances, plays, weddings

Date: 2020 opening

Programming & Management :

- 12 summer concerts programmed by the State Theater of Bay City
- Rentals through Bay City Parks & Rec.

* 2,600 in lawn chair rows, 1,250 on picnic blankets





STATE FAIRGROUNDS BANDSHELL RELOCATION

RELOCATED FROM THE FAIRGROUNDS TO PALMER PARK IN DETROIT, MI | POPULATION 620,000

1,700 SF
STAGE

1,500+
AUDIENCE*

UNKNOWN
BACKSTAGE

\$3.3M+
+ CITY SELF PERFORM
IN 2024 DOLLARS

Improvements:

- Relocated bandshell, ~80 new parking spaces, restroom building

Funding:

- American Rescue Plan Act allocation to the City of Detroit
- Detroit Building Authority disassembled and stored the bandshell. Cost savings unknown.

Event Types:

- Quieter community-focused events like plays, opera, movie nights. No loud concerts

Date: estimated summer 2024

* 1,500 in lawn chair rows, 700 on picnic blankets





PALMER PARK BAND SHELL Option # 2



NEW LOCATION



HISTORIC SITE



WILLIAM'S PARK BANDSHELL

ST. PETERSBURG, FL | POPULATION 210,000

1,500 SF
STAGE

1,250
AUDIENCE*

1,400 SF
BACKSTAGE

\$2.1M
IN 2024 DOLLARS

Improvements:

- Replaced roof paneling, ADA improvements, electrical + mechanical upgrades, repairs to backstage spaces

Event Types:

- Amplified performances, plays, weddings

Date: estimated summer 2025

Programming & Management :

- Rentals through the Parks & Rec. Department

* 1,250 in lawn chair rows, 600 on picnic blankets





FLEETWOOD PARK BANDSHELL

FLEETWOOD, PA | POPULATION 4,000

950 SF
STAGE

1,250
AUDIENCE*

0 SF
BACKSTAGE

\$670K
IN 2024 DOLLARS

Improvements:

- New structure, stage, and foundations

Event Types:

- Amplified performances, plays, weddings, ceremonies

Date: 2023 opening

Programming & Management :

- 6 summer concerts organized by Fleetwood Bank
- Rentals through the Parks & Recreation Department

* 1,250 in lawn chair rows, 600 on picnic blankets





SUMMARY

| | STAGE SIZE | AUDIENCE CAPACITY* | BACKSTAGE SIZE | COST IN 2024** | DATE OF COMPLETION | REGULARLY PROGRAMMED BY | RENTAL + MANAGEMENT BY |
|--|------------|--------------------|----------------|----------------|--------------------|---------------------------|------------------------|
| WEST PARK BANDSHELL | 850 sf | 1,200 | 950 sf | N/A | N/A | N/A | N/A |
| NEW BUILDS | | | | | | | |
| GRAND GARDEN, GREEN BAY BOTANICAL GARDEN | 720 sf | 1,800 | 850 sf | \$5.4M | 2017 | Botanical Garden | Botanical Garden |
| VOLUNTEER PARK AMPHITHEATER | 1,200 sf | 1,700+ | 700 sf | \$4.6M | 2022 | Park Trust | City Parks Dept. |
| HINSON AMPHITHEATER | 2,500 sf | 1,100 | 6,500 sf | \$8.6M | 2021 | Community Found. | Community Found. |
| CLAIR DONNELLY AMPHITHEATER | 1,600 sf | 1,700 | 600 sf | \$2.8M | 2022 | City event coordinator | City event coordinator |
| EXCELSIOR COMMONS PAVILION | 800 sf | 4,500 | 0 sf | \$1.5M | 2021 | Rotary Club | City Parks Dept. |
| FUTURE BROADWAY PARK WEST PAVILION | 1,400 sf | 2,000 | 0 sf | Unknown | 2025 | TBD | Conservancy |
| RENOVATIONS | | | | | | | |
| LA CROSSE BANDSHELL RENOVATION | 600 sf | 1,600+ | 0 sf | \$2.4M | 2020 | Rotary Club | City Parks Dept. |
| WENONAH PARK BANDSHELL RENOVATION | 2,000 sf | 2,600 | 2,200 sf | \$1.9M | 2020 | State Theater of Bay City | City Parks Dept. |
| STATE FAIRGROUNDS BANDSHELL RELOCATION | 1,700 sf | 1,500+ | unknown | \$3.3M+ | Est. 2024 | Unknown | Unknown |
| WILLIAM'S PARK BANDSHELL | 1,500 sf | 1,250 | 1,400 sf | \$2.1M | Est. 2025 | Unknown | City Parks Dept. |
| FLEETWOOD PARK BANDSHELL | 950 sf | 1,250+ | 0 sf | \$670k | 2023 | Fleetwood Bank | City Parks Dept. |

BENCHMARKING FINDINGS

POLICY & MANAGEMENT

- Bandshells are being built & renovated all over the country in small towns & large cities
- Venues are rented and managed by both cities and community foundations
- Amplification is allowed at all benchmarked facilities
- Improvements were paired with a plan to actively program events. Some venues are programmed by a community partner and others were by the city, including one that hired an event coordinator
- Most venues host an annual concert series with 12+ events run by the city or a community partner, plus additional rentals by other organizations, artists, and community members
- Most venues host a variety of types of events, including non-performance uses such as weddings and social gatherings

INFRASTRUCTURE & IMPROVEMENTS

- Typical audience capacity ranges from 1,200-1,800
- Amount of backstage space varies and has a significant impact on cost
- Lower cost projects (<\$3M) installed a simple, open-air structure, built no or a small amount (600 sf) of backstage space, and had minimal audience improvements
- Nearly all venues included bathrooms or were proximate to existing bathrooms
- Most audience areas were gently sloping plazas and lawns, some venues provided rows of permanent seating
- Only one venue relocated the historic structure, which was a highly valued bandshell with significance to people across the state of Michigan