

A market and site feasibility study evaluating the viability of a mid-capacity outdoor performance venue on the Quincy riverfront.

# Market & Site Feasibility Study

FOR A PROPOSED MULTIPURPOSE OUTDOOR PERFORMANCE VENUE ON THE QUINCY RIVERFRONT

January 13, 2026

Findings from a community survey, peer venue research, and site analysis that inform facility scale, location, and design considerations.

**KLINGNER**  
& ASSOCIATES, P.C.  
Engineers • Architects • Surveyors



Illinois  
**ARTS**  
Council

# Welcome

## INTRODUCTION & BACKGROUND

Arts Quincy, America's first Arts Council, is committed to enriching the community through access to all arts disciplines, including performance. With support from the Illinois Arts Council's Rebuild Capital Planning Grant, Arts Quincy has commissioned this study to investigate the feasibility of an outdoor performance venue along Quincy's riverfront.

The riverfront offers distinct advantages for a venue of this scale. The natural barrier of the bluff and distance from residential areas provide sound mitigation that other city locations cannot match. Riverfront development has also been a community priority for nearly two decades, as identified in the 2005 Quincy Next Strategic Plan. Recent planning efforts have laid important groundwork: the Riverfront Master Plan for Clat Adams Park features a small performance plaza, and the Quincy Park District's Lincoln Park Master Plan includes an outdoor amphitheater. This study builds on that momentum and examines which path aligns most with community's desires.

This feasibility study builds upon these existing plans to provide a comprehensive analysis of an outdoor performance venue. The study examines location options, market conditions, physical requirements, and associated costs. Through extensive research, community surveys, and stakeholder engagement, Klingner & Associates, P.C. has developed findings that will guide Arts Quincy and community partners in determining the viability of this project.

The success of a project of this scale requires broad community support and collaboration among local government entities, arts organizations, businesses, and residents. The survey responses and stakeholder feedback documented in this report demonstrate strong public interest while highlighting the importance of unified leadership and shared vision to bring this community asset to fruition.



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# Disclaimer & Limitations of Study

This Market & Feasibility Study was prepared by Klingner & Associates, P.C. for the sole use of Arts Quincy and its designated partners. The findings, conclusions, and recommendations contained herein are based on information available at the time of preparation and represent the professional opinion of the firm.

- **Financial Market Data:** All financial market data are for informational and preliminary planning purposes only. They do not constitute a guarantee of future financial performance or a commitment of profitability. Actual profitability results may vary significantly based on management quality, market shifts, and unforeseen economic conditions.
- **Opinion of Probable Cost:** The cost data provided is a “Class 4” estimate based on professional judgment and historical data. It is not a fixed-price bid or a contractor’s quote. Final construction costs will be determined by competitive bidding and may be impacted by final design, site-specific engineering discoveries, material inflation, and / or labor availability.
- **Requirement for Further Analysis:** This study does not replace the need for a formal Business Plan, detailed Architecture and Engineering, or a comprehensive Legal / Regulatory review. The Client is advised to engage independent legal and financial counsel to verify all assumptions and perform a financial analysis specific to the Quincy market before committing public or private capital to this project.

# Executive Summary

This study examines the market demand, preliminary venue requirements, and design opportunities for an outdoor performance venue at the Quincy, Illinois, riverfront. Commissioned by Arts Quincy with stakeholder support from Quincy Park District, City of Quincy, Adams County, and Quincy Riverfront Development Corporation, this comprehensive analysis provides data-driven recommendations to guide the development of an important cultural asset.

## Lasting Regional Impact

### A CATALYST FOR THE COMMUNITY

The study findings create a simple-to-follow roadmap for developing a premier regional entertainment destination in Quincy, Illinois. These conclusions result from extensive research, including a community survey with a remarkable 668 responses and deep-dive question-and-answer sessions with successful venue operators and owners. We also surveyed road crews to verify that technical specifications meet demanding industry standards.

The data reveals a significant regional professional entertainment desert, and Quincy sits in the perfect position to fill it. While many publicly-funded facilities operate under a model aimed at an annual break-even goal, Quincy may be able to support a venue that serves as a source of income for the community, strengthening the local economy.

By capturing the millions of dollars currently directed to St. Louis and



Photo: Quincy Riverfront at Lincoln Park ©Klingner & Associates, P.C.

Chicago, this project can deliver a lasting cultural and economic legacy for our citizens. Feasibility is not just an aspiration; it could be achievable through a disciplined B+ tier booking strategy and public-private partnerships. If built with the technical standards national promoters demand — a prerequisite for attracting those tours — this venue can be positioned to become a self-sustaining engine of growth.

This project further enhances Quincy's reputation as a talent incubator, opening

new opportunities and pathways for local performers. If the enclosed market analysis and feasibility findings are leveraged well, the steering committee can make informed decisions that optimize the return on investment and protect the facility's role as a vital community asset.

**“This is the type of investment I want to see in the community.”**

**- Community Survey Area Resident**



**AN OUTDOOR PERFORMANCE VENUE ALONG THE RIVERFRONT CAN BECOME AN ECONOMIC CATALYST & ENTERTAINMENT DESTINATION**

If we design it with our community's spirit in mind and plan smart, I think it could be a real win for Quincy!

Community Survey Area Resident

**STRATEGIC DESIGN:  
TRANSFORMING  
GEOGRAPHY INTO  
COMPETITIVE  
ADVANTAGE**

It is important to create an experience that rivals iconic venues while maintaining local authenticity. The concept design leverages natural amphitheater formations between the bluff and the river to create optimal acoustics. This thoughtful design highlights the beauty of the riverfront, transforming its topographical features into functional hallmarks — creative site grading can help develop terraced seating, facing the stage towards the riverfront gives performers an incredible view, and the surrounding parkland provides a serene setting minutes from the center of town. The final setting is an immersive environment where landscape and performance merge, establishing a signature destination that larger markets cannot replicate.

A deep-dive into specific venues offered key insights about successful operational structures.



**DEVON AMPHITHEATER**

*Decatur, IL*

Publicly Owned (Break-even goals)  
Opened in 2019



**OZARKS AMPHITHEATER**

*Camdenton, MO*

Privately Owned (Profit generation goals)  
Opened in 1993 (Re-opened in 2015)



**LAURIDSEN AMPHITHEATER**

*Des Moines, IA*

Publicly Owned (Break-even goals)  
Opened in 2019



**HINSON AMPHITHEATER**

*New Albany, OH*

Publicly Owned (Break-even goals)  
Opened in 2008

**~80%**

**Respondents who felt excited or positive about a potential venue.**

## THE OPPORTUNITY: CAPTURING ECONOMIC ACTIVITY

The survey shows a massive displacement of local economic activity. Currently, 94.5% of area residents travel to St. Louis for entertainment, spending \$100-\$300 per trip beyond ticket costs. This activity represents millions of dollars exiting our local economy annually that could be captured right here on our riverfront.

- **Public Mandate:** The community survey revealed that 53.85% expressed genuine excitement about the project, while an additional 25.79% view it positively and 12.67% are optimistic. Only 2.41% have a negative opinion.
- **Regional Gap:** Quincy is at the heart of an under-served region. A medium-scale venue here would be the only major outdoor performance facility between Kansas City, the Quad Cities, and St. Louis.
- **Catchment Power:** Within a 120-mile radius, this venue would be accessible to nearly 1.7 million residents and 250,000 households with incomes exceeding \$100,000.

## STRATEGIC SITE SELECTION: LINCOLN PARK WORKS

Lincoln Park emerged as the only viable riverfront site for a high-capacity venue.

- **Flood Resilience:** Unlike other riverfront areas, Lincoln Park was raised after 1993 and sits above the 500-year flood elevation, meaning it has seen zero flooding in decades.
- **Capacity & Logistics:** The site supports the medium capacity venue (1,000-4,500 people) requested by survey respondents. Combined with nearby lots, there is parking potential for 2,000-4,000+ people.
- **Sound Mitigation:** The riverfront provides the greatest distance from residential areas, using the natural bluff topography to help mitigate noise concerns.

## POSSIBILITIES FOR PROFITABILITY

With the right structure, a financially sustainable venue on public land could remain community-centered. One potential path forward is a Public-Private Partnership with a Nonprofit Conservancy, which the study presents as a model worth considering.

- **Quincy Park District:** Retains ownership of the \$20M+ land and asset.
- **Professional Operator:** Manages the fast-paced risks of the concert industry to secure B+ national acts.
- **Nonprofit Conservancy:** Acts as a philanthropic bridge, capturing tax-deductible donations and providing subsidies to keep the venue accessible for local non-profits.



"I take the Amtrak to Chicago for culture. Please let me spend my money locally!!"

Community Survey  
Area Resident

# Dive Deeper into the Data

The following sections of this study provide the technical data for stakeholders to move forward with confidence. You are encouraged to explore these key highlights:

**The Routing Imperative (Page 22):** Discover how a Quincy venue might eliminate sunk overhead for major tours. A venue built to the sizing and technical requirements of B+ and / or A- acts may be able to target “gap days”, potentially capturing revenue by providing a necessary stop-over between Chicago, St. Louis, and Kansas City.

**Operational Benchmarking (Page 28):** Review the candid operational information gathered from our interviews with peer venues. We have accounted for the expensive lessons learned elsewhere — from the pitfalls of undersized restrooms to the importance of involving technical professionals during facility design.

**Design for Makers (Page 38):** See the visual renderings of the “Truck Bed Berms” and “Railcar Market”. These features integrate products from regional manufacturing leaders like Knapheide directly into the architecture, celebrating our industrial legacy while creating unique social zones.

**Catchment Power (Page 20):** Examine the demographic maps of our 120-mile regional market. We provide numbers on the nearly 250,000 target households with incomes over \$100,000 who may drive the premium revenue required to sustain world-class talent.

**The Hybrid P3 Model (Page 52):** Read the step-by-step breakdown of how the Nonprofit Conservancy functions. We explain how the structure could work in a park, along with the “Civic Rent” subsidy mechanism that helps local nonprofits host events for a fraction of the commercial cost.



# A Legacy Rooted In Performance

OUR PAST POWERS OUR FUTURE

Photo: ©midsummerarts.com

Quincy and Adams County have a rich performing arts history. The city is home to America's first Arts Council, the Quincy Society of Fine Arts (established in 1947), as well as the Quincy Civic Music Association (founded in 1927), which consistently brings world-class talent to the area. This combination of natural talent and community stewardship indicates a deep cultural value for the arts, fostering new performers and a receptive audience. It may also signal support for new investment in arts infrastructure. A new riverfront venue is contextually viable and would enhance the area's existing cultural ecosystem.

**"Quincy needs to bring something attractive and exciting to this town to draw more people to want to live here."**

**- Community Survey Area Resident**



## PROVEN ARTS INCUBATOR

Quincy and Adams County consistently produce world-class talent across diverse artistic fields, demonstrating a self-sustaining cycle of artistic development.



## PIONEERING ARTS LEADERSHIP

Quincy founded America's first arts council (Quincy Society of Fine Arts, 1947), directly influencing national arts policy.



## STRONG PUBLIC DEMAND

Decades of successful large-scale and diverse performances validate a consistent public appetite for new outdoor venues.



## STRATEGIC CULTURAL INVESTMENT

A venue can strengthen Quincy's existing robust arts ecosystem, attracting new talent and solidifying its regional cultural destination status.



Photo: Wild Child Gipson with Freddie Tiekens & The Rockers (courtesy of DownstateSounds.com)

## FOUNDATIONS OF ARTISTIC EXPRESSION: EARLY QUINCY'S CULTURAL LANDSCAPE

Formal performing arts were integral to Quincy's early community development. Music education began December 15, 1831, with John Baldwin Chittenden, Quincy's first music educator. Henry Clay Work, born in 1832, gained national recognition for Civil War compositions like "Grandfather's Clock" (1876). Theatrical arts found early footing when the MacKenzie-Jefferson company, touring with a young Joseph Jefferson, performed at the courthouse in 1840. Music was integrated into civic life; Jacob Steeg's band escorted Abraham Lincoln in 1858. Demand for dedicated spaces led to Quincy's first "real" theater, the Opera House, in the 1860s. These developments so soon after Quincy's founding in 1825 show performing arts were a fundamental component of the City's early social fabric.



Photo: Washington Theater Pit Orchestra ©HSQAC

## BUILDING THE ARTS INFRASTRUCTURE: ORGANIZATIONS & VENUES EMERGE

### The Rise of Community-Led Arts

The Quincy Community Little Theatre (QCLT) was founded in 1923 by several prominent citizens. QCLT performed in various venues, moving to the Oakley-Lindsay Center in 1995 and becoming Quincy Community Theatre

(QCT). The Quincy Civic Music Association (QCMA), organized in 1927, is Quincy's oldest cultural organization devoted to professional entertainment. From its earliest days, QCMA brought world-class artists to Quincy, including Isaac Stern and reportedly Sergei Rachmaninoff. The association also brought acclaimed dance companies like the Ballet Russe de Monte Carlo and major orchestras like the Chicago Symphony Orchestra.



Photo: QHS Band, 1920 ©HSQAC

### Foundational Leadership in Arts Advocacy

Paul Morrison, Director of Music Education for Quincy Public Schools (1921-1951), helped shape the local music scene. Under his leadership, the Quincy Senior High School (QHS) Band won national competitions. He instituted a summer music program, and the Quincy Junior High Morrison Theater is named in his honor.

Carl Landrum (born in 1916) founded the Quincy Park Band in 1948, directing it until 1993.

George Irwin (born in 1921), an internationally-recognized expert in the arts and businessman, was pivotal in shaping Quincy's cultural landscape and influencing national arts policy. He founded the Quincy Choral Society in 1946 and the Quincy Symphony Orchestra in 1947 (originally known as the "Quincy Little Symphony"). Most significantly, Irwin founded the Quincy Society of Fine Arts (QSFA)

**"Quincy needs this and has for many years!"**

**- Community Survey Area Resident**

in 1947, which is recognized as America's first community Arts Council. His influence extended beyond Quincy: he founded the Illinois Arts Council and the American Council for the Arts, and worked as a consultant in establishing the National Endowment for the Arts. This positions Quincy as a national pioneer in structured arts support, underscoring a deep-seated institutional capacity and a proactive, rather than reactive, approach.



Photo: BB King (courtesy of HistoryNet.com)

## EVOLUTION OF MODERN PERFORMANCE VENUES

The Washington Theater opened on June 19, 1924. The Empire Theater hosted events like the John Philip Sousa Concert Band in 1909. In the mid-20th century, Turner Hall became a major hub, featuring artists like Tina Turner, BB King, and Fats Domino. This reflects a vibrant period of diverse musical performances. Quincy's arts ecosystem is resilient. Early music education nurtured talent. Community organizations like QCT and QCMA created platforms for artists, and dedicated venues provided infrastructure. Visionary leaders, like George Irwin, established organizational structures. These elements formed a coherent, evolving ecosystem. A new riverfront venue could serve as a critical nexus, enhancing existing resources for organizations by providing a high-profile stage and strengthening the system for future generations.



Photo: Destiny's Child ©AFP/Getty Images

### Modern Venues and Diverse Performances

Quincy has hosted a variety of large-scale outdoor events. Quinsippi Island featured a stage in 1983 for the Charlie Daniels Band. The Oakley-Lindsay Center has brought numerous performances to town, including Destiny's Child in 2000. Quincy Raceways has hosted Mötley Crüe, and the Adams County Fair Grounds has welcomed artists such as Kenny Chesney. These venues demonstrate consistent demand for large-scale musical events.

Smaller venues also actively host performances. Washington Park is home to Blues in the District, and On the Rail Sports Bar and Grill has featured live blues, rock, and country artists. Scott Edlin's work through the popular Gem City Concert Series demonstrates that this demand persists. Spanning decades and genres, this recent history suggests an established audience base and consistent public appetite for large-scale musical events.

### FROM ROOTS TO RENAISSANCE: CHARTING THE PATH FORWARD

Quincy and Adams County's history is a living legacy, forming a robust foundation for future artistic endeavors. From early music educators to pioneering arts councils and world-class talent, this area has shown unwavering commitment to the performing arts. The proposed riverfront outdoor performance venue's value can be maximized if it can also serve existing music, performance, dance, theatre, opera, and cultural groups. Pursuing this venue offers an opportunity to solidify Quincy's position as a premier regional cultural destination. It is an investment in the continuation and expansion of a proud artistic tradition. An outdoor performance venue can help attract new talent, foster innovation, and provide a contemporary stage for future generations. It is a tangible commitment to building upon Quincy's artistic history for its future.

## QUINCY'S GLOBAL FOOTPRINT: LOCAL TALENT ON THE WORLD STAGE

Quincy, Illinois, and the greater region have consistently produced and nurtured talent that has achieved significant recognition on national and international stages. This speaks to a deeply-ingrained culture of artistic development and support. The extensive collection of individuals who achieved national and international prominence is not a random occurrence of one or two successful individuals, but a consistent, multi-generational output of high-caliber talent.

This pattern strongly suggests that Quincy possesses an inherent capacity to foster, train, support, and inspire artistic excellence, functioning as a "talent incubator" that provides the environment and foundational experiences necessary for individuals to launch successful careers on a global scale.

A new riverfront venue can be a resource for this pipeline—offering emerging artists a professional-caliber

stage, exposure to more high-quality productions, and the inspiration that comes from experiencing live performance. Depending on programming decisions, there may also be opportunities for local artists to open for regional and national acts. Rather than an isolated investment, a new venue has the potential to become a contributor to a self-sustaining cycle of artistic development.

**THE FOLLOWING LIST REPRESENTS ONLY A FRACTION OF OUR LOCAL TALENT THAT HAS PURSUED THE ARTS PROFESSIONALLY.**



Photo: Courtesy of JVN Facebook Page

**ACTING**

**Mary Astor** (born Lucile Langhanke in Quincy, IL, 1906), a film star and Academy Award winner for "The Great Lie," best known for her role in "The Maltese Falcon."

**John Anderson** (born in Clayton, IL, 1922), a prolific actor with hundreds of stage, film, and television credits, including "Psycho" and "Gunsmoke," notably portrayed Abraham Lincoln three times.

**Roy Brocksmith** (born in Quincy, IL, 1945), a Broadway and Hollywood actor with roles in films like "The War of the Roses" and "Total Recall," and television series such as "Seinfeld" and "Picket Fences."

**John Mahoney** (Quincy College grad), a celebrated actor who joined Chicago's Steppenwolf Theatre, won a Tony Award for "The House of Blues," and gained widespread fame as Martin Crane in the NBC comedy "Frasier."

**David Shih** (QHS grad), an actor with Broadway, regional theatre, and voice credits in award-winning video games like "Grand Theft Auto V."

**Elizabeth Stanley** (Camp Point Central HS grad), a Tony-nominated Broadway actress for her role in "Jagged Little Pill," also appearing in "Company" and "On The Town."

**Jonathan Van Ness** (QHS grad 2004), an Emmy-winning Netflix host, comedian, star of "Queer Eye," and a New York Times bestselling author.

**MUSIC (CLASSICAL & OPERA)**

**Naomi Watts** (born in Quincy, IL, 1907), an opera star with an enviable solo career throughout the United States.

**Martha McCrory** (born in Quincy, IL, 1920), an accomplished cellist, she notably spent years performing in Nashville with music legends such as Elvis Presley, Johnny Cash, Dolly Parton, and Bob Dylan, and later founded the Martha McCrory Foundation.

**Dr. Lavern Wagner** (Professor of Music at Quincy College), a noted composer and mentor who developed one of the first music business programs in the country.

**Dr. Jeanine Wagner** (QHS grad 1977), Dean of Choral Music at Rutgers University, a finalist in the Luciano Pavarotti Opera Competition, and a regional winner in the Metropolitan Opera Auditions.

**Michèle Crider** (born in Quincy, IL), an internationally-recognized lyric operatic soprano who has performed leading roles under prestigious conductors throughout the world, appearing in major opera houses such as the Royal Opera House and the Metropolitan Opera.

**Melissa Citro** (QHS grad 1993), a Grand Finals Winner of the Metropolitan Opera National Council Auditions and first-place winner of the Mario Lanza Competition, with an international opera career.

**Dr. Brandon Williams** (QHS grad 1999), Dean of Choral Music at Rutgers University, recognized for his choral compositions and for directing numerous All-State Choirs.

**MUSIC (JAZZ & CONTEMPORARY)**

**Bob Havens** (born in Quincy, IL, 1930), a renowned jazz trombonist who was a featured soloist on the Lawrence Welk Show for over two decades and toured with legends like Al Hirt and Benny Goodman.

**Matt King** (QHS grad 1982), an award-winning jazz pianist, vocalist, and composer who has performed with Chuck Loeb and Blood, Sweat & Tears.

**Micki Free** (moved to Quincy as a teenager), a Grammy-winning guitarist discovered by Gene Simmons, known for his work with Shalamar and his induction into the Native American Music Awards Hall of Fame.

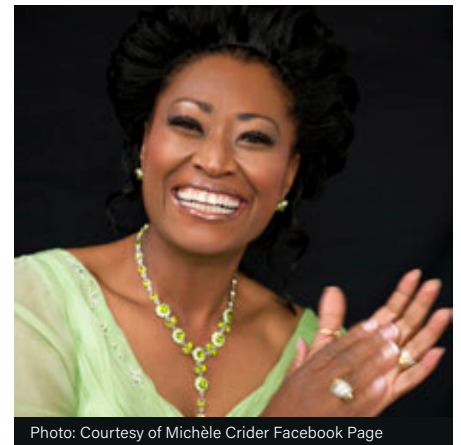


Photo: Courtesy of Michèle Crider Facebook Page

**Judson Green** (QHS grad 1970), former President of Walt Disney Theme Parks & Resorts, also a noted jazz pianist and recording artist who performed with his ensemble "Eighth Element" and sponsored cellist Yo-Yo Ma.

**PRODUCTION & ARTS ADMINISTRATION**



**George Irwin**

(born in Quincy, IL, 1921), whose foundational contributions to arts councils (America's First, Illinois, American, National Endowment for the Arts) are unparalleled.



**Gary Paben**

(QHS grad 1960), former Executive Vice President and Executive Producer at Madison Square Garden, served as Senior Show Director for Walt Disney World for 20+ years, responsible for over 200 projects including opening three Disney Parks and multiple Super Bowl Halftime shows.



**Ryan Jude Tanner**

(QHS grad 1997), a Tony Award-winning producer with Tanninger Entertainment, responsible for multiple Broadway revivals and the Best Musical of the 2023-2024 Broadway season, "The Outsiders."



# Public Engagement

A comprehensive community survey for the Quincy Riverfront outdoor performance venue received 668 completed responses, representing Quincy's 40,000 residents. Distributed through social media, local news networks, and Arts Quincy magazine, the survey created broad community access over a six-week period. Of the respondents, 91.4% identified as local residents, with the demographic distribution covering all age groups, household types, and geographic areas within the county. This high level of engagement underscores a strong mandate for investment, as roughly 80% of participants expressed "Excited" or "Positive" sentiments regarding the project. The following analysis outlines three key takeaways regarding regional demand, infrastructure requirements, and operational success factors essential for stakeholders and potential donors.

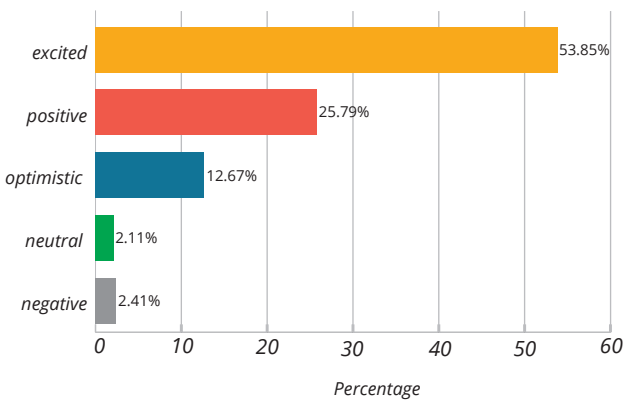
## ROBUST DEMAND FOR HIGH-IMPACT REGIONAL ENTERTAINMENT

The survey reveals a significant entertainment gap in and around Quincy, as area residents frequently travel to major cities for performances, with 94.5% visiting St. Louis and nearly 48% traveling to Chicago. This outward flow is primarily driven by a search for "Major touring concerts," which was the most desired event type at 83.6%. Respondents indicated a willingness to pay for quality, as a notable segment currently spends over \$100 per ticket for out-of-town shows. Establishing a local venue provides an opportunity to capture this economic activity. Furthermore, the preferred music genres — Classic Rock (70.1%), Country (56.7%), and Pop (48.3%) — suggest a clear roadmap for booking commercially viable acts.

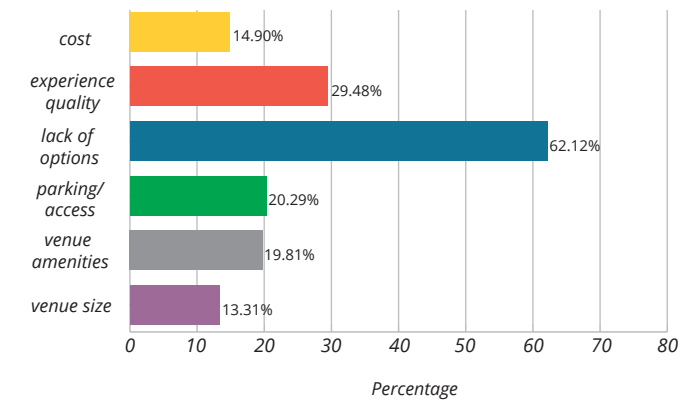
## STRATEGIC INFRASTRUCTURE & AMENITY REQUIREMENTS

To successfully compete with regional alternatives, the community has identified several non-negotiable infrastructure needs. Permanent restrooms were rated as the most critical basic amenity (68.2% giving it a 5-out-of-5 importance rating), followed closely by on-site parking (49.7%). Feedback indicates that poor "experience quality" and "lack of event options" are the primary barriers to attending current local performances. Beyond basics, there is a strong desire for enhanced features that improve comfort, such as premium terraced lawn seating (52.8%) and riverfront plazas (47.7%). These results suggest that a bare-bones facility may not meet market expectations; rather, a capital investment in a polished, multifunctional space is required for long-term viability.

### How do you feel about the idea of developing an outdoor music venue in Quincy, IL?



### What prevents you from attending local performances? (select all that apply)



1 610 respondents identified as residents (95% confidence, 4% margin of error)

# 80.3%

## RESIDENTS ALREADY ATTEND LOCAL PERFORMANCES SEVERAL TIMES PER YEAR

**83.64%** WANT TO SEE MAJOR TOURING CONCERTS

**36.70%** SPEND OVER \$300 OVER TICKET COSTS WHEN TRAVELING TO SHOWS

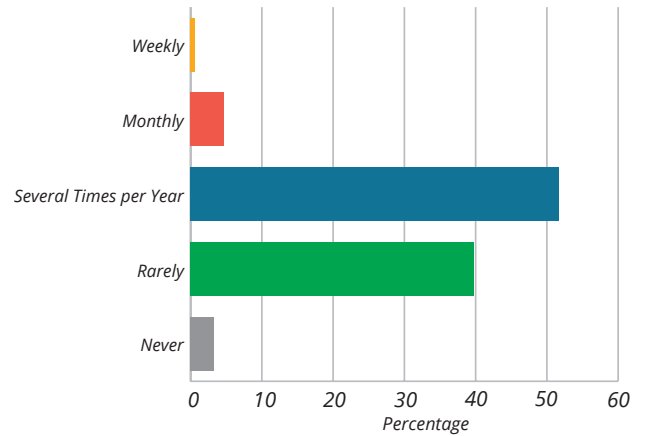
**59.24%** WANT TO SEE COMEDY PERFORMANCES

Photo: ©The District

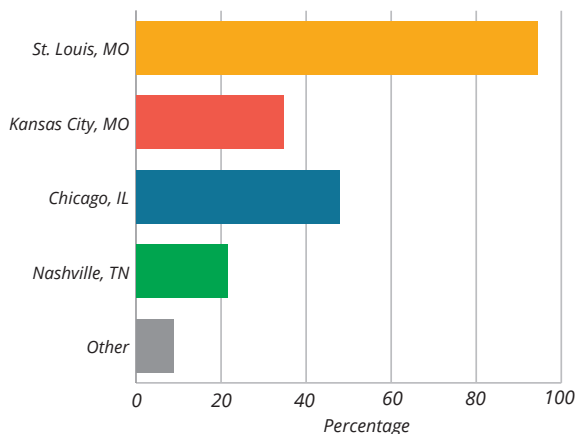
### OPERATIONS, CAPACITY, & SAFETY

Operational success depends on professional management and a commitment to a scale that supports high-level entertainment. Community feedback emphasizes that the venue must be the “right size” to be effective, with 67.7% supporting a medium-capacity venue of 1,000–4,500 to attract the national touring acts requested. Professional booking and sustainable management structures were frequently cited as make-or-break factors to make sure the venue remains a consistent destination rather than a perceived misappropriation of funds. Additionally, public trust depends on addressing logistics. Safety and accessibility were prioritized, with participants stressing that the facility must be secure, well-lit, and easy to access without requiring long, difficult walks from downtown at night.

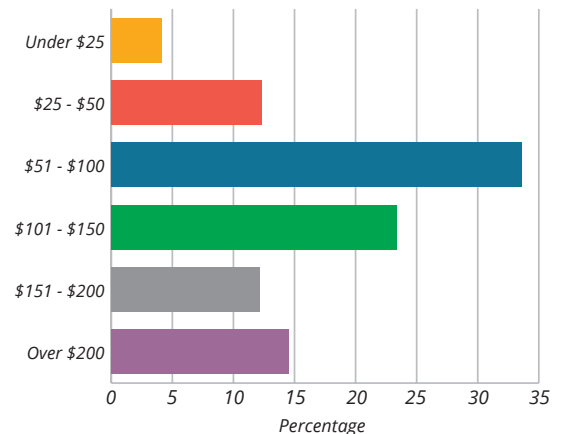
### How often do you attend performances out of town?



### What major cities do you travel to for performances? (select all that apply)



### How much do you spend on tickets out-of-town?



**"We need entertainment options to keep locals from going out of town and spending their entertainment budgets."**



**"Should highlight local musicians as well as national acts."**

**94%**  
travel to  
**ST. LOUIS**  
for performances

**52%**  
attend out-of-town performances  
**SEVERAL TIMES PER YEAR**

When attending out-of-town events, people typically visit restaurants / bars, hotels / accommodations, and gas stations

**"Bringing people from more than an hour away to events in this venue would make it a success"**

# Local Analysis



Quincy, Illinois, is more than a river town; it is a regional engine of stability and strategic growth. Anchored by a massive \$138.9 million tourism surge<sup>2</sup>, the city is leveraging its low cost of living and robust infrastructure — including the proposed US 24 bridge — to fuel a development boom that makes it attractive for long-term investment.

**A Regional Hub:** Quincy is connected to major population centers via the Chicago-Kansas City Expressway (Interstate 172 / IL-110), Avenue of the Saints (US-61, IA-27, and I-35 / I35-E), and US-24. Alternative travel to St. Louis includes taking US-36 East to IL-107 South and then connecting to US-67 South, which leads directly to the St. Louis metropolitan area. Additionally, the scenic Great River Road (a network of state highways) runs along the Mississippi River on both the Illinois and Missouri sides, providing yet another route to St. Louis and the Quad Cities.

Quincy is served by Quincy Regional Airport (UIN), with flights to Chicago O’Hare (ORD) provided by Contour Airlines. For those seeking rail access, Amtrak offers daily service from Chicago via the Illinois Zephyr and Carl Sandburg lines.

**Diverse Economic Landscape:** Adams County, encompassing Quincy, is home to 1,787 business establishments.<sup>3</sup> The region’s economy is diverse, with manufacturers, various commercial services, and a growing retail sector. Major employers include Blessing Hospital (2,914 employees), Knapheide

Manufacturing (1,500 employees), and Quincy Medical Group (1,036 employees). The leading employment sectors for Quincy residents are Health Care & Social Assistance, Manufacturing, and Retail Trade.<sup>4</sup>

**Healthy Labor Market:** Favorable unemployment rates signal a stable workforce with discretionary income. In September 2025, the unemployment rate in Adams County was just 3.5%. These figures are lower than the national unemployment rate of 4.4%, reflecting a healthy economic environment where residents have capacity for leisure spending.<sup>5</sup>

## INCOME PROFILE & WAGE ENVIRONMENT

The median household income for Quincy in 2023 was \$56,372, and for Adams County, it was \$64,962 — lower than the median household income for Illinois (\$81,702) and the nation (\$78,538).<sup>6</sup> However, the overall cost of living in Quincy is notably lower than state and national averages.

Overall, Quincy’s cost of living is 22.9% lower than the national average. The average home value is \$144,300 — approximately 57% less than the national average

(\$338,100) and the state average (\$241,700). Utilities are also more affordable (3.7% lower than national), as are groceries (6.6% lower than national).<sup>7</sup>

While household incomes are below state and national medians, the significantly lower cost of living means residents may retain more discretionary income than raw income figures suggest. This context is important when evaluating ticket overall feasibility for a new venue.



**AREA RESIDENTS MAY HAVE DISCRETIONARY INCOME FOR TICKETS**

**A NONPROFIT VENUE CONSERVANCY CAN HELP OFFSET COST TO MAINTAIN AFFORDABLE TICKET PRICING**

2 According to the SeeQuincy Annual Report 2024  
3 2023 value according to the US Census Bureau

4 According to the Great River Economic Development Foundation  
5 According to the Illinois Department of Employment Security

6 2023 value according to the US Census Bureau  
7 According to bestplaces.com

**Higher Education Impact:** The immediate Quincy area supports a student population that is ideally positioned to attend local events. This includes students at Quincy University, John Wood Community College, and Blessing-Rieman College of Nursing and Health Sciences. When expanding to the broader regional market, including institutions within an ~100 mile driving radius like Culver-Stockton College, Hannibal-LaGrange University, and Western Illinois University, the total potential student audience exceeds 55,000. These students are most available for concerts during the late spring and fall, as academic calendars typically begin in mid-to-late August and conclude the spring semester by mid-May.

### Area Higher Education within ~100 miles

School	Pop. (2023-2024)	Miles to Quincy
Quincy University	1,307	0
Blessing-Rieman College of Nursing & Health Sciences	311	0
John Wood Community College	1,866	0
Hannibal-LaGrange University	494	21
Culver-Stockton College	930	20
Moberly Area Community College	~4,997*	22
Southeastern Community College	2,562	71
Carl Sandburg College	1,688	100
Western Illinois University	7,073	45
University of Missouri	31,041	106
University of Illinois Springfield	4,661	111
Lincoln Land Community College	5,238	111
Monmouth College	759	100
<b>TOTAL</b>	<b>57,930</b>	

## BUILT-IN AUDIENCES & YEAR-ROUND ACTIVITY

### Demonstrated Visitor Spending

**Impact:** Tourism significantly contributes to the local economy. Visitors to Quincy spend approximately \$250 per night.<sup>8</sup> In 2024, total visitor spending in Adams County reached \$138.9 million, a 5.3% increase from the previous year. This spending supported 1,130 tourism-related jobs and generated \$15.6 million in local sales tax revenue (a 64% increase). Quincy's hotel / motel tax revenue also maintained its record high of \$1.3 million (held since 2023).<sup>9</sup> These robust figures demonstrate a clear and substantial existing economic benefit from attracting visitors, highlighting the potential for a new outdoor performance venue to further amplify these positive impacts and serve as a regional economic catalyst.

The historic town square, Washington Park, holds significance as one of the 1858 Lincoln-Douglas debate sites in Illinois. Located in the heart of the Downtown and "The District," the town square is only one block from the newly constructed 6th Street Promenade — a central hub of local business and urban activity.



Photo: ©Makers Market featuring Golden Collective - local designers selling Quincy-themed merchandise



Photo: Quincy's Maine Street in Spring

**Area Attractions and Events:** Quincy and the surrounding region offer a range of tourist attractions. The City of Quincy is distinguished by its collection of preserved residential buildings, with architectural styles including Victorian, Prairie, Arts and Crafts, and Mid-Century Modern. Noteworthy historical sites include the John Wood Mansion, former residence of Governor John Wood, and the Dr. Richard Eells House, a documented Underground Railroad location.

Seasonal events in Quincy include the Dogwood Parade, Blues in the District, Midsummer Arts Fair, Quincy Grand Prix of Karting, Fishing for Freedom, Pepsi Little People's Golf Tournament, Juneteenth, Makers Market, Germanfest, Early Tin Dusters Parade (Pre- '49 cars), Oktoberfest, and the Lighting of the Park.



Photo: © Mark Schwigen from Quincy Grand Prix of Karting

Across the Mississippi River, Hannibal, Missouri, features sites related to author Mark Twain, such as his Boyhood Home & Museum, the Mark Twain Riverboat, and the Mark Twain Cave Complex. Only 17 minutes from Quincy is the Mark Twain Casino in La Grange, Missouri. The casino floor has over 400 slot machines and video poker, as well as electronic table games. In Iowa, Keokuk contains the George M. Verity Riverboat Museum and Lock and Dam No. 19, as well as Old Fort Madison in Fort Madison.

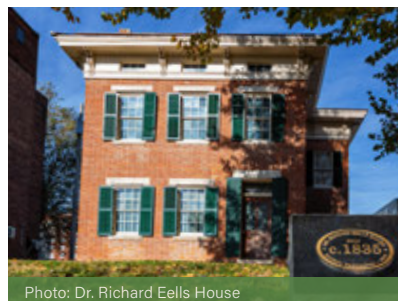


Photo: Dr. Richard Eells House

<sup>8</sup> Estimate by Quincy Area Convention & Visitors Bureau

<sup>9</sup> According to the SeeQuincy Annual Report 2024



## COMMUNITY PLANS & INVESTMENTS

The region's development is guided by a variety of recent studies over the past five years, including the "Quincy Next Strategic Plan" and the "45x30 Plan" to increase the population. Major infrastructure projects include the new US 24 Bridge and a federal appropriation for the Quincy Bay restoration. Improvements are being made to Broadway Street from 12th Street to 63rd Street. Retail development at the Prairie Crossing Shopping Center is strong, and a new development has been proposed at 54th and Broadway. Residential projects include the downtown View 21 Apartments and the Brewhaus Townhomes on 8th Street. Quincy has also approved a downtown hotel with a rooftop bar, and a boutique hotel is planned to anchor the 6th Street Promenade in the former Illinois State Bank Building.

The community is also investing in a wide variety of amenities. The Quincy Children's Museum has acquired a downtown historic building for its permanent home and is in the middle of a healthy capital campaign. The History Museum on the Square is wrapping up a \$2 million expansion to add an elevator and new exhibit space. Other projects include the new indoor bike park "Fast Tracks," continued improvements at the All America Mountain Bike Park, and expanding the Bill Klingner Trail to the riverfront. A Regional Sports Complex Feasibility Study was also recently completed with a projected annual economic impact of \$18.8 million.



Photo: HSQC's History Museum on the Square Addition

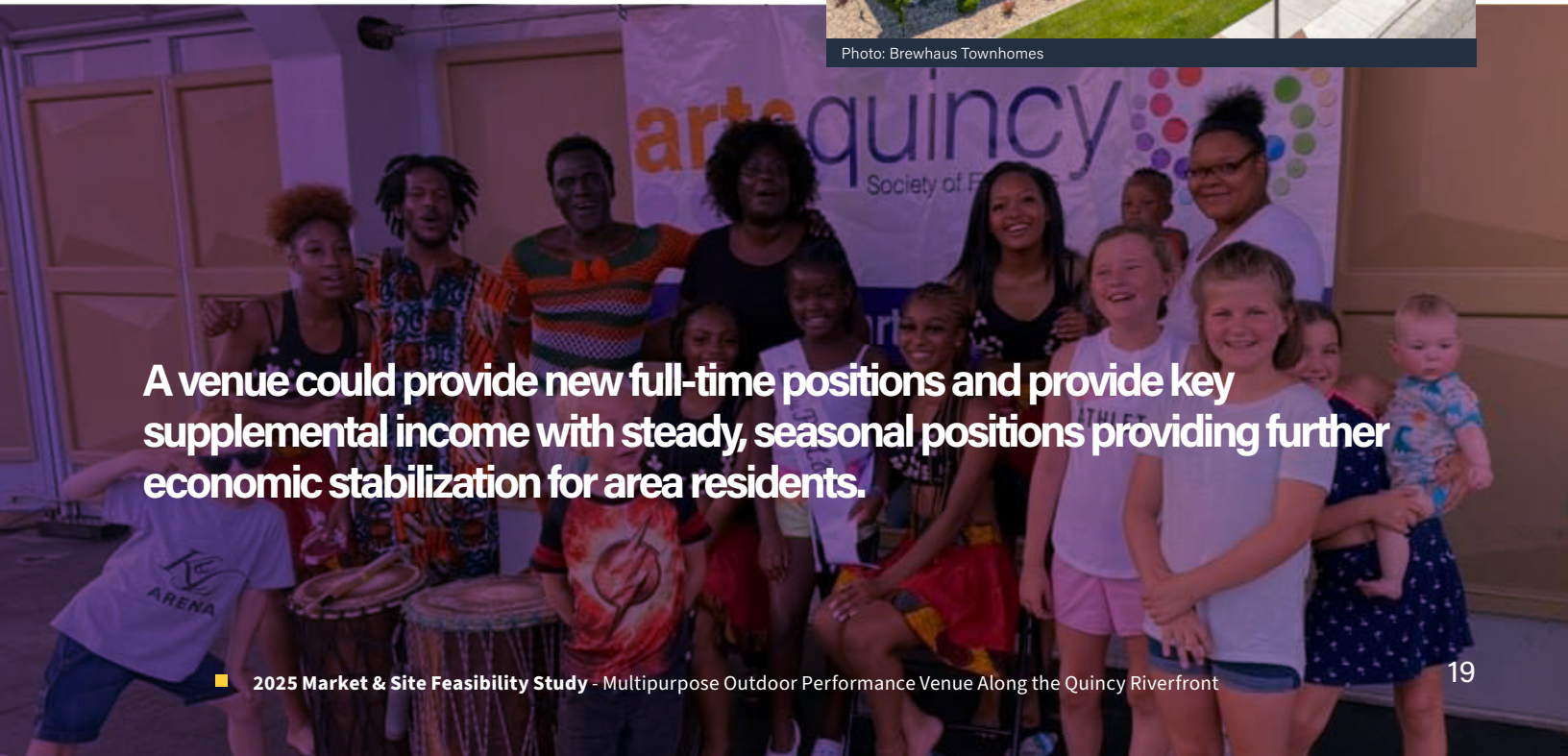


Rendering: Quincy Children's Museum



Photo: Brewhaus Townhomes

**A venue could provide new full-time positions and provide key supplemental income with steady, seasonal positions providing further economic stabilization for area residents.**



# Regional Opportunity



RESIDENT INTEREST IN BOTH NATIONAL AND REGIONAL ACTS REINFORCES THE OPPORTUNITY: A VENUE HERE COULD SERVE LOCAL DEMAND WHILE LEVERAGING TOURING ROUTES AND VENUE PARTNERSHIPS TO ATTRACT CONSISTENT PROGRAMMING.

Before designing a venue, it's essential to understand the conditions that will sustain it. Quincy's catchment radius, sponsor availability, and location relative to touring routes directly inform what is possible on the riverfront.

## DEMOGRAPHIC & SOCIOECONOMIC CONDITIONS

**Market Readiness and Catchment Power:** While a 25-mile radius represents the primary local market, a 120-mile radius serves as the critical viability threshold for a "Regional Destination" venue model. Data indicates this radius provides access to over 1.7 million residents and nearly 250,000 target households with incomes exceeding \$100,000. This density begins to show the market's capacity to sustain ticket pricing and premium experience inventory commensurate with national touring standards and local interest.

### Regional Income Analysis

Radius (Miles)	Total Population	Target Households (Income >\$100k)	% Households >\$100k	Avg. Income Per Person	Unemployment Rate	Education (Bachelor's +)
25 Miles	89,094	10,081	27.13%	\$34,255	3.88%	28.66%
60 Miles	217,440	22,572	25.72%	\$31,445	4.03%	24.07%
120 Miles	1,711,081	241,716	35.42%	\$36,298	4.04%	34.04%
200 Miles	7,126,981	998,977	34.40%	\$37,434	4.20%	34.81%
300 Miles	23,450,097	3,506,239	37.44%	\$38,399	4.91%	38.08%

*U.S. Census Bureau ACS 5-year (2023), LODES (2022)*

### THE MOST COMMON DESTINATIONS FOR PERFORMANCES



**The Economic Activity Possibility:** Quantitative community surveying reveals a displacement of local economic activity, with 94% of Quincy residents currently traveling out of town several times a year for live entertainment. This represents millions of dollars in entertainment spending — ancillary dining, fuel, and retail — exiting the local economy annually. The proposed venue is positioned as a recapture mechanism for this capital.



# The key to sustainability is reaching into the 120-mile catchment radius with marketing & advertising.

## CORPORATE BASE & REVENUE STABILITY

**The Power Behind Naming Rights & Sponsorships:** Corporate support and operational sustainability are intertwined. Area corporations always need to find and retain great talent in a rural market. A successful venue could be one of many incentives to attract and retain workers. To mitigate reliance on ticket revenue alone, the venue needs sponsors to support not only the venue's development, but also its future maintenance. This support can come in the form of major donors who secure various naming rights, give to a capital campaign, rent / lease VIP suites, and pay for pouring rights. Corporate support could increase the long-term feasibility of the venue. Quincy's economy, anchored in industrial manufacturing, healthcare, and logistics, offers a stable subscription base for premium

inventory independent of tourism fluctuations.

Analysis of the 60-mile radius confirms the presence of 22 major high-tier employers with 500+ staff. There is also a robust mid-tier market of 25 employers within the 25-mile radius that have 100-499 employees. This concentration supports the feasibility of corporate sponsorship — provided the facility becomes a popular community asset that justifies the investment. That means designing with input from technical crews and venue operators to attract artists, aligning with community preferences, and sizing the venue to fit within the competitive landscape.

### Employers with 500+ Employees (60 mi radius)

Employer Name	Location	Area Staff	Total Staff
Blessing Health System	Quincy, IL	2,914	3,498
Dot Foods	Mt. Sterling, IL	2,500	6,400
JBS USA	Beardstown, IL	1,900+	--
Hannibal Regional Healthcare	Hannibal, MO	1,600+	--
Knapheide Manufacturing	Quincy, IL	1,500	2,300
Quincy Public School District	Quincy, IL	1,100	--
Quincy Medical Group	Quincy, IL	1,036	--
General Mills	Hannibal, MO	1,000+	--
Blue Cross Blue Shield	Quincy, IL	850	22,691
Titan International	Quincy, IL	762	2,352
Hannibal Public School District	Hannibal, MO	597	--
John Wood Community College	Quincy, IL	562	--
Conagra Brands	Ft. Madison, IA	550	--
McDonough District Hosp.	Macomb, IL	550	--
Pella Corporation	Macomb, IL	549	--
Archer Daniels Midland (ADM)	Quincy, IL	533	40,000
Iowa State Penitentiary	Ft. Madison, IA	510	--
Spartan Light Metal Products	Hannibal, MO	500*	--
Illinois Veterans Home	Quincy, IL	500	--
JBS USA (Fort Madison)	Fort Madison, IA	500+	--
Niemann Foods, Inc.	Quincy, IL	500	5,500



**CORPORATE SUPPORT IS ESSENTIAL FOR START-UP & LONG-TERM FEASIBILITY.**

# The venue needs to work with a wide variety of promoters and agents to target those ascending in popularity in order to book major artists.

## STRATEGY TO ATTRACT ARTISTS & CULTURAL PROGRAMMING



Photo: Courtesy of Noah Kahan Facebook Page

**Middle Market Viability:** Quincy's location creates a unique opportunity to attract established touring acts. Located approximately 110 miles from St. Louis, Quincy sits outside the typical 85-100 mile radius clause exclusion zone enforced by major promoters. This distance means artists playing St. Louis, Kansas City, Chicago, or Milwaukee may not be contractually prevented from adding a Quincy date—positioning the city as a viable secondary routing stop rather than a competing market.

The mid-capacity venue preferred by the

community aligns with this opportunity. B and B+ tier touring acts—those commanding guarantees ranging from \$50,000 to over \$350,000—typically seek venues in the 2,000 to 9,000 seat range. A venue sized to this market can attract established acts while occasionally securing higher-yield A-performances. This tier also positions Quincy to book rising artists before they outgrow mid-sized venues—Noah Kahan, for example, scaled from a 2,000-capacity theater in St. Louis to a 20,000-capacity amphitheater within 18 months.

A mid-capacity venue also offers programming flexibility. Radius clauses typically apply to musical acts, meaning comedians and other non-musical performances face fewer booking restrictions. This allows for a diversified schedule when not being used by local organizations that stabilizes utilization and broadens audience appeal.

If operators choose to pursue relationships with independent promoters, artist agents, and major market bookers, the facility could

be positioned not as a competitor to those markets, but as a reliable routing partner that solves logistical challenges for multi-state tours.

However, being available on a routing map is not enough. Artists and their technical crews evaluate venues based on operational quality, acoustic design, staging flexibility, and backstage amenities. A poorly designed facility — regardless of its geographic advantage — will struggle to secure repeat bookings. To realize Quincy's routing potential, the venue must be designed with input from technical professionals and operators, meeting the standards that touring acts expect from comparable Midwestern facilities.

This combination of geographic positioning, appropriate capacity, and professional-caliber design creates the foundation for a venue that can attract consistent programming and function as a regional entertainment destination.

Tier Designation	Artist Drawing Power	Typical Guarantee Range	Capacity Range (Quincy Context)
B Class	Established, predictable draw	\$50,000 - \$100,000	2,000-4,000 Seats
B+ Class	Secondary Arena Headliners	\$100,000 - \$350,000+	4,000-9,000 Seats
A- Class	Rapidly escalating headliners	\$350,000 - \$750,000+	9,000+ Seats



## MONEY MAY BE MADE IN THE MIDDLE

**Routing, Market, and Logistics:** Touring is expensive. Non-revenue “deadhead” miles and costly “gap days” between major markets eat into margins — and a riverfront performance venue in Quincy is positioned to solve this problem. A venue here transforms a logistical liability into a revenue opportunity for artists and promoters.

Quincy sits at the convergence of pivotal highway corridors already utilized by touring acts. The most critical is the Chicago–Kansas City Expressway (Illinois Route 110 / US 36). The full Chicago-to-Kansas City haul is a demanding 8-to-9 hour drive that often exceeds Department of Transportation hours-of-service regulations for commercial drivers. A show in Quincy — the natural geographic midpoint — transforms that haul into two manageable 4.5-hour legs. This efficiency enhances crew welfare, supports DOT compliance, reduces fuel costs, and turns dead time into paid performance. This East-West efficiency is complemented by the Avenue of the Saints (US 61), connecting St.

Louis north to St. Paul and Minneapolis, and the I-72 / I-172 corridor for movement from Indianapolis and Champaign.

Some major acts moving between Chicago and St. Louis have spent mandatory gap days with their heavy production rigs positioned near Quincy. These gaps represent sunk overhead costs that a properly-designed venue could capture as revenue, serving as a mid-week or travel-day performance stop. Artists like Jelly Roll and Greta Van Fleet have demonstrated this strategy works, consistently integrating efficient secondary market dates (such as Rogers, AR, to Kansas City, MO — a 220-mile routing gap) into tight touring schedules.

The local audience base strengthens this opportunity. Quincy’s service area falls within Western Illinois’s “Forgottonia,” a 16-county region that organized a political protest movement in the 1970s over federal and state infrastructure neglect. That history has created audiences who are loyal,

enthusiastic, and under-served. Artists and industry professionals know that fans from these long-overlooked areas are often among the most committed concert attendees. Not only could they give the kind of regional support necessary to meet competitive tour guarantees, this audience could convert a previously overlooked zone into a profitable market. With a new Mississippi River bridge slated for construction in the coming years — and the current bridge remaining operational throughout — regional access will only improve.

Quincy offers touring acts something rare: a geographic solution to a persistent industry problem, paired with a hungry audience. A venue designed to serve this market doesn’t compete with major hubs; it fills the gap between them.

## POSITIONING THAT CAN LEAD TO PARTNERSHIP

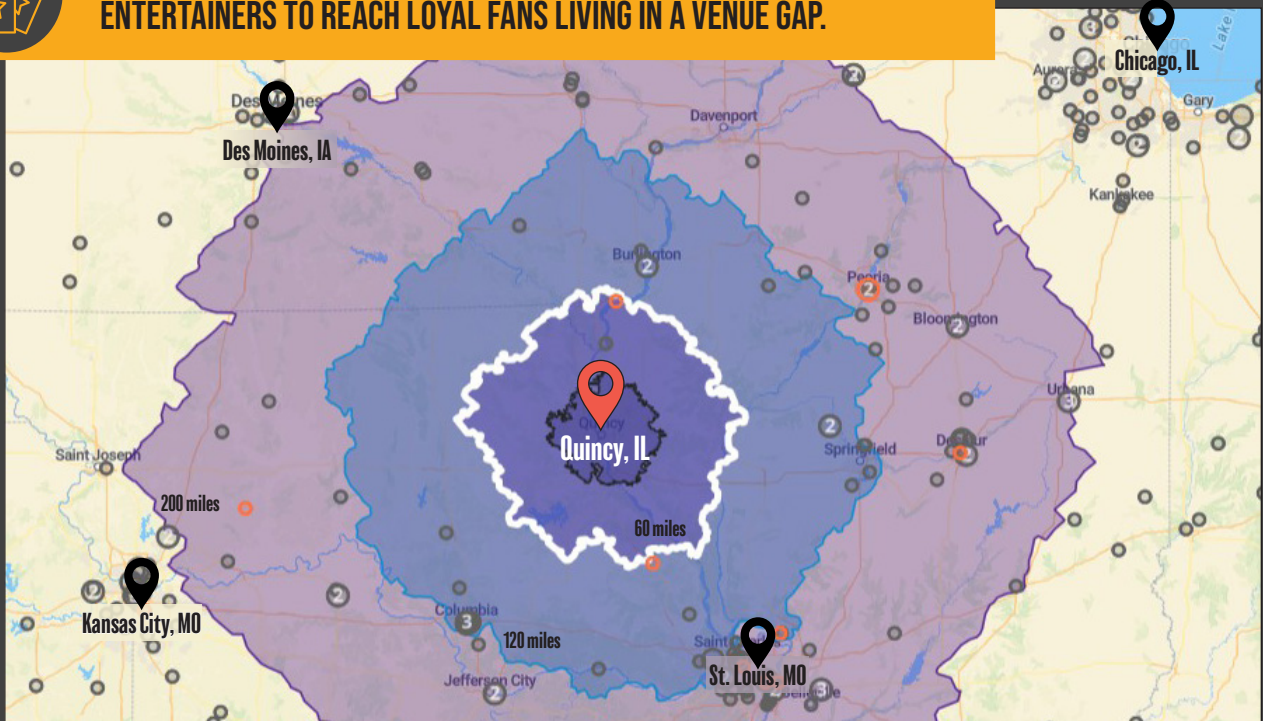
Quincy's geography bridges major Midwest touring hubs. The following venues represent the regional landscape within which a Quincy facility would operate. Understanding their locations, capacities, and programming helps inform appropriate venue sizing and identifies potential opportunities for complementary scheduling rather than direct competition.

### NOTABLE REGIONAL OUTDOOR PERFORMANCE VENUES

Facility	Location	Perm / Temp	Capacity	Year Opened (Reno)	Ownership Structure	Primary Events / Artists	Distance From Quincy	Conflict	Min. Perf / Year
Clat Adams Park	Quincy, IL	Temp	3,000	N / A (Park)	Public (City)	Civic / Festivals	0 mi	Low	2-4
Hannibal Riverfront	Hannibal, MO	Temp	3,500	N / A (Grounds)	Public (City / Nonprofit)	Country, Rock (Tom Sawyer Days)	~20 mi	Med	3-6
C.E. Richards Arena	Ft Madison, IA	Perm (Arena)	8,000+	~1960s	Public (School / Rodeo)	Rodeo, Country (Summer Roundup)	~55 mi	Low	5+
Monmouth Amphitheater	Monmouth, IL	Perm	1,500	~1980s	Public (Park District)	Civic, Jazz, Tributes	~60 mi	Low	10-15
Burlington Riverfront	Burlington, IA	Temp	5,000+	N / A (Site)	Public (City)	Rock Festivals (River Days)	~75 mi	Med	3-5
Peoria Riverfront Park	Peoria, IL	Perm / Temp	N / A	Late 1990s	Public (Park District)	Various Concerts	~100 mi	Med	10+
The Muni (Springfield)	Springfield, IL	Perm	800+	1950	Public / Nonprofit	Musical Theater	~110 mi	Low	4 (Prods)
Hollywood Casino Amphitheater	St. Louis, MO	Perm	20,000	1991	Private (Live Nation)	A-List Tours (Live Nation)	~110 mi	Critical	30+
Liberty Bank Amphitheater	Alton, IL	Perm	4,000	2014	Public (City)	90s Rock, Hip Hop, Festivals	~110 mi	Med	8-12
Chesterfield Amphitheater	Chesterfield, MO	Perm	4,000	2011	Public (City)	Country, Roots, Rock	~115 mi	High	20+
The Muni (Forest Park)	St. Louis, MO	Perm	11,000	1919 (in reno)	Public / Nonprofit	Broadway Musicals	~120 mi	Low	49 (7 shows)
CEFCU Center Stage	Peoria, IL	Perm	2,200	Late 1990s	Public (Park Dist)	Jam Bands, Rock	~129 mi	Med	15+
St. Louis Music Park	Maryland Hts, MO	Perm (Covered)	4,500	2020	Public / Private (LN Operated)	Pop, Rock, Alt (Jack White)	~130 mi	High	30+
Devon Lakeshore Amphitheater	Decatur, IL	Perm	4,000	2019	Public (Park Dist)	Legacy Rock, Country, Tributes	~149 mi	Med	24+
McGrath Amphitheater	Cedar Rapids, IA	Perm	6,000	2014	Public (City)	Local, National Tours	~150 mi	Low	15+
Ave of the Saints Amphitheater	St. Charles, IA	Perm / Temp	18,000	2010s	Public-Private Hybrid	Major Festivals (Hinterland)	~150 mi	Low	2-4
Starlight Theatre	Kansas City, MO	Perm	7,739	1950	Public / Nonprofit	Broadway Shows, Concerts	~200 mi	Med	30+
Ozarks Amphitheater	Camdenton, MO	Perm	10,222	2009 (reno 2018)	Private	Major Artists, Comedians	~200 mi	Med	15+
Thunder Ridge Nature Arena	Ridgedale, MO	Perm	18,000+	2024	Not-for-profit Foundation	Major Artists	~250 mi	Low	10-15
Black Oak Amphitheater	Lampe, MO	Perm	9,000	1980s (reno-2010 / 2021)	Private	Major Artists	~250 mi	Low	15+
Lauridsen Amphitheater	Des Moines, IA	Perm	2k-25k	2019	Nonprofit	Concerts, Festivals, Cultural	~201 mi	Low	10-15
Shawnee Cave Amphitheater	Murphysboro, IL	Perm	1,500	1969 (reno - 2019)	Private	Festivals, Small Shows	~250 mi	Low	10+



**QUINCY PROVIDES A UNIQUE OPPORTUNITY FOR ARTISTS & ENTERTAINERS TO REACH LOYAL FANS LIVING IN A VENUE GAP.**



**Relationships with regional venues provide the opportunity to work within the existing systems and develop strategic alignments.**

**HOLLYWOOD CASINO AMPHITHEATER (St. Louis, MO)**

**Market Context:**

20,000-capacity venue controlled by major national promoters. Holds radius clauses for top-tier stadium tours.

**Partnership Opportunity:**

Do not compete for stadium-level acts. Target "Underplay" bookings for artists growing out of clubs (4,000–6,000 draw) or secure mid-week dates for tours traveling between St. Louis and Minneapolis. Positions Quincy as a value-add secondary market.

**Quincy Distinction:** Intimacy and proximity. Every seat offers a direct connection to the artist, contrasting with the large-scale lawn experience of major amphitheatres.

**STARLIGHT THEATRE (Kansas City, MO)**

**Market Context:**

Historic 8,000-seat anchor venue for national tours. A primary stop for acts moving east.

**Partnership Opportunity:**

Serve as the "Chicago Connector." Partner with Starlight booking teams to identify support acts or co-bills needing a stop-gap payday while traveling from Kansas City to Chicago.

**Quincy Distinction:** Modern infrastructure. New construction allows for streamlined load-in logistics and current technology integration, offering a flexible alternative to the preservation requirements of historic venues.

**DEVON LAKESHORE AMPHITHEATER (Decatur, IL)**

**Market Context:**

Aggressively captures the Central Illinois touring market with a similar hybrid seating model.

**Partnership Opportunity:**

Form an "Illinois Loop" routing partnership (Decatur -> Springfield -> Quincy). Coordinate calendars to present a cohesive multi-stop package to Nashville and LA agents. Prevents bidding wars and streamlines artist travel.

**Quincy Distinction:** Modern infrastructure. New construction allows for streamlined load-in logistics and current technology integration, offering a flexible alternative to the preservation requirements of historic venues.

**HANNIBAL RIVERFRONT (Hannibal, MO)**

**Market Context:**

Located 20 miles away. Features a strong heritage festival calendar commanding local attendance during peak summer weekends.

**Partnership Opportunity:**

Establish a "Blackout Calendar" reciprocity agreement. Coordinate scheduling to avoid programming major concerts during Hannibal's heritage festivals. Cross-market "River Weekends" encouraging tourists to attend daytime festivals in Hannibal and evening headline shows in Quincy.

**Quincy Distinction:** Facility type. Permanent, purpose-built facility with fixed luxury amenities (suites, VIP clubs) complements the temporary staging infrastructure of street festivals.

# Venue Feedback

While over a dozen facilities were identified and researched, with input from Arts Quincy and area stakeholders, four venues in particular provided comprehensive insights. Their feedback was instrumental in helping Arts Quincy and area stakeholders look at operational options beyond a publicly-run facility.

## DEVON LAKESHORE AMPHITHEATER Decatur, IL



The **Devon Lakeshore Amphitheater** operates as a public entity (City / County Government) with a mixed operational model.

Devon hosts over 30 events annually, comprised of both touring and local acts. Food and beverage services are a mix of in-house and catering partnerships, with a strong emphasis that “money must come from concessions” to break even. Alcohol revenue is generated via a flat fee model, staffed by venue personnel. The largest non-artist expenses include parking lot maintenance, high-maintenance drive-in coolers, power washing, and an expensive sprinkler system, with grounds upkeep often handled by golf course maintenance crews.

Operational challenges rated as most challenging (5 / 5) are weather management, staff retention, cost control, booking / programming, and revenue generation. Specific operational issues include traffic / parking control, equipment maintenance, and security coordination. Weather challenges are rain and lightning, mitigated by a stage roof / covering. The cancellation policy allows rescheduling if a show has not started, but no reschedule if cut short due to weather.

## OZARKS AMPHITHEATER CAMDENTON, MO



The **Ozarks Amphitheater** operates under private ownership with a self-produced programming model.

The venue hosts approximately 25 events annually, with a significant majority (85%) being touring acts and 15% local acts. This focus on touring performances is a deliberate strategy for profitability. Its revenue breakdown highlights a strong reliance on ticket sales (50%), complemented by substantial contributions from alcohol (20%), merchandise (10%), and VIP / premium services (10%), with food and non-alcoholic beverages (5%) and sponsorships / naming rights (2.5%) and parking (2.5%) contributing smaller percentages. This diversified revenue model is crucial for privately-operated venues to offset operational costs. Annual operating costs range are less than \$1,000,000, with labor identified as the largest non-artist expense.

Operational challenges include revenue generation, traffic / parking control, and event scheduling. Maintenance challenges encompass weather protection, grounds upkeep, facility structure, equipment lifecycle, seasonal preparation, and environmental impact. Weather-related challenges primarily involve rain, wind, lightning, and heat. The venue handles cancellations with a rain date / reschedule policy and features a stage roof / covering.



**Speaking with venues, long-term success involves properly scaled design, rigorous control of ancillary revenue, and brilliant hires in a lean staff.**

### **LAURIDSEN AMPHITHEATER DES MOINES, IA**



The **Lauridsen Amphitheater** is situated on a public park, with the ground owned by a water utility company, operating under a mixed model.

The amphitheater hosts around 60 events annually, with 35 local acts and 25 touring acts. Revenue streams are diversified: alcohol sales (30%), ticket sales (25%), parking (25%), rentals (10%), and food / non-alcoholic beverages (10%). Alcohol revenue is based on a 25% revenue share. The largest non-artist expense is maintenance, with an annual budget less than \$250,000.

Operational challenges include weather management and cost control, as well as vendor management and security coordination. Weather challenges include rain and flooding risks, but the venue is specifically designed to accommodate flooding, with movable backstage containers and flood-resistant restrooms. Weather protection includes a stage roof / covering, and cancellation policies offer full refunds or rain date / reschedules.

### **HINSON AMPHITHEATER NEW ALBANY, OH**



The **Charleen & Charles Hinson Amphitheater** is a public entity (City / County Government) operating under a mixed model. It was built in 2008 with a construction cost between \$5M-\$10M. It achieved profitability within 3-5 years. Initial funding was a private donation from the Hinson Family.

Hinson Amphitheater hosts 55 events annually, with a focus on local acts (40) over touring acts (15). Its revenue breakdown is unique: parking accounts for 50%, food / non-alcoholic beverages 30%, and ticket sales only 20%. Alcohol revenue is generated via a revenue share percentage with vendors. Annual operating costs are low, ranging from \$0-\$100,000, with labor identified as the largest non-artist expense. The annual maintenance budget is between \$50,001-\$100,000.

Operational challenges include staff retention, traffic / parking control, vendor management, and security coordination. Maintenance challenges involve grounds upkeep and equipment lifecycle. Weather-related challenges are primarily rain, and weather protection includes a stage roof / covering. A key operational advantage is the ability to use the nearby McCoy Performing Arts Center as an indoor backup venue to avoid cancellations due to inclement weather.

## PEER VENUE ADVICE & OPERATIONAL BENCHMARKING

Through conversations with Arts Quincy, Quincy Park District, City of Quincy, Adams County, and Quincy Riverfront Development Corporation representatives, a clear priority emerged: to be considered feasible, the venue must be capable of generating sufficient revenue to operate without ongoing reliance on public funds. This consensus shaped how peer venues were evaluated and informed the metrics, spatial considerations, and operational assumptions used throughout this study.

The following analysis synthesizes feedback from all peer venues interviewed to highlight key factors that should be considered when determining the new facility's path forward and eventual design.

### Operational Challenges Landscape:

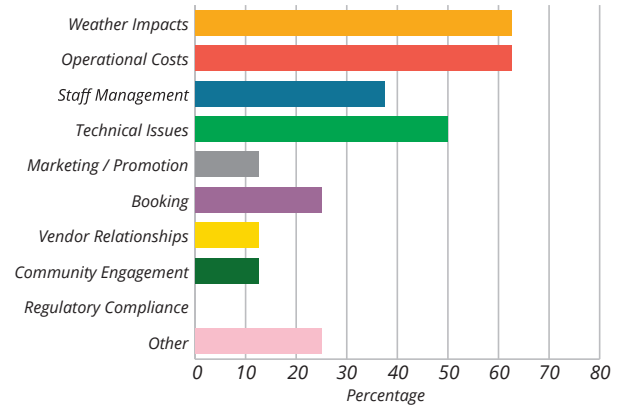
When asked to rate operational stressors on a scale of 1 to 5, peer venues identified environmental and human capital factors as their primary hurdles. Weather management was consistently rated as a top challenge, with 62.5% of respondents listing it as a top-three first-year challenge. Staff retention and revenue generation were also rated as highly challenging (averaging near 4 / 5 difficulty). Consequently, the study prioritizes infrastructure that mitigates weather risk and a labor model that relies on contracted flexibility rather than fixed overhead.

### Revenue Diversification Strategy:

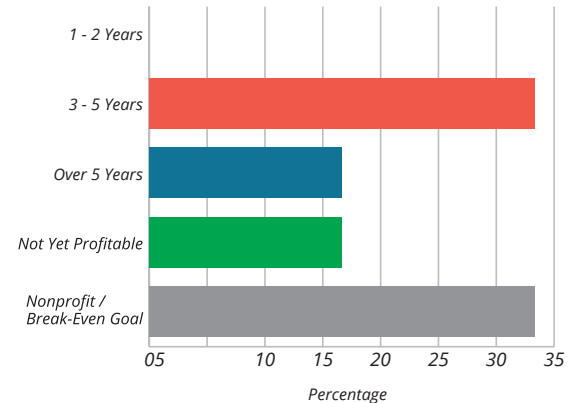
The data indicates that a venue cannot survive on ticket sales alone; successful operators aggressively control ancillary revenue streams. In our survey, ticket sales accounted for as little as 20% of total revenue for some municipal venues, while parking, concessions (food / beverage), and alcohol combined to exceed ticket revenue. For example, Hinson Amphitheater reported generating 50% of its revenue from parking alone. The consensus is clear: keeping fees, parking, and F&B operations "in-house" or under strict revenue-share agreements is the best path to breaking even.

**Staffing Criticality:** Survey results highlight that the general manager is the most critical role for success, universally rated 5 / 5 in importance. However, the staffing distribution shows a heavy reliance on flexible labor; 80% of venues utilize volunteer labor and 60% rely on contracted staff to supplement operations. This structure transfers liability and overhead away from the venue while maintaining operational capacity during peak season.

### What were your biggest first-year challenges?

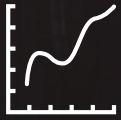


### How many years did it take to reach profitability?



# Know the Market.

-Ozarks Amphitheater



**THE OZARKS AMPHITHEATER ATTRACTS LARGE ACTS SIMILAR TO WHAT AREA RESIDENTS ARE ANTICIPATING**

Their success is in line with the amount of investment they have put into the key staff, equipment, set-up, and support for artists and audiences.

THEY COVER FOOD, BEVERAGE, & ALCOHOL SALES IN-HOUSE. THEIR LARGEST MAINTENANCE ISSUES ARE GROUNDS UPKEEP, THE FACILITY STRUCTURE, SEASONAL PREPARATION, & THE ENVIRONMENTAL IMPACT.

**“We brought in Live Nation and First Fleet to come in and see our stage design when we were building it. They gave their input on how to adjust certain elements to make it equipped for large touring bands and other local events that we anticipated.”**  
**-Lauridsen Amphitheater**

**OPERATIONAL CONSIDERATIONS FOR DESIGN**

**Staffing Flexibility** Peer venues recommend lean core teams supplemented by contracted security and stagehands. Designing for this model means building in spaces that support variable crew sizes rather than assuming a large permanent staff.

**Suggestion:** Structure the facility to accommodate a lean staff with competitive salaries to attract top talent.

**Technical Input Early** Venues that incorporated professional lighting and acoustic consultants during design avoided costly post-construction fixes.

**Suggestion:** Allocate upfront budget for professional lighting and acoustic consultants.

**Restroom Capacity** Restroom needs scale with attendance goals, and retrofitting is significantly more expensive than building adequate facilities from the start.

**Suggestion:** Plan for increased restroom count beyond initial projections with designated expansion zones.

**Concession Infrastructure** Transient food vendors can be unreliable for consistent service.

**Suggestion:** Prioritize permanent concession infrastructure and space for catering partnerships in the site plan.

**Which positions are most critical to your success?**



**Facility Fee Retention** Venues that retain per-ticket surcharges internally, rather than losing them to third-party platforms, are better positioned to break even.

*Suggestion: Design ticketing operations to capture internal facility fees that support ongoing operations*

**High-Margin VIP Experiences** Tiered pricing options, such as VIP decks or pit sections, offset lower margins on general admission tickets.

*Suggestion: Program zones for 500+ VIP tickets and incorporate premium parking concepts into site planning.*

**Maintenance Budgeting** Parking lots, coolers, and grounds represent major recurring non-artist expenses that venues often underestimate.

*Suggestion: Plan for robust, ongoing investment in lawn care, equipment preservation, and facility upkeep.*

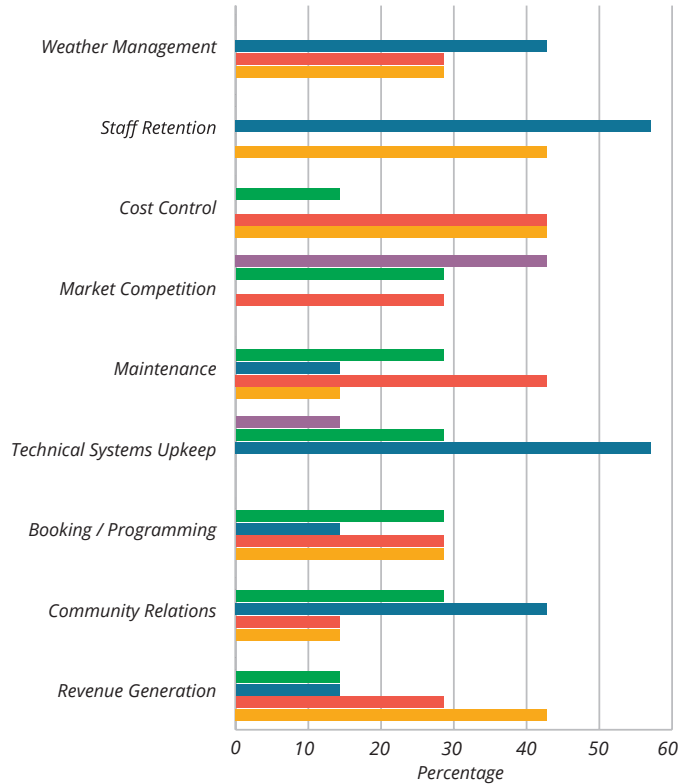
**"Plug and Play" Infrastructure** Venues with basic AV capabilities struggle to attract renters; installed systems reduce friction for touring productions.

*Suggestion: Consult with road crews and technical professionals to verify infrastructure meets industry standards.*

**Weather Contingency Planning** Strict refund policies or indoor backup options are essential to protect revenue from weather-related disruptions.

*Suggestion: Develop clear "rain or shine" protocols and consider design elements that minimize cancellation losses.*

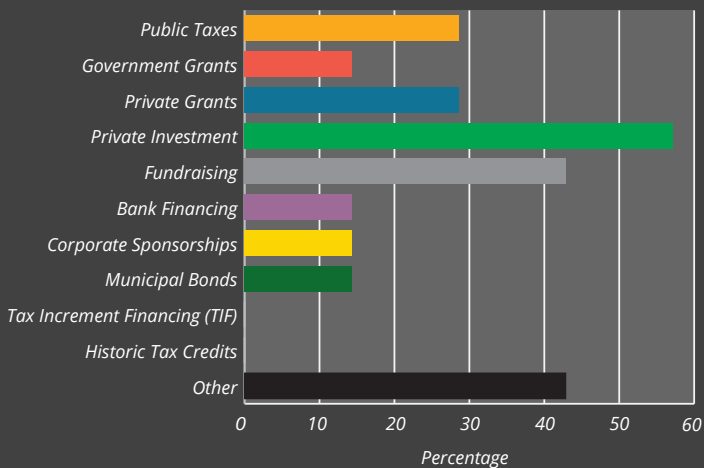
**Rate your operational challenges:**



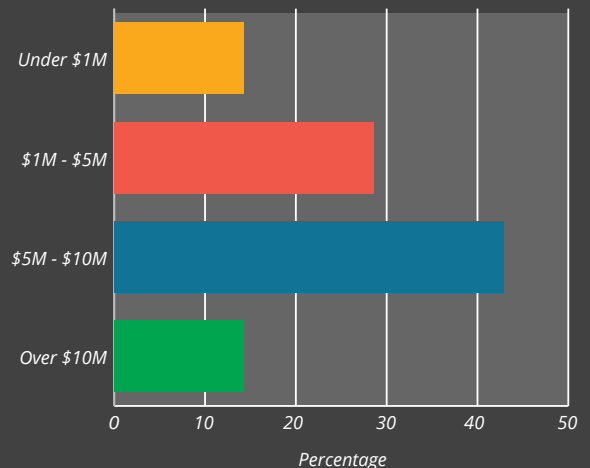
**"Staffing is very hard... You will have 2-3 people working year round, and it is a huge undertaking!"**  
**-Devon Lakeshore Amphitheater**

**VENUE UPSTART FUNDING & COSTS**

**What were your initial funding sources?**



**What was your construction cost range?**



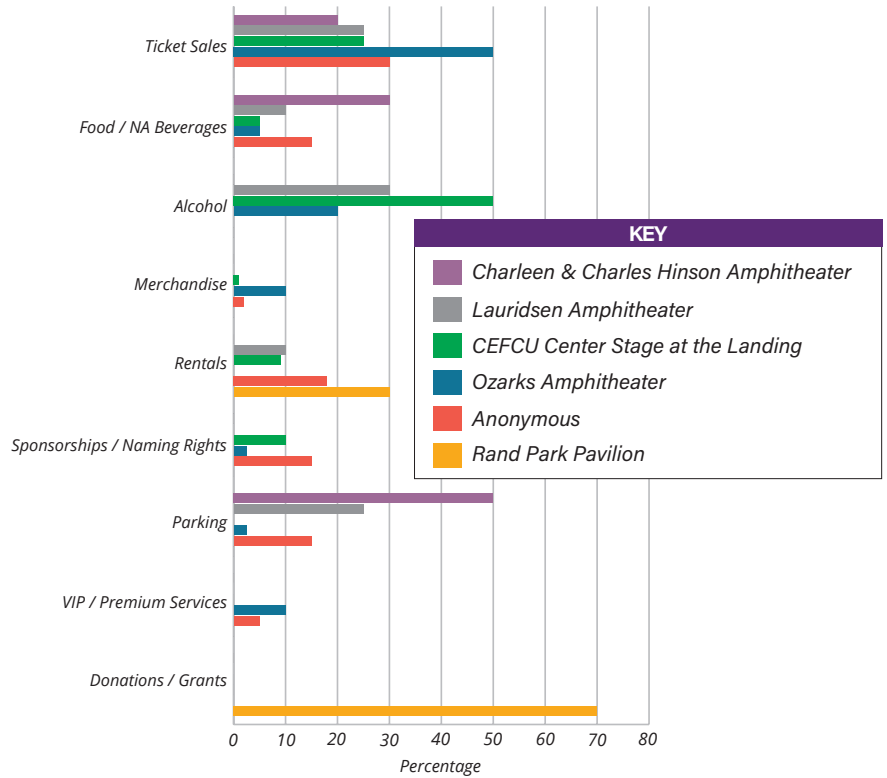
### Infrastructure Lessons:

Peer feedback reveals that “value engineering” critical infrastructure during the initial build often leads to significant financial losses later. One venue was forced into a \$3 million restroom expansion just three years after opening due to undersizing. Peer venues also caution against neglecting technical design; for instance, another venue reported that their speaker placement behind microphones caused expensive feedback issues that required rented towers to fix. To avoid these post-construction modifications, operators now prioritize upfront investments in consultants. This extends to permanent concession infrastructure over temporary solutions like food trucks, which were found to be “unreliable” and “difficult to manage.”

### Facility Programming and Technical Efficiency:

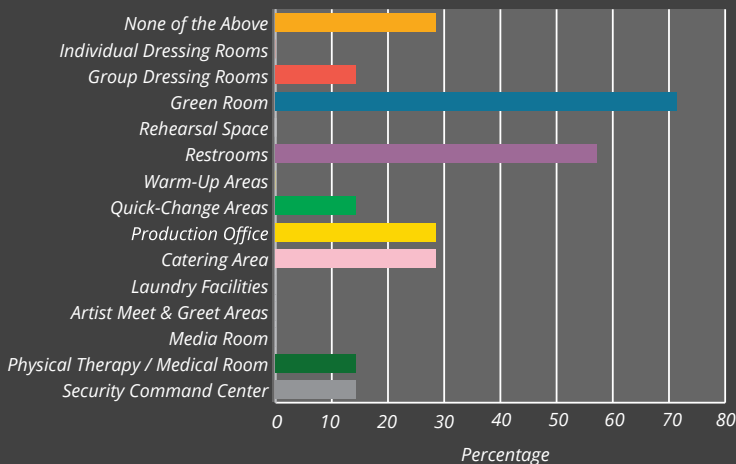
Successful venues utilize a “Plug and Play” infrastructure model to reduce friction for touring acts and minimize labor costs. By installing standard professional-grade sound and lighting systems, venues can attract renters without requiring them to bring excessive external equipment, which also speeds up load-in and load-out times. Furthermore, the data suggests that diversifying event types beyond standard concerts is essential for year-round stability. Peer venues reported high success with local festivals, which can generate 3-4x the profit of a single show, and “off-day” programming such as morning yoga, maker’s markets, and corporate rentals to maintain consistent facility utilization.

### Please break down your revenue sources:

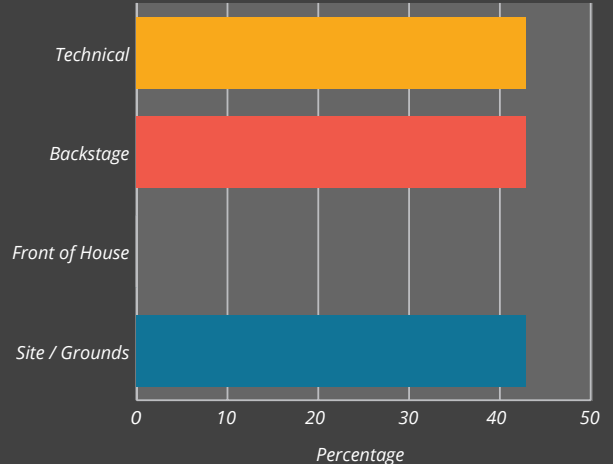


## FACILITY FEATURES

### What is included in your backstage facilities?



### Which facility features would you change if rebuilding?



# Site Evaluation

Quincy's riverfront offers distinct advantages for a medium-capacity performance venue. The natural barrier of the bluff contains sound, while the adjacent downtown commercial areas provide a buffer for residential areas. Park land availability allows for flexible site planning, and the riverfront setting itself creates a memorable backdrop that enhances the experience. These factors make the riverfront the most logical location for a venue. Two parks along the riverfront were evaluated: Clat Adams Park and Lincoln Park.



## CLAT ADAMS VS. LINCOLN PARK

### Clat Adams Bicentennial Park

Clat Adams Park offers wide, unobstructed river views without interference from the bay or Quinsippi Island. However, two significant barriers limit its viability. The site sits below current 100-year flood levels, requiring new fill and infrastructure to mitigate flood risk. More critically, its smaller footprint cannot support the venue capacity the community requested — limiting stage size, loading dock access, attendee count, and space for VIP and concession areas.

### Lincoln Park

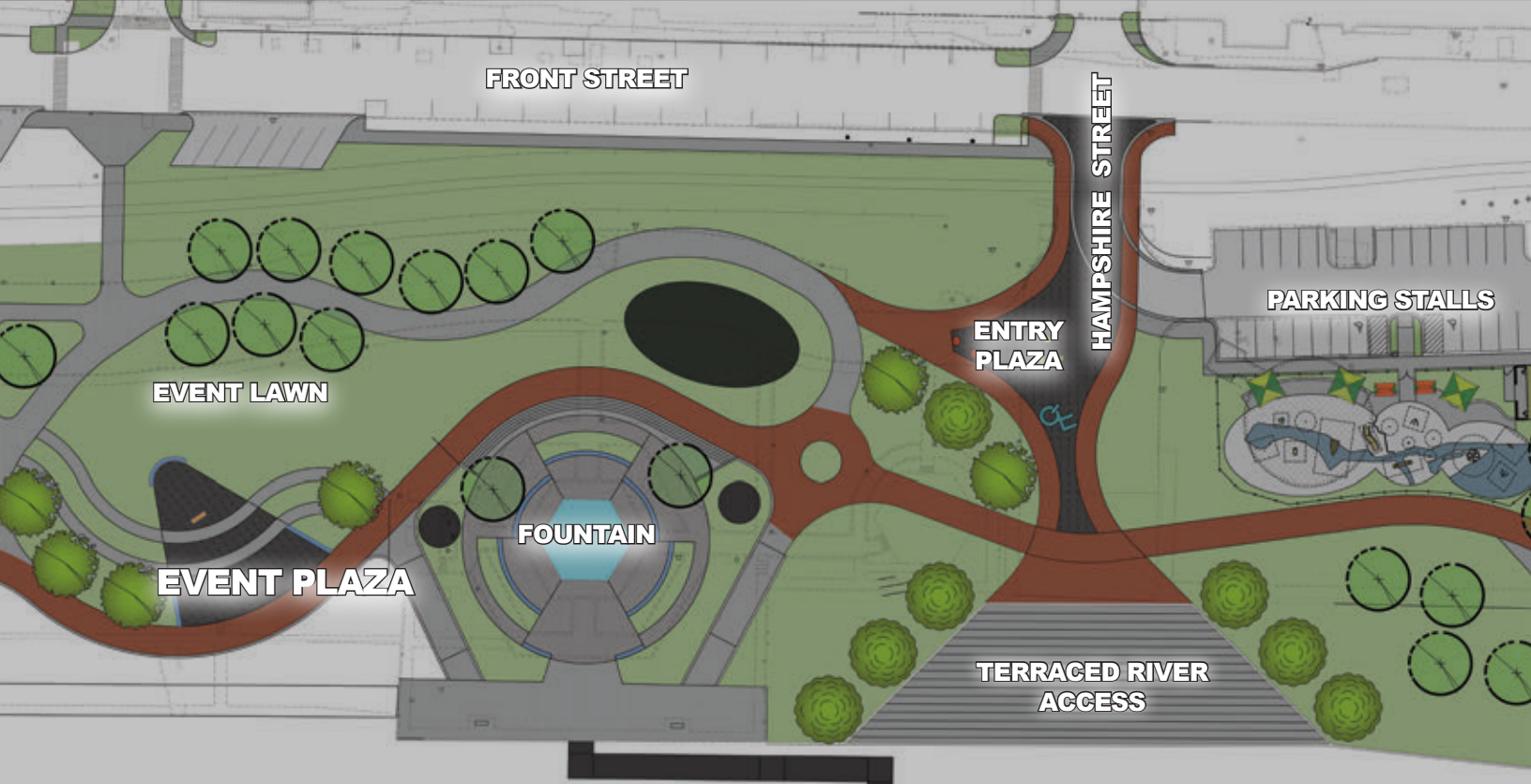
Lincoln Park is the stronger choice for a medium-capacity venue. The site, which served as a fill location for decades, already sits above 500-year flood levels — eliminating the need for significant grading. Its larger footprint accommodates VIP zones, concessions, and staging with adequate load-in logistics. Bordering less railroad property further simplifies access. Parking is another advantage: between new potential parking within Lincoln Park and existing spaces in Kesler Park, the site can support centralized parking for approximately 2,260+ patrons with additional riverfront parking increasing that number to 4,616+.



**LINCOLN PARK**  
MEDIUM CAPACITY **1,000-4,500**



**CLAT ADAMS PARK** **<1,000**  
CAPACITY



**CLAT ADAMS IS TOO SMALL TO ATTRACT THE RIGHT TALENT & ACHIEVE PROFITABILITY AS THE MAIN VENUE**

**COMPLEMENTARY SITE INTEGRATION**

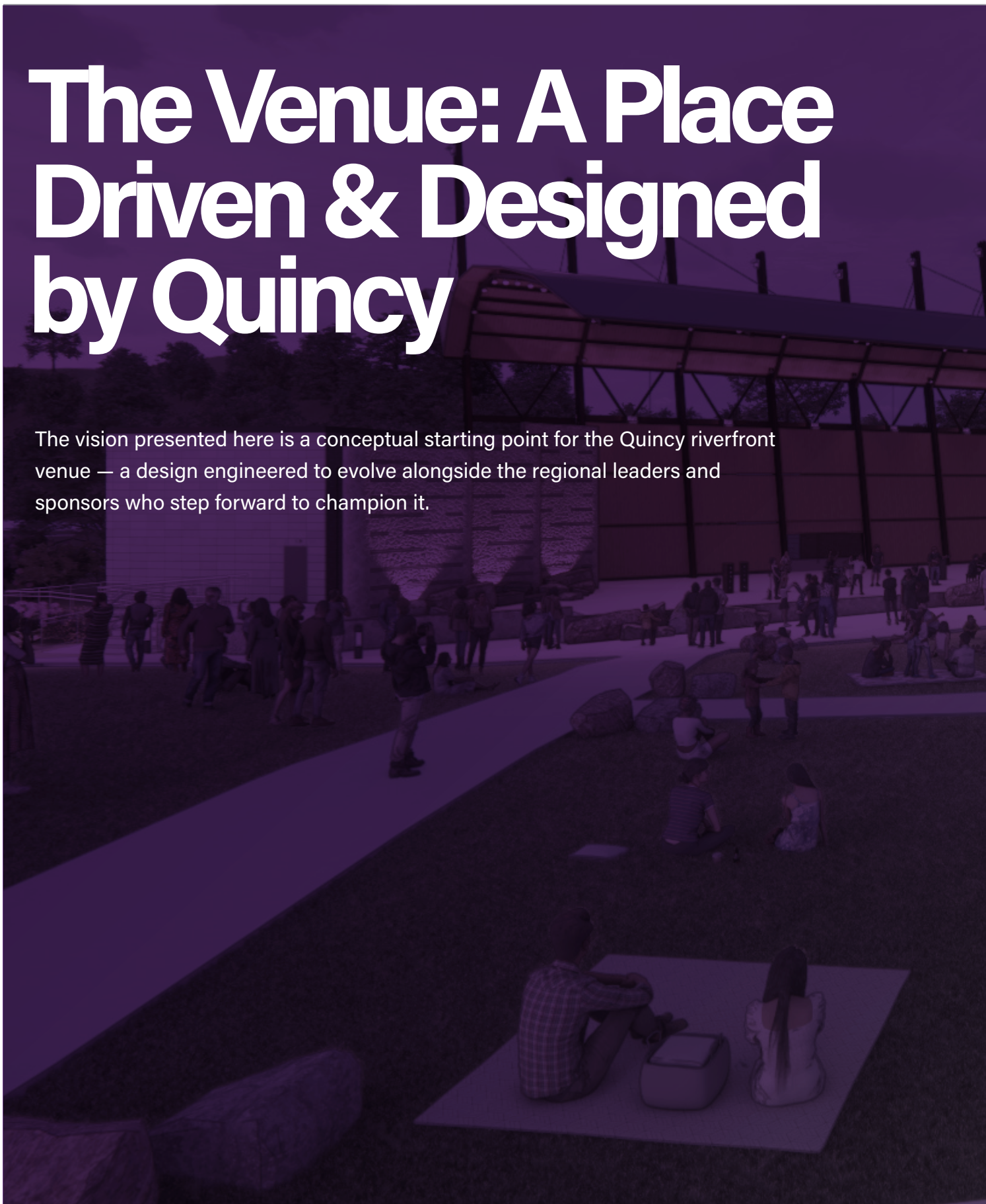
As part of this feasibility study, Clat Adams was evaluated closely but could not meet the capacity the community indicated they wanted. However, the 2020 master plan included a design for a smaller performance space at Clat Adams, and that concept remains viable as a secondary stage. With trail connections eventually linking

the two sites, Clat Adams could host complementary programming—acoustic sets, local showcases, or emerging artist performances—alongside main events at Lincoln Park. This two-stage approach would give Quincy the flexibility to host multi-day festivals, stagger programming across venues, and develop new event

formats. While this study focused on identifying community priorities and site feasibility for a primary venue, Clat Adams warrants additional attention in future planning.

# The Venue: A Place Driven & Designed by Quincy

The vision presented here is a conceptual starting point for the Quincy riverfront venue — a design engineered to evolve alongside the regional leaders and sponsors who step forward to champion it.





## Building on Community Feedback

**Three concerns dominated public input: flooding, parking, and noise. Each were major factors in determining a venue's feasibility.**

### **Flooding? Not likely in Lincoln Park:**

After the flood of 1993, Lincoln Park was elevated with fill and now sits above the 500-year flood elevation. The result? Zero flooding in decades and a reduced risk of future floods.

### **A chance to expand parking:**

"No parking" echoed through survey responses. Our solution: adding 330 new parking spots in Lincoln Park. Combined with the existing 59 spots in Lincoln Park and the 176 spots in Kesler Park (on Lincoln Park's southern border), that gives the venue 565 centralized parking spaces. With typical occupancy of two to four people per car, that's **1,130 to 2,260 people** on site. Add in the other 589 riverfront parking spots identified in the Quincy Riverfront Master Plan, and the total parking reaches 1,154 spots and between **2,308 and 4,616 people**.

Additionally, many other successful venues nationwide utilize shuttle services. An easily-accessible shuttle drop-off was included in the plan, allowing the venue to leverage the parking power of downtown Quincy as well.

### **Location & Sound:**

Many community members wanted a venue closer to the center of town. The main problem: sound travels. This makes a major music venue in a neighborhood park or other centralized location more problematic.

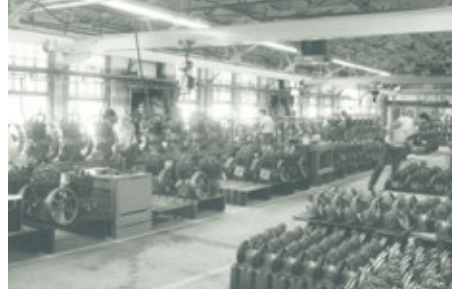
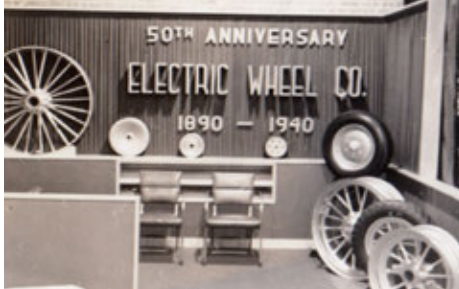
The riverfront's natural bluff topography and the downtown commercial buffer offer noise protection to residential areas. We also recommend hiring a professional acoustician during design that can help direct sound toward audiences, not neighborhoods. Orienting the stage toward the bay projects sound away from residential neighborhoods. With these considerations, the riverfront location offers better opportunities for sound management.

# Finding Inspiration

To create the archetype of an outdoor performance venue, the team looked beyond standard functionality to the very DNA of the Tri-States. This small niche of the world is defined by the power of the Mississippi, vast landscapes, a storied industrial history, and a creative hum that remains the area's foundational strength.

## A LEGACY OF CHARACTER

Quincy has never been a place of quiet conformity; it is a community with a deep-rooted tradition of breaking the mold and embracing a big personality. From the unconventional spectacle of elephants parading down Maine Street to the roar of historic boat races on the very bay that will frame this venue, the history is a vibrant tapestry of grit, celebration, and character. As the home of America's first community arts council and an industrial powerhouse, Quincy has long been a city of makers where performers, visionaries, and workers alike have pushed boundaries. Whether it was the high-energy flair of flapper-era dancers or the raw ingenuity found inside our early manufacturing plants, the region's resilient spirit is the foundation which inspired this venue's initial concepts.

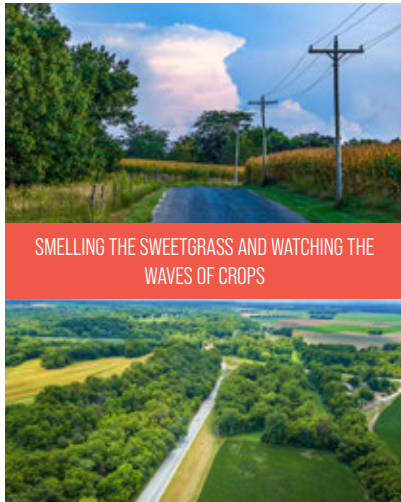


Photos: Historical images from the late 19th early 20th Centuries in Quincy, IL ©Historical Society of Quincy & Adams County (HSQAC)

## DRAWING AUTHENTIC CONNECTIONS

As the design team began exploring visual concepts, one principle guided the work: the venue should feel authentic to the region. The rolling hills, limestone bluffs, and wide-open sky are defining features of this landscape—elements worth honoring rather than competing against.

By blending modern design with the region's natural textures, the result is a venue that feels both innovative and grounded. It becomes a destination that celebrates the landscape, inviting artists and audiences alike to settle in and stay a while.



## A VENUE THAT HAS ALWAYS BEEN

Nestled between limestone bluffs and the Quincy Bay, the venue is designed to look both modern and as if it naturally landed onto the site. Thinking of the birds who nest on the bluffs and fish the river, as well as the bridge that connects Illinois and Missouri, the design incorporates a cable-stay roof and structural steel. The side stage buildings act as an echo of the limestone bluffs behind them, grounding the structure in its natural environment.



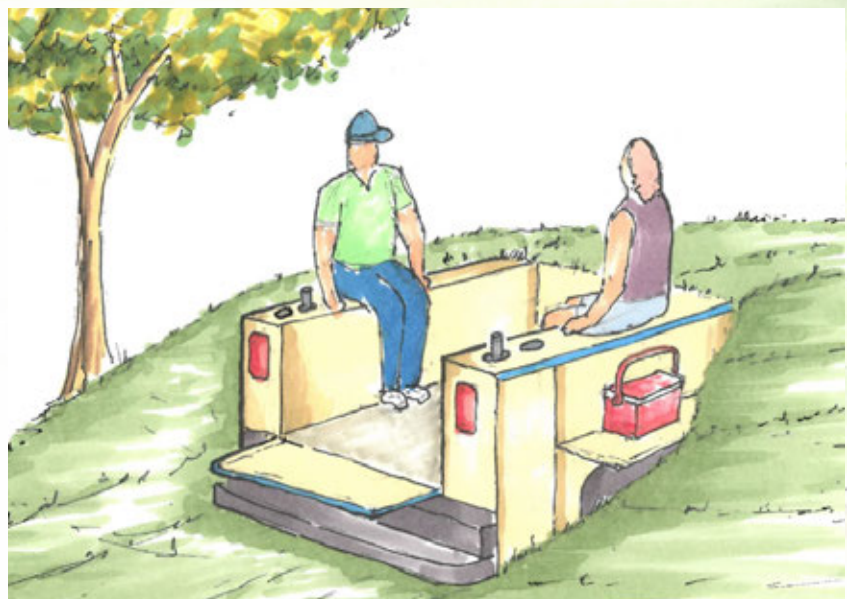
Images: Photos of wildlife and landscapes along the Mississippi River.  
Sketch: Initial concept by Stephanie Cross with Klingner



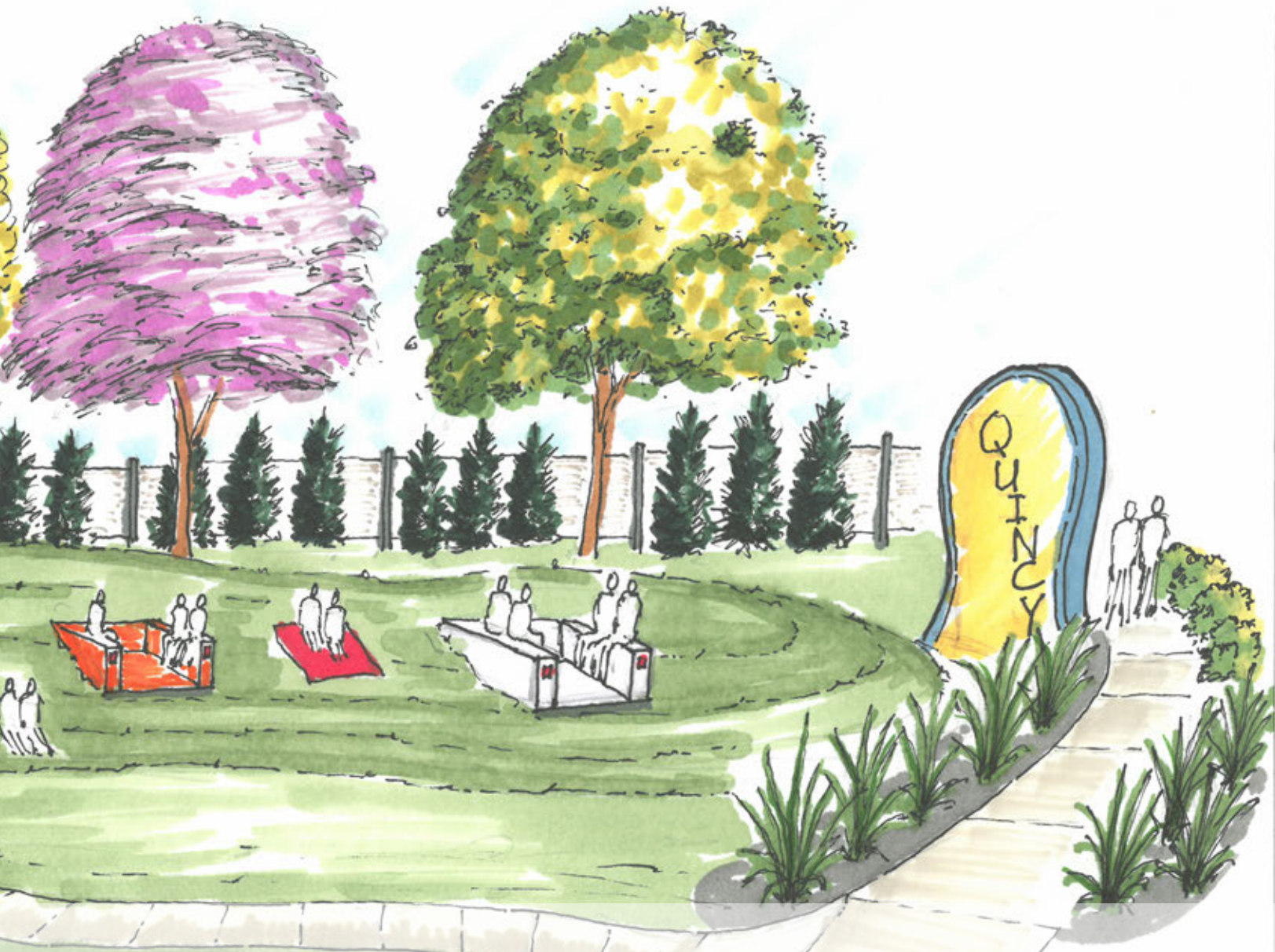


## THE CLASSIC TAILGATE

The “Truck Bed Berm” transforms the traditional Midwest tailgate into a permanent venue feature. Inspired by regional manufacturing leaders like Knapheide, actual truck bed structures are integrated into a lounging berm to create a unique social zone. This “party in a field” atmosphere celebrates local craftsmanship and the generations of families who built the community’s industrial strength.



Large Sketch: Initial truck bed / tailgating berm concept by D. Cullan Duke with Klingner  
 Small Sketch: Initial truck bed / tailgating berm detail by D. Cullan Duke with Klingner



Small Sketch: Initial embedded wheel & tire berm detail by D. Cullan Duke w/ Klingner

The truck bed berm is only one way designers chose to celebrate the inventors who defined the community. The idea of embedding regional products into the facility flourished when considering metal wheel wells, structural steel, and other local goods. The community's history of manufacturing and its status as a "City of Makers" is inspiring, and this venue serves as a high-profile stage to show it off to the world.

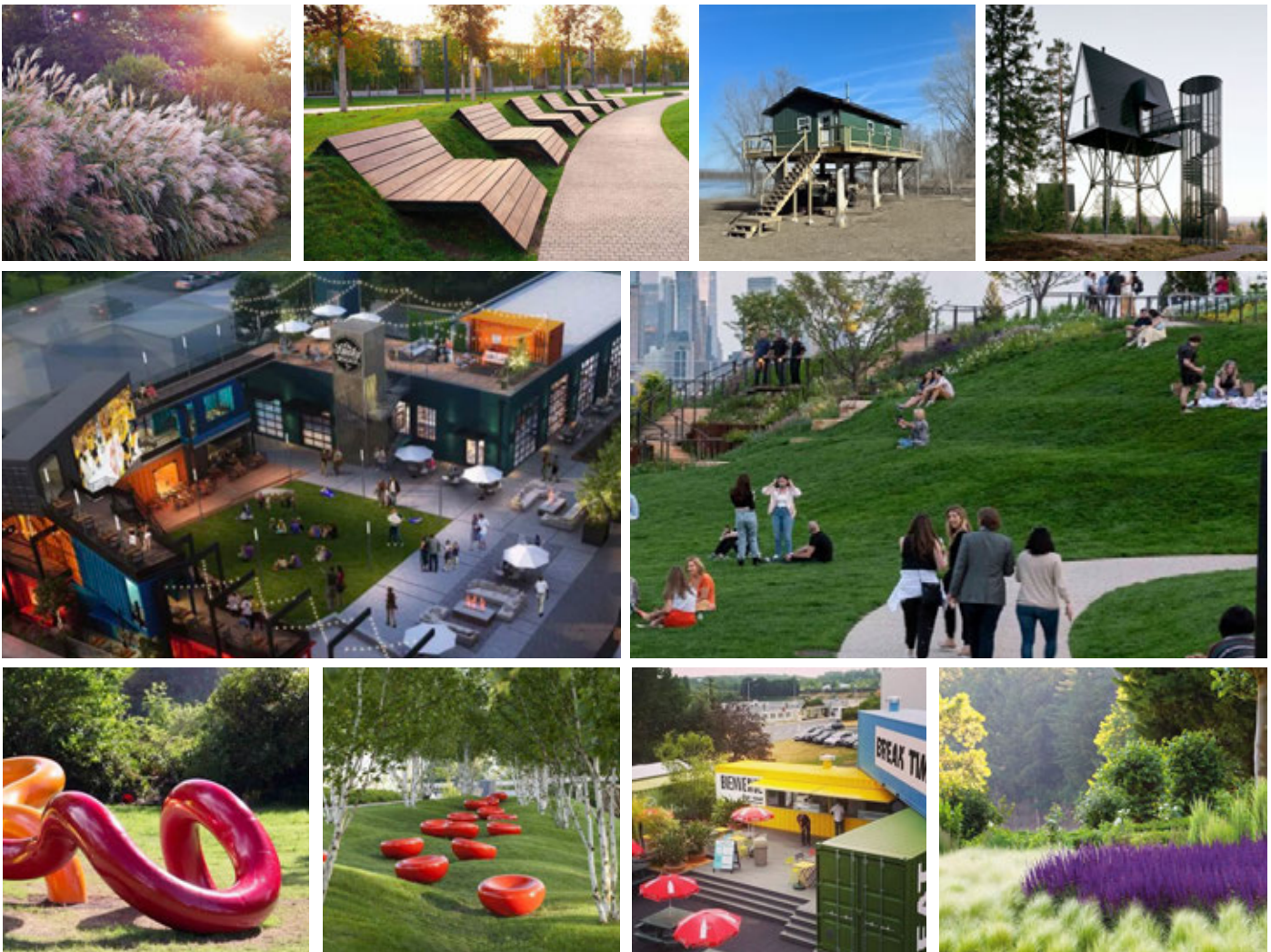
# The Vision Realized

## THE CONCEPTUAL PLAN

Turning inspiration into infrastructure, this conceptual site plan represents a harmonization of the natural landscape, industrial heritage, and a future-forward community. This programmatic layout envisions Lincoln Park as a destination that feels both intimate and grand—and can serve as the basis for a formal master plan. From the towering steel of the stage to the smallest hospitality detail, every element optimizes the guest experience while celebrating the region’s innovative spirit.

### Engineering the Guest Experience:

The plan incorporates dedicated entry sequences and a main gate to guide visitors into the venue safely and efficiently. To manage the site’s unique geography, berms constructed from raised fill material create physical separation between the venue, surrounding amenities, and parking lots. The design includes VIP-only plazas with their own “stilted river houses”—premium suites that mimic historic river camps and offer wrap-around porches for top-tier hospitality.



Photos: Curated images of landscapes, products, designs, and structures that helped inspire the venue master plan.



SEMI-TRUCK, BUS, & MISC. ARTIST PARKING

RIVERFRONT PROMENADE

VIP VENDORS & RESTROOMS

BACKSTAGE

LOADING

VIP SUITES

VIP PLAZA

COVERED STAGE

BACKSTAGE

UNDER-BERM RESTROOMS

STAGE PIT

SPECTATOR LAWN

SCENIC OVERLOOK

RAILCAR MARKET

VIP SUITES

BILL KLINGNER TRAIL EXTENSION

MAIN ENTRY GATE

TRUCK BED BERM

UNDER-BERM RESTROOMS

UNDER-BERM RESTROOMS

SHUTTLE DROP-OFF

PARKING

BONANSINGA DRIVE





## THE SOCIAL HEART: VENDOR VILLAGE

The Vendor Plaza features a “Vendor Village” constructed from repurposed railcars, honoring Quincy’s history as a 19th-century rail transportation hub. Positioned to create a slight separation between the expansive lawn and the river, the plaza acts as a funnel, driving visitors toward stunning waterfront views. These modular structures are flexible enough to host small, intimate performances while highlighting regional food distributors and local brand partners.





## ROOFTOP HOSPITALITY AND REVENUE

The railcar units are topped with rooftop entertainment decks, offering some of the best river and stage views in the venue. These premium spaces can generate critical ancillary revenue through exclusive VIP experiences and concessions. By offering multi-level socialization, the design allows for top-of-the-line rental and entertaining spaces that feel both private and connected to the crowd. These rooftops provide an unobstructed vantage point for the glowing silhouette of the stage.



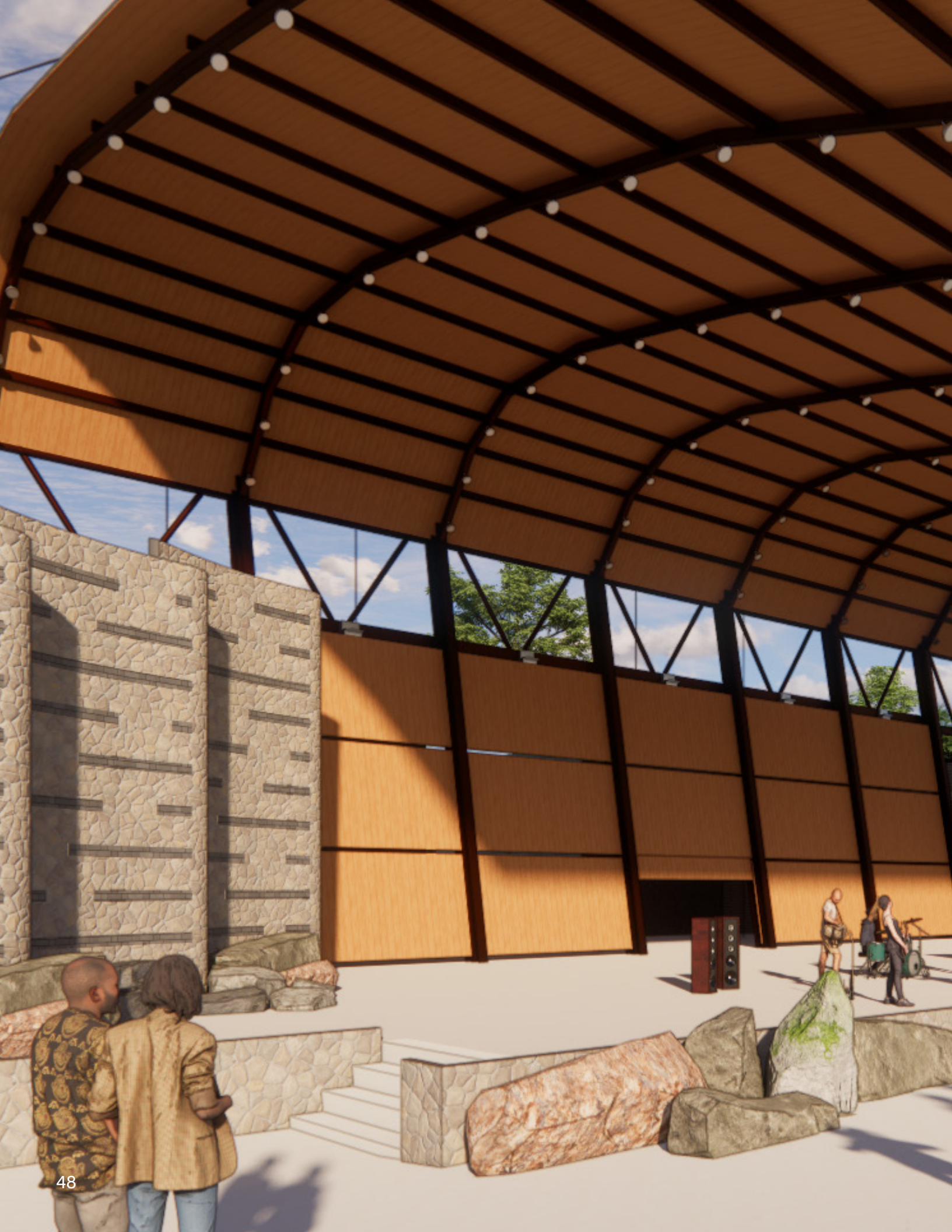
**The most popular amenities requested by the community are VIP lounges and private suites**





## A STAGE DEFINED BY THE REGION

The stage roof is a contemporary statement made of angled structural steel — a locally-sourced product. From the side, the silhouette mirrors a bird fishing on the river, utilizing a cable-stay roof to create a sense of rhythm and flight. The side stage buildings echo the limestone bluffs that define the site's natural backdrop. Flanked by VIP "stilted river houses," the stage area balances utilitarian materials with bold architectural gestures rooted in the community.



## TECHNICAL EXCELLENCE FOR NATIONAL ACTS

The height and structural integrity of the overhang allows the venue to support high-profile artists' heavy equipment. Designed for top national promoters, the proposed stage can support massive rigging loads and sophisticated acoustical panels. Large side stages provide the necessary footprint for modern LED visual packages and digital displays. This versatile design accommodates everything from local dance performances to major touring acts, providing a world-class home for the arts.

# Cost Opinion

The proposed riverfront outdoor performance venue is a transformative project for Quincy, Illinois. Scaled to attract major touring acts, the design positions the facility to serve as an engine for regional cultural and economic activity. This study aligns the community's vision for the venue with the practical considerations required for successful project delivery.

## THE ROADMAP TO DEVELOPMENT

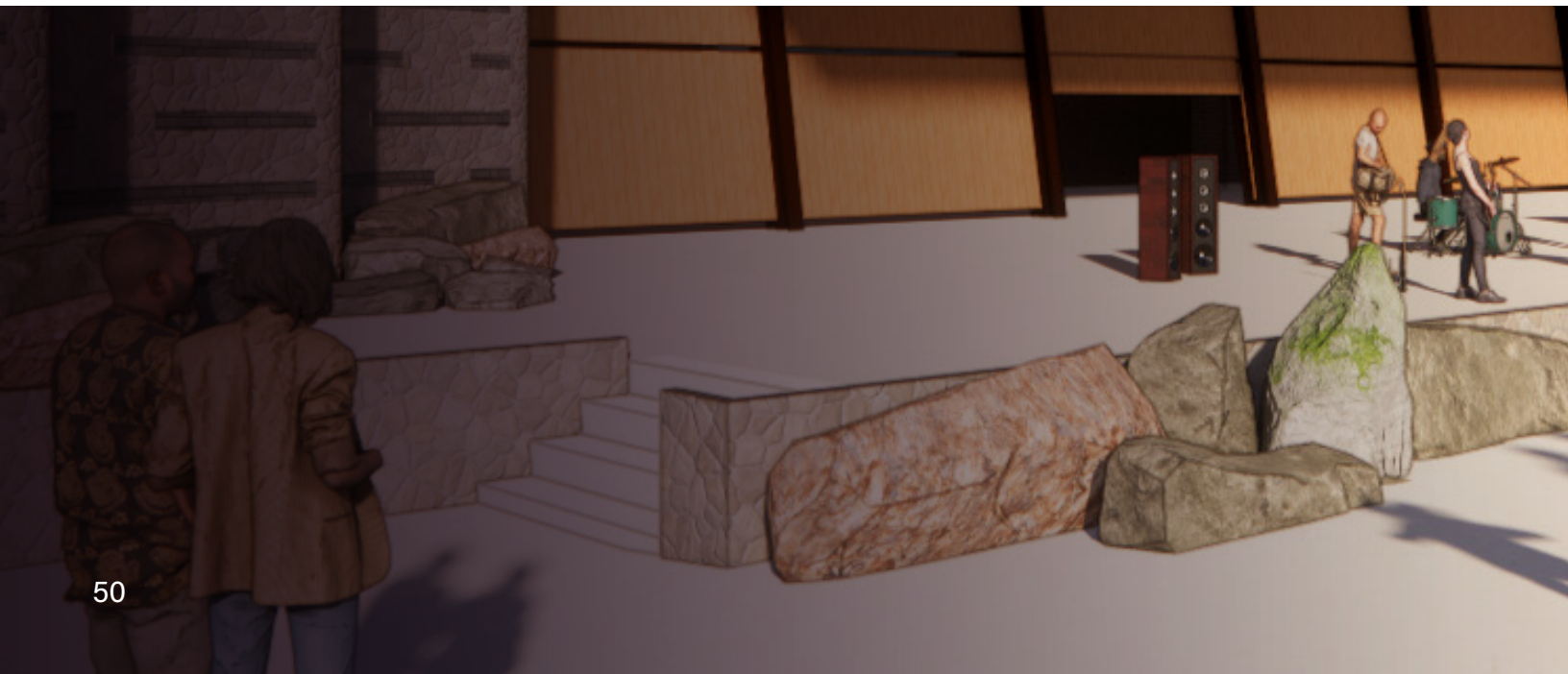
### Understanding the Opinion of Probable Cost:

This study provides an Opinion of Probable Cost (OPC) totaling \$22,324,098 (detailed on the next page). Unlike a contractor's fixed bid, an OPC is a planning tool based on professional judgment and historical data intended to facilitate "go / no-go" decision-making and scenario planning before significant public funds are committed. The budget utilizes Class 4 estimation standards, incorporating unit costs for vertical construction and a project contingency to help protect against market volatility and undefined scope elements.

Several variables could lead to increased project costs if higher-end specifications or complex restorations are prioritized. For example, the finish level of the VIP suites is a significant variable; adding luxury appointments, private bars, or integrated systems would raise capital requirements while potentially increasing long-term revenue. Similarly, the Vendor Village presents a cost risk if the project pursues authentic restoration of decommissioned railcars instead of new construction.

Expenses related to hazardous material abatement and specialized transport for real rolling stock often exceed the price of ground-up buildings. Additionally, the cost for furnished excavation is sensitive to logistics; if clean fill material for the berms and site grading cannot be sourced locally, transportation fees will escalate this category.

For stakeholders reviewing this study, it is critical to note that substantial investment is dedicated specifically to earthwork and grading so that the venue provides optimal sight lines. The financial scenario assumes 3-4% annual price escalation, which is considered a reasonable baseline for the 2025-2026 Midwest construction market, characterized by stabilizing material costs but persistent shortages in skilled labor. Ultimately, the plan balances high-impact "place-making" elements, like custom truck bed seating, with essential infrastructure to make the venue a durable, cultural destination that honors Quincy's transportation heritage.



## STRATEGIC IMPLEMENTATION OF FISCAL DATA

Budgetary stakeholders can utilize this information as a baseline to align the venue’s physical design with its revenue-generating potential. At this stage, the figures serve to identify “variable cost” levers — such as the level of VIP amenities or paving materials — that can be manipulated to optimize the return on investment without compromising the core functionality of the performance space. This data should be interpreted with the broader feasibility study to cross-reference the conceptual design’s visual goals with actual line-item allocations, verifying every requested dollar serves a specific programmatic function. By maintaining the 10% contingency and continuously monitoring regional escalation factors, the steering committee can use this report to defend funding requests and pivot during the design development phase as more detailed engineering data becomes available.

### OUTDOOR PERFORMANCE VENUE

OPINION OF PROBABLE COST FOR ARTS QUINCY ON 8/21/2025

	ITEM DESCRIPTION	TOTAL COST
<b>1</b>	<b>Site Preparation, Grading, Erosion Control, Utilities, Pavements, and Seeding / Landscaping</b>	<b>\$5,268,230</b>
	Site Mobilization, Erosion and Sediment Control, Earthwork and Grading, and Temporary Site Fencing.  Utilities (Including Storm Sewer and Drainage Systems, Sanitary Sewer Systems, Trench Backfill, Water and Fire Protection Services, Site Electrical and Lighting, and Site Communications.)  Pavements (Including Concrete Flatwork and Paving (Sidewalks, Curb and Gutter, VIP Plaza, and Railcar Village Plaza), Asphalt Paving (Base, Binder, and Surface Courses), Aggregate Base Course, Geotextile Fabric, and Pavement Striping.)  Seeding / Landscaping (Including Site Landscaping, Seeding and Mulching, and Stormwater Management.)	
<b>2</b>	<b>Site Amenities</b>	<b>\$769,000</b>
	Including Site Furnishings and Assorted Seating (Benches, tables, truck bed, and wheel seating), Site Fencing and Gates (Ornamental and chain link with swing and cantilever gates), and Site Features and Art (Flagpole and foundation, sculptural panels, and sculptures).	
<b>3</b>	<b>Venue, Restrooms, VIP, &amp; Concessions Buildings</b>	<b>\$13,895,000</b>
	Including Stage Structures (Green Room, Restrooms, and Storage), Plaza Buildings (VIP Restrooms / Concessions and Main Plaza Restroom / Concessions / Merchandise Buildings), and Shade Structures.	
	<b>ESTIMATED CONSTRUCTION SUBTOTAL</b>	<b>\$19,932,230</b>
	<b>CONTINGENCY (10%)</b>	<b>\$1,993,223</b>
	<b>BONDS AND INSURANCE (2%)</b>	<b>\$398,645</b>
	<b>ESTIMATED TOTAL</b>	<b>\$22,324,098</b>

# Options for Operation

The conceptual site for the proposed venue is owned by the Quincy Park District, which creates flexibility in how the facility could be structured and operated. This section outlines potential paths to operational sustainability, including private, public, and hybrid models. These options offer Arts Quincy, Quincy Park District, City of Quincy, donors, economic development partners, and community stakeholders a starting point for evaluating how to move forward.

## CHOOSING A BUSINESS MODEL

Developing a world-class venue requires more than architectural blueprints; it demands a financial structure capable of weathering the volatility of the entertainment industry. For the average person, it is important to understand that venues generally fall into three categories, each with specific pros and cons:

- **Public Models:** Fully public organization-owned and operated. While accessible, they often lack the capital and agility required to secure competitive B+ touring acts, leaving the calendar sparse or dependent on lower-tier talent. The objective is usually to break even.
- **Private Models:** Owned by corporations. They excel at efficiency and booking top-tier talent due to profit incentives, but can prioritize profitable events over community events. They also have less incentive to work with local organization who cannot generate in ticket sales what it costs to operate the venue.
- **Hybrid Public-Private Partnership (P3):** A blend of both.

### COMPARISON OF VENUE BUSINESS MODELS

Model	Ownership & Operation	Booking & Market Agility	Community Impact	Primary Financial Goal
Public	Public-owned / operated	Low agility; often limited capital to secure B+ Level acts.	High accessibility but often results in a sparse major event calendar.	Aiming to break even annually.
Private	Corporate Entities	High efficiency; leverages industry ties for top-tier booking.	Frequent alienation of small groups via high pricing and exclusivity.	Maximizing profit and ROI.
Hybrid (P3)	Public-Private Partnership w/ Nonprofit Conservancy	High agility; uses professional staff to negotiate with agencies like WME and CAA.	High impact; uses subsidies to provide low-cost lawn and nonprofit access.	Sustainability + Civic Mission.

## A Potential Path Forward:

A Hybrid Public-Private Partnership (P3) could offer a structure that balances professional entertainment standards with a lasting civic mission. Under this arrangement, the Quincy Park District would maintain ownership of the land and infrastructure, insulating the public from operational liabilities while allowing a Professional Operator to manage the fast-paced demands of the concert industry. This agility may enable the venue to secure competitive B+ national acts that standard municipal departments might struggle to book due to operational constraints inherent in public organizations.

A core component of this model is a 501(c)(3) Conservancy, which serves as a philanthropic bridge throughout the project’s lifecycle.

During pre-design, design, and construction phases, the Conservancy could capture tax-deductible donations for community assets like the stage, roof, and public plaza. By acting as the fiscal agent, the Conservancy would allow donors to contribute to infrastructure that remains public property, helping to reduce the initial capital burden. Post-opening, it could continue this role by funding educational programs and providing subsidies to keep the venue accessible for local nonprofits. This multi-layered structure offers a path to protecting the facility’s role as a community asset—preventing it from becoming an exclusively commercial enterprise while generating the revenue necessary for long-term sustainability.

### A BREAKDOWN OF STRATEGIC RETURN ON INVESTMENT (ROI):

- **Quincy Park District:** Retains ownership of a world-class \$20M+ infrastructure asset while transferring all daily operational risk and labor management to a private entity.
- **The City of Quincy:** Benefits from an “economic recapture engine” that redirects spending from St. Louis back to the riverfront.
- **The Nonprofit Conservancy:** Secures a dedicated mechanism for tax-deductible giving during construction and operations, allowing it to fund educational programming and keep the venue accessible for regional charities.
- **The Venue Operator:** Operates a high-capacity facility equipped for 53-foot semi-trucks and union-standard production.

**Promoting Accessibility - The “Civic Rent” Subsidy:** Without the Conservancy, the Venue Operator would be forced to charge high rental rates to every user — including local nonprofits — to cover the facility’s high overhead. The Conservancy protects the community from this “commercial pricing trap” by paying a “Civic Rent” subsidy directly to the Venue Operator.

**How it Works:** If the commercial cost to rent the venue is \$15,000 / day, the Conservancy pays \$12,500 of that cost, allowing a local charity to rent the facility for a nominal \$2,500 fee. This allows the venue to remain a community asset.

## CONSERVANCY-PROVIDED TAX-DEDUCTIBLE PHASES / FOCUS

Phase	Tax-Deductible Focus	Why?
Pre-Design	Feasibility Studies & Site Surveys	Necessary for public land improvement.
Design	Architecture / Engineering Plan for Facilities, Lawn, & Plaza	Benefits a community asset.
Construction	Core Infrastructure	Core infrastructure owned by the City / Park District.
Tech / Install	Permanently Fixed Sound, Lighting, and LED Walls	Essential facility equipment for public use.

The only time design fees would be at risk for a tax audit is if they are for private-benefit spaces that do not serve the public mission, including spaces that need to be tailored for for-profit vendors and exclusive VIP build-outs (because the benefit is private, not civic).



# Feasibility Conclusion

This study evaluated feasibility from multiple angles: market conditions in Quincy, the city's position relative to other regional markets, site suitability, facility scale based on community input, and possible business models for publicly-owned property. The goal was to vet the venue concept the public requested and determine whether it can be supported. Below is a summary of key findings.

**What The Community Wants:** A comprehensive survey received 668 completed responses, with 91.4% identifying as local residents. Roughly 80% expressed excitement or positivity about the concept of an outdoor performance venue. Respondents indicated strong demand for major touring concerts (83.64%) and a preference for a medium-capacity venue capable of attracting national acts (67.63%). These results reinforce the need for a facility scaled to meet regional entertainment expectations.



**Survey results confirm both public enthusiasm and a gap in local professional performance offerings.**

**Market Foundation & Location Feasibility:** Quincy's geography supports the vision of a medium-capacity venue that can attract touring artists. Positioned along touring routes between major hubs like Chicago, Kansas City, and St. Louis, the city offers a routing solution for artists navigating gaps between markets. A facility built to industry standards allows large productions to load in and perform with minimal setup time. The 120-mile catchment radius encompasses over 1.7 million residents, including approximately 250,000 households earning \$100,000+ annually. This audience density, combined with Quincy's strategic location, supports a venue scaled to attract B+ and A- level acts.



**A venue scaled to draw from 1.7M regional residents and attract major artists with the right equipment and scale.**

**Peer Venue Insights:** Over a dozen facilities were researched, and four comparable venues provided comprehensive feedback. These venues operate under a range of public, private, and hybrid models — demonstrating that multiple paths to sustainability exist. A consistent theme emerged: long-term success depends on properly-scaled design, professional-grade infrastructure, and early input from technical professionals. Their feedback reinforces that a facility built to touring industry standards and sized appropriately for the market has a viable path forward.



**Peer venues confirm: properly scaled design and professional-grade infrastructure are essential to venue feasibility.**

**Selecting A Site That Works:** Two riverfront parks were evaluated for the venue: Clat Adams Park and Lincoln Park. Both benefit from the natural sound barrier of the bluff and proximity to downtown, making the riverfront well-suited for large-scale performances. However, Lincoln Park presents the stronger case. The site already sits above 500-year flood levels. Its larger footprint can accommodate the venue capacity the community requested, along with VIP areas, concessions, and staging with proper logistics. Parking capacity for anywhere from 2,000 to 4,000+ and simplified access further support Lincoln Park as the preferred location for a facility of this scale.

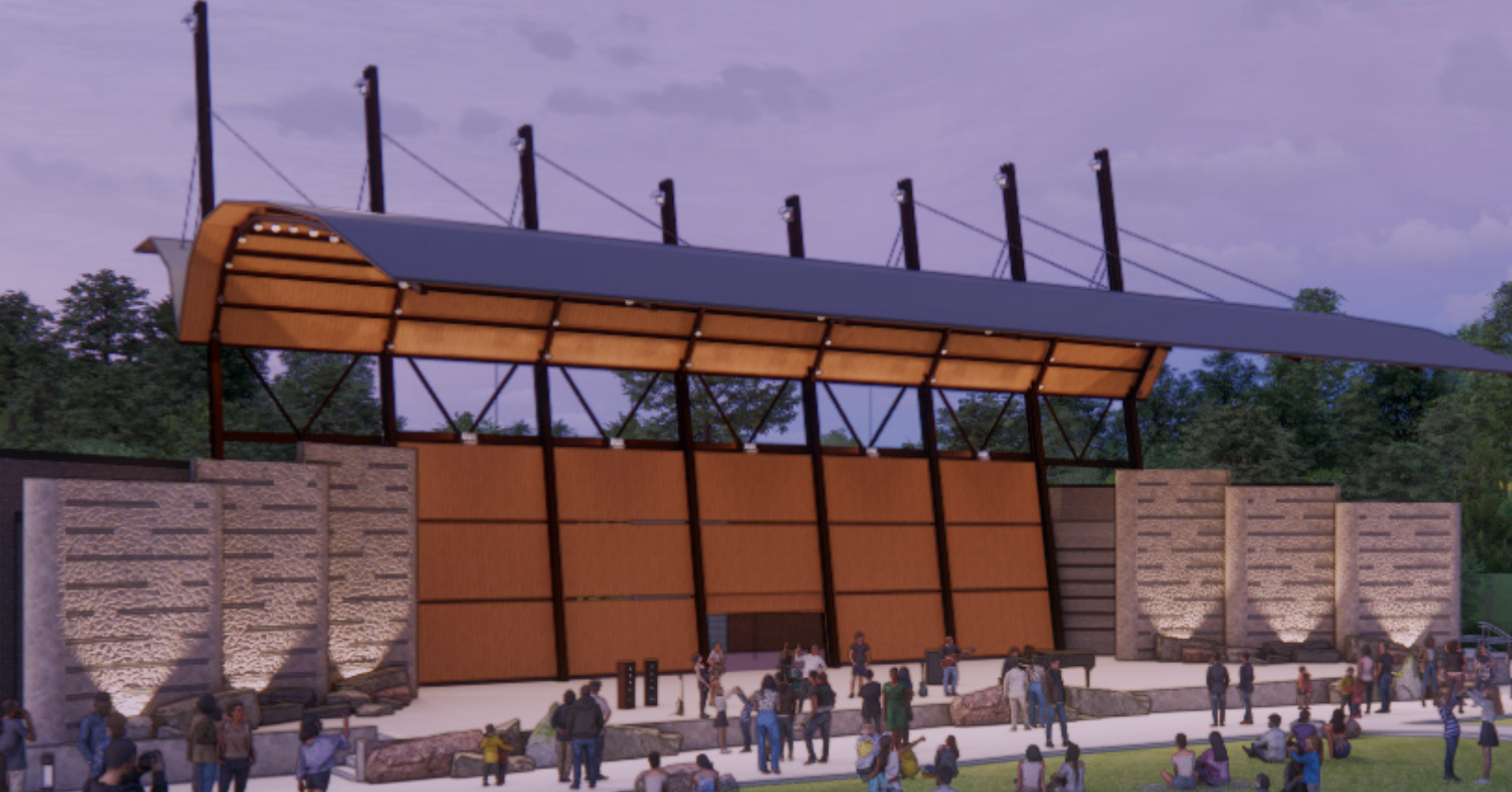


**Lincoln Park offers the space, infrastructure potential, and logistics to accommodate large crowds for major events.**

**Capital Investment:** The opinion of probable cost for the venue the community wants — one scaled to attract larger, more profitable touring acts — is around \$22 million. The conceptual site is owned by the Quincy Park District, which creates flexibility in how the facility could be funded and structured. A hybrid public-private partnership model could allow publicly owned elements — such as the stage, roof, and public plaza — to be funded through tax-deductible donations via a 501(c)(3) Nonprofit Conservancy, reducing the initial capital burden.



**A hybrid model could fund public assets through tax-deductible donations while enabling revenue-generating operations.**



# Final Overview

Based on current market conditions and the data analyzed in this report, an outdoor performance venue on the Quincy riverfront has the potential to be a viable and transformative project, supported by overwhelming community enthusiasm, with nearly 80% of surveyed residents viewing the project positively. By leveraging the city's unique geographic position as a logistical "routing stop" between major hubs like Chicago and St. Louis, the venue can capture economic activity that currently leaves the region. The findings are supported by several factors, including Quincy's positioning for a B+ tier booking strategy, information provided by other similar venues, the potential for a hybrid public-private partnership model, and the selection of Lincoln Park as a flood-resilient, high-capacity site. With strong management and a firm business plan, a facility designed to meet technical tour requirements while offering an exceptional audience experience has the potential for long-term success in this community.



# Addenda

**Community Survey Results 58**

**Touring Crew Survey Results 93**

**Venue Survey Results 123**

# Community Survey Results

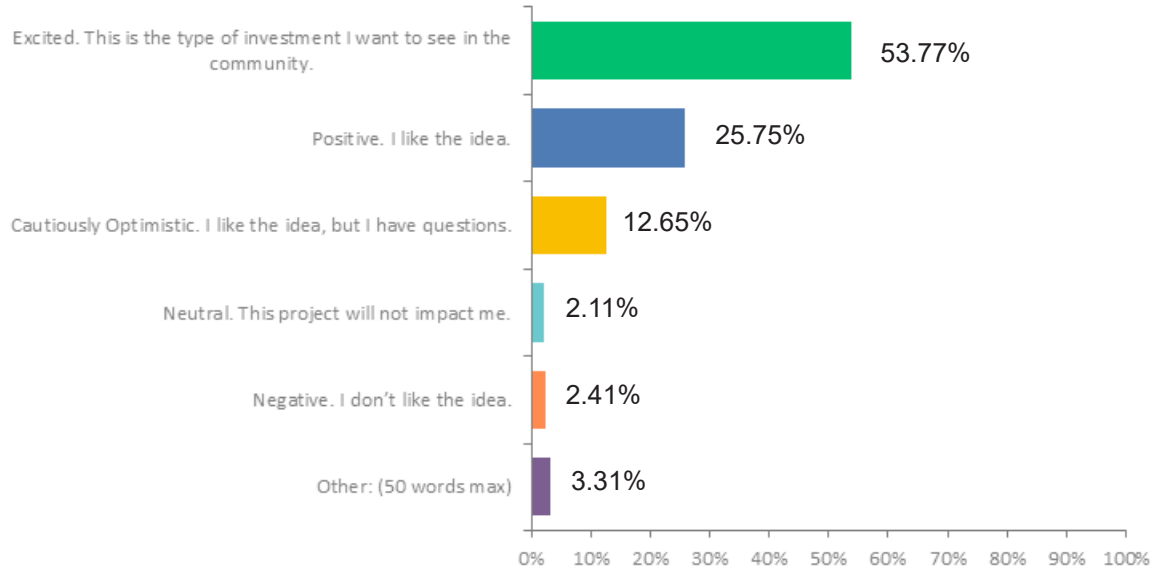
**ANSWERS TO THE FOLLOWING QUESTIONS ARE OMITTED FROM THIS ADDENDUM:**

**Question #1:** Do you wish to be entered into a contest to receive \$250+ worth of local prizes and discounts?

**Question #2:** Please provide your contact information: (Arts Quincy may use your contact information to keep you informed about Arts Organizations in the Region: you can opt out at that time. We will not sell your personal information to any third-party contact vendors, ensuring your details remain private.) Note: (\*) fields are only required if you are entering the contest. You do not have to answer this question this question to complete the survey.

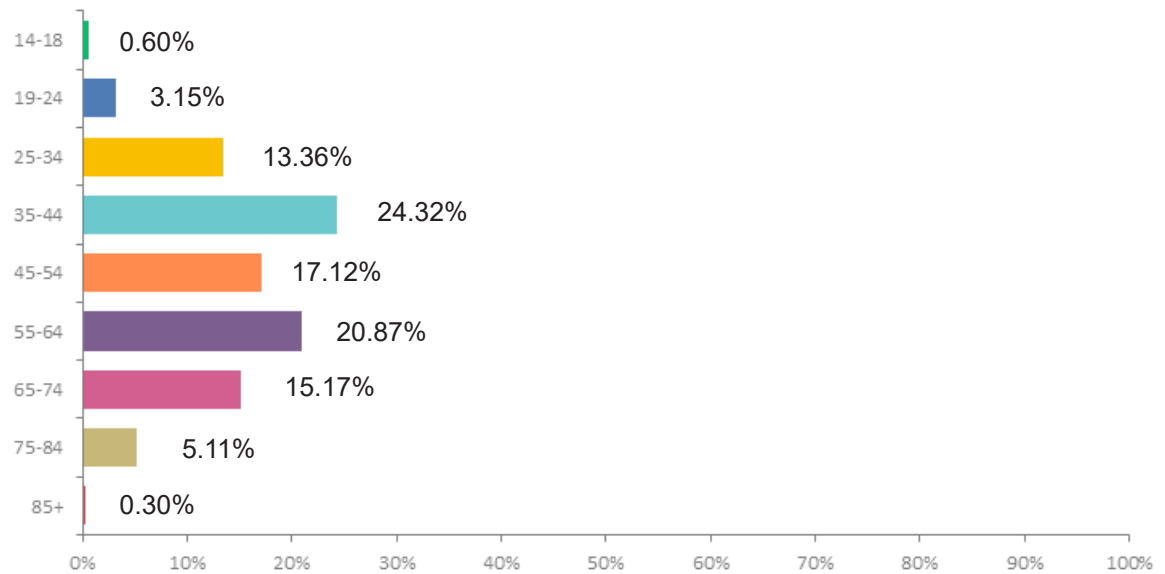
### Q3: How do you feel about the idea of developing an outdoor music venue in Quincy, IL?

Answered: 664 Skipped: 5



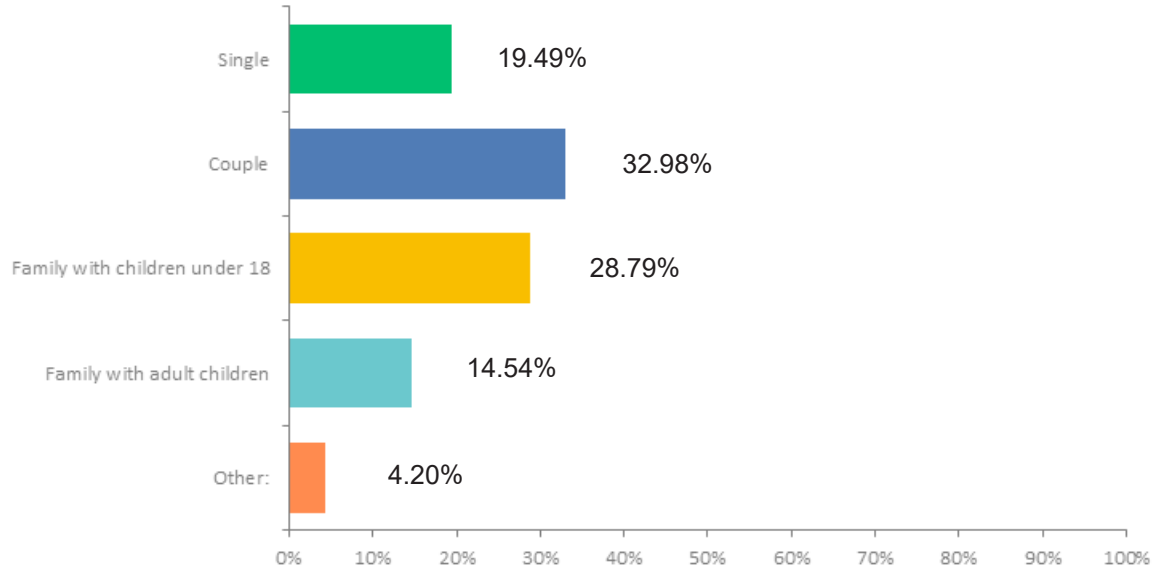
### Q4: Your age range:

Answered: 666 Skipped: 3



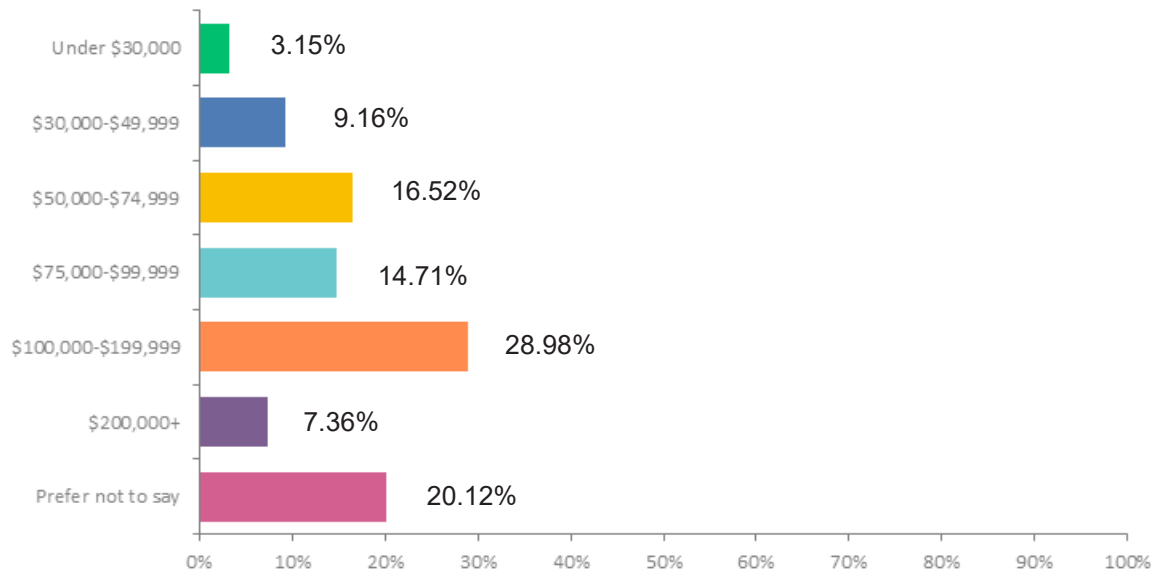
## Q5: Your household makeup:

Answered: 667 Skipped: 2



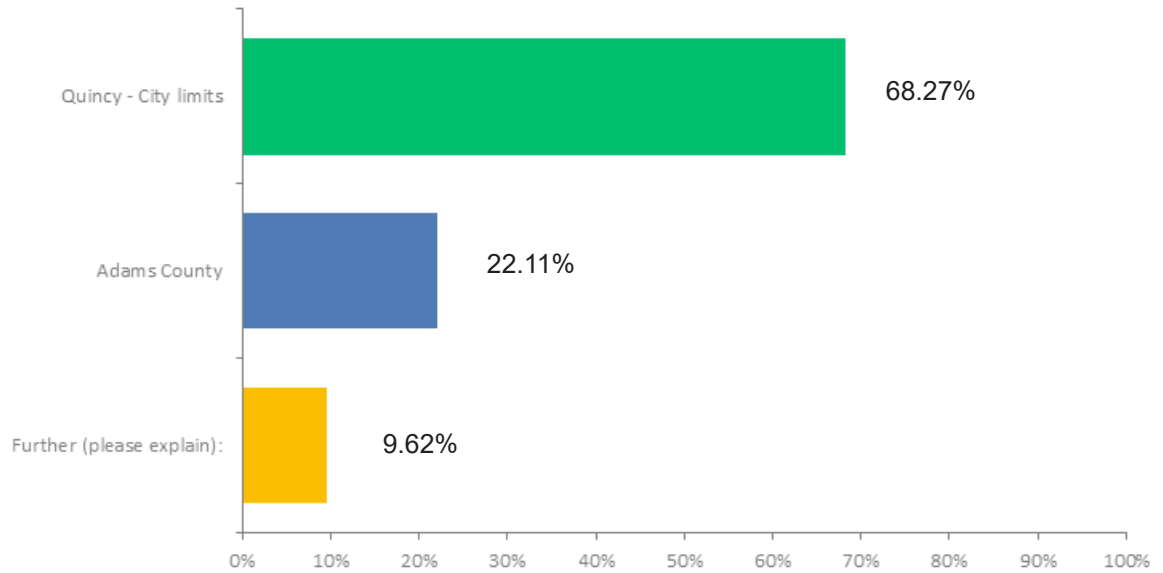
## Q6: Annual household income:

Answered: 666 Skipped: 3



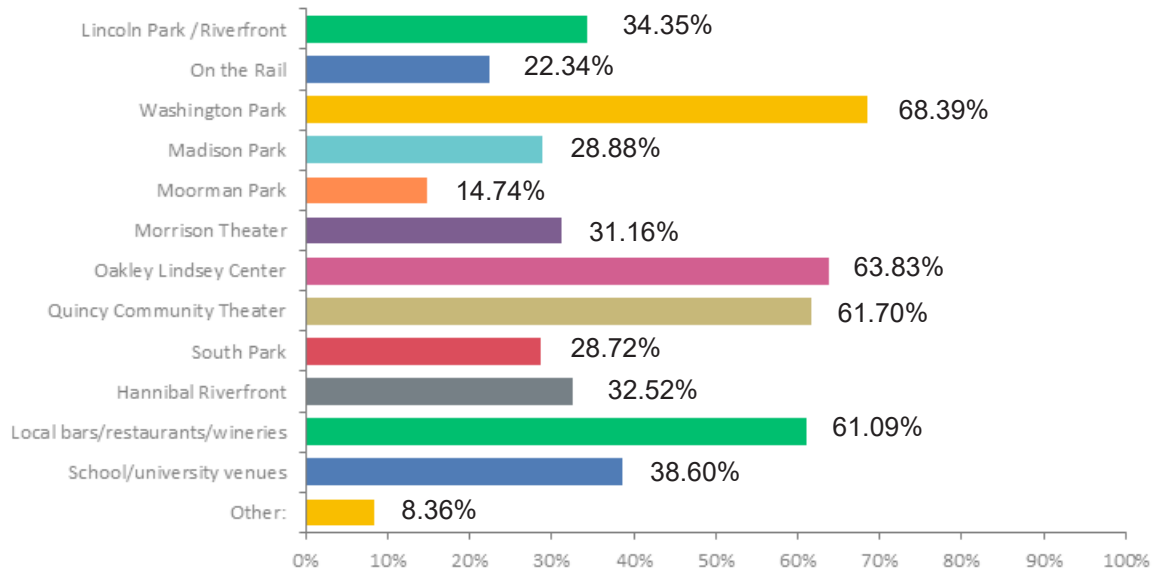
### Q7: Residence location:

Answered: 665 Skipped: 4



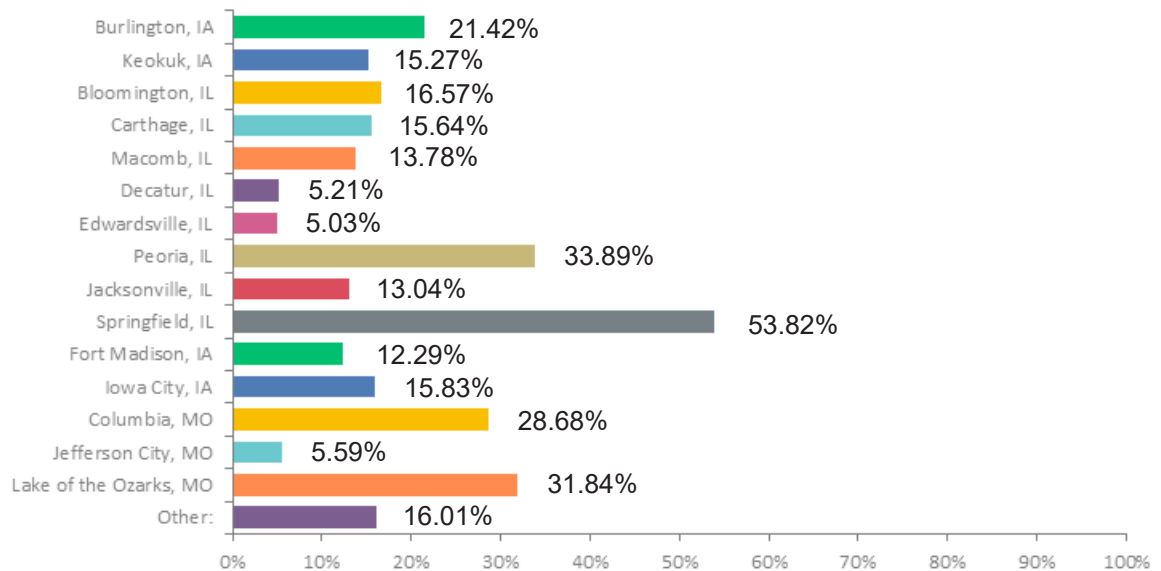
### Q8: At which local venues do you attend performances? (Select all that apply)

Answered: 658 Skipped: 11



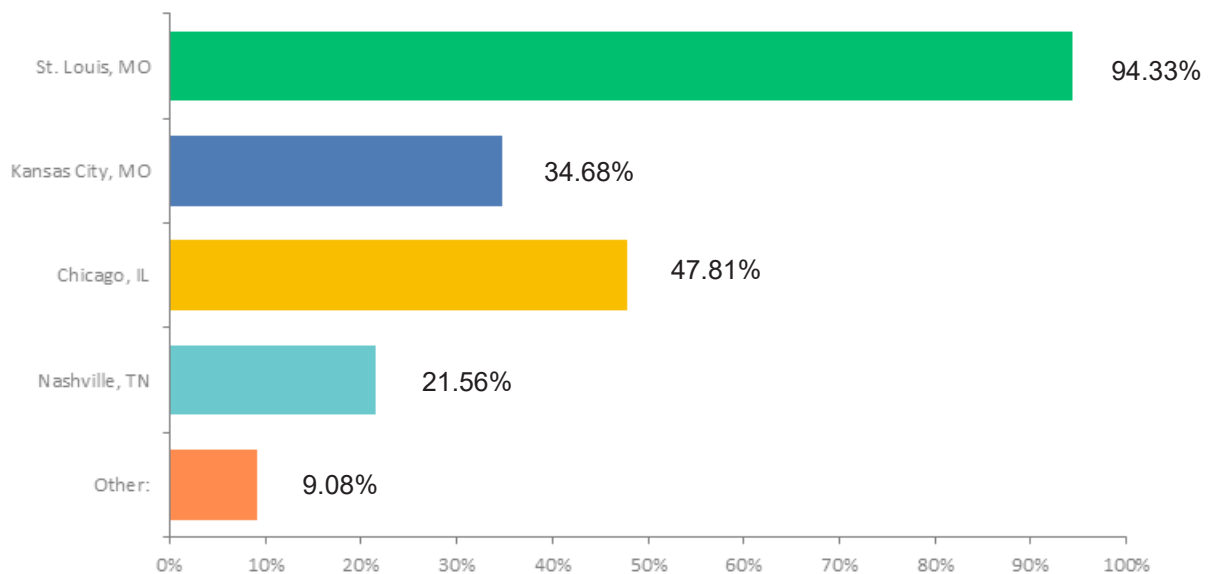
### Q9: Which regional cities do you travel to for performances (smaller than 200k population)? (Select all that apply)

Answered: 537 Skipped: 132



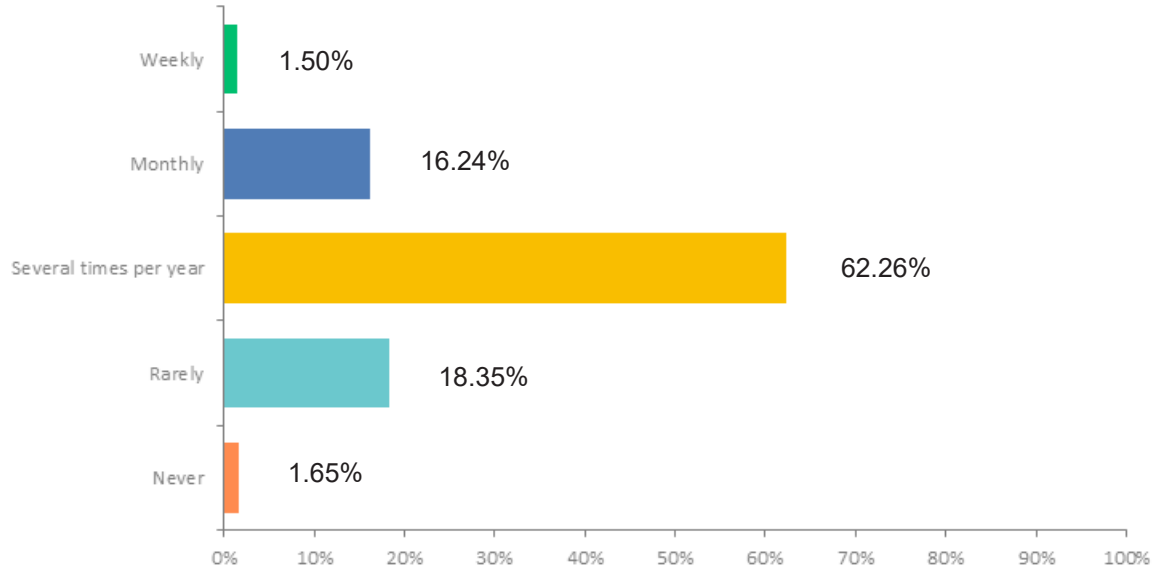
### Q10: What major cities do you travel to for performances (larger than 200k population)? (Select all that apply)

Answered: 617 Skipped: 52



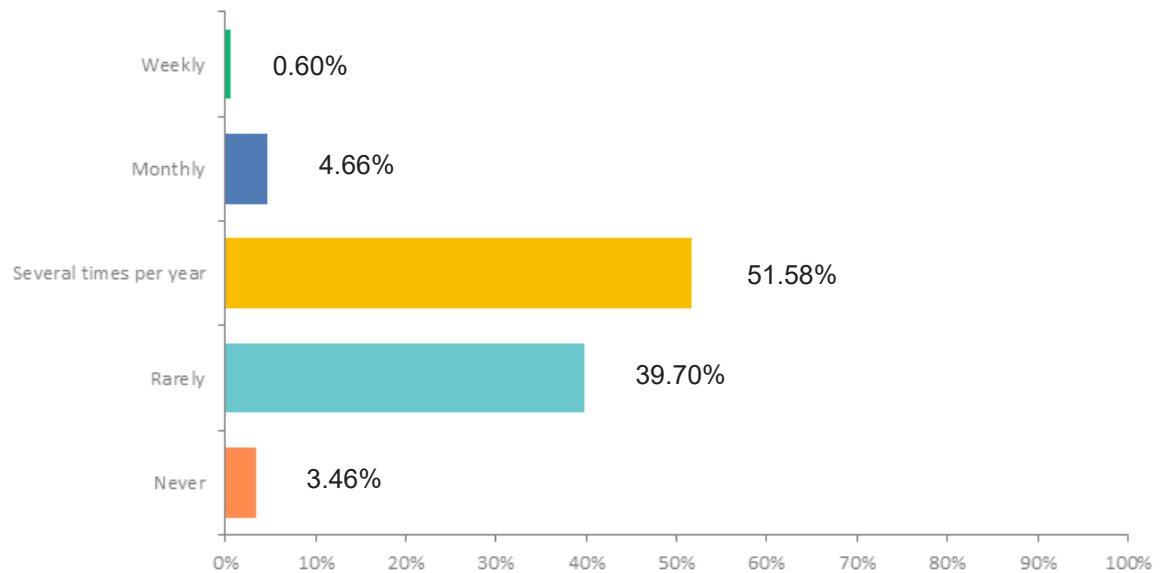
## Q11: How often do you attend performances locally?

Answered: 665 Skipped: 4



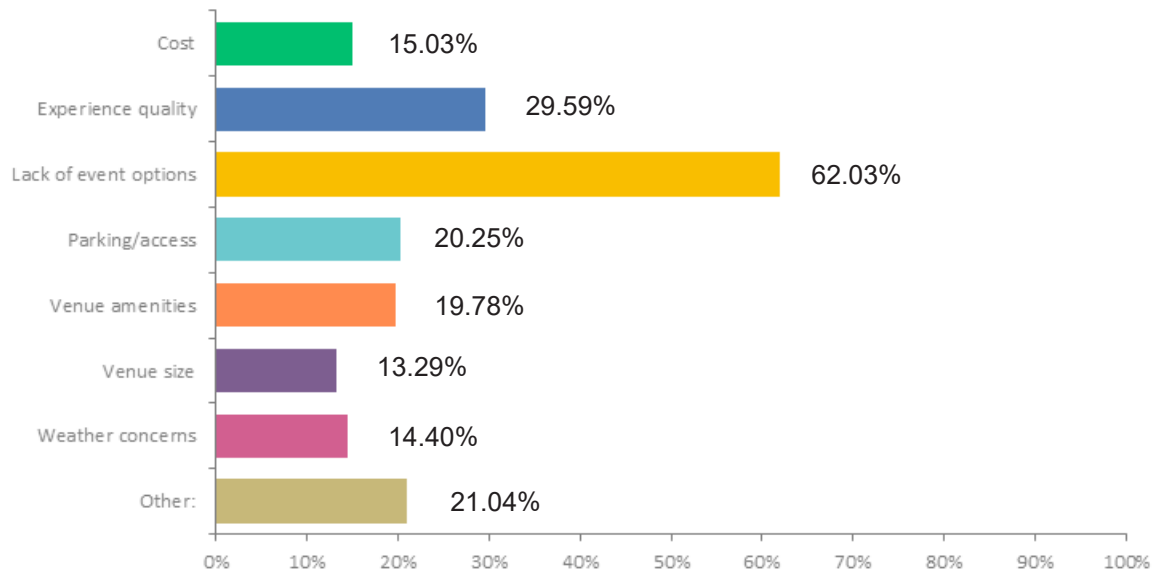
## Q12: How often do you attend performances out of town?

Answered: 665 Skipped: 4



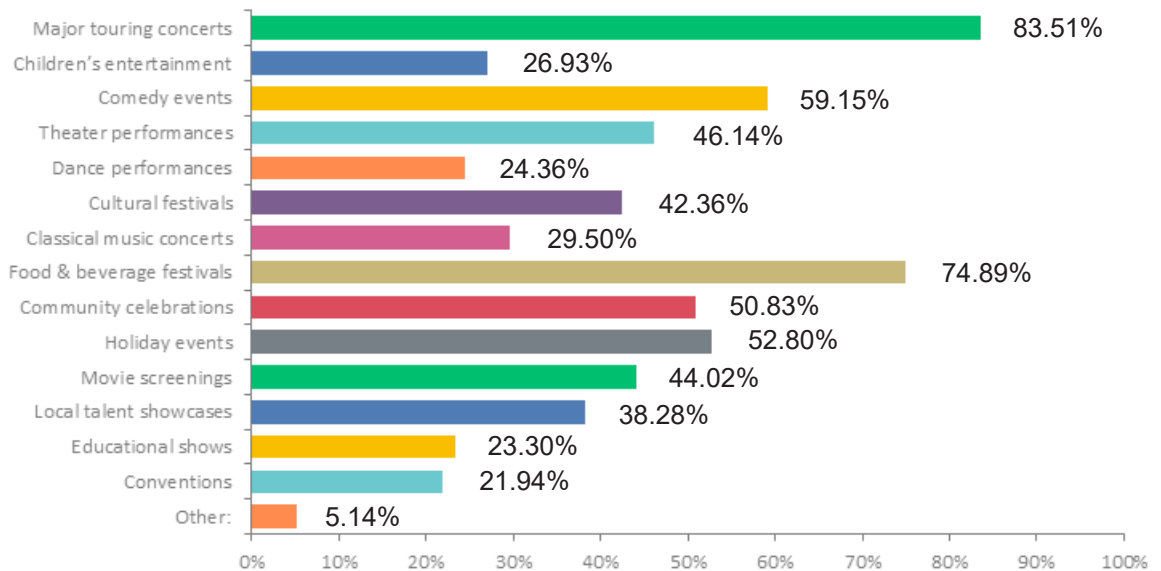
### Q13: What prevents you from attending local performances? (Select all that apply)

Answered: 632 Skipped: 37



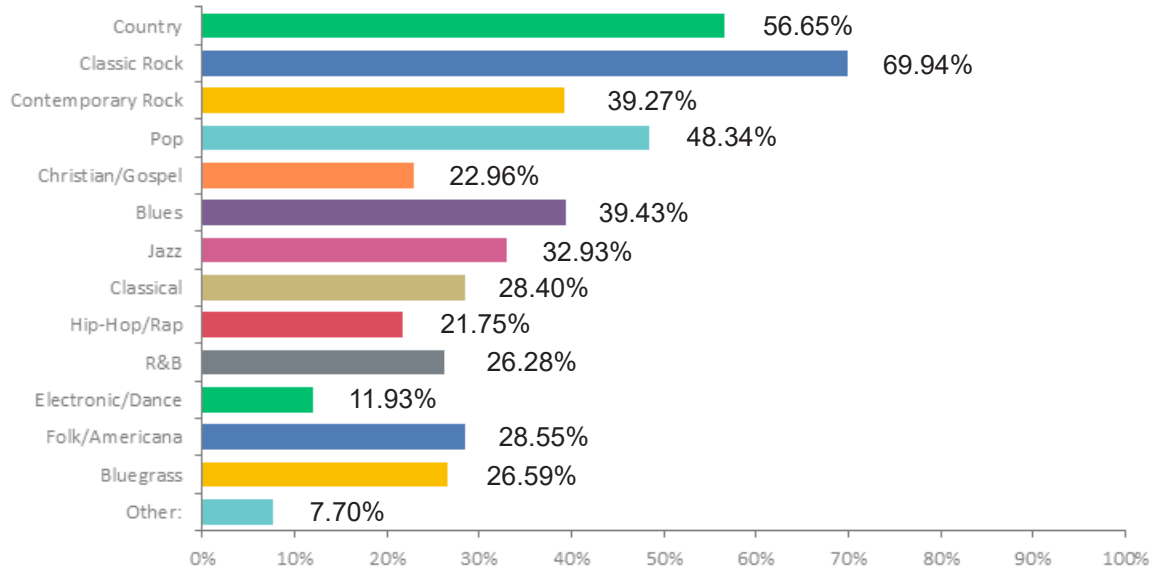
### Q14: What types of events would you enjoy attending locally at a new outdoor music venue? (Select all that apply)

Answered: 661 Skipped: 8



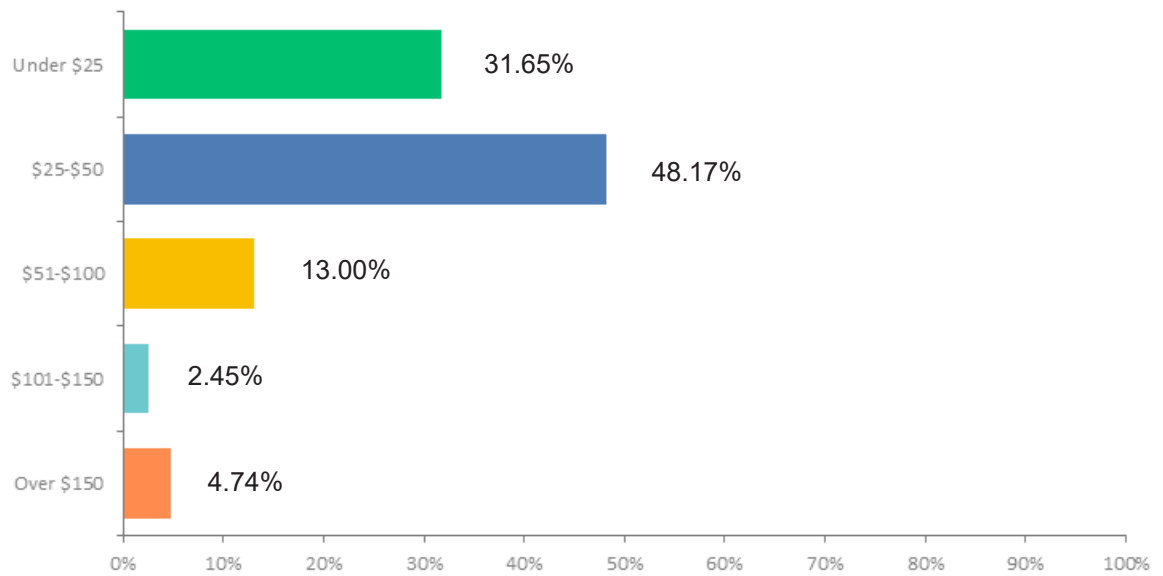
### Q15: Preferred music genres: (Select all that apply)

Answered: 662 Skipped: 7



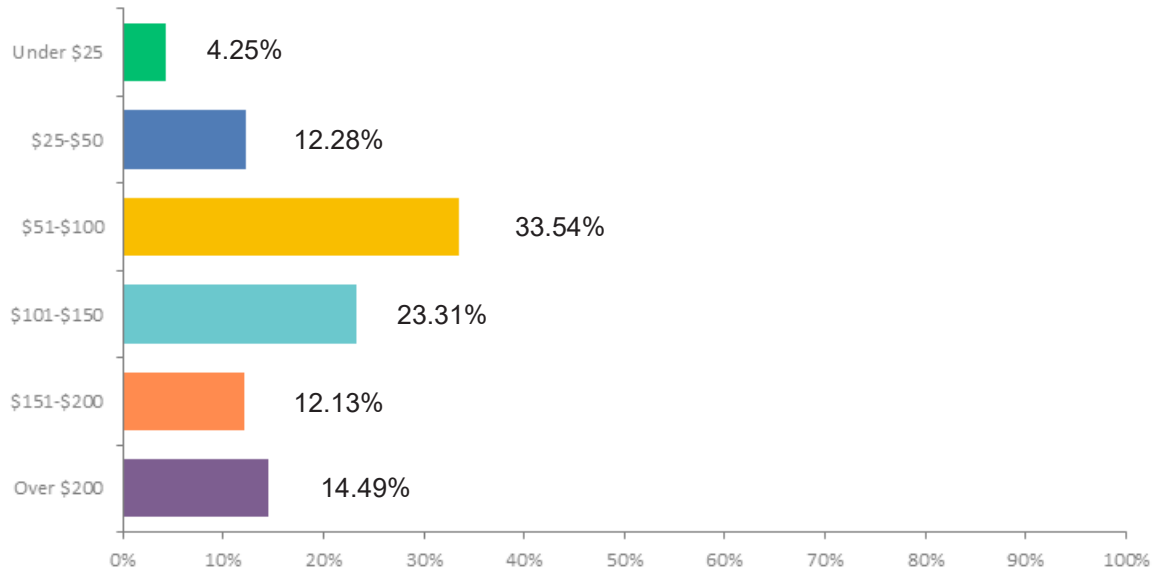
### Q16: How much do you spend on tickets locally:

Answered: 654 Skipped: 15



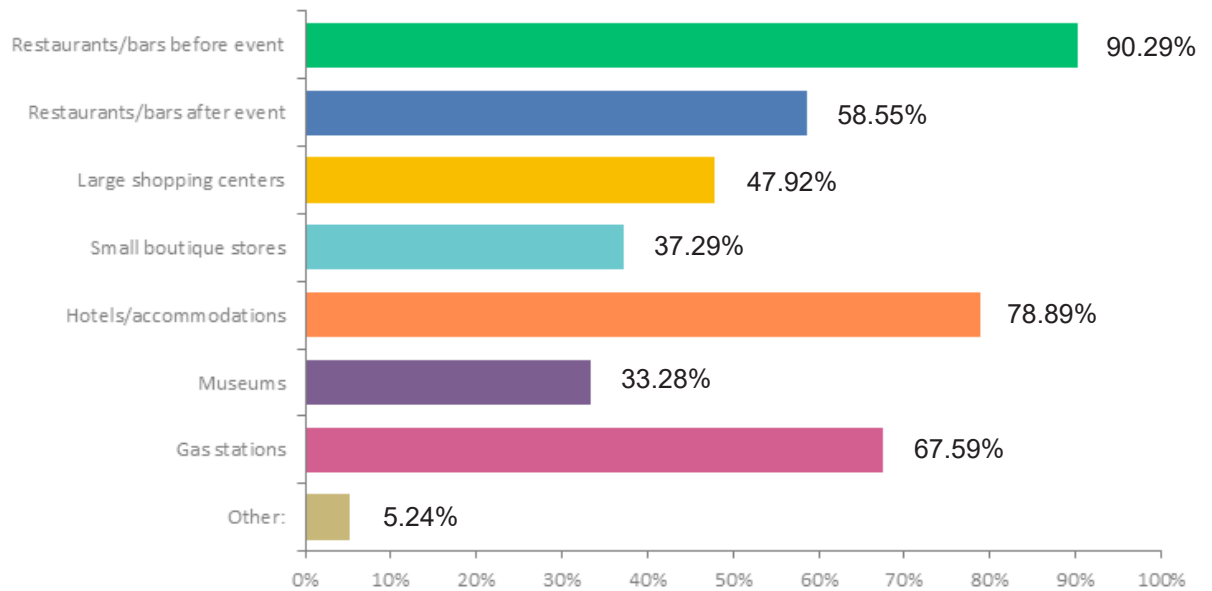
### Q17: How much do you spend on tickets out-of-town:

Answered: 635 Skipped: 34



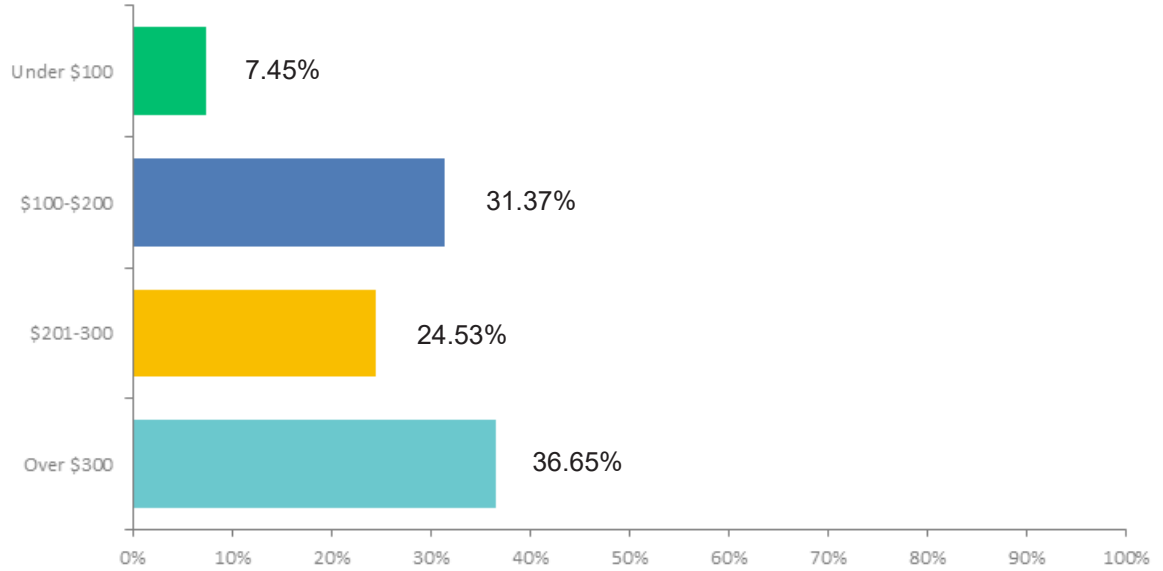
### Q18: When attending events out-of-town, what additional attractions do you typically visit? (Select all that apply)

Answered: 649 Skipped: 20



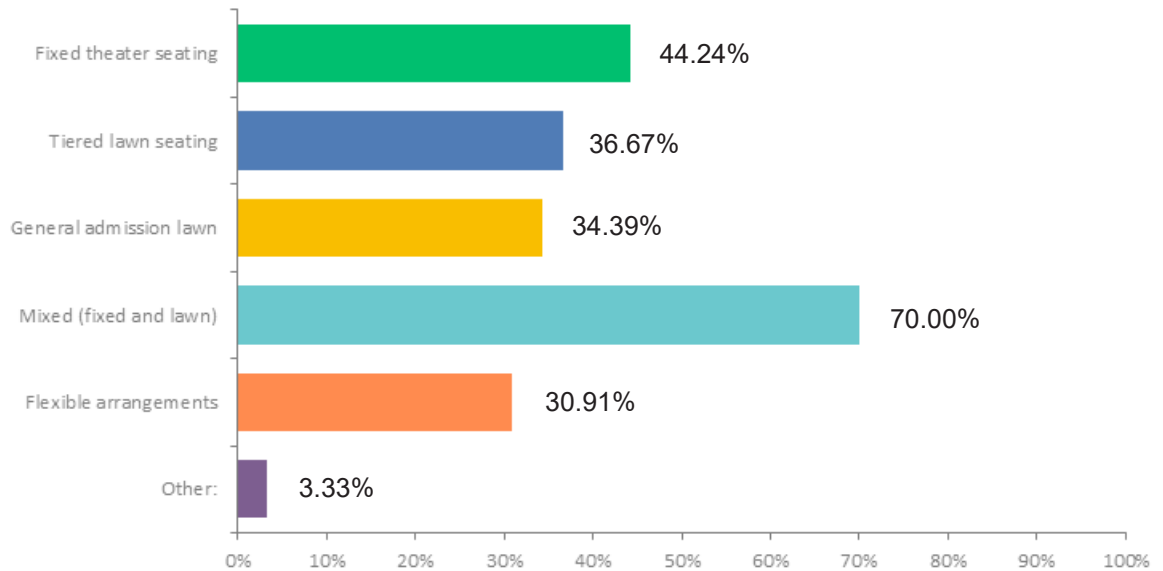
**Q19: Not including tickets, what do you spend — on average — when attending an out-of-town event (including food, drinks, travel, shopping, etc.):**

Answered: 644 Skipped: 25



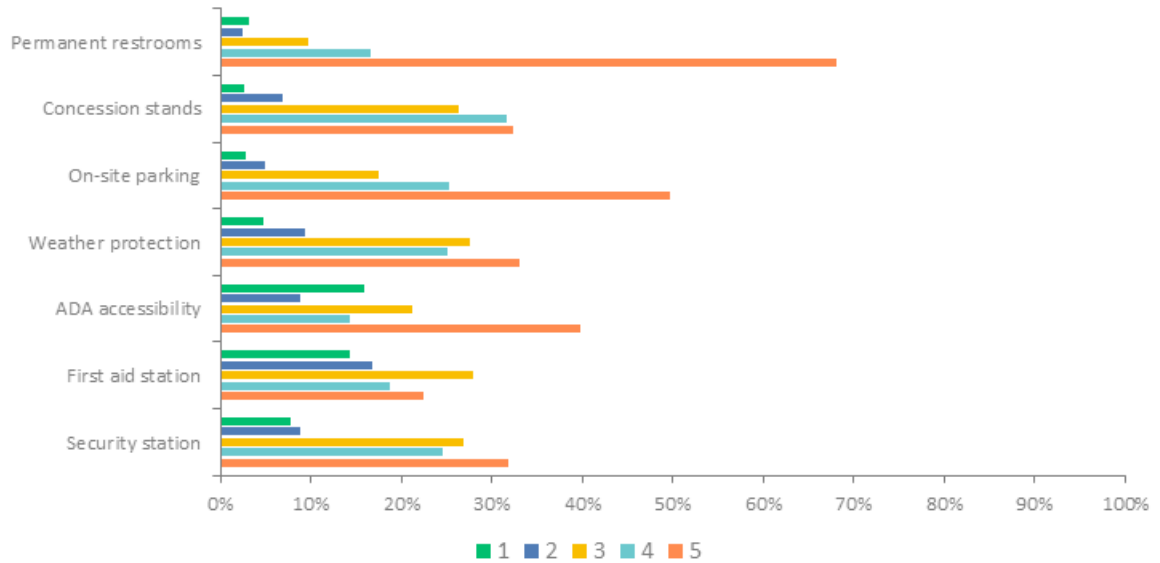
**Q20: Preferred seating options: (Select all that apply)**

Answered: 660 Skipped: 9



## Q21: Rate these basic amenities: (on a scale of 1-5, 5 being most important)

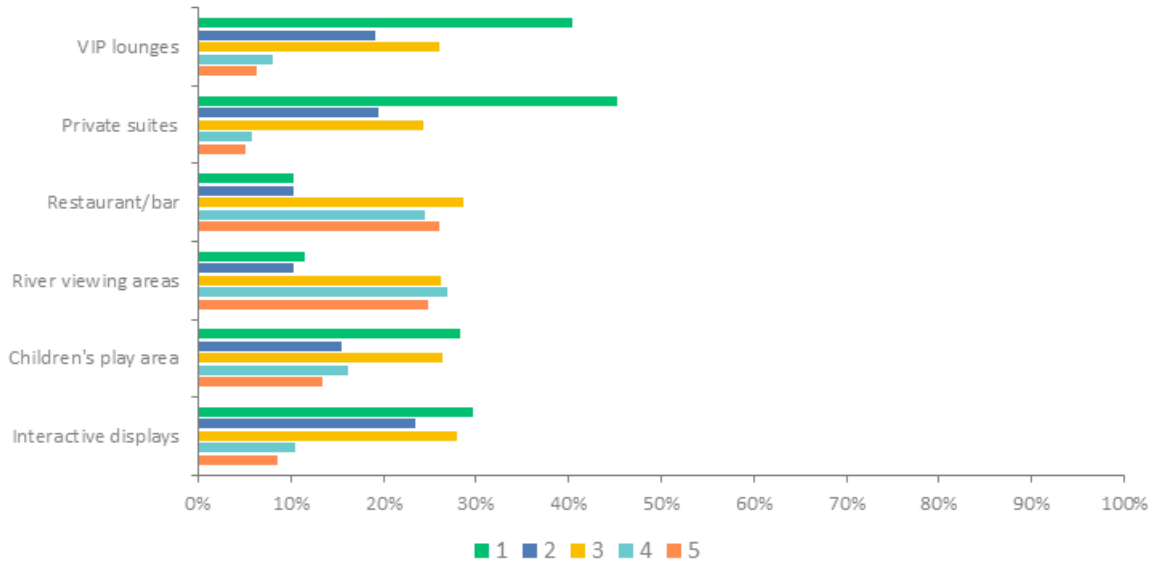
Answered: 663 Skipped: 6



	1	2	3	4	5	TOTAL
Permanent restrooms	3.17% 21	2.42% 16	9.67% 64	16.62% 110	68.13% 451	662
Concession stands	2.72% 18	6.96% 46	26.32% 174	31.62% 209	32.38% 214	661
On-site parking	2.73% 18	4.86% 32	17.45% 115	25.34% 167	49.62% 327	659
Weather protection	4.71% 31	9.42% 62	27.66% 182	25.08% 165	33.13% 218	658
ADA accessibility	15.94% 103	8.82% 57	21.21% 137	14.24% 92	39.78% 257	646
First aid station	14.24% 92	16.72% 108	27.86% 180	18.73% 121	22.45% 145	646
Security station	7.81% 51	8.88% 58	26.95% 176	24.50% 160	31.85% 208	653

## Q22: Rate these enhanced amenities: (on a scale of 1-5, 5 being most important)

Answered: 659 Skipped: 10



	1	2	3	4	5	TOTAL
VIP lounges	40.34% 263	19.17% 125	26.07% 170	8.13% 53	6.29% 41	652
Private suites	45.25% 295	19.48% 127	24.39% 159	5.83% 38	5.06% 33	652
Restaurant/bar	10.37% 68	10.37% 68	28.66% 188	24.54% 161	26.07% 171	656
River viewing areas	11.59% 76	10.37% 68	26.22% 172	26.98% 177	24.85% 163	656
Children's play area	28.33% 183	15.48% 100	26.47% 171	16.25% 105	13.47% 87	646
Interactive displays	29.61% 191	23.41% 151	27.91% 180	10.54% 68	8.53% 55	645

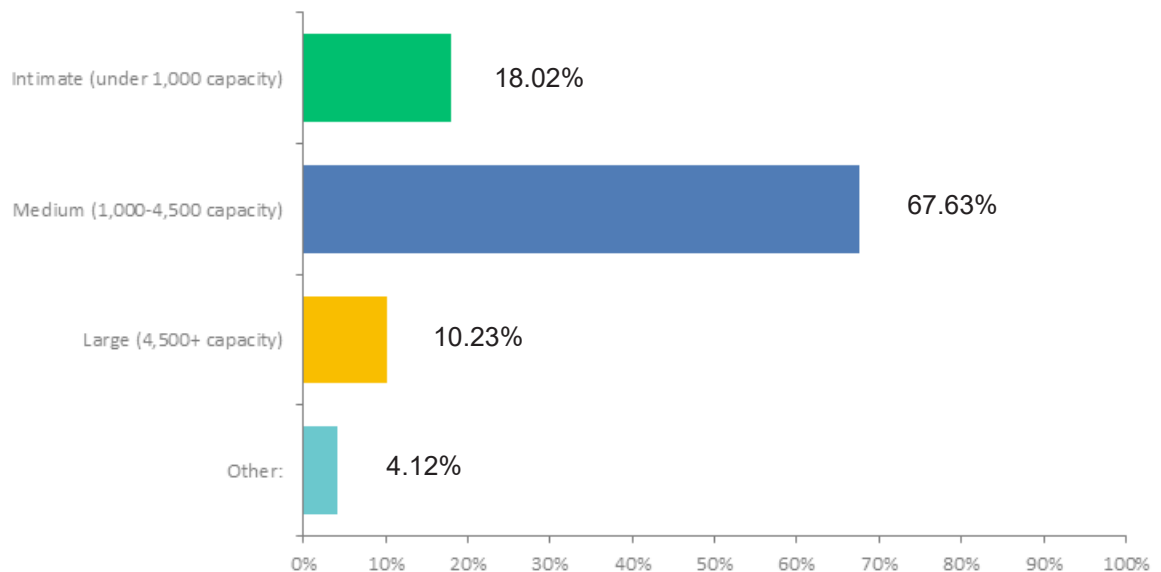
## Q23: Which signature venue features would you like to see? (Select all that apply)

Answered: 628 Skipped: 41



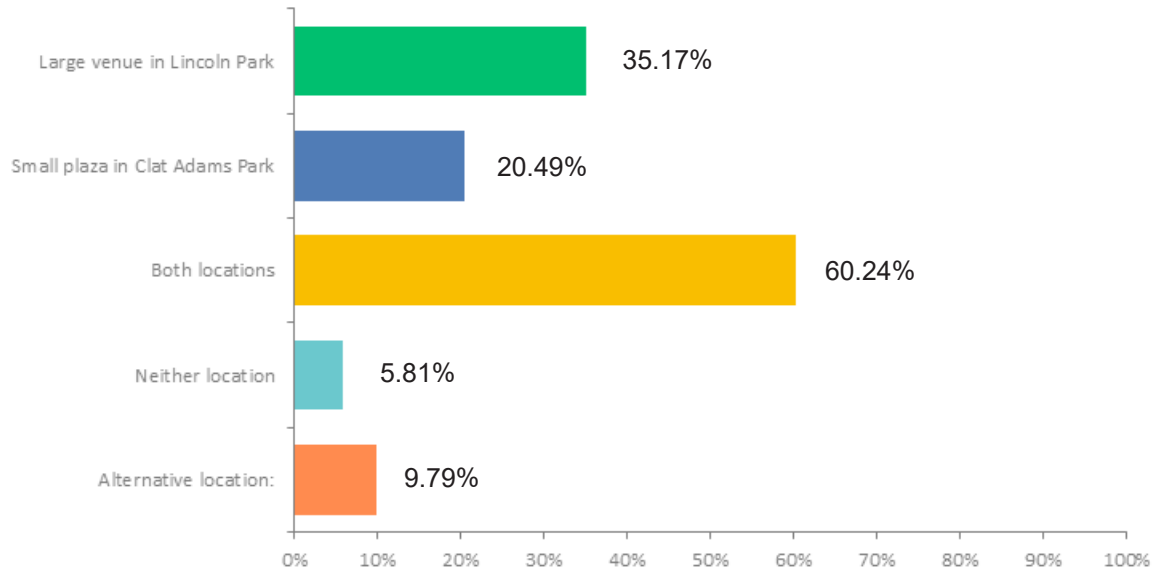
## Q24: What size venue would best serve our community?

Answered: 655 Skipped: 14



## Q25: Which riverfront venue location(s) would you support? (Select all that apply)

Answered: 654 Skipped: 15



## Q26: What would and / or would not make this venue successful in our community?

Answered: 428 Skipped: 241

#	RESPONSES	DATE
1	Additional Disc Golf Course and improvements to current disc golf courses in Quincy, IL.	4/19/2025 6:41 AM
2	Cost!	3/31/2025 8:58 AM
3	Community support!	3/24/2025 11:50 AM
4	Trash, trashy people for lack of better words, safety, parking not near would not make this venue not successful. I also thing weather is a big issue.	3/19/2025 5:12 PM
5	Not taking full advantage of the opportunities it could provide	3/18/2025 2:02 PM
6	Success: Restrooms clean and plenty; Variety of food options. Variety of entertainment options. Unsuccessful: Too many limitations placed on attendees-	3/18/2025 11:32 AM
7	I would like to see community support for this. I think we need to be competing against communities of similar size. We draw people and commerce from a large rural area and are in a great place to take advantage of this. Our cultural attractions also help us attract and retain an educated workforce, and a facility like this one could serve that need.	3/17/2025 11:49 AM
8	I think a large venue would bring revenue to Quincy, definitely more of a tourist attraction especially if you had boat access and more traffic to the downtown area	3/17/2025 11:25 AM
9	Unsuccessful if we do not have the following: quality hotels with decent service, variety of restaurants (more unique & international cuisine) that are open later in the evening, medium price level for attractions.	3/17/2025 1:53 AM
10	Entertainment, better seating options and better food and drinks options	3/16/2025 11:51 PM
11	Parking	3/16/2025 11:10 PM
12	Advertisement of events	3/16/2025 8:59 PM
13	Cleanliness, price, parking, easily accessible, easy in and out for traffic or traffic control, food & drinks	3/16/2025 8:12 PM
14	Parking, or shuttle options	3/16/2025 7:18 PM
15	I would not place it close to the river due to flooding, lack of parking and attractions on front street. I think this would be best suited in Moorman park, lots of room and central location.	3/16/2025 4:06 PM
16	Do it right	3/16/2025 1:26 PM
17	Keeping it safe from vandalism	3/16/2025 1:23 PM
18	Communication with public and city.	3/16/2025 10:41 AM
19	Events of major interest like national touring acts.	3/16/2025 9:03 AM
20	What would is great music and events and a large venue. What wouldn't is a small venue and bad music and events	3/16/2025 8:51 AM
21	Making it accessible for anyone who is willing to put in the work to put on an event; not just people with friends in high places.	3/16/2025 8:38 AM
22	Successful would mean cleaning up the area around the area. As someone who moved here recently we were surprised at how much Quincy has to offer. Lack of advertising and care for the city image is your downfall	3/16/2025 5:18 AM
23	What would is large singers and artists, along with good restaurants and a large seating area. What wouldn't is bad artists, a small venue, and no special features that set it apart	3/15/2025 10:53 PM

24	What would not is all small and not classy artists. What would is large/ medium artists like harry styles, Lola young, Sabrina carpenter, Conan gray etc	3/15/2025 10:45 PM
25	I would say not known artists such as random country singers or small artists	3/15/2025 10:29 PM
26	I think the cost of events will be a huge factor for many. Family events can add up if you have a larger family. Parking could also make a difference to event attendance. Advertising in a timely manner of upcoming events .	3/15/2025 9:34 PM
27	I have not seen a sustained interest in quality music in Quincy. It is a specialized area, best left to professional promoters. Too much risk for a government entity. IMO.	3/15/2025 5:57 PM
28	Transparency	3/15/2025 5:35 PM
29	I think it will successful. Having it in a cleaner and easier area to access will certainly make it more successful. Our riverfront is not a beautiful place.	3/15/2025 12:41 PM
30	Booking quality performers often so there's always something happening, give people something to look forward to (shouldn't be just sitting empty a majority of the time), make it accessible/allowing for local acts/artists to have opportunities to use it, affordable amenities, cool atmosphere	3/15/2025 12:05 PM
31	Not being diverse. Not advertising well. Getting same acts all the time	3/15/2025 11:52 AM
32	People like to be able to move around, I think outside venues would be great for our community.	3/15/2025 9:04 AM
33	As a local musician who plays throughout the tri-state area. Quincy is becoming known as the place where live music goes to die. There isn't the venue or support really. Could be a great deal better	3/15/2025 8:03 AM
34	Have to be budget friendly on tickets, parking, concessions, etc so ALL members of the community can attend the events.	3/15/2025 6:13 AM
35	Quality acts	3/15/2025 4:44 AM
36	Not enough parking and not enough handicap parking. Seniors have money and we want to live life so please think of us. We become irrelevant and cast aside but money is money and at our age we want to enjoy life and LIVE. I was an Entertainer for 40 years across 6 states, we need human connection in entertainment. Bring back live entertainment, turn off the screens. Bring Quincy dueling pianos and a venue that hosts a variety of eclectic entertainment. Check out Howl at the Moon venue in Indiana. They host amazing artists and some crazy stuff like midget Kiss impersonators. Life is short So we need to laugh. I retired but still get calls As people want to laugh and to be entertained. Right now "selfie stations" are the rage but humanity must get back to community interaction or we are lost as a society. This is awesome! I live to volunteer so if you need input just holler!!	3/14/2025 8:40 PM
37	reasonable prices, a variety of music styles	3/14/2025 4:32 PM
38	Cost . Everyone likes music of some sort. But not all can afford to go. Make it affordable, you can make your cost up in drink and food sales.	3/14/2025 2:32 PM
39	Lack of affordable accommodations. i.e food and drink prices	3/14/2025 1:25 PM
40	The events would be the biggest draw	3/14/2025 11:00 AM
41	Need to attract quality/popular acts/bands.	3/14/2025 10:46 AM
42	People talking negative on social media. I think it is a great idea and know for a fact this has been an idea/need for the community since I was a teenager wanting the big events to come more local related to resources of attending out of town events being low.	3/14/2025 9:43 AM
43	the riverfront homeless community and higher crime area from 12th street to the river.	3/14/2025 9:41 AM
44	this will not be successful if it is not easy to access, so parking must be a priority for sure; it may also be helpful to run a shuttle service from downtown- going back and forth a couple of times an hour- especially during any large event	3/14/2025 9:38 AM
45	The poor economy doesn't give many people any free cash to go to said events.	3/14/2025 9:28 AM
46	I believe that the following items would help make this venue a success; quality events, good	3/14/2025 8:50 AM

options for food and beverages, permanent restrooms that are well maintained.

47	I think offering a discount for "season" tickets would be great! Depending on the line-up I would pay for seasonal admittance.	3/14/2025 8:13 AM
48	Not successful: Poor marketing, lack of events, concerns about flooding.	3/14/2025 7:53 AM
49	Attend shows that interest me	3/14/2025 5:44 AM
50	Free &/or low-cost performances, security against drugs & violence, artist variety	3/13/2025 9:22 PM
51	The support and buy-in of the City Council, along with support and buy-in of existing downtown businesses and restaurants. Also, overcoming the objections of the usual naysayers who believe we have plenty of available venues already. I would also like to not see this plan (which I think has merit) interfere in any way with the funding and forward motion of the Washington Theatre. ( I understand this would be for outside entertainment, nonetheless....)	3/13/2025 5:09 PM
52	Type of acts/festivals attracted, cost.	3/13/2025 2:01 PM
53	Local business involvement. Adult events and family events. Accessibility. Widespread advertisement. Advertisement in big businesses (Blessing Hospital, QMG) Dog Friendly areas	3/13/2025 12:37 PM
54	Dirty grounds trash around.. not enough staff for cleaning... And over priced food and drinks that's not even good or messy... Be fun to have photo opp	3/13/2025 12:24 PM
55	First of all, the music scene has died off since Quincy College (University now) used to have concerts for popular groups like the Beach Boys Grass Roots, Lobo, etc in the 70's & 80's !! Turner Hall used to get Ruby Starr, Cheap Trick, Tina & Ike Turner, Even Charlie Daniels & Stevie Ray Vaughn played a concert on Quinsippi Island on July 2nd, 1983, I was there at 8 months pregnant!! It is a shame there are NO really good concerts anymore around here ! Leeann Rimes cancelled her concert ,thinking Quincy was too small a venue to play !! So The community needs to get their act together when it comes to music-comedy-etc !! Or other communities will get the \$\$\$ like Hannibal, Mo So you better get on it you lose \$\$, by NOT tapping into the music, comedy scene, and the poor advertising for the concerts that do come like Hairball !! The Blues concerts have magnetic lists passed out at Dogwood parade, & Facebook ! But what about billboard ads, paper flyers hung up in businesses, especially your local sponsors !! Oops I should just stay quiet NOBODY listens any way !! Born & raised here !	3/13/2025 11:59 AM
56	advertisement of event. ada capability	3/13/2025 10:59 AM
57	Partnership with local businesses and organizations is the only way this will be successful in a small community like Quincy. Advertisement will help, but community support is a MUST!!! Wishing you the best! :)	3/13/2025 10:39 AM
58	Promote the economic impact and get the mayor and city counsel behind it.	3/13/2025 10:22 AM
59	I think such a venue would be successful if there is a variety of entertainment options provided. My only concern is the potential for financial waste due to flooding at the riverfront.	3/13/2025 10:17 AM
60	I am a season ticket holder for the symphony orchestra, theater, and CMA performances	3/13/2025 10:15 AM
61	The Events at the venue would make or break the venue	3/13/2025 10:03 AM
62	I may not be the ideal candidate for this survey as I don't attend a lot of festivals or events but I do think there is a large amount of people who do. I think this could be great for the Quincy area. I typically go to larger concerts and events in the St. Louis area. The drive is easy and there are shopping opportunities and restaurants that aren't available locally. I think businesses like the Children's Museum and the trampoline park are great businesses to attract more visitors to an event. The main event is the draw but having the ability to shop or eat is very important to the decision to attend the event as well. If the event is in a smaller town or area that doesn't offer activities outside of the event, I am less inclined to go.	3/13/2025 9:34 AM
63	A venue where people feel safe to attend. Performers that 18-30 year old care about. When I first moved to Quincy, Performances were mostly bands my parents would watch. That is still happening. Walking distance to parking, access to ride share if they want to drink. Weekly features (ie. Thursday Comedy, Friday Local / Regional Artists, Saturday Featured Events). Comfortable Seating with ability to view performance, Screens for those too far away / poor vision. Bathrooms if you are serving drinks. Alcoholic and nonalcoholic (soda, water, coffee vendor).	3/13/2025 9:13 AM

64	Implementation of local talent	3/13/2025 9:09 AM
65	Quincy needs to bring something attractive and exciting to this town to draw more people to want to live here (to help bring more providers (physicians/NP) and keep people here.	3/13/2025 9:07 AM
66	Large named artists to attract tourists, variety of dining options near location	3/13/2025 9:05 AM
67	Name brand music artists	3/13/2025 9:04 AM
68	Safety will be a large part. People need to feel comfortable walking around at night at either location and not have to walk for miles to a parking lot as this isn't known as the safest part of our community.	3/13/2025 8:55 AM
69	Ideally there would be an entire brand or logo dedicated to this space. That the community members would identify as this entertainment facility. Of course, partnered with the logo would be the Arts Quincy logo. Having this logo would make invitations and ads more marketable	3/13/2025 8:55 AM
70	Variety of event offerings and affordability will be key, I believe. I'm not a Blues person, and I don't want to just go hang out in Washington Park for something to do on a Friday. If I'm going to intentionally attend an event, I need to have interest in the EVENT, not just the social atmosphere.	3/13/2025 8:54 AM
71	Marketing, accessibility, inclusion of many different genres/cultures-not just country or christian artists. The city is becoming younger and more diverse; this generation wants more options!	3/13/2025 8:44 AM
72	Good prices, good location, security	3/13/2025 7:54 AM
73	Security, adequate parking, accessibility and a good mix of different types of entertainment would make this successful. Poor organization and inadequate management would not make it successful.	3/13/2025 6:28 AM
74	Would: semi-popular performers/artists/tours. Advertisement. Tying performances/concerts into weekends that have holidays. Would not: poor seating. Lesser known artists/performers. Not being safe/secure.	3/13/2025 12:24 AM
75	Professionalism.	3/12/2025 11:12 PM
76	I think programming would make or break this. The reason I travel to bigger cities is to see performances I'm excited about from bigger names. Also, I'd like to point out that most of my answers above about traveling to other larger cities for performances are not in outdoor spaces. The large majority of the time that I travel for entertainment, it's for indoor venues.	3/12/2025 10:48 PM
77	Thoughtful and efficient entry into and exit out of the venue	3/12/2025 8:53 PM
78	Being able to move events when river is flooding.	3/12/2025 8:43 PM
79	What would make this successful is the backing from the community to leave Quincy a better place for our children. What wouldn't allow it to be successful are those individuals who are afraid of change and unwilling to accept progress. We need to progress, we need a positive change like this in our community. It's 2025!!!	3/12/2025 5:43 PM
80	Avoid having the venue actually touching the river. As the river recedes it leaves mud and debris. Unless cleaned weekly it will be a stinky, muddy mess. Have the venue overlook the river and not its muddy banks.	3/12/2025 4:50 PM
81	You need something with a lot of parking. Paving over the greenery at Clat Adams would not be good and there is no decent parking there and no way to make decent parking. Walking from a long distance or up and down the hill (bluff) would discourage people from attending	3/12/2025 1:11 PM
82	Bigger, more popular names and entertainment.	3/12/2025 11:19 AM
83	Obviously, the funding. If Adams County Fair and Hannibal can bring in bigger acts, there is no reason why Quincy cannot. Flooding is a concern but that can be part of the construction. We went to a couple of concerts in Cedar Rapids. They had a nice set up on the river. Seats were foldout chairs.	3/12/2025 10:57 AM
84	Increase tourism and subsequent economic impact	3/12/2025 10:35 AM
85	It's already being done at the riverfront and they do a good job. A permanent site would just	3/12/2025 9:39 AM

flood and ruin buildings etc. it needs to be in a location that doesn't flood and is accessible.

86	Successful for bringing people together to enjoy the riverfront. Stillwater Minnesota has a beautiful historic downtown with restaurants & shopping which brings in many tourists. (they don't have an musical venue so this would be a plus for Quincy!) As long as flooding	3/12/2025 9:16 AM
87	Availability of "SUFFICIENT" and accessible close by parking.	3/12/2025 8:37 AM
88	You need to include the community and not just your buddies in cover bands. There are talented original acts in Quincy. If there wasn't a surplus of that genres performances already I'd book more rock shows myself.	3/12/2025 6:57 AM
89	I think with all we have going in Quincy now it's needed	3/12/2025 1:47 AM
90	Entertainment selections and marketing	3/11/2025 10:26 PM
91	Adverstising, marketing and the involvement of the community is a must to make this venue successful.	3/11/2025 9:17 PM
92	Booking good acts- a seven day opening festival with a different genre headliner each night, most popular genres Friday and Saturday nights and family fare or oldies Sunday afternoon to get everyone buzzed.	3/11/2025 9:09 PM
93	I think buy in from the community and acts and performers that would draw interest would make this successful	3/11/2025 8:55 PM
94	The venue would have to be gated with metal detectors because of quincy gun violence.	3/11/2025 8:28 PM
95	Wide advertising and exposure, citing historical features and architecture.	3/11/2025 8:22 PM
96	Indifference	3/11/2025 6:50 PM
97	I think that a diverse offering of performances, festivals , and performances would attract many people of all ages. Ample parking and restroom access is desired. I would like for events to be open to people of different socioeconomic levels.	3/11/2025 6:24 PM
98	Really good entertainment!	3/11/2025 6:23 PM
99	Having someone other than the park district operate this venue would be a plus	3/11/2025 5:44 PM
100	Safety, variety of good foods, good weather, good parking, great friends!	3/11/2025 5:09 PM
101	People not attending the events but I don't see that happening!! So excited for this if it happens!! We love how Quincy is growing!	3/11/2025 5:09 PM
102	local support	3/11/2025 5:03 PM
103	Promotion. Awareness. Marketing outside of city.	3/11/2025 4:51 PM
104	Bringing people from more than an hour away to events in this venue would make it a success.	3/11/2025 4:43 PM
105	A lack of community events, bookings, etc will make this unsuccessful. I think this is a great need for our community.	3/11/2025 1:35 PM
106	Would make it successful - hosting different genres of music/events to hopefully reach larger audiences and would also attract smaller surrounding towns to come to Quincy	3/11/2025 1:32 PM
107	When I think of a comfortable "venue" I think of somewhere with ample parking, and something that can easily flex to accommodate either an adult or family friendly event.	3/11/2025 12:50 PM
108	The yearly flooding that happens in downtown Quincy I feel like would be an issue. Will the stage and seating be built up to accommodate that so we don't have to wait for the venue to drain and dry up before the next gig? Will there be adequate parking added near the venue or will everyone have to park in the surrounding streets and walk over like we do for the 4th of July? Is the greater goal to add a successful music venue that attracts large national touring acts to Quincy or to add an attraction down by the river?	3/11/2025 11:16 AM
109	It would be nice if you had transportation available that people could pay for such as taxis or Ubers to make it safer for people to drink and make it home.	3/11/2025 11:02 AM
110	While this type of venue would be nice, I think the big concern would be how much would this cost the citizens in taxes.	3/11/2025 10:52 AM

111	Community support	3/11/2025 10:39 AM
112	I would try to do it in stages. Making sure at the end of each stage it will draw more people creating more revenue and support for the project.	3/11/2025 10:36 AM
113	No smoking	3/11/2025 10:28 AM
114	Being able to bring in entertainment that's not just for the wealthy would be great. Variety is the key. (For both entertainment and cost)	3/11/2025 9:58 AM
115	Marketing to the community to garner support.	3/11/2025 9:48 AM
116	The ability to bring big-name artists to this area could make this venue very successful. If it is only local acts/artists, the venue will probably fail.	3/11/2025 9:44 AM
117	Don't make this into such a grand thing that it has the chance to underperform and create more hesitation for riverfront redevelopment. Keep it more intimate and invest the same amount into a medium sized venue that looks visually attractive. The Lincoln Park concert event that happened in 2024 (the one with Lonestar) was too large for this area and, to my knowledge, struggled to sell tickets. I was impressed by the development happening in Fort Madison but even that may be too large for the area. Time will tell. Thank you for providing this survey for us.	3/11/2025 9:34 AM
118	Parking and programming	3/11/2025 9:32 AM
119	The type of acts that perform there and the marketing of them.	3/11/2025 9:29 AM
120	Appealing events	3/11/2025 9:23 AM
121	Extensive promotion, ticket and merchandise giveaways.	3/11/2025 9:08 AM
122	Having one, the right mix of artists, and marketing.	3/11/2025 8:42 AM
123	Actual variety in events (not just country or classic rock), strong advertising, and partnerships with local orgs / businesses	3/11/2025 8:33 AM
124	Expense and accessibility would be barriers.	3/11/2025 6:49 AM
125	To be successful, it's going to need a wide range of interest from various people. You're going to need to appeal to several different groups.	3/11/2025 3:24 AM
126	Ability to bring in large acts.	3/10/2025 11:50 PM
127	Variety - it can't be all one genre	3/10/2025 10:36 PM
128	keep cost down. have diverse events	3/10/2025 10:35 PM
129	Safety	3/10/2025 10:25 PM
130	To be successful it needs to have a truly dedicated group behind it. Booking quality entertainment and getting out in the community keeping people engaged with the progress.	3/10/2025 9:36 PM
131	Quality of the talent brought to town	3/10/2025 7:57 PM
132	This can be successful if Quincy can engage its declining and aging population and promote so people attend.	3/10/2025 7:45 PM
133	I don't want to see a 4 post cover that you can't do anything with besides the park band. That would be a waste of everyone time and money because you wouldn't be able to have any kind of touring act or large sized group come through because of venue restrictions.	3/10/2025 5:56 PM
134	Standardized restaurant/bar service in each venue event.	3/10/2025 5:07 PM
135	Using tax payer money is not going to work. This should be funded by private donations with a fund established to keep the facility up.	3/8/2025 6:12 PM
136	Safe and weather protected location to host concerts.	3/7/2025 10:33 AM
137	Safety; quality performances	3/6/2025 9:45 PM
138	Quality performances	3/6/2025 8:32 PM
139	Better social media presence for things going on in the city.	3/6/2025 2:12 PM

140	I think this is a great idea!	3/6/2025 2:07 PM
141	Performers/performances that the tri-state area wants to see!	3/6/2025 11:11 AM
142	I feel if it were too expensive to maintain, it may not be successful. If it were something that was functional enough for diverse groups and types of use, it may be more successful.	3/6/2025 10:21 AM
143	1.) Level of entertainment, if you bring bigger acts to town more people would be interested. 2.) Advertisement, the more people that know the more people will show up. 3.) Location, if people can't park at the venue, or if the venue is always flooded, or if the area around the venue stays holds too much water then the amount of people wanting to go to the venue will be negatively affected.	3/6/2025 8:39 AM
144	How well known the entertainer is, and we have to allow for mid-week concerts in order to get them.	3/6/2025 8:28 AM
145	Elected officials not supporting the project will be detrimental to the success.	3/5/2025 9:24 PM
146	Be sure to market the venue well, I have to dig to find local events in surrounding cities	3/5/2025 3:33 PM
147	Parking, Quality of Entertainment, genre	3/5/2025 3:27 PM
148	Security of person and parked vehicles, and secure walk between the two.	3/5/2025 3:18 PM
149	Lack of cleanliness to bathroom facilities or dismal water edge shoreline.	3/5/2025 3:14 PM
150	surrounding area of venue is important. Options on what to do before/after.	3/5/2025 3:04 PM
151	Reliable air and train travel. Bicycle rentals at trail head to other end with shuttle back to trail head for a reasonable fee. In the bay rental of kayaks.	3/3/2025 9:36 PM
152	User experience: will the audience be looking directly into the setting sun during an evening concert? (would the musicians?) Would the stage be large enough for a full orchestra? Would it be covered and their instruments protected? Professional staff to handle sound or would each group bring their own?	3/3/2025 2:16 PM
153	We recently moved to Quincy and while we've been pleased at the availability of cultural events, the lack of an attractive & multi-functional riverside venue is indeed a missed opportunity. We hope the riverfront amphitheater happens very soon! Thank you.	3/3/2025 10:36 AM
154	Gem City Concert Series has already shown that the area by Lincoln Park is perfect for an entertainment site. That land sits high enough that it will not get flooded. Close to the marina allows for transient boaters to arrive by water and then a short trip across the bridge to enjoy entertainment. This is a wonderful opportunity for revenue in our community. Also, the land is bare, so construction costs would be less than if it were build in Clat Adams (demolition and construction costs).	3/2/2025 10:16 AM
155	Ample concessions and restrooms	3/1/2025 4:58 PM
156	As a non resident and looking at it from an outsider view and somewhat knowing how the area population "thinks", it will be a tough nut to sell. It is difficult to get them to think out of the box and see the possibility of re-couping the money back in revenue that is spent in ticket sales, concessions, and retail/bar outlets. The venue must have controlled access with admission, but have performances that are worth seeing/hearing. Blues in the Park and Symphony in the Park are free activities and the Qcy. crowds will expect that of this concert amphitheater. This will make this not feasible and cost prohibited...So, think of ways to market the amphitheater with this in mind. if you want this theater to draw people to the waterfront, then you have to develop the waterfront to have things to see and do in tandem with it...I have always wanted the Qcy. waterfront to be a place to go and have fun as an entertainment district (lots of cities cashed in on theirs and made it work and Qcy. drug its feet and did not and it might be too late..they turned away the casino idea back then as well river cruise boats docking there) . Always "talked about ways to connect downtown to the river front for tourist but that never happened...Quinssippi Island was another attempt...I say these things for these were all good ideas and should have been carried through, but the Quincy folks and leaders just could not support funding them...i feel this is what you will face in this project. i like your spunk and optimistic outlook and hope you can get things moving...I'll keep an eye on the project.	3/1/2025 2:34 PM
157	Private funding.	3/1/2025 4:51 AM
158	I think making the venue too big spatially would be a detriment. There are lots of larger venues	2/28/2025 7:50 PM

available. People like to go to smaller venues and it would drive demand for tickets if the venue is not huge. To me, an Intimate venue seems like it would be smaller than 1000 people, but you know your research. Intimate or Medium size would be my preference. Also, I think a river view is important, or at least nearby the venue should have a "hanging out" area that has a river view...or it could be the restaurant with a great river view patio/courtyard.

159	Put in a bad area of town that seems dangerous. It would be great to have this venue in a location that would easily be developed by other businesses. I would love to have this in Quincy for an option for something to do. I would love to see this development occur.	2/28/2025 9:41 AM
160	Unique entertainment options.	2/27/2025 12:23 PM
161	Situated so sun is not shining in eyes during afternoon\early evening performances.	2/27/2025 12:47 AM
162	Bring well known names to the venue. Sunset/Night shows would be a beautiful view. It's a good idea I believe but I'm worried about the flooding & how it would all hold up & if it did flood how much would damages be if so? Costly to maintain I fear.	2/26/2025 10:48 PM
163	Varied means of publicizing is crucial. Maybe an electric billboard at the river front/bridge crossing, as well as one on the east side viewable from Hwy 172.	2/26/2025 8:27 PM
164	Venue needs to attract all ages including families	2/26/2025 8:06 PM
165	Honestly, my biggest concern is a drowning at a large event. The river is right there and Clat Adams has deep fast moving water with under currents. Plus the dam is like 1 mile away. It's dangerous if a person drunkenly fell or was pushed by the crowd into the river	2/26/2025 4:00 PM
166	Flooding problem	2/26/2025 1:59 PM
167	A well thought-out facility that is not over-built and that fits our community. A facility that does not burden the local taxpayers, and a project that is adequately funded from the outset, not a follow-up condition that represents funding shortfalls and indebtedness.	2/26/2025 11:14 AM
168	variety of music events from classical to metal, something for everyone.	2/25/2025 10:17 PM
169	Parking within a few blocks walking distance.	2/25/2025 9:13 PM
170	Great variety of offerings, accessible for local groups to use/rent,	2/25/2025 8:55 PM
171	Douchebag rules like no unopened waterbottles. I guess they want people to die of dehydration. Cause I'll never pay more than \$2 for water and it better be smart water	2/25/2025 8:33 PM
172	Riverfront location is key!	2/25/2025 7:40 PM
173	Brining in some former or future stars ti get it started, sure bets. Don't get locked in as too "artsy" or too "local".	2/25/2025 7:28 PM
174	The performances that they bring in	2/25/2025 6:33 PM
175	i think this would be successful because it will be fun for all ages and give local people something to do and look forward too and would also bring a lot revune to our town!	2/25/2025 6:01 PM
176	Commitment and cooperation of governing bodies will make it successful. Lack of either will cause failure.	2/25/2025 4:48 PM
177	The venue would be a huge hit and successful if we plan correctly. We want this magnitude of an amphitheater to bring people to Quincy. The success of this project relies on keeping the community involved like this for instance and have incentives for the community to grow support. Like guarantee a have act to perform at the ribbon cutting event.	2/25/2025 3:39 PM
178	High cost for concerts	2/25/2025 3:12 PM
179	See comment above about seeing what Cary, NC did.	2/25/2025 2:44 PM
180	nothing would make it successful. you need a whole different community.	2/25/2025 1:12 PM
181	I think traffic congestion before or after an event may cause some grief, however I know very little about either proposed location of the venue. I believe that a nice, fresh venue could bring all kinds of life to Quincy that the town can greatly benefit from.	2/25/2025 12:44 PM
182	Lack of parking, bathrooms, and food/beverage availability. Lack of shopping and or restaurants to attend.	2/25/2025 12:35 PM

183	The cooperation of all elected officials, businesses, and civic groups. We must have a shared focus and a VISION for the city's future. Quincy is too provincially minded.	2/25/2025 12:12 PM
184	I think it would be an amazing investment to the community entertainment wise and financially and economically	2/25/2025 12:08 PM
185	We need a higher social economic community for something like this to work. Especially with the uncertainty of the direction this nation is going. People will be focusing and spending money on their family's basic needs not spending money on amphitheater performance. . We have a real economic divide in this community. Last I recall our community was 60% free and reduced lunch eligible. Likely that will get worse in the coming years if congress has it way. Now is the time to tighten the belt and focus on community needs to community fluff projects that benefit the wealthy.	2/25/2025 11:56 AM
186	Larger more popular bands. There was a place near my college that held farmers markets each week, bands artisan markets, festivals, exc. we loved going to the lawn to listen to music and do homework as well as get groceries for the week.	2/25/2025 11:51 AM
187	be done by someone w/ vision. no reason this community cant have better live music options	2/25/2025 11:32 AM
188	I think this is something that would put Quincy on the map! This town is so full of nothing but bars and very little to do! This would add excitement and fun!	2/25/2025 11:24 AM
189	Needs to be multi use, to make money to support it.	2/25/2025 11:18 AM
190	The venue would need parking areas with small shops, bars and restaurants nearby to succeed. To do so, you must think outside the box. No one will invest in a building that could possibly flood for fear they will lose their business. So one must consider the following (out of the box) option. Years ago (1993) a barge during the flood floated into West Quincy after the levee break. It was potentially going to be used as a business, but it never happened. I suggest it can be done on the Quincy Riverfront. Dry dock an empty barge (or 2) at Kessler Park and have the QHS Trades class build a shell around it so it would never even look like a barge was under it. As a potential business owner I wouldn't invest at a riverfront site for fear of losing their business during a flood. With this scenario he or she would not lose their business because the business, built on top of the barge, would float above the flood waters. Even under this flood state, access to the still open business could be made with a ramp from Bonansinga Drive (just like the Quincy Boat Club does). The business person may lose some business, but not lose their investment. Multiple businesses could operate from just one barge. Until you can provide a safe option for opening a business on the riverfront I do not see the investment coming to revitalize the development of the Quincy Riverfront. After reading this, you are probably shaking your head with this idea of mine. It's just me "thinking out of the box".	2/25/2025 11:14 AM
191	I think it would be important to do an annual music festival at the venue, especially early on. Get people excited and seeing the positives of what could be huge for the community immediately. And then do it regularly. Three that come to mind for me are a classic rock festival ("Muddy River Music Fest") that could include classic country acts too. However, a second idea would be a country focused music festival. The last idea that comes to mind is something like the old Cornerstone Festival that used to be held in Illinois. It was basically all genres of mainstream Christian, and Christian related, bands. A lot of bands that fit in that genre have crossover appeal. Audiofeed over in Urbana (which tends to focus more on folk and Americana type music) has filled this void somewhat as has Furnance Fest (more rock and alternative) in Alabama. I know people travel all over America to attend both. But something that brings all those genres together could be an approach. I also think you will need to be conscious that you need community buy in from lots of folks. You want people who like as many of those genres you have listed to feel represented with reasonably big name acts. Admittedly some of the more niche music areas like jazz, classical, blues, and electronic music may not be doable (said as a fan of those, and every genre of music). However, you should be able to get acts in the other genres that will get people here from across fandoms and demographics groups to feel represented by this venue. It also may make sense to require/include local acts in any concerts or music festivals to again get support from the community. You'd be contributing to possibly helping local acts catch big breaks. I know this is a lot more information than you probably wanted. But I moved to this area with my young family. I grew up 30 minutes from Phoenix, where I could to a lot of fun things. I understand Quincy isn't that, and can't be, but I've thought a lot about how we could get a bit more of that than just one concert a year at the county fair or driving hours to do something similar. If any	2/25/2025 10:46 AM

of what I've rambled about here makes sense and you'd like to talk more, you have my permission to email or call me. Happy to chat. Thanks for trying on this!

192	finding acts that will draw a big crowd. unknow performers are not going to bring the revenue necessary for a project like this to be successful	2/25/2025 10:42 AM
193	Welcoming, kind attitudes of everyone from event planners, the artists performing, to the guests.	2/25/2025 10:39 AM
194	Groundskeeper. Having come from a community that had an amphitheater (Dodge City, KS), keeping the venue and grounds looking nice will prevent it from getting the stigma of being "a gross place where druggies go to poop". Also, research ways to produce the best sound quality. Looks are important, but sound is, too.	2/25/2025 10:27 AM
195	We attend a few events each year in Sherman, IL and love their venue. They bring in many "tribute" acts and we love them. With that said, a venue that was larger and could attract the actual bands that these tribute acts emulate would be awesome!	2/25/2025 9:40 AM
196	The uniqueness factor will be huge to make a venue sustainable. It can't just be trying to replicate what is already in place somewhere else. Get an up and coming architect to design something unique, Quincy is known for it's architecture and art, let's try and combine them to "build it so people will come"	2/25/2025 8:27 AM
197	Flooding in our concern. Otherwise, sounds fabulous. We had big concerts in the past. Let's do this 	2/25/2025 8:24 AM
198	The annual flooding makes this not worth the risk. Will the repairs come out of taxes? If so, scrap the idea.	2/25/2025 8:23 AM
199	A successful venue in Quincy comes down to two things. Funding and Marketing. If we're able to secure the first, the second will determine how long any venue will be a part of the community.	2/25/2025 8:14 AM
200	If done, do it right. Put in the investment to make it a safe and attractive place to hang out. Put in the investment to get high quality productions in town.	2/25/2025 8:03 AM
201	Variety of events More boutique businesses downtown	2/25/2025 4:34 AM
202	Has to be privately funded. No tax money. Central committee to schedule acts	2/25/2025 2:26 AM
203	Quality booking that will draw audience from a distance. Diverse variety of acts. Reasonable ticket prices.	2/24/2025 11:59 PM
204	Getting nationally acclaimed music groups to perform	2/24/2025 10:47 PM
205	It seems like such a waste of money to build anything by the river. It floods! Not to mention, the water is disgusting. Its an eye sore. There is no parking. The annual fireworks display doesn't have near the gathering an event would have, and people have no where to park.	2/24/2025 10:34 PM
206	Unsuccessful because lacking parking availability and access for senior citizens. Seniors will not go to the riverfront in the evenings.	2/24/2025 9:51 PM
207	Need high quality amenities. Comfortable seating, and clean restrooms. Family friendly with adult shows/concerts as well. Delicious food options/food trucks a must. Use the river view as an asset.	2/24/2025 9:48 PM
208	good entertainment, reasonable prices, nearby parking, lots of food & beverage options would all make this venue successful	2/24/2025 9:37 PM
209	Access ability	2/24/2025 8:44 PM
210	Make it better than others so people will come	2/24/2025 8:19 PM
211	There has to be people who are dedicated to ensuring that the venue is used for the appropriate events to keep it going and the community working together to keep it maintained and supported.	2/24/2025 8:14 PM
212	Location with synergy	2/24/2025 8:10 PM
213	There must be diversity to attract a copious of people.	2/24/2025 7:57 PM
214	This has no place on our riverfront.	2/24/2025 7:40 PM

215	The main question is who is responsible for maintaining facility and in booking the acts that come?	2/24/2025 7:40 PM
216	Location	2/24/2025 7:17 PM
217	Valet parking or shuttle availability That goes for Blues in the district also because of parking availability & walking distance problematic.	2/24/2025 7:15 PM
218	The ability if the tourism and visitors board to attract entertain events. See Hannibal.	2/24/2025 6:49 PM
219	Utilize one of the larger parks on the east end of town, or develop a new site. Please stop with the imaginative riverfront idea. There is no usable riverfront here.	2/24/2025 5:59 PM
220	Requiring minimal manpower/expense for operation and upkeep.	2/24/2025 4:56 PM
221	I think it is a waste of money, people don't use the River front even on the 4th of July	2/24/2025 4:43 PM
222	Parking and walkability, private sector (not taxpayer) sponsorship/investment	2/24/2025 4:07 PM
223	community support mixed with city help	2/24/2025 3:36 PM
224	What WOULD make it successful is if the atmosphere is one of welcome and mutual respect, that everyone feels safe and comfortable. What would NOT help is if events do not have enough restrooms or trash/recycling facilities - and I would make a real focus the "ecological tourism" aspect, in that, these locations are adjacent one of the most important waterfowl migration routes in the country - not to mention so many other flora/fauna, so keeping the grounds clean is imperative.	2/24/2025 3:24 PM
225	Bringing in good acts that appeal to many different types of genres . Having decent prices with food and drinks . String it along with something else going on to make people want to stay longer and come back . Very excited to see Quincy utilize our greatest asset the beautiful riverfront . Don't think any kind of improvement can be wrong !	2/24/2025 3:17 PM
226	Attendees to such a venue would be coming from approximately 50 mile radius - no farther - so an event space such as you are planning should consider that as your target market. Also - any permanent structures must be deigned to be out of danger of flooding. Flooding is normal along the river and so much has been lost due to flooding in the past.	2/24/2025 2:58 PM
227	i think type of events being held here will lead to how successful the venue will be. i know the summer concert series is usually a big success so things like that at the Amphitheatre would likely also do well. even bringing in new, local restaurants and shops to the area could help make it a success.	2/24/2025 2:35 PM
228	Donations and participation from the community	2/24/2025 2:34 PM
229	A parking lot, permanent bathrooms and confessions. A good stage to attract national artists. A small amphitheater by the bridge is an awful idea. It would be too congested and I don't think it would be a good return on investment	2/24/2025 2:21 PM
230	I think this is a terrific idea.	2/24/2025 2:14 PM
231	You have to have: loading dock onto stage, 3 phase power (one for Sound and one for Lights, must be covered and included a back stage area to support the band and crew. Please feel free to call me, I'm looking at this from a promoter point of view. It would be ashamed if we spend the money and end up with something that can't support the larger concerts.	2/24/2025 1:53 PM
232	A stage that would support big name entertainment. Acceptable parking. Cedar Rapids, Iowa has recently completed their River front venue. I feel that they could be quite helpful with ideas.	2/24/2025 1:51 PM
233	Well maintained facility with quality entertainment	2/24/2025 1:50 PM
234	Quality performers at reasonable prices. Business Sponsors to help keep ticket price down.	2/24/2025 1:35 PM
235	Programming and amenities that will appeal to a wide range of ages	2/24/2025 1:22 PM
236	Quality of performers brought to the venue. Would corporate naming or sponsorship be needed? This might make the effort continue beyond a small group of individuals who may move away, age out, or lose interest. A promoter to bring in diverse and quality performers. Sustained and sufficient budget for upkeep and promotion. Improved efforts from the visitors'	2/24/2025 1:15 PM

	bureau to promote the community. Sufficient hotels. Cohesive and inclusive efforts on behalf of community organizations to work together and make Quincy amenities hospitable.	
237	N/A	2/24/2025 1:11 PM
238	Location	2/24/2025 1:06 PM
239	Plenty of parking. Proximity to hotels, restaurants and bars. Full calendar of events, variety. Regional marketing.	2/24/2025 1:00 PM
240	Something like hollywood casino amphitheater would be amazing but smaller of course.	2/24/2025 12:51 PM
241	don't let the park district have total control, they will screw it up like they have every other park property in the area	2/24/2025 12:49 PM
242	Lack of a variety of performance types, expensive tickets	2/24/2025 12:48 PM
243	affordable, fun events for all age groups	2/24/2025 12:43 PM
244	Maintenance/ upkeep of the venue - especially quality audio equipment & controls - grounds, and parking. Variety of music or performance genres. Clear, concise rules for attendees and the security to keep the peace - NO exceptions. Traffic flow studies and training for venue staff to make entry, parking, and exiting as easy as possible. Know your limits and be willing to grow slowly into this venue. Under-promise & over-deliver.	2/24/2025 12:42 PM
245	Interest is not great enough to support a large project	2/24/2025 12:27 PM
246	Must bring in Quality Entertainment Options!!! Safety & Security. Refreshment options. Accessibility to Parking or Free & efficient Shuttles. Look forward to more local entertainment options.	2/24/2025 12:22 PM
247	Consider focal point and the image of Quincy; consider private development/gentrification opportunities near venue. I don't think Lincoln Park offers that. The area around the venue needs amenities within walking distance to attract out of town guests that may be more timid about the unknowns of a location. The amphitheater could be an economic anchor for other investors to provide symbiotic amenities to guests before, during, and after events.	2/24/2025 12:18 PM
248	I was a COP. I know what kind of "SKUM" can show-up at these kind of shows. You need lots of security and I don't mean rent-a-cop. I'm talking QPD or Adams County Sheriff's Dept.	2/24/2025 12:12 PM
249	If you're going to build something, please do it right and make it ADA accessible. If not, our family will not be able to enjoy. Our five year old loves music. Currently we can lift and transport him if his wheelchair cannot make it, in a few years we won't have that luxury. Make it accessible for the WHOLE community.	2/24/2025 12:12 PM
250	Clat Adams venue would be a must	2/24/2025 12:06 PM
251	Follow through will make this successful. If the community is to undertake something on the scale, there has to be commitment from booking agencies to add Quincy as a tour stop. That being done on the front end increase community buy-in and make this a much more viable option as well.	2/24/2025 11:48 AM
252	Parking, restrooms, nearby and walkable (QUALITY!) food and drink options.	2/24/2025 11:41 AM
253	The safety that people would feel... The cleanliness of the situation... Adequate staffing	2/24/2025 11:33 AM
254	Bad bookings	2/24/2025 11:30 AM
255	Needs to be flexible for both large and small bands/attractions.	2/24/2025 11:24 AM
256	1. Number of events 2. Price point 3. The ability to pivot quickly. In order to draw the most, there would be a learning curve as events are held. How fast can we transition away from poor sales events?	2/24/2025 11:22 AM
257	Floodwall	2/24/2025 11:09 AM
258	PARKING! Clat Adams has none for venues. The climb up from the river is too much for most people. Bus transportation is a pain. I would like to see the riverfront developed in some way and the bay dredged.	2/24/2025 11:05 AM
259	This is not a viable nor good use of funds. I have heard no plan to prevent flood damage, no plan for parking, and no plan on how this actually will bring any commerce to the greater	2/24/2025 10:55 AM

Quincy area. Most hotels are on the East side of the town. So with all the drinking, etc. that concerts bring to the riverfront area, for anyone coming in from out of town, they will have to drive to their hotel or wherever they are staying with most likely is across town. Also, there has been no proven benefit on an economic impact beyond 1 mile or so of the riverfront and only when a even is going on. When the river is high, that will limit how the facility can be used, as well as parking. The whole thing seems more like a look what we can do with this plan when it should be looked at more on what limits the plan first and if it's even viable. Until it can be proven that there is much more use for this facility and that flooding and parking will not limit it's use, the funds are better used somewhere else.

260	Consistency in acts coming to town would be important to create sustainable income and growth for local area businesses.	2/24/2025 10:43 AM
261	When we go to larger venues, security is huge, that's important to keep things civil. Nearby restaurants/brewery/food court are great. Maybe a shuttle bus from hotels? Quincy also needs a St. Louis to Quincy transport service	2/24/2025 10:41 AM
262	Not building anything where it will get flooded every year, and having ample parking for attendance	2/24/2025 10:39 AM
263	I think just getting the venue in place would spur growth in the near vicinity to it. It will be a great improvement.	2/24/2025 10:31 AM
264	Popular music groups-all genres. More restaurants (even food trucks) in the area with ample seating. Clean, monitored restrooms. Valet parking.	2/24/2025 10:27 AM
265	Build it somewhere else in the community not by the river	2/24/2025 10:25 AM
266	How will it be protected from flooding?	2/24/2025 10:19 AM
267	This has been a on going topic for the last few years and in a flood zone at that i want flood walls not a amphitheater, this is not the endeavor for the river front pick a different location. Like the old motel that closed and make a venue like lexington kentucky has, its muti-level, indoors, can host multiple types of events some including, disney on ice, basketball,garaduation, concerts of varing sizes, cobventions and more. Quincy doesnt need a one trick poney we need a all inclusive better event space then the oakly Lindsey center.	2/24/2025 9:59 AM
268	I think it's sad you never thought of this for Lincoln Park until Gem City Concerts worked hard to make their concerts a success! Now you want to come in and steal his ideas! It will move out of town and you will never have the same success as they have! Shame on Quincy! Give credit where credit is due!!!	2/24/2025 9:56 AM
269	Tie to Quincy's History and riverfront bars and restaurants with music entertainment, and more river view housing. Must be a public/Private attraction with tie to Bill Klingner Trail to better tie to the pedestrian and bike access to the River Front.	2/24/2025 9:55 AM
270	The quality of the events. Events don't have to happen every week but they most be good. Then the surrounding area should have food/drinks. Even if it is food trucks the events most have food and drink.	2/24/2025 9:54 AM
271	An attractive very highly visible location that creates interest and intrigue for attending events. Somewhere easily accessible, and Localized parking, but not with Massive paved parking lots (Instead street parking or smaller parking areas around the venue serving the general area). Don't worry about overhead utilities those can be screened out with low plantings and lighting: The overhead lines will visually be removed from concern if properly treated. Use the overhead power stanchions As location for featured outdoor lighting. Provide Finished grade elevations that prevents flooding Or provide flood control methodologies. Provide at a location where activities aren't Severely limited by time of day.	2/24/2025 9:53 AM
272	The venue needs fixed seats and a lawn area for concerts. It would be great for the area around to be somewhat flexible for other events. It has to made affordable for locals to attend and to possibly rent out for their own events. Maybe even a discount of some sort for locals. A nice big stage that is flexible for all kinds of different events. Some sort of cover so that even with rain, the "show can go on". As a person that had held be big events in and around the area, this could be awesome. One thing we don't have is a nice covered outdoor venue to hold events. We only get one chance to get this right and make it a place that those in the Quincy area will be happy with. I wish you all well	2/24/2025 9:49 AM
273	Some kind of endowed support to make sure the facility is kept running smoothly and updated	2/24/2025 9:42 AM

	as needed. Also, it would need to have the support of the city's government.	
274	Build it and they will come.	2/24/2025 9:41 AM
275	It needs to be big enough to handle large events like the Gem City Concert Series. But be able to seem like its not such a large venue when hosting smaller local events.	2/24/2025 9:39 AM
276	What would make this venue successful is have the ability to accommodate smaller more unique shows as well as larger events with popular artists. What would not make this successful is lack of parking.	2/24/2025 9:31 AM
277	The train tracks that service cargo to adm, the water treatment plant uses chlorine, sodium hydroxide, lime and other dangerous chemicals that could put the general public in harms way if an accident were ( and it will) happen. So I am opposed to the idea of a venue on the site of the lawn to the south of the boat ramp at the bottom of Hampshire street.	2/24/2025 9:25 AM
278	I'm all in favor of the amphitheatre because it could bring our community together and create a vibrant space for events. I think if we made this right, it could be a great community fit, especially with the summer concert series, wgca events and local bands. Not to mention, you could do outdoor movie nights that would appeal to families. Parking is going to be crucial and both locations will have some limitations. When thinking of parking, we will also need to think of walkability. Lastly, "affordability" is going to be crucial. Keeping costs low for attendees and organizers so it's inclusive but also sustainable. One of the obvious answers for what "would not" make this venue successful is the potential for flooding and a bad plan for that. Floods generally happen in the spring/summer months and with this location down near the river, you do run a chance there. Maintenance is also going to be an important piece of this puzzle. Who will be in charge of it over the long run? The Park District? The City? Private organization? If this project doesn't budget for upkeep, it could fall apart and become an eyesore instead of an asset. If we design it with our community's spirit in mind and plan smart, I think it could be a real win for Quincy!	2/24/2025 9:22 AM
279	Would be successful if you can get attractive bands and entertainment to come to Quincy. Won't work if you don't get enough events to use the venue.	2/24/2025 9:18 AM
280	Parking and accessibility	2/24/2025 9:18 AM
281	Types of events and pricing.	2/24/2025 9:15 AM
282	Access/Parking	2/24/2025 9:10 AM
283	Parking. There isn't any at Clat Adam's Park. I don't support putting millions of dollars into this facility that sits below and in a flood plain.	2/24/2025 9:09 AM
284	I believe the bigger acts we could get, the more successful it would be.	2/24/2025 9:07 AM
285	Do care for theater on the river. I would support it is the river was on the east side not west. This is what makes Hannibal Riverfront much more desirable . The sun in the late afternoon and early evening is very distracting. Also, I would prefer something that does not distract from the view to the river. Flooding also a major issue for scheduling, cleanup, etc. I am generally opposed to the theater on the riverfront. I do support the improvement of the area and was very disappointed in not burying the power lines, as the they are a major distraction for a complete riverfront development .	2/24/2025 9:01 AM
286	increase in taxes to pay for this would not be favorable	2/24/2025 8:57 AM
287	Must be done well. No cutting expenses.	2/24/2025 8:57 AM
288	If you do it, go all in. Don't forget about the the cost for maintenance and upkeep of the space.	2/24/2025 8:51 AM
289	Bigger names that appeal to younger crowds. Most residents in their 20s/30s are not attending events because they appeal to residents exclusively ages 50+ (80s covers bands, Hairball, etc.)	2/24/2025 8:51 AM
290	Ample parking is critcal. I should note that my wife attends many events both locally and out of town. place like St Louis, Chicago and Carthage.	2/24/2025 8:39 AM
291	Concerns about flooding	2/24/2025 8:37 AM
292	Quality entertainment and easy access to the venue.	2/24/2025 8:33 AM
293	You've got to bring in acts that people actually want to see. That's a major risk and I wouldn't	2/24/2025 8:26 AM

encourage any tax money to go towards it. Should be private money.

294	Affordability, seating, and performance.	2/24/2025 8:21 AM
295	Making sure the event spaces are available to Private groups or organizations to use and sell their OWN concessions / Alcohol with proper permitting / licensing. I believe that would create a consistent use of a medium sized facility. IF built Properly it fits 500-4500 people and can go from Intimate setting to Larger Accommodating setting.	2/24/2025 8:02 AM
296	Community support will make this successful.	2/24/2025 8:00 AM
297	Be a positive for Quincy. Quincy would be a go to for concerts, musicals, etc. Bring people together locally and outside of Quincy. Help our local businesses, hotels and restaurants. More bars, restaurants along the riverfront, which Quincy really needs. Thank you for the survey. Hope it gets positive results and outcome.	2/24/2025 7:55 AM
298	Input from community/community buy-in and excitement building, bringing in large acts to bring out of town individuals to Quincy	2/24/2025 7:29 AM
299	Having access to the downtown area as well for food and shops; additionally, cleaning up the area around/between downtown and the river, so that it looks more welcoming.	2/24/2025 6:49 AM
300	Bringing in major artists/groups would make the venue successful	2/23/2025 11:38 PM
301	Lack of financial support and poor planning of events for financial stability	2/23/2025 10:43 PM
302	I believe having the option to rent out the property and/or allow non-profits to host fundraisers would lead to further growth.	2/23/2025 5:29 PM
303	Location, location, location plus the way it is set-up for people of all ages with handicapped accessibility, of course!	2/23/2025 4:14 PM
304	If Quincy can afford to bring top National acts to Quincy, it will be supported and everyone wins. We need entertainment options to keep locals from going out of town and spending their entertainment budgets.	2/23/2025 3:27 PM
305	I don't like attending events at the river front. There is limited parking, at the end of the event it's hard to leave, and proximity to the river comes with the smell of the river and bugs such as mosquitoes.	2/23/2025 2:59 PM
306	The venue would only be successful if the town could manage to get entertainment people are willing to pay higher dollar amounts to experience. These acts would also attract non-residents to visit and spend additional money while here.	2/23/2025 11:17 AM
307	Music concerts like we attended on the Hannibal Riverfront back in the 80's/90's would be huge. Those of us that used to attend those still talk about it to this day. I got to see bands that I probably would never have gotten to see otherwise.	2/23/2025 8:55 AM
308	Parking issues. Violence episodes. Litter from event. Pollution runoff into the river.	2/23/2025 7:04 AM
309	I suspect more successful the more community members are involved in planning & implementation.	2/23/2025 12:07 AM
310	Flooding damage, parking issues, not enough shaded areas	2/22/2025 10:59 PM
311	Good advertising and quality venue. Better to have a smaller high quality venue than a bigger lower quality one.	2/22/2025 7:50 PM
312	Reaching out to others outside our community would be helpful. Could help bring people in and grow the community.	2/22/2025 4:42 PM
313	Large enough to draw good entertainers	2/22/2025 3:48 PM
314	We need an area like Grafton, Illinois. A space that people can park and go to bars/restaurants and that boats can pull into.	2/22/2025 1:56 PM
315	A flat, open to the elements field next to an ADA playground would far from ideal experience	2/22/2025 11:53 AM
316	Realistic expectations.	2/22/2025 11:48 AM
317	Affordable tickets, attractive shows/talent, safety, with good food options.	2/22/2025 11:12 AM

318	<p>Laura- since it's your survey I'm going to be a bit more frank than I would normally be :) - Quality/variety of the entertainment brought in is very important! *One* genre of music that I like is country, but I'm not interested in seeing a washed up country singer that hasn't had relevance in the last 40 years, and who isn't still producing new music. Nor do I want a whole summer concert series of this kind of country music, or rock music, etc. We have to diversify the music/events that we bring into our community so we can appease older people but also engage and attract young people. Newer artists, comedians, dueling pianos, etc. -Amenities for comfort, such as large overhead fans or misting systems. (Think Riverport or The Muny). Cooling stations where people can get out of the heat if needed. Permanent bathrooms are a must, not just for comfort but for ADA as well. -Parking- preferably onsite but if it needs to be offsite make it a walkable distance. I'm not getting on a shuttle bus with a bunch of drunk/smelly people after a concert. -Food/bar- I like the idea of one permanent bar/restaurant, but also having food truck options is the way to go. We need a food truck court in this town and this is a good opportunity for that! -Finally, but very important, don't just host major events on holiday weekends. There are so many traditions that already exist in this community around Memorial Day, 4th of July, Labor Day, etc. I feel like in the last few years a lot of newer events have been tacked onto these holiday weekends and it makes it hard to do "one more thing", which can affect turnout. Having events from spring through fall would be so nice to expand our outdoor event options and takes advantage of cooler temperatures too.</p>	2/22/2025 9:09 AM
319	I just think a good variety of entertainment and with decent prices.	2/22/2025 9:01 AM
320	Keep up the good work of moving this forward. Quincy is getting their butts kicked by other smaller towns in the riverfront development area. You have to spend some money to make money. Muscatine Iowa and Hannibal aren't even half the size of Quincy and have great riverfronts. Plenty of people in Quincy were against the Bob Mays park and trail. Now look at how it gets used.	2/22/2025 8:17 AM
321	Close parking (accessibility), permanent, clean restrooms, shade from the sun, keeping it affordable, especially for families. Keeping it SAFE.	2/22/2025 8:13 AM
322	I have said for a long time this would be great for Quincy to attract major groups to perform! It would bring many people to Quincy and spend money! Many years ago, The Beach Boys performed at the Hannibal riverfront! It was a huge success!	2/22/2025 7:41 AM
323	My concern is the Park District's level of commitment to a larger scale project. They're working with minimal staffing and while a larger amphitheatre sounds wonderful, I'm not sure they are committed to the time, energy and staffing it would take... however, I really do believe Quincy would benefit from any size of amphitheatre on the riverfront!	2/22/2025 7:27 AM
324	I like the venue proposed here. But i'm tired of the city not looking out 100 years or so to really make the riverfront an economic & cultural benefit to Quincy. This city does too much short term thinking or planning to benefit only a specified group of people. Like the marina and lack of a dock for the passenger riverboats. And somewhere along the riverfront would be ideal for a Casino/Entertainment/ facility with multiple transportation links in and out of the riverfront. To really make this shine, the Amtrak Station should be located at the Riverfront and a light rail system should be developed between Hannibal and Quincy. The location of this should be specified before an Amphitheater just gets thrown in at the riverfront. Public transportation needs to be developed between the riverfront and downtown. Also whenever I or if ever) a bridge gets built in Quincy, the existing memorial bridge needs to be converted to a pedestrian bridge similar to Nashvilles pedestrian bridge. How pedestrians get from this bridge to the riverfront needs to be developed a long with every thing else I've mentioned. This city of Quincy needs to have the population base to afford these enhancements. Part of the problem is past decisions have locked Quincy from being the same size population as Springfield, IL. Quincy's population should easily be 100-150 thousand. Past decisions by the city in the 20th century has caused us to have the problems we have now. We should be planning for the 22nd Century.	2/22/2025 7:11 AM
325	Sitting under the bridge sound quality to close to street and river front just to compact.. need to use the sound that will echo back from the bluffs and make use of the island and bring back some uniqueness to Quincy.. check out Memphis Mudd Island theatre	2/22/2025 2:34 AM
326	Seats CANNOT face west for evening shows. Otherwise, the crowd would be blinded by the sunset. I went to the River Circus last year. Many folks left because they were staring straight into the sun. Most of those who stayed couldn't see anything.	2/22/2025 1:35 AM
327	Successful—Need a variety of music entertainment not just one genre. Food & beverage	2/21/2025 10:42 PM

options, merchandise. Unsuccessful— language, drugs, all the young people getting trashed & puking at the concerts like last year.

328	Just keep our existing parks clean . I disagree with this plan for the riverfront	2/21/2025 9:17 PM
329	Lots and lots of public education (and city council education) on where the money is actually coming from and that it cannot be used for other projects. The Facebook comment section of the uneducated will be the biggest battle. I think the public would use a concert venue. (I would like to see the focus on stage and seating; I don't care about burying power lines, splash pad, etc)	2/21/2025 8:38 PM
330	Not enough parking Weather	2/21/2025 7:31 PM
331	Quincy needs this and has for many years.	2/21/2025 5:24 PM
332	Quincy really needs to clean up the riverfront. It has the potential to be beautiful but no one in Quincy,IL seems to care about the looks. Hannibal,MO riverfront is beautiful,if our riverfront looked better,it would greatly help boost our economy and really benefit our city of Quincy,IL.	2/21/2025 5:16 PM
333	Has To Have. Multiple Types Of Vendors And Venues Or It Will Not Be Much Fun To See The Same Things Over Again. HELP MAKE QUINCY FUN AND INTERESTING AGAIN BRING SOME LIFE TO THE CITY	2/21/2025 5:04 PM
334	This riverfront will be successful if you get various groups/organizations involved to support the venue. Have the groups volunteer/work the events (including Adams County CEO/ QHS/QND groups)...get our youth involved in the planning process	2/21/2025 3:19 PM
335	Near river flooding is a huge concern so that needs to be figured out 1st. Maybe stage can somehow be on a "floating" stage so if area does flood at least stage won't need to be removed saving \$\$\$\$. National touring acts drive through our area alot going between big cities. Maybe this could pull some in.	2/21/2025 3:06 PM
336	Name Performances and advertisement for the events.	2/21/2025 2:50 PM
337	Bad shows that only appeal to older people - we need to bring in the younger people from out of town.	2/21/2025 2:49 PM
338	It would have to be easily accessible for the older population and built with the flooding problem in mind. If there are walls or a roof it would have to be acoustically treated. If there is a parking area it would have to be paved or blacktopped. Will there be a charge for facility usage? Might want to send out pledge forms to all community members and businesses to get a rough idea who might want to support such an undertaking. A project like this has been talked about since I have been alive. I think doing this would be important to the community but would need on going support from the Quincy community for this to be successful. Good luck.	2/21/2025 2:30 PM
339	Diversity! Reach all age groups.	2/21/2025 2:19 PM
340	Lack of interest, open to the elements	2/21/2025 2:00 PM
341	A centralized place that advertised all local events so that people only had to look at one site or app to know what was going on. Communications in town are disjointed, and I often find out about events I would have liked to attend after they are over. I don't watch broadcast TV or get the newspaper, and social media is hit or miss. We need a centralized hub of information that is used by all and is easy to access.	2/21/2025 1:54 PM
342	Advertising - multiple mediums and multiple genres of radio Scheduling to avoid other annual Quincy events - do not compete with existing events Parking shuttles	2/21/2025 1:12 PM
343	Community and leadership support is crucial.	2/21/2025 1:04 PM
344	More than 2 performances. I don't like traveling to see and do things but don't have any other options.	2/21/2025 12:55 PM
345	Bury the power lines and remove the towers or it will always look like an industrial site.	2/21/2025 12:34 PM
346	Need to have national acts at least monthly May-Oct. Not super-star mega-tours, but there are TONS of acts that would fit nicely in Quincy on a tour stop between other cities.	2/21/2025 12:32 PM
347	We need to make sure we are consistently booking acts instead of just having 3-4 bigger acts come through a year	2/21/2025 11:55 AM

348	Variety of entertainment options	2/21/2025 11:52 AM
349	Impressive architecture with good acoustics; lines of sight; Comfortable and roomy seats; Accessible large aisles all make for pleasant experiences.	2/21/2025 11:24 AM
350	Make sure and mix in lots of free events along with paid events.	2/21/2025 11:19 AM
351	The ability to continuously bring attractions to the facility would lead to success.	2/21/2025 9:15 AM
352	Community involvement, which is what you're doing here. Also, doing something to make sure the kind of performers we'd like to see know we are here and are incentivized to have shows here.	2/21/2025 8:53 AM
353	parking, low cost (or free)	2/21/2025 8:38 AM
354	- Quality and variety of performers/acts - Building the venue in an appropriate place - Consistency in use (booked frequently) - High quality experience for attendees (clean and well-maintained grounds, on-site amenities and accessibility features, etc.) Things that keep residents, travelers, and artists excited to come back	2/21/2025 8:29 AM
355	This needs to be away from the river really so that it doesn't get ruined or not used during flooding. Needs to have alot of parking and hotels in the area to stay at.	2/21/2025 7:24 AM
356	Clear marketing. We attended multiple concerts and people were saying they didn't know it was happening.	2/21/2025 7:19 AM
357	Understandably the Clat Adams location would be the smaller and more difficult venue to build, but the location's view and vibe is just too good to pass up. The Lincoln park venue offers the size and parking options but just doesn't have the downtown feel. Why not push for both? Build out the easier Lincoln location, get it up and running; while working to get that venue up, keep in mind the needs of the Clat Adams venue and include as much prep work on that as possible. Parking for Clat Adams will be the killer.	2/21/2025 7:14 AM
358	This should be a venue that can be an asset for residents and also an attraction to increase tourism.	2/21/2025 7:02 AM
359	Unique events, marketing and good weather.	2/21/2025 6:31 AM
360	Lots of promotion. I moved back to Quincy 4 years ago and because there was so little promotion, I had no idea for a long time what events were going on here. One simple solution is to have banners around the city to announce various events. Many cities have these and they are attractive, make a city look like it has life, and alert people to activities. So simple.	2/20/2025 7:51 PM
361	Adequate promotion and announcements made with adequate time to plan around bigger events/competing events	2/20/2025 3:44 PM
362	The kinds and quality of events and their frequency.	2/20/2025 3:10 PM
363	Someone to operate it and seek artists to perform.	2/20/2025 12:17 PM
364	It depends on the entertainment. The act doesn't have to be world renowned but at least known within the region. Also, variety. Something for everyone.	2/20/2025 10:13 AM
365	Affordable ticket price options for all income levels. A nice variety of events. Give the community some say in what acts you bring in. Create an atmosphere that's engaging and exciting and leaves a person wanting to come back over and over again!	2/20/2025 9:57 AM
366	Being really intentional about the programming for the first season that this venue is open. Showcasing higher-caliber acts right from the jump will prove that we truly are a destination worth traveling to for big events.	2/20/2025 8:36 AM
367	Getting big names in and getting music festivals, like St.Louis's Pointfest. Last year's concerts, from what I could see, did very well.	2/20/2025 8:10 AM
368	Designing something too small Making the cost of events too expensive for some	2/20/2025 7:05 AM
369	Quality design and popular artist/events	2/19/2025 10:24 PM
370	Great leadership.	2/19/2025 9:19 PM
371	Pulling in artists that usually play in larger cities due to the difficulty of traveling here	2/19/2025 8:44 PM

372	Appealing to national touring acts would be a huge plus. Modern technology in build as well as sound and lighting. It could also be used for local/regional festival shows.	2/19/2025 8:40 PM
373	Do not stick with just one music genre. Have a variety of different types. Some bigger names would be awesome.	2/19/2025 8:30 PM
374	Needs to be safe and accessible for all ages.	2/19/2025 7:50 PM
375	Making sure there is an endowment to support facility improvements and upkeep if sales do not pan out.	2/19/2025 7:22 PM
376	Support of community leaders.	2/19/2025 6:55 PM
377	N/A	2/19/2025 6:50 PM
378	Getting the right performers Easy access Keeping it classy Ease of ticket purchase	2/19/2025 6:45 PM
379	Multi functional venue to benefit all people & families. Nothing too fancy but also more than just a beer garden. Someplace all walks of life can feel comfortable coming together for shared interests.	2/19/2025 6:35 PM
380	Start out slow and grow. Get the bands that are playing venues like the Pagent or something that size. Catch these up and coming acts that are touring in the area. There is a big demand for for new talent as well as the SOS.	2/19/2025 5:55 PM
381	Must have a good sound system. The one at the Civic Center is still not ideal. Must have quality entertainers. Would love Christian groups. Shuttles to and from parking. Reasonable prices.	2/19/2025 4:54 PM
382	Would: Consistent programming throughout as much of the year as possible, high quality performers, safe	2/19/2025 3:46 PM
383	How could this enhance and strengthen the arts and event scene in Quincy? How could it build a stronger downtown? How could it partner with / boost other local businesses? Would it detract from other venues that are already struggling to sell tickets, etc. ? How would it impact events in Washington Park? Are people interested in coming out to a venue like this -- I wouldn't want to build it and then struggle to get people there? Who would coordinate the programming or acts that come into town?	2/19/2025 2:29 PM
384	Not having interesting events. Turning it into a political and cultural event venue instead of an entertainment venue.	2/19/2025 2:13 PM
385	How to manage flooding. Parking without a steep walk. How will this be financed? Do any of the other venues you listed have a riverfront that is so isolated from its restaurant/shopping area?	2/19/2025 2:10 PM
386	Who will manage/produce programming in this space? Will it fall to a new organization to coordinate the event space and bookings, the Park District, the Riverfront Commission, Arts Quincy? None of these groups have experience bringing in this type of programming or the technical knowledge to maintain a performing arts space. What about staffing for facility maintenance and event staff? Has there been any discussion with local performing arts groups and key community stakeholders about their needs and/or capacity and how they could integrate in a space like this? Groups like The District, QSOA, Park Band, OLC, QCMA, QCT, or even local booking agents? What is their feedback on the needs of the community? What is our community's baseline of the economic value of the arts? There has not been any study or updated data since a 2014 study by Arts Quincy. We don't know the current value of the industry, let alone how a new venue might impact that. (This lack of data has hurt existing arts organizations' ability to effectively share their stories with grantors, funders, and other community stakeholders. Arts Quincy is long overdue in providing updated information to our community. Currently, there is no baseline.) Is there any discussion about profit margins in a performing arts space? Ticket prices, touring expenses, sustainable audience sizes, etc... What sort of programming will it take to fill a 1,000-seat vs a 4,500-seat+ venue? Also, how does a venue like this affect the attendance and/or bottom line for already existing events competing for audiences and community sponsors (which, in some cases, are highly oversaturated)? There is no clear narrative of the goals for a venue like this and what gap it is filling for our community. Why an amphitheater? Concerts and entertainment programming are expensive to produce. This type of space will be costly to build (millions of dollars for lighting and sound equipment alone, not to mention infrastructure upgrades to the riverfront, parking,	2/19/2025 12:18 PM

security, and the facility itself). Even with optimal programming, it will be a constant challenge to maintain. All for a space that is only functional 4-5 months of the year with no operations plan. Without a clear plan on who is managing the programming (and where the financing for operations is coming from), this venture will fail and sit empty for the bulk of the year, with expensive equipment falling into disrepair. I strongly support riverfront development, but this seems short-sighted without several more stakeholder conversations. Existing venues in this community struggle for capital funds to maintain their spaces despite already providing immense economic value to the community. The idea of sinking millions of dollars into a new performing arts space with no management structure will ultimately hurt the public trust in the riverfront project and the arts community.

387	Quality venue and quality performances	2/19/2025 12:02 PM
388	Quality acts and good promotion would be the driver of success in my opinion	2/19/2025 11:42 AM
389	Adequate parking	2/19/2025 11:41 AM
390	I think we just need to consider flooding and access when building. This is a wonderful idea and could change the way we interact as a Community!	2/19/2025 8:19 AM
391	Keep it basic and simple. Focus on what we need to attract artists touring regionally between STL, KC, Chicago and we can fill their gap if we have easy facilities for them to use that are designed for their convenience first. The audience will follow the act regardless of seating arrangements or anything else. Artist first.	2/19/2025 7:21 AM
392	Underfunded (inadequate execution), poor quality construction, poor quality or lack of variety in entertainment choices	2/19/2025 6:55 AM
393	Maintenance cost and care is important while remaining affordable	2/19/2025 6:55 AM
394	I think as long as events get booked early, people will support it. I love the idea of better utilizing our riverfront area.	2/19/2025 6:05 AM
395	Capitalizing on as many performances as possible during relatively mild weather. I think music would likely be the biggest revenue generator, so prioritize that.	2/18/2025 10:20 PM
396	We just need to be smart about it. We were not wise when we said no to a casino- imagine what our downtown would look like if we had said yes. Build it and they will come I suppose. But we will need to get events and artists that are of interest to all different ages, genders, and cultures. It is definitely something Quincy needs. I think it's also important to build up our downtown area. Including shops, hotels and restaurants. Something like St Charles plus the venue would be fantastic. Not sure how we do that. Maybe incentives for people opening or running businesses downtown.	2/18/2025 9:28 PM
397	Having a productive, efficient, and knowledgeable booking and events planning staff would make this a phenomenal attraction for Quincy. We need to pull bigger entertainment names/conventions to keep people coming to the venue.	2/18/2025 9:02 PM
398	Costs and quality of performances	2/18/2025 8:58 PM
399	Don't make it political. Keep it about the arts.	2/18/2025 8:27 PM
400	Pick a site that river flooding won't negatively impact and one high enough to avoid may flies and other river insects	2/18/2025 8:22 PM
401	People in this community open to bettering it would make this venue successful. It seems whenever there is something good for this city so many people complain that the money could go for something else. Tourism would be so good for Quincy yet so many are against it.	2/18/2025 8:16 PM
402	Adequate Lyft/Taxi options for evening events. Perhaps shuttles to/from local hotels - and not just at beginning/end, but periodically throughout.	2/18/2025 8:12 PM
403	Marketing to other communities	2/18/2025 7:51 PM
404	What's the need we are attempting to fill? Per the survey questions, it's all over the board. Eg. Small, 1,000 people...don't we already have that just not outdoors? If the goal is to attract big name tours, it will need to be huge or ticket prices will be too high. If that's the case, what will the large venue be used for besides 1 or 2 concerts a year? I'm all for improvements to Quincy I'm unsure of the vision. Welcome more information as I want to support this idea.	2/18/2025 7:50 PM

405	Being able to bring in large to semi-large bands/acts would be excellent.	2/18/2025 7:48 PM
406	A variety of performing and visual arts experiences.	2/18/2025 7:31 PM
407	It has to be done well and all in. If we only do it halfway, then expect a halfway return. It needs to be a destination place for people from other communities.	2/18/2025 7:24 PM
408	City, political, cultural, business, educational backers must get involved	2/18/2025 7:22 PM
409	The make or break for a music venue is going to come down to the management of the venue and investment by the city (or a major sponsor to underwrite the operation)	2/18/2025 7:17 PM
410	The ample amount of support for music and arts in our community!	2/18/2025 7:11 PM
411	Parking and programming	2/18/2025 7:07 PM
412	Money to build and maintain Parking or transportation	2/18/2025 7:00 PM
413	Community events like Pride in the Park will be entering its 5th year this summer. I have enjoyed working with all the entities involved in making it happen. I look forward to future opportunities to engage in conversations to learn how and who will be managing the use of this structure and surrounding areas. I hope dreams can become a reality and the River Front can finally be developed. It will benefit Quincy and the surrounding area.	2/18/2025 6:59 PM
414	I think it would be successful	2/18/2025 6:46 PM
415	I think the ideas that are being floated have a ton of potential. Drawing in big name artists	2/18/2025 6:43 PM
416	It has to be done right, no cutting corners. I think the use of tax dollars for such a project will evoke a lot of negativity towards it. Not from me, but there seem to be so many in our community who think this way. The reaction to adding lighting to Bayview Bridge is a good example.	2/18/2025 6:42 PM
417	Having local acts open for bigger acts, to draw in their friends and family. We have a big draw from outlying towns, so I think it would be successful.	2/18/2025 6:39 PM
418	Successful if there is easy parking and easy and accessible walkway to the venue. Also, it would be nice to have some shade in the area for afternoon events. Plus access to a clean well kept bathroom.	2/18/2025 6:37 PM
419	Venue must pay for itself and not be subsidized by taxpayers.	2/18/2025 6:31 PM
420	Knowledgeable and realistic acceptations by leaders.	2/18/2025 6:30 PM
421	Lack of parking is a negative. Intersperse free seats on musical events.	2/18/2025 6:29 PM
422	Ample Parking is a must. A variety of entertainment and reasonable ticket prices.	2/18/2025 6:28 PM
423	Programming may make it successful. How many slices can we make, and keep all the venues? Washington theater is a sad decades long project without parking.	2/18/2025 6:12 PM
424	Mosquito control around concert would be important. Orientation of the venue so performers and audience are not in the Sun.	2/18/2025 6:06 PM
425	The venue MUST be available to local artists and groups. Yes it's important to bring in outside performances, but we must also support our own people...because those (our own people) are the ones also supporting the artists from out of town.	2/18/2025 6:05 PM
426	Being on the riverfront. Look for a location that has a natural sloping hill, like in Upper Moorman park. It doesn't have to be in the city limits of Quincy. Also needs to have the stage facing a direction so the sun isn't in the performers eyes. Stage facing NE direction would be best for performers and audience.	2/18/2025 5:57 PM
427	A good opening event would set the tone and attract people from surrounding areas in addition to Quincy.	2/18/2025 5:50 PM
428	Parking - having to walk straight uphill to get to our car after the July 4th fireworks is difficult - and the sidewalks aren't in good shape.	2/18/2025 5:40 PM

# Touring Crew Survey Results

**ANSWERS TO THE FOLLOWING QUESTIONS ARE OMITTED FROM THIS ADDENDUM:**

**Question #1:**

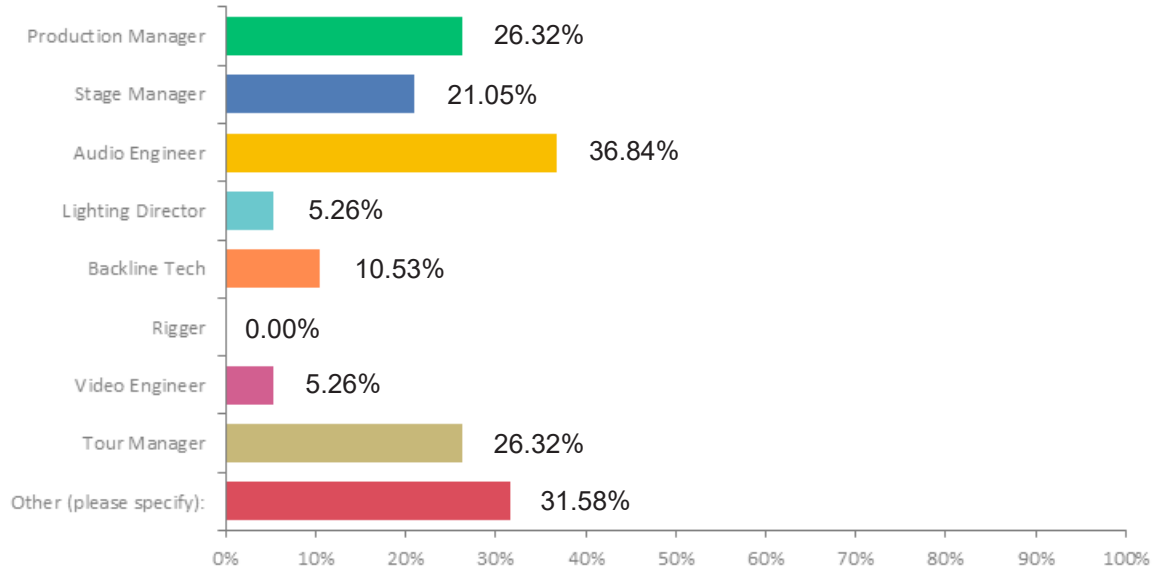
Do you wish to be entered into a context to receive \$250+ worth of local prizes and discounts?

**Question #2:**

Contact Information

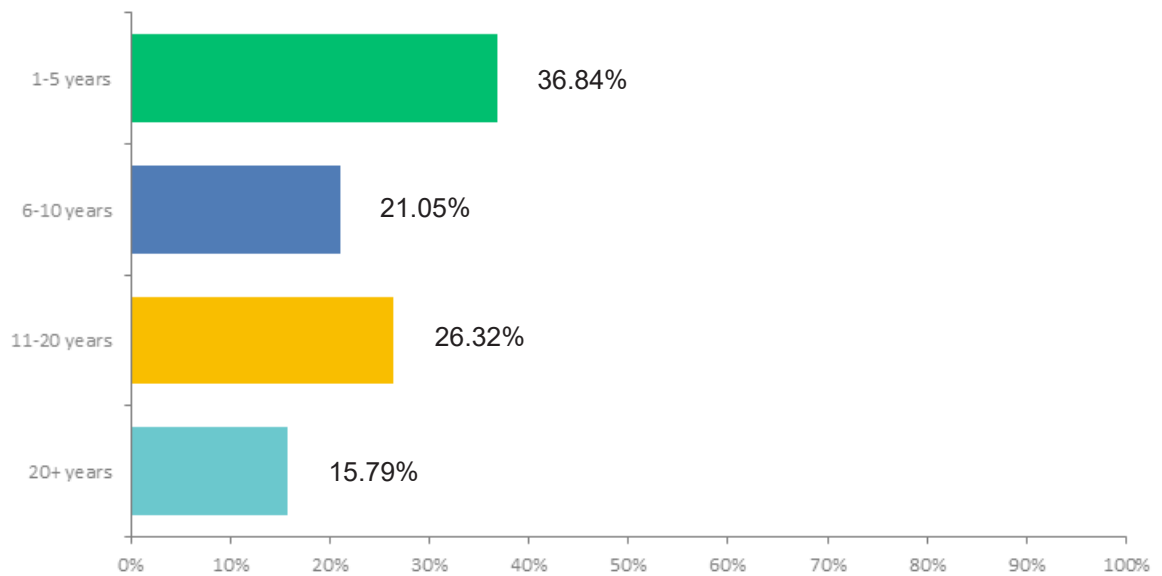
### Q3: Job Title:

Answered: 19 Skipped: 0



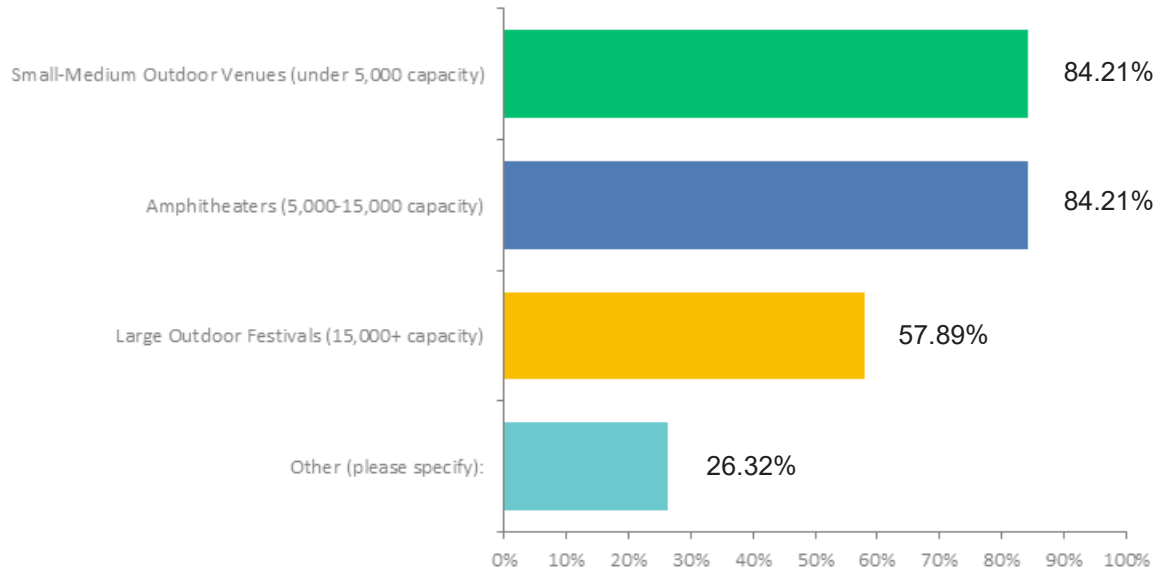
### Q4: Years of touring experience:

Answered: 19 Skipped: 0



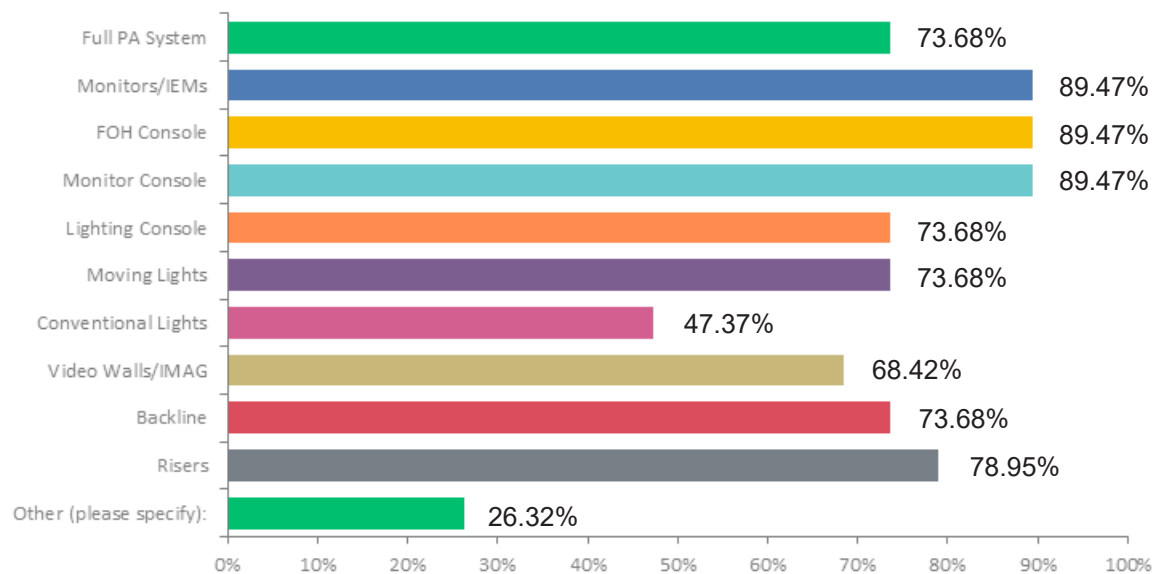
## Q5: Typical venue sizes with which you work (select all that apply):

Answered: 19 Skipped: 0



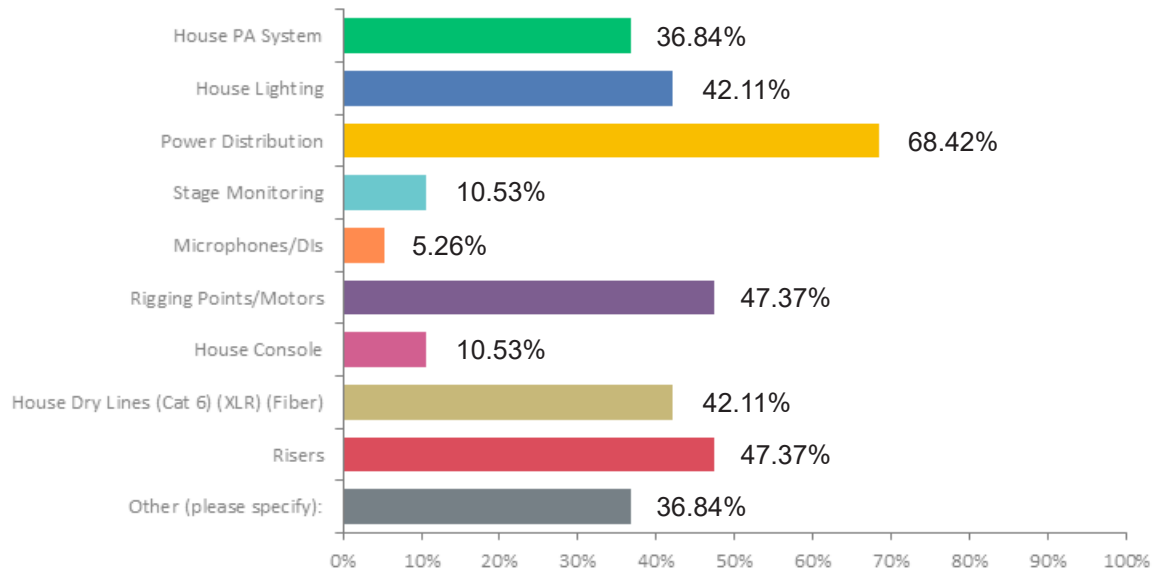
## Q6: Equipment Typically Provided by Your Tour (select all that apply):

Answered: 19 Skipped: 0



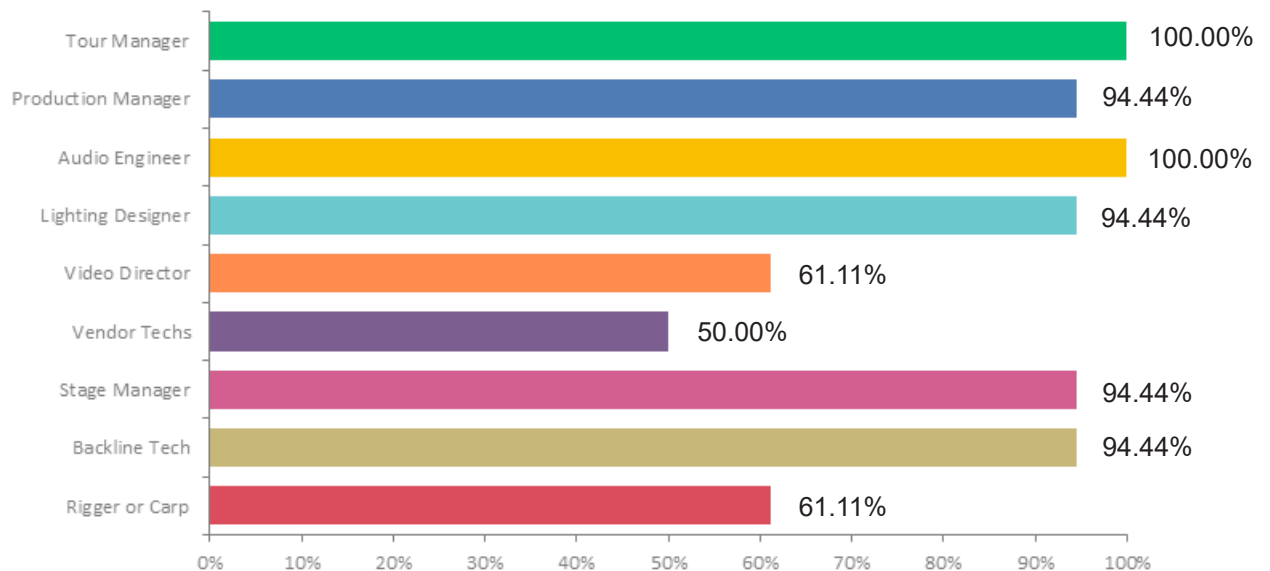
## Q7: Equipment Expected from Venue (select all that apply):

Answered: 19 Skipped: 0



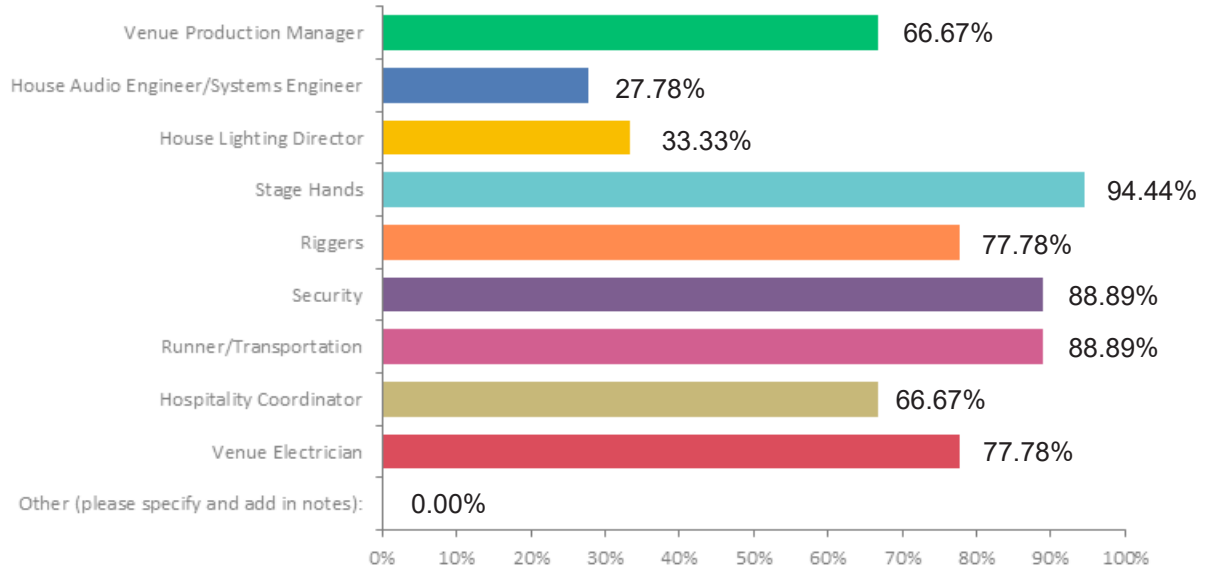
## Q8: Which positions make up the crew on a typical tour? (select all that apply):

Answered: 18 Skipped: 1



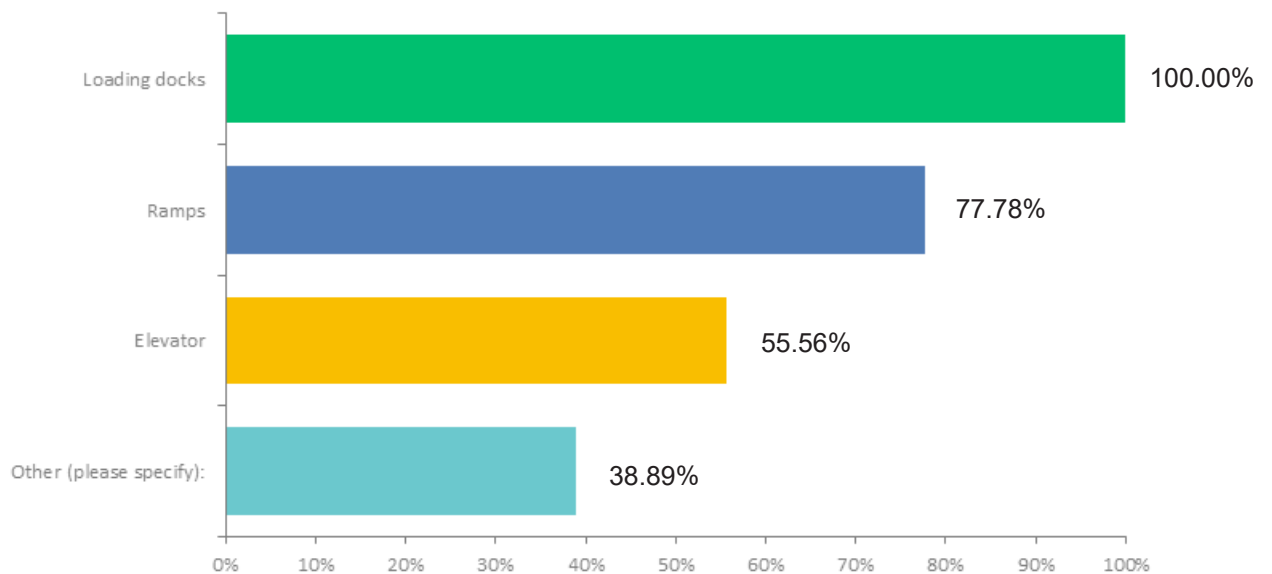
### Q9: What Venue Staff Support do you require? (select all that apply):

Answered: 18 Skipped: 1



### Q10: Load-In/Load-Out Requirements (select all that apply):

Answered: 18 Skipped: 1



## Q11: Dock Requirements (please skip if N / A):

Answered: 17 Skipped: 2

ANSWER CHOICES	RESPONSES	
Preferred number of loading docks:	100.00%	17
Preferred push distance from to dock to stage:	88.24%	15

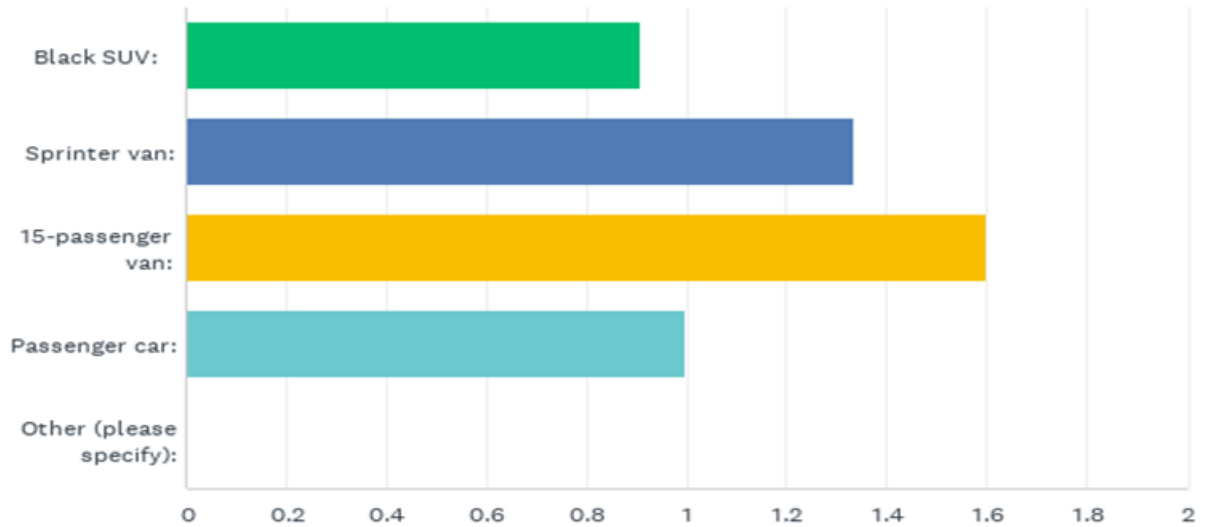
#	PREFERRED NUMBER OF LOADING DOCKS:	DATE
1	2	5/7/2025 2:09 PM
2	Minimum of 6	5/7/2025 1:38 PM
3	4-5	5/5/2025 10:57 PM
4	4 +	5/3/2025 9:25 PM
5	6-8	5/3/2025 7:57 PM
6	3-4	5/3/2025 4:05 PM
7	6	5/3/2025 12:46 PM
8	3+	5/3/2025 11:28 AM
9	2-5	4/26/2025 8:38 PM
10	6	4/25/2025 9:31 PM
11	6	4/25/2025 7:15 PM
12	At least 2 with dock leveling, dance floor ramps in case they fail	4/25/2025 7:13 PM
13	2	4/25/2025 7:11 PM
14	5	4/25/2025 6:37 PM
15	2	4/25/2025 6:12 PM
16	Minimum 3-5	4/25/2025 6:07 PM
17	4+	4/25/2025 6:05 PM

#	PREFERRED PUSH DISTANCE FROM TO DOCK TO STAGE:	DATE
1	100ft or less	5/7/2025 2:09 PM
2	50-75'	5/7/2025 1:38 PM
3	less than 75 ft	5/5/2025 10:57 PM
4	100' - 200'	5/3/2025 7:57 PM
5	No more than 50-75 feet at an amphitheater	5/3/2025 4:05 PM
6	50'	5/3/2025 12:46 PM
7	<200 feet	5/3/2025 11:28 AM
8	As short as possible	4/26/2025 8:38 PM
9	100'	4/25/2025 9:31 PM
10	As short as possible	4/25/2025 7:13 PM
11	50-100 ft	4/25/2025 7:11 PM

12	Less than 75ft	4/25/2025 6:37 PM
13	Less than 500 feet	4/25/2025 6:12 PM
14	Ideally less than 500' but if it's a straight or easy push, then longer is fine	4/25/2025 6:07 PM
15	As short as possible	4/25/2025 6:05 PM

## Q12: Preferred Runner Vehicles (indicate quantity for each):

Answered: 13 Skipped: 6



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Black SUV:	1	10	11
Sprinter van:	1	12	9
15-passenger van:	2	16	10
Passenger car:	1	6	6
Other (please specify):	0	0	1
Total Respondents: 13			

#	BLACK SUV:	DATE
1	0	5/7/2025 2:09 PM
2	1	5/5/2025 10:57 PM
3	0	5/3/2025 7:57 PM
4	0	5/3/2025 4:05 PM
5	2	5/3/2025 12:46 PM
6	1	4/25/2025 7:15 PM
7	1	4/25/2025 7:13 PM
8	1	4/25/2025 7:11 PM
9	1	4/25/2025 6:37 PM
10	1	4/25/2025 6:12 PM
11	2	4/25/2025 6:05 PM

#	SPRINTER VAN:	DATE
1	0	5/7/2025 2:09 PM
2	3	5/3/2025 7:57 PM
3	1	5/3/2025 4:05 PM
4	1	5/3/2025 12:46 PM
5	1	5/3/2025 11:28 AM
6	1	4/25/2025 7:11 PM
7	2	4/25/2025 6:37 PM
8	2	4/25/2025 6:07 PM
9	1	4/25/2025 6:05 PM
#	15-PASSENGER VAN:	DATE
1	0	5/7/2025 2:09 PM
2	2	5/5/2025 10:57 PM
3	0	5/3/2025 7:57 PM
4	2	5/3/2025 4:05 PM
5	4	5/3/2025 12:46 PM
6	1	5/3/2025 11:28 AM
7	3	4/25/2025 7:15 PM
8	1	4/25/2025 7:13 PM
9	2	4/25/2025 6:12 PM
10	1	4/25/2025 6:05 PM
#	PASSENGER CAR:	DATE
1	0	5/7/2025 2:09 PM
2	0	5/3/2025 7:57 PM
3	2	5/3/2025 4:05 PM
4	2	5/3/2025 12:46 PM
5	1	4/25/2025 7:13 PM
6	1	4/25/2025 6:37 PM
#	OTHER (PLEASE SPECIFY):	DATE
1	0	5/7/2025 2:09 PM

## Q13: How many of which vehicles does your typical tour carry?

Answered: 18 Skipped: 1

ANSWER CHOICES	RESPONSES	
Semi-trucks:	94.44%	17
Tour buses:	100.00%	18
Sprinter / cargo vans:	44.44%	8
Support vehicles:	50.00%	9

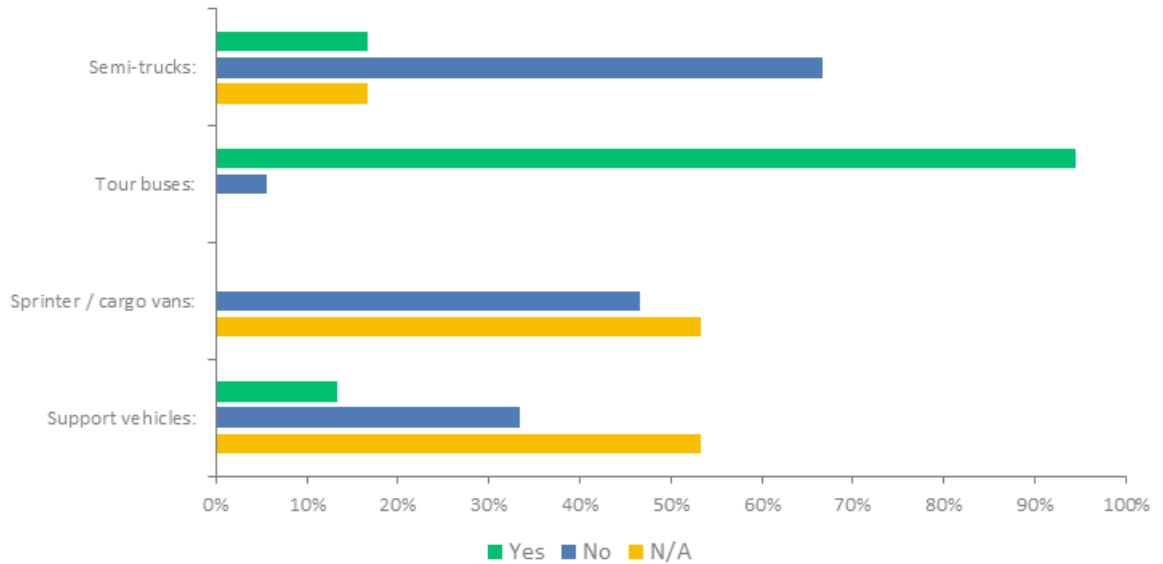
#	SEMI-TRUCKS:	DATE
1	2	5/7/2025 2:09 PM
2	Again - very subjective question ranging from 1-50 plus	5/7/2025 1:38 PM
3	6	5/5/2025 10:57 PM
4	4-5	5/3/2025 9:25 PM
5	6	5/3/2025 7:57 PM
6	4	5/3/2025 4:05 PM
7	18	5/3/2025 12:46 PM
8	0	5/3/2025 11:22 AM
9	1	4/26/2025 8:38 PM
10	2	4/25/2025 9:31 PM
11	8	4/25/2025 7:15 PM
12	6	4/25/2025 7:13 PM
13	1	4/25/2025 7:11 PM
14	5	4/25/2025 6:37 PM
15	3	4/25/2025 6:12 PM
16	8	4/25/2025 6:07 PM
17	1-8	4/25/2025 6:05 PM

#	TOUR BUSES:	DATE
1	1	5/7/2025 2:09 PM
2	1-20	5/7/2025 1:38 PM
3	7	5/5/2025 10:57 PM
4	4-6	5/3/2025 9:25 PM
5	6	5/3/2025 7:57 PM
6	5	5/3/2025 4:05 PM
7	12	5/3/2025 12:46 PM
8	2	5/3/2025 11:28 AM
9	2	5/3/2025 11:22 AM

10	2-3	4/26/2025 8:38 PM
11	5	4/25/2025 9:31 PM
12	6	4/25/2025 7:15 PM
13	6	4/25/2025 7:13 PM
14	1	4/25/2025 7:11 PM
15	6	4/25/2025 6:37 PM
16	4	4/25/2025 6:12 PM
17	10	4/25/2025 6:07 PM
18	1-4	4/25/2025 6:05 PM
<b>#</b>	<b>SPRINTER / CARGO VANS:</b>	<b>DATE</b>
1	2	5/7/2025 2:09 PM
2	0	5/5/2025 10:57 PM
3	0	5/3/2025 7:57 PM
4	0	5/3/2025 4:05 PM
5	0	5/3/2025 11:22 AM
6	0	4/26/2025 8:38 PM
7	1	4/25/2025 7:15 PM
8	0	4/25/2025 6:05 PM
<b>#</b>	<b>SUPPORT VEHICLES:</b>	<b>DATE</b>
1	0	5/7/2025 2:09 PM
2	0	5/5/2025 10:57 PM
3	0	5/3/2025 7:57 PM
4	0	5/3/2025 4:05 PM
5	2	5/3/2025 11:28 AM
6	0	5/3/2025 11:22 AM
7	0	4/26/2025 8:38 PM
8	1	4/25/2025 7:15 PM
9	0	4/25/2025 6:05 PM

## Q14: Do you need shore power requirements each vehicle? (Yes/No):

Answered: 18 Skipped: 1



	YES	NO	N/A	TOTAL	WEIGHTED AVERAGE
Semi-trucks:	16.67% 3	66.67% 12	16.67% 3	18	1.80
Tour buses:	94.44% 17	5.56% 1	0.00% 0	18	1.06
Sprinter / cargo vans:	0.00% 0	46.67% 7	53.33% 8	15	2.00
Support vehicles:	13.33% 2	33.33% 5	53.33% 8	15	1.71

## Q15: Stage Requirements:

Answered: 14 Skipped: 5

ANSWER CHOICES	RESPONSES	
Minimum stage depth:	100.00%	14
Minimum stage width:	100.00%	14
Minimum wing space (per side):	92.86%	13
Minimum height clearance:	92.86%	13
Preferred stage covering type:	78.57%	11

#	MINIMUM STAGE DEPTH:	DATE
1	40'	5/7/2025 2:09 PM
2	60'	5/7/2025 1:38 PM
3	48	5/5/2025 10:57 PM
4	40'	5/3/2025 9:25 PM
5	48'	5/3/2025 7:57 PM
6	75 feet	5/3/2025 4:05 PM
7	60'	5/3/2025 12:46 PM
8	60 feet	5/3/2025 11:28 AM
9	48'	4/26/2025 8:38 PM
10	48	4/25/2025 7:15 PM
11	40'	4/25/2025 7:13 PM
12	40'	4/25/2025 7:11 PM
13	40ft	4/25/2025 6:37 PM
14	50	4/25/2025 6:05 PM

#	MINIMUM STAGE WIDTH:	DATE
1	60' (at widest)	5/7/2025 2:09 PM
2	60'	5/7/2025 1:38 PM
3	60	5/5/2025 10:57 PM
4	56'	5/3/2025 9:25 PM
5	60'	5/3/2025 7:57 PM
6	100 feet	5/3/2025 4:05 PM
7	40'	5/3/2025 12:46 PM
8	80 feet	5/3/2025 11:28 AM
9	60'	4/26/2025 8:38 PM
10	60	4/25/2025 7:15 PM
11	40'	4/25/2025 7:13 PM

12	50'	4/25/2025 7:11 PM
13	60ft	4/25/2025 6:37 PM
14	60	4/25/2025 6:05 PM
<b>#</b>	<b>MINIMUM WING SPACE (PER SIDE):</b>	<b>DATE</b>
1	n/a	5/7/2025 2:09 PM
2	PA pick bay size will vary depending on roof / grid dimensions	5/7/2025 1:38 PM
3	12 ft or more	5/5/2025 10:57 PM
4	10' wide x 40' deep	5/3/2025 9:25 PM
5	12' off stage and 20' from downstage to upstage	5/3/2025 7:57 PM
6	25 feet	5/3/2025 4:05 PM
7	30'x30'	5/3/2025 12:46 PM
8	30 feet	5/3/2025 11:28 AM
9	20'	4/26/2025 8:38 PM
10	10'	4/25/2025 7:13 PM
11	15'	4/25/2025 7:11 PM
12	15ft	4/25/2025 6:37 PM
13	20	4/25/2025 6:05 PM
<b>#</b>	<b>MINIMUM HEIGHT CLEARANCE:</b>	<b>DATE</b>
1	n/a	5/7/2025 2:09 PM
2	60'	5/7/2025 1:38 PM
3	50 ft	5/5/2025 10:57 PM
4	50' trim height	5/3/2025 9:25 PM
5	42'	5/3/2025 7:57 PM
6	50 feet onstage	5/3/2025 4:05 PM
7	60'	5/3/2025 12:46 PM
8	75 feet	5/3/2025 11:28 AM
9	40'	4/26/2025 8:38 PM
10	18'	4/25/2025 7:13 PM
11	10'	4/25/2025 7:11 PM
12	60ft	4/25/2025 6:37 PM
13	50	4/25/2025 6:05 PM
<b>#</b>	<b>PREFERRED STAGE COVERING TYPE:</b>	<b>DATE</b>
1	Matte	5/7/2025 2:09 PM
2	Metal - permanent structure	5/7/2025 1:38 PM
3	Permanent structure....non metal exposed to limit transfer of sound from rain	5/3/2025 7:57 PM
4	Solid roof	5/3/2025 4:05 PM
5	Treated mixed composition roof	5/3/2025 12:46 PM
6	Structure roof preferred to protect people and equipment in the event of rain. If the gear is getting wet, the show has to stop.	4/26/2025 8:38 PM

7	Roof over seats	4/25/2025 7:15 PM
8	Rigged steel	4/25/2025 7:13 PM
9	Wood painted black	4/25/2025 7:11 PM
10	Insulated metal. No rattling	4/25/2025 6:37 PM
11	Fixed roof	4/25/2025 6:05 PM

## Q16: Storage Requirements:

Answered: 15 Skipped: 4

ANSWER CHOICES	RESPONSES	
Case storage area (minimum sq ft):	80.00%	12
Secure overnight storage needed? (Yes/No)	100.00%	15
Climate-controlled storage needed? (Yes/No)	93.33%	14

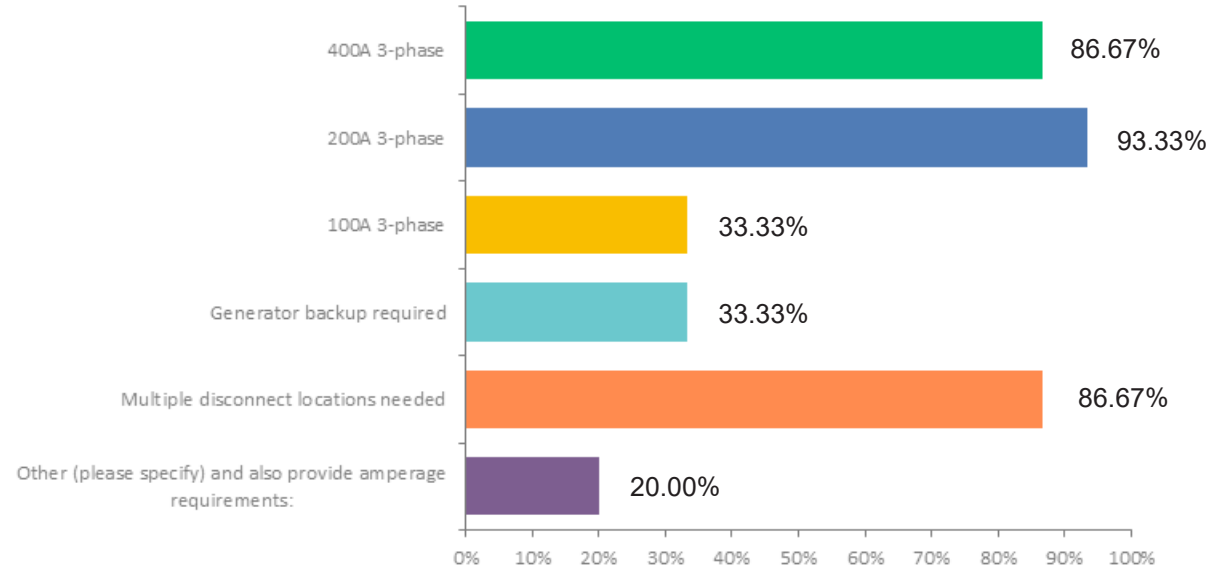
#	CASE STORAGE AREA (MINIMUM SQ FT):	DATE
1	150	5/7/2025 2:09 PM
2	...	5/7/2025 1:38 PM
3	600	5/5/2025 10:57 PM
4	1000sf	5/3/2025 7:57 PM
5	Truthfully unsure	5/3/2025 4:05 PM
6	1500 sq ft	5/3/2025 12:46 PM
7	100	5/3/2025 11:28 AM
8	48	4/26/2025 8:38 PM
9	2000	4/25/2025 7:13 PM
10	400 sq ft	4/25/2025 7:11 PM
11	Backload into trucks	4/25/2025 6:37 PM
12	1000	4/25/2025 6:05 PM

#	SECURE OVERNIGHT STORAGE NEEDED? (YES/NO)	DATE
1	Yes	5/7/2025 2:09 PM
2	Only if doing A market tours that are doing 2 nights...	5/7/2025 1:38 PM
3	No	5/5/2025 10:57 PM
4	No	5/3/2025 9:25 PM
5	Not typically.	5/3/2025 7:57 PM
6	No	5/3/2025 4:05 PM
7	No	5/3/2025 12:46 PM
8	No	5/3/2025 11:28 AM
9	No	4/26/2025 8:38 PM
10	No	4/25/2025 7:15 PM
11	Depends on length of stay at venue	4/25/2025 7:13 PM
12	No	4/25/2025 7:11 PM
13	Yes	4/25/2025 6:37 PM
14	Yes	4/25/2025 6:07 PM
15	No	4/25/2025 6:05 PM

#	CLIMATE-CONTROLLED STORAGE NEEDED? (YES/NO)	DATE
1	Yes	5/7/2025 2:09 PM
2	No	5/7/2025 1:38 PM
3	No	5/3/2025 9:25 PM
4	No.	5/3/2025 7:57 PM
5	No	5/3/2025 4:05 PM
6	No	5/3/2025 12:46 PM
7	No	5/3/2025 11:28 AM
8	No	4/26/2025 8:38 PM
9	No	4/25/2025 7:15 PM
10	No	4/25/2025 7:13 PM
11	No	4/25/2025 7:11 PM
12	No	4/25/2025 6:37 PM
13	Yes (for electronics if in a location with extreme weather)	4/25/2025 6:07 PM
14	No	4/25/2025 6:05 PM

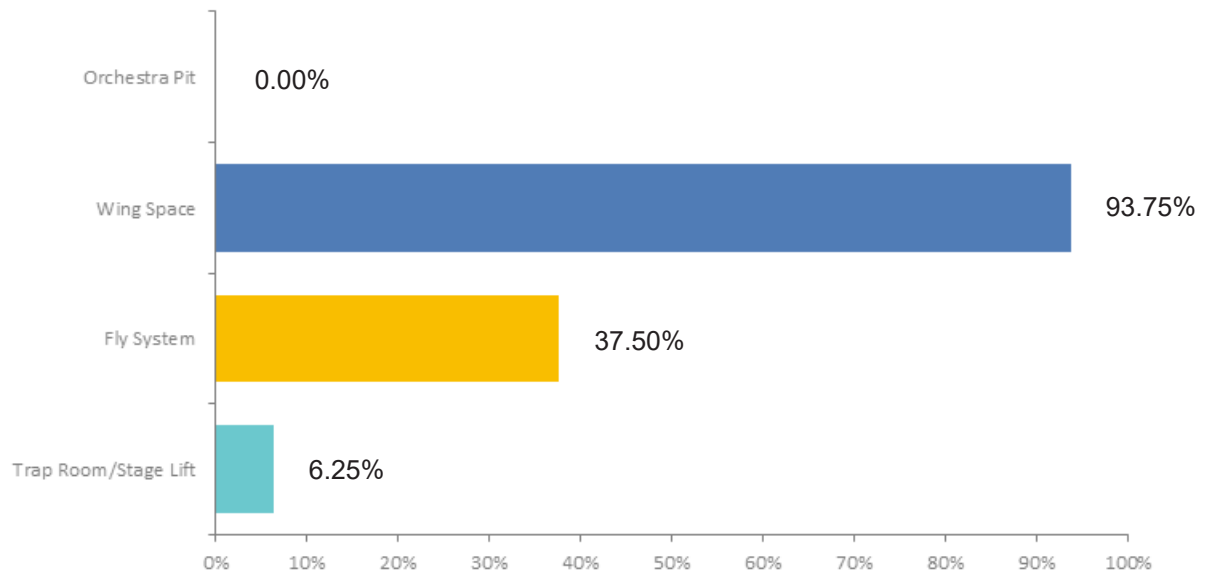
### Q17: Power Requirements (select all that apply):

Answered: 15 Skipped: 4



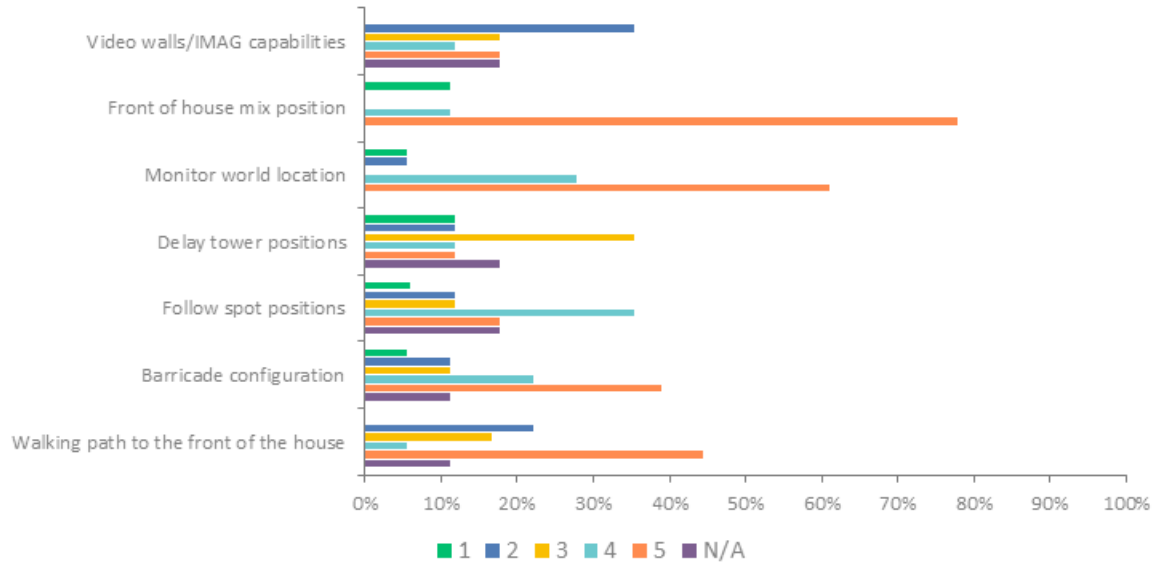
### Q18: Stage Features (select all that apply):

Answered: 16 Skipped: 3



## Q19: Essential Production Infrastructure (rate importance 1-5, with 5 being most essential):

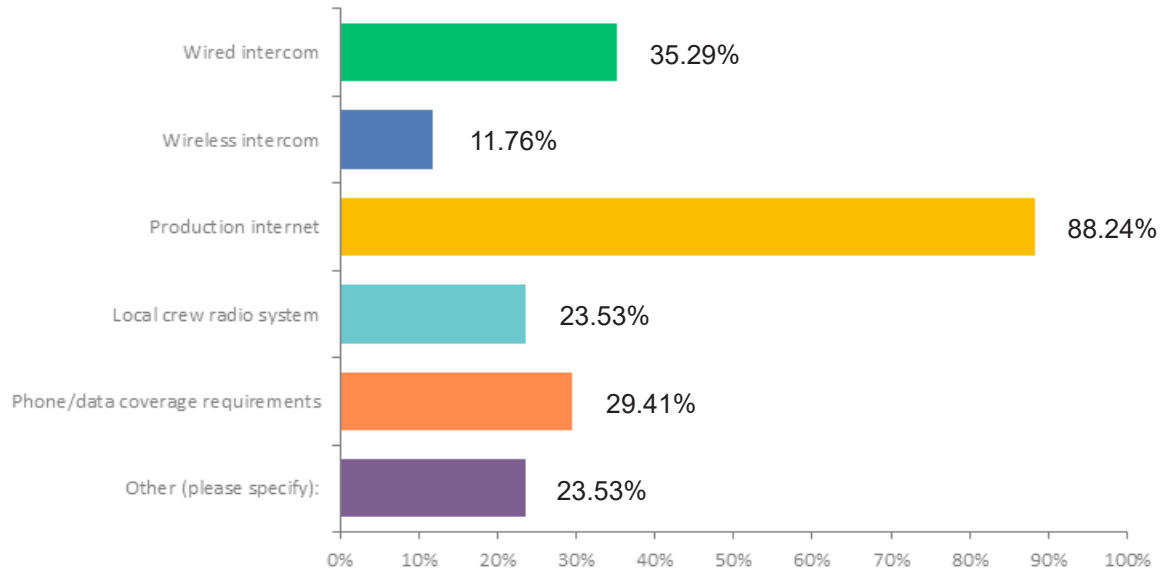
Answered: 18 Skipped: 1



	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Video walls/IMAG capabilities	0.00% 0	35.29% 6	17.65% 3	11.76% 2	17.65% 3	17.65% 3	17	3.14
Front of house mix position	11.11% 2	0.00% 0	0.00% 0	11.11% 2	77.78% 14	0.00% 0	18	4.44
Monitor world location	5.56% 1	5.56% 1	0.00% 0	27.78% 5	61.11% 11	0.00% 0	18	4.33
Delay tower positions	11.76% 2	11.76% 2	35.29% 6	11.76% 2	11.76% 2	17.65% 3	17	3.00
Follow spot positions	5.88% 1	11.76% 2	11.76% 2	35.29% 6	17.65% 3	17.65% 3	17	3.57
Barricade configuration	5.56% 1	11.11% 2	11.11% 2	22.22% 4	38.89% 7	11.11% 2	18	3.88
Walking path to the front of the house	0.00% 0	22.22% 4	16.67% 3	5.56% 1	44.44% 8	11.11% 2	18	3.81

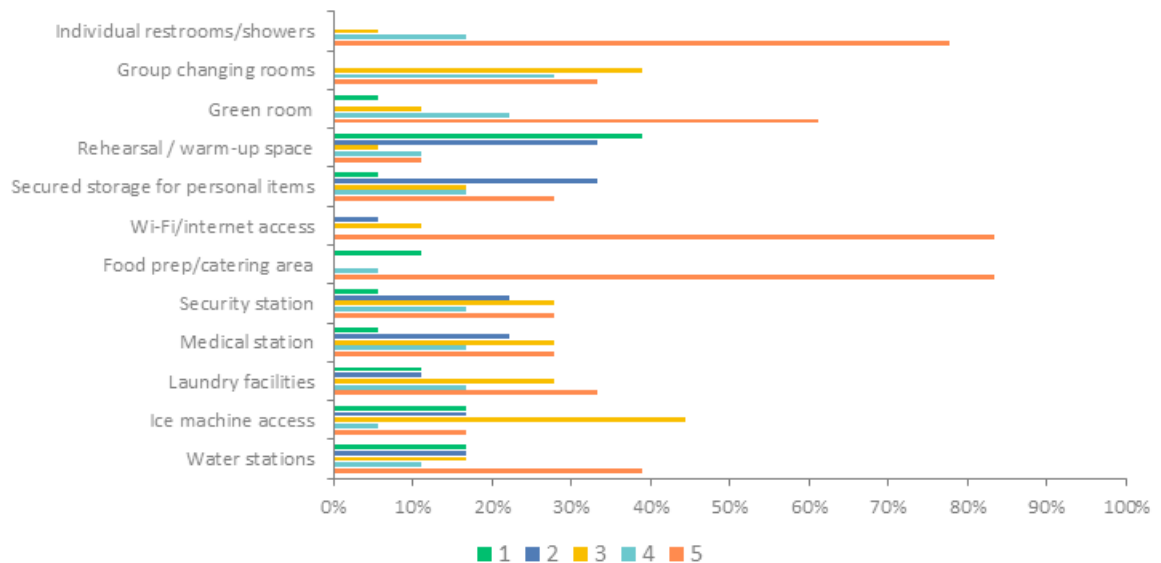
## Q20: Production Communication Needs (select all that apply):

Answered: 17 Skipped: 2



## Q21: Preferred Amenities (rate 1-5, with 5 being the most preferred):

Answered: 18 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Individual restrooms/showers	0.00% 0	0.00% 0	5.56% 1	16.67% 3	77.78% 14	18	4.72
Group changing rooms	0.00% 0	0.00% 0	38.89% 7	27.78% 5	33.33% 6	18	3.94
Green room	5.56% 1	0.00% 0	11.11% 2	22.22% 4	61.11% 11	18	4.33
Rehearsal / warm-up space	38.89% 7	33.33% 6	5.56% 1	11.11% 2	11.11% 2	18	2.22
Secured storage for personal items	5.56% 1	33.33% 6	16.67% 3	16.67% 3	27.78% 5	18	3.28
Wi-Fi/internet access	0.00% 0	5.56% 1	11.11% 2	0.00% 0	83.33% 15	18	4.61
Food prep/catering area	11.11% 2	0.00% 0	0.00% 0	5.56% 1	83.33% 15	18	4.50
Security station	5.56% 1	22.22% 4	27.78% 5	16.67% 3	27.78% 5	18	3.39
Medical station	5.56% 1	22.22% 4	27.78% 5	16.67% 3	27.78% 5	18	3.39
Laundry facilities	11.11% 2	11.11% 2	27.78% 5	16.67% 3	33.33% 6	18	3.50
Ice machine access	16.67% 3	16.67% 3	44.44% 8	5.56% 1	16.67% 3	18	2.89
Water stations	16.67% 3	16.67% 3	16.67% 3	11.11% 2	38.89% 7	18	3.39

## Q22: Individual Dressing Rooms:

Answered: 15 Skipped: 4

ANSWER CHOICES	RESPONSES	
Quantity:	100.00%	15
Size (in sq ft):	60.00%	9

#	QUANTITY:	DATE
1	3	5/7/2025 2:09 PM
2	6	5/7/2025 1:38 PM
3	8	5/3/2025 9:25 PM
4	4	5/3/2025 7:57 PM
5	6	5/3/2025 4:05 PM
6	6	5/3/2025 12:46 PM
7	2	5/3/2025 11:28 AM
8	1	5/3/2025 11:22 AM
9	1	4/25/2025 7:15 PM
10	8-10	4/25/2025 7:13 PM
11	6	4/25/2025 7:11 PM
12	1	4/25/2025 6:37 PM
13	3	4/25/2025 6:12 PM
14	2-4	4/25/2025 6:07 PM
15	6	4/25/2025 6:05 PM

#	SIZE (IN SQ FT):	DATE
1	50	5/7/2025 2:09 PM
2	200sf	5/3/2025 7:57 PM
3	200	5/3/2025 4:05 PM
4	120	5/3/2025 12:46 PM
5	500	5/3/2025 11:28 AM
6	400	4/25/2025 7:13 PM
7	300	4/25/2025 7:11 PM
8	100	4/25/2025 6:12 PM
9	150	4/25/2025 6:05 PM

## Q23: Group Dressing Rooms:

Answered: 13 Skipped: 6

ANSWER CHOICES	RESPONSES	
Quantity:	100.00%	13
Size (in sq ft):	61.54%	8

#	QUANTITY:	DATE
1	2	5/7/2025 2:09 PM
2	6-10	5/5/2025 10:57 PM
3	6	5/3/2025 9:25 PM
4	4	5/3/2025 7:57 PM
5	6	5/3/2025 12:46 PM
6	1	5/3/2025 11:28 AM
7	1	5/3/2025 11:22 AM
8	6	4/25/2025 7:15 PM
9	1	4/25/2025 7:11 PM
10	6	4/25/2025 6:37 PM
11	5+	4/25/2025 6:12 PM
12	4-8	4/25/2025 6:07 PM
13	2	4/25/2025 6:05 PM

#	SIZE (IN SQ FT):	DATE
1	150	5/7/2025 2:09 PM
2	300	5/5/2025 10:57 PM
3	1000sf minimally	5/3/2025 7:57 PM
4	300	5/3/2025 12:46 PM
5	400	5/3/2025 11:28 AM
6	400	4/25/2025 7:11 PM
7	200+	4/25/2025 6:12 PM
8	300	4/25/2025 6:05 PM

## Q24: Quick Change Areas:

Answered: 7 Skipped: 12

ANSWER CHOICES	RESPONSES	
Quantity:	100.00%	7
Size (in sq ft):	57.14%	4

#	QUANTITY:	DATE
1	0	5/3/2025 7:57 PM
2	1	5/3/2025 12:46 PM
3	2	5/3/2025 11:28 AM
4	0	4/25/2025 7:11 PM
5	1	4/25/2025 6:37 PM
6	1	4/25/2025 6:12 PM
7	0	4/25/2025 6:05 PM

#	SIZE (IN SQ FT):	DATE
1	0	5/3/2025 7:57 PM
2	100	5/3/2025 12:46 PM
3	200	5/3/2025 11:28 AM
4	8x8 or greater	4/25/2025 6:12 PM

## Q25: Green Room (please specify square footage and specific amenities [kitchenette, fridge, couches, table & chairs, video games, etc.]):

Answered: 13 Skipped: 6

#	RESPONSES	DATE
1	Min. 100sqft, video feed & sound from stage, preference for multiple couches and tables, no specific number	5/7/2025 2:09 PM
2	Needs to have chill vibes, not overly bright, make it comfortable and clean and people will be happy.	5/7/2025 1:38 PM
3	fridge, couches, table and things to do like video games are helpful for down time.	5/5/2025 10:57 PM
4	yes...all of the above. Size is hard...but the bigger the space, the better.	5/3/2025 7:57 PM
5	Call the van buren in phoenix and do exactly what they've done with their shared green room space	5/3/2025 12:46 PM
6	400 sq ft, fridge, couches, tables and chairs, comfy lounge chair, TV (not always used)	5/3/2025 11:28 AM
7	Fridge, couches, arcade games/ping pong	4/25/2025 7:15 PM
8	Furniture is nice but needs to be maintained. Shower. Steamer. Hot and cold water station. Fridge. Plenty of outlets.	4/25/2025 7:13 PM
9	Bathroom (with shelves!!) sinks, 2 chairs, 2 couches, tv	4/25/2025 7:11 PM
10	Drink fridge, couch, couch, 4 chairs. Think living room with drinks.	4/25/2025 6:37 PM
11	Tables, chairs, couches, fridge all important. Large enough for 15-20+ to hang out at a time. Video games are a nice touch but can be hit or miss whether they get used.	4/25/2025 6:12 PM
12	I'm bad with square footage lol. Couches, tables, games (video games or even tabletop games), maybe a fridge with local goodies?	4/25/2025 6:07 PM
13	Fridge, couch, makeup table	4/25/2025 6:05 PM

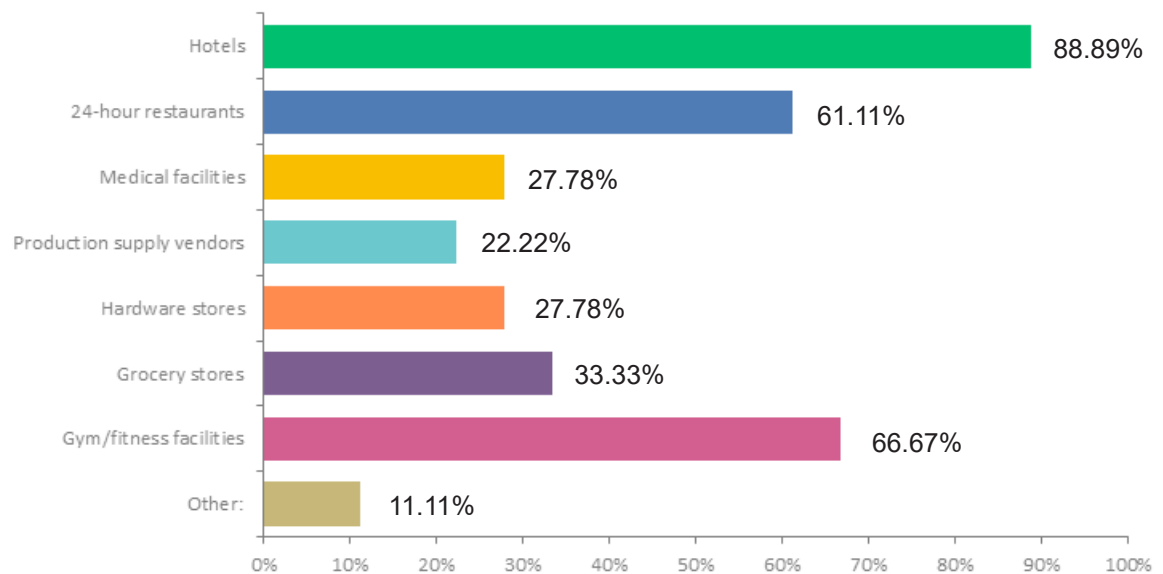
## Q26: Rehearsal Space / Warm-up Area (please specify square footage and specific amenities [audio system, room for backup gear, etc.]):

Answered: 6 Skipped: 13

#	RESPONSES	DATE
1	Min. 100sqft, video feed & sound from stage	5/7/2025 2:09 PM
2	none	5/3/2025 7:57 PM
3	You could honestly just use a normal green room for this, depending on the size of the act that is performing	5/3/2025 12:46 PM
4	Think small stage	4/25/2025 6:37 PM
5	Not generally used or expected from my experienced	4/25/2025 6:12 PM
6	0	4/25/2025 6:05 PM

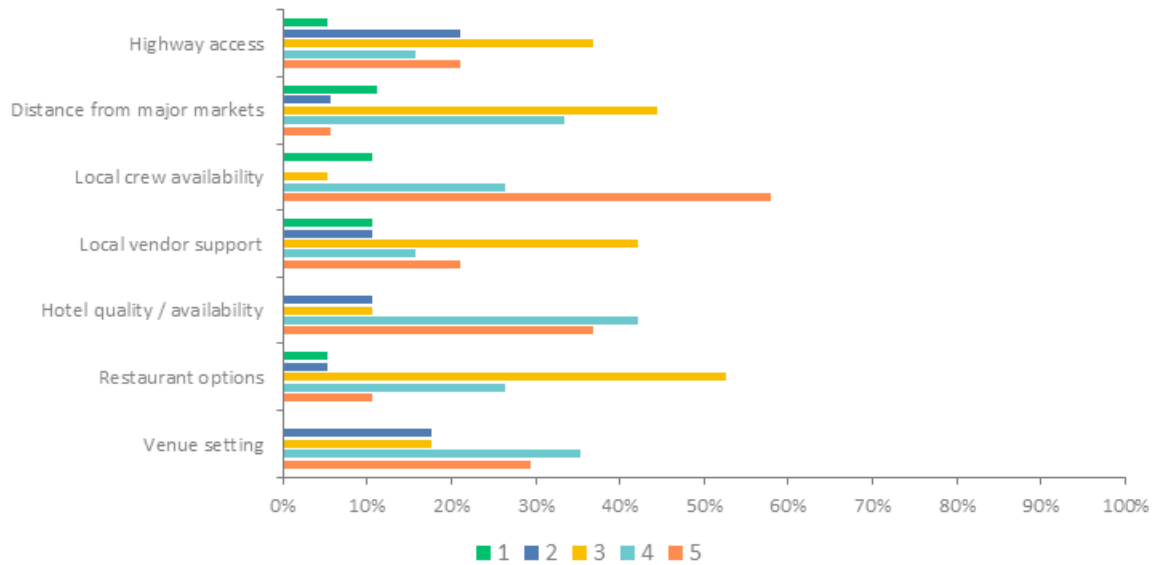
## Q27: Important Nearby Amenities (select all that apply):

Answered: 18 Skipped: 1



## Q28: Venue Location Priorities (rate importance 1-5, with 5 being most important):

Answered: 19 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Highway access	5.26% 1	21.05% 4	36.84% 7	15.79% 3	21.05% 4	19	3.26
Distance from major markets	11.11% 2	5.56% 1	44.44% 8	33.33% 6	5.56% 1	18	3.17
Local crew availability	10.53% 2	0.00% 0	5.26% 1	26.32% 5	57.89% 11	19	4.21
Local vendor support	10.53% 2	10.53% 2	42.11% 8	15.79% 3	21.05% 4	19	3.26
Hotel quality / availability	0.00% 0	10.53% 2	10.53% 2	42.11% 8	36.84% 7	19	4.05
Restaurant options	5.26% 1	5.26% 1	52.63% 10	26.32% 5	10.53% 2	19	3.32
Venue setting	0.00% 0	17.65% 3	17.65% 3	35.29% 6	29.41% 5	17	3.76

## Q29: What are your top three frustrations with typical outdoor venues?

Answered: 16 Skipped: 3

#	RESPONSES	DATE
1	1. Ramps instead of lifts or level loading 2. Power availability 3. Lack of enough climate controlled changing rooms/green rooms	5/7/2025 2:09 PM
2	Not enough storage space. Lack of docks. Not enough coverage in case of rain.	5/5/2025 10:57 PM
3	No docs. Not enough room backstage / catering area. Low trim height on stage.	5/3/2025 9:25 PM
4	1. Inadequate dressing rooms for touring musicians. We have wardrobe, entertainment, and catering cases that need to fit in a space, but never any room. 2. Not enough general restrooms for local crew or 'quick access' for stage crew. 3. Backstage parking and ease of access for buses and trucks.	5/3/2025 7:57 PM
5	1. Little shade or water available 2. Frustrating dock situations 3. Convoluted pushes to front of house	5/3/2025 4:05 PM
6	1. Bad showers 2. Lack of shade backstage 3. Weird green room/catering locations ie things are spread out in a weird way	5/3/2025 12:46 PM
7	Lack of trim height for touring PA. Lack of proximity to hotels/airport	5/3/2025 11:28 AM
8	Inadequate/unsafe load in/out conditions,	5/3/2025 11:22 AM
9	Everywhere is hot in the summer with no place to escape. The push from FOH to the truck is way too long. The threat of weather is not normally considered	4/26/2025 8:38 PM
10	FOH and stage wings not being covered from weather.	4/25/2025 7:15 PM
11	Backstage amenities and quality. In house sound. FOH trough runs.	4/25/2025 7:13 PM
12	Not enough shaded areas, surrounding noise pollution, not enough security	4/25/2025 7:11 PM
13	Snake runs, covered stages, weather, shade areas, noise ordinances,	4/25/2025 6:37 PM
14	Lack of communal space for tour to hang. Think through direction the sun will be setting.. if stage faces west sun will be killing the bands, and the necks of the audience.	4/25/2025 6:12 PM
15	- Nowhere to stay safe in rain/snow/bad weather - no paved path from docks to FOH (sometimes gravel, sometimes a completely different route) - not well marked/lit walking paths or non marked patch panels	4/25/2025 6:07 PM
16	Bad docks, rigging limitations, cable path to foh	4/25/2025 6:05 PM

## Q30: What features would make this venue stand out as crew-friendly?

Answered: 14 Skipped: 5

#	RESPONSES	DATE
1	More than one loading dock, short push to the stage for cases with storage immediately accessible for dead cases	5/7/2025 2:09 PM
2	Clean spaces. Multiple, individual showers in green rooms. Great catering. Things to do in downtime.	5/5/2025 10:57 PM
3	Docks, room for storage, plenty of trim height. Nice showers with good pressure. Great catering.	5/3/2025 9:25 PM
4	- Offering one-of-a-kind swag: shirts, hoodies, water bottles	5/3/2025 7:57 PM
5	Good hospitality and solid crew rooms	5/3/2025 4:05 PM
6	Readily available coffee and some nice nature backstage	5/3/2025 12:46 PM
7	A dock that is close to the stage in proximity and has a flat push to the stage. But also the docks aren't so close that the backstage area is easily clogged up by cases and other trucks/trailers unloading	5/3/2025 11:28 AM
8	Fun amenities such as espresso bar, ice cream bar, tons of watermelon in the summer, Photo Booth, speak easy. Fun, unique things to take away from every stage looking the same.	4/26/2025 8:38 PM
9	Backstage amenities for crew. Fire pit, hammocks, basketball court, gym equipment, driving range, and good catering.	4/25/2025 7:15 PM
10	Don't neglect back of house amenities. Free laundry, catering, a/c, extras, good coffee, fresh fruit, gym..... We talk about it and will make your venue stand out against the rest. Happy crew, happy customers.	4/25/2025 7:13 PM
11	Snake tunnel, level dock (extra long, or underground), strong house PA	4/25/2025 7:11 PM
12	Back stage area with great amenities. Go to gillford, New Hampshire they are top on every tour regardless of genre. If anyone you are talking to doesn't know about gillford, move on.	4/25/2025 6:37 PM
13	BNC & fiber patch panels from FOH to BOH (or wherever video world would generally end up) to avoid long cable runs through the venue. A cable trough would also work	4/25/2025 6:07 PM
14	Easy access to docks, more dressing rooms than you can expect, good catering.	4/25/2025 6:05 PM

### Q31: Based on your experience, please share any other details that should be taken into consideration when evaluating crew efficiency and satisfaction.

Answered: 10 Skipped: 9

#	RESPONSES	DATE
1	For my particular touring group, an efficient work environment is far more important than hospitality or amenities. Make the crew's job as easy as possible and they won't mind not having video games, food, etc in the green room.	5/7/2025 2:09 PM
2	The first question we all ask is "is there docks". BOK Center has great backstage things to do. Dickies Arena in Ft Worth is a venue that everyone likes. It's clean! The St. Augustine Amphitheatre in Florida is a killer vibe backstage and in catering, but has no storage and a small dock area, but everyone loves the vibes.	5/5/2025 10:57 PM
3	The venues that aren't annoying are the ones that have multiple docs, plenty of space, plenty of trim height. The rest is just bonus.	5/3/2025 9:25 PM
4	- Easy going crews tend to get the best results. Strict unions or crews with a "know-it-all" mentality are the bane of a touring crew's existence. - a crew that does what they are asked....and doesn't interject a "better way" to do it. Our touring crew knows our rig and what we need....we just need help to get it set up and functioning. - not having requirements for all day people or shadows on spots/cameras/etc. Just do the jobs that are needed and don't make up rules/requirements for things.	5/3/2025 7:57 PM
5	Short walk times, good air conditioning, and a simple layout	5/3/2025 12:46 PM
6	A strong local crew with basic general knowledge of gear and flow of a show day.	5/3/2025 11:28 AM
7	Plenty of hot water, clean towels, single showers, kind in house crew staff, solid and communicative in house prod manager.	4/25/2025 7:13 PM
8	Rigging and load in and outs are your top problems.	4/25/2025 6:37 PM
9	Small things really add up. Candles or air fresheners in bathrooms, readily available feminine products in case of emergencies, large signs, & generally just a good attitude. The biggest issue I face is overworked stagehands that lead to dangerous situations. If there's a way to deal with that safely, then I'm all for it. My favorite amphitheater to visit has been the BankNH Pavilion in Gilford, NH. Having a lot of outdoor rec options (basketball hoops, scooters, etc) can really brighten a crew's mood. Also, a photo wall with a Polaroid so we can see the faces of other crews we know	4/25/2025 6:07 PM
10	People aren't going to complain about having too many docks, too much storage space, too much infrastructure, etc. It's relatively cheap to put in the framework for adding infrastructure at the beginning. Have conduit everywhere.	4/25/2025 6:05 PM

# Venue Survey Results

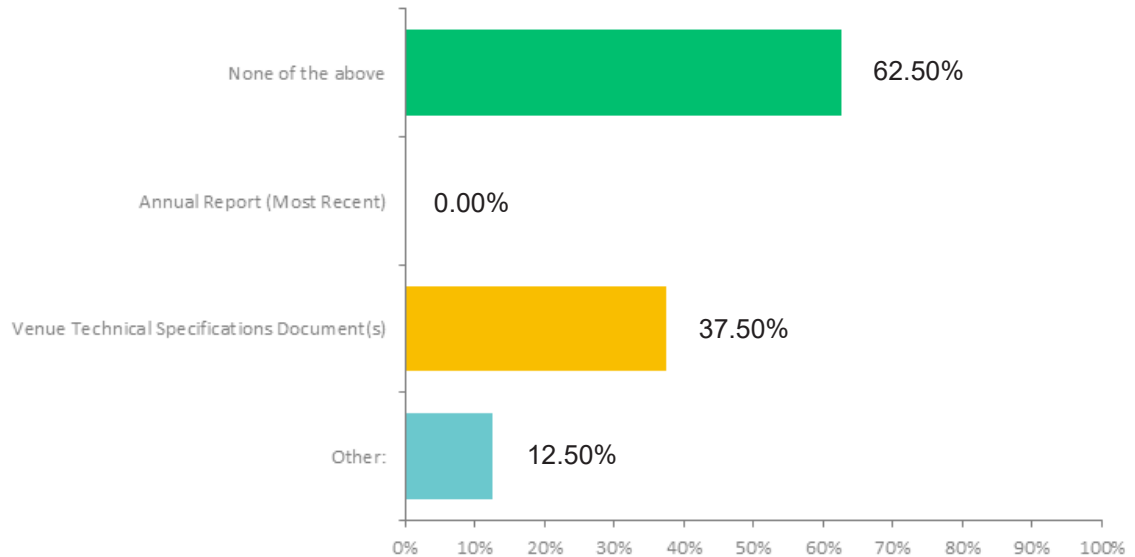
**ANSWERS TO THE FOLLOWING QUESTION ARE OMITTED FROM THIS ADDENDUM:**

**Question #1:**

Please fill out your venue information: (Your contact information will only be given to Arts Quincy and will not be used or any reasons outside of already stated purposes. We will not sell your personal information to any third-party contact vendors.)

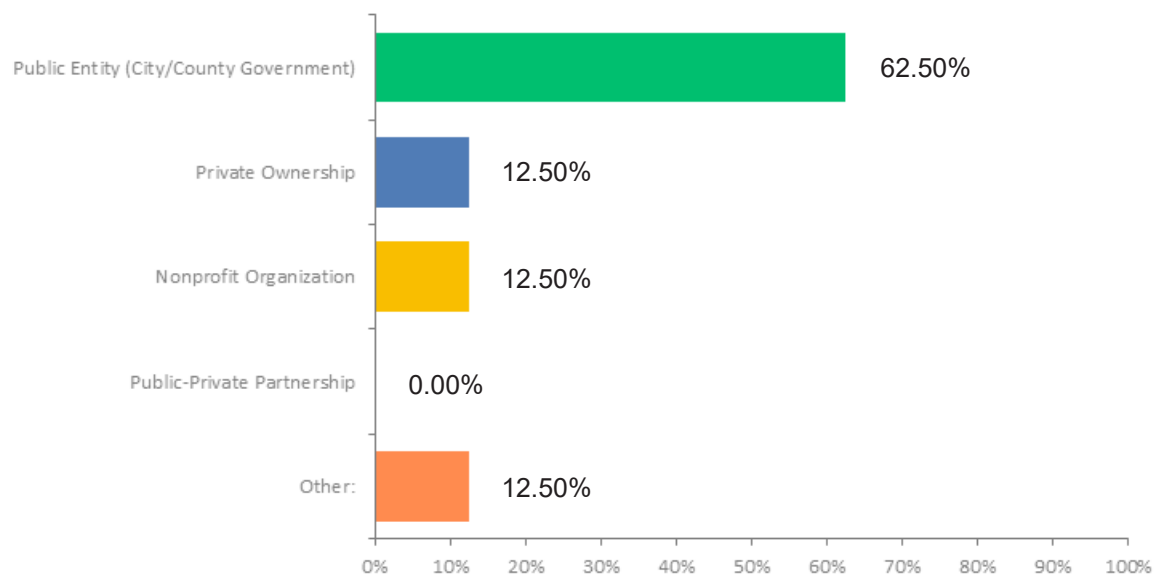
## Q2: Please indicate if you will be providing either:+ Annual Report (Most Recent)+ Physical / Technical Specifications Document(s)

Answered: 8 Skipped: 1



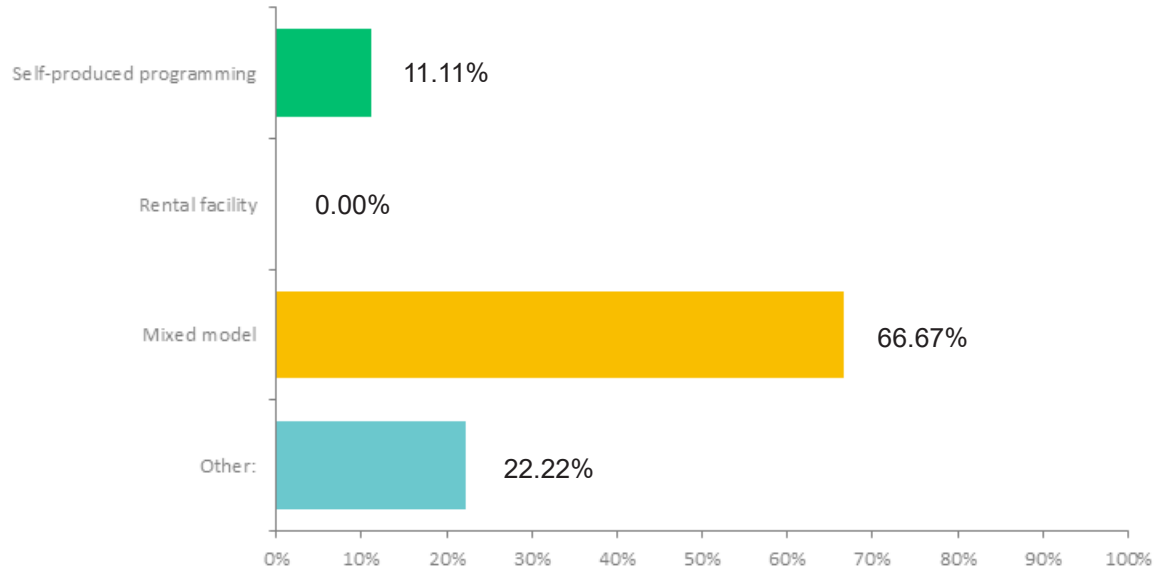
## Q3: What is your venue ownership structure?

Answered: 8 Skipped: 1



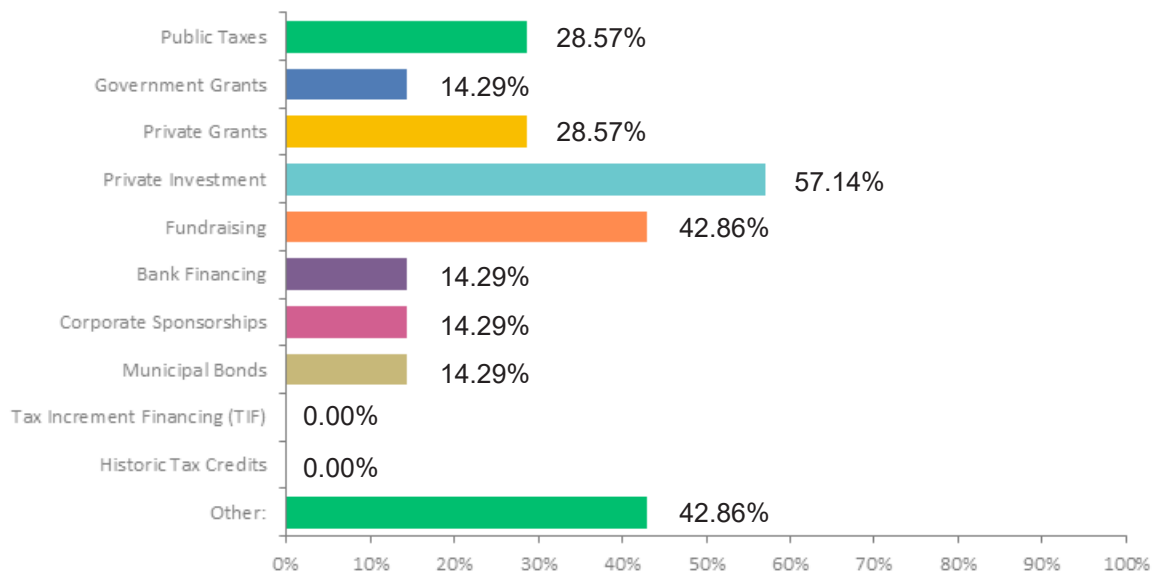
## Q4: What is your operational structure?

Answered: 9 Skipped: 0



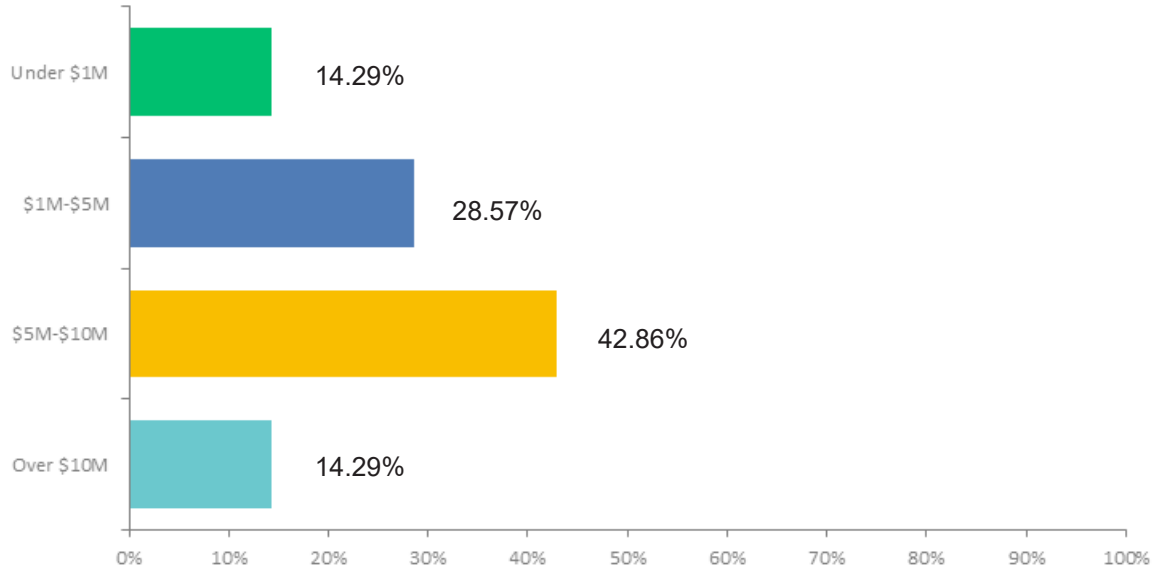
## Q5: What were your initial funding sources? (Select all that apply)

Answered: 7 Skipped: 2



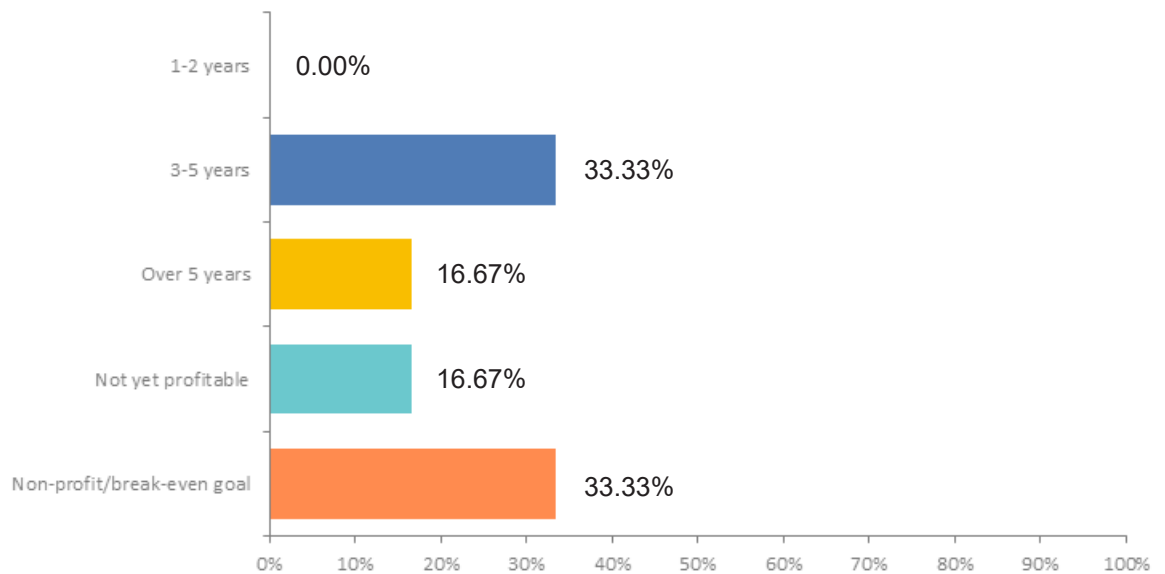
## Q6: What was your construction cost range?

Answered: 7 Skipped: 2



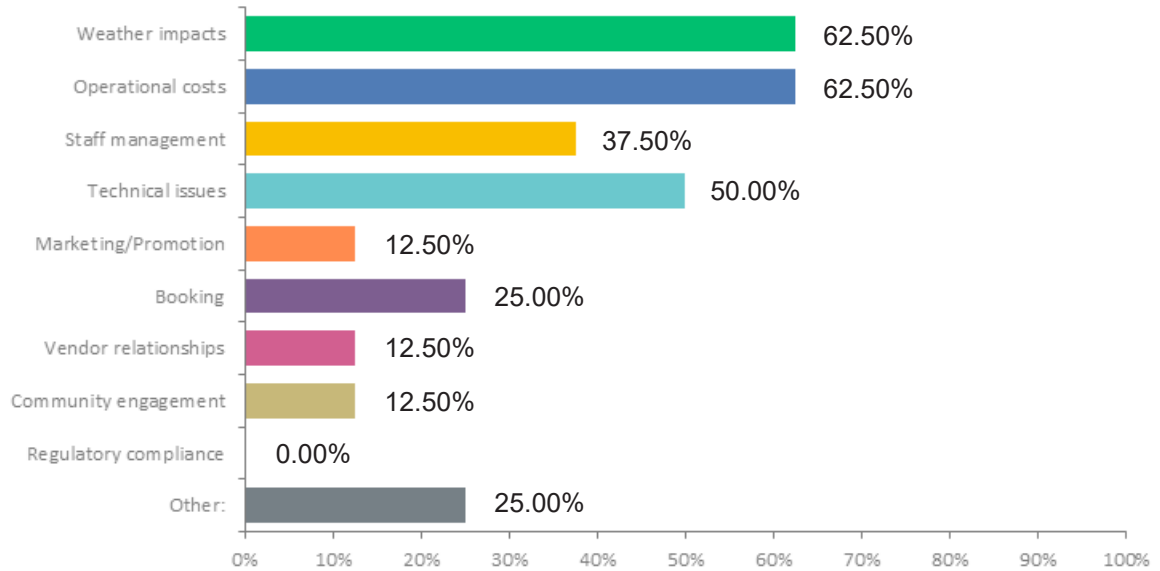
## Q7: How many years did it take to get to profitability?

Answered: 6 Skipped: 3



## Q8: What were your biggest first-year challenges? (Select top 3)

Answered: 8 Skipped: 1



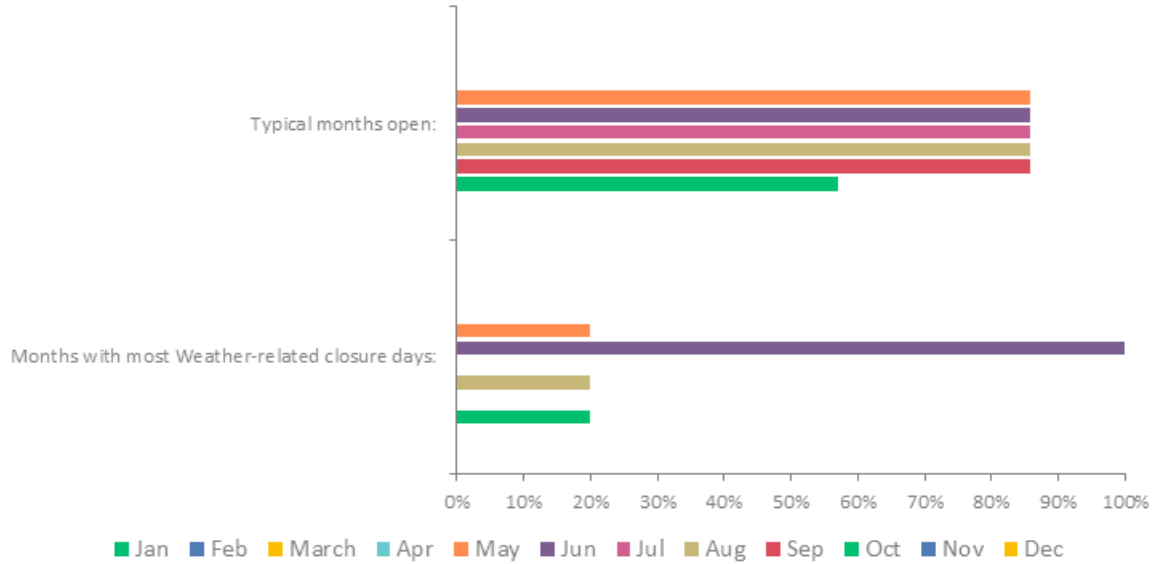
## Q9: What would you do differently if you were starting again?

Answered: 6 Skipped: 3

#	RESPONSES	DATE
1	We had a very limited budget to work with for AV, so we're very basic.	4/30/2025 1:56 PM
2	Sound system design was not installed correctly (speakers behind mics). Also, would not have done temporary fencing design (roughly \$2k every teardown and set-up)	4/29/2025 2:26 PM
3	Venue was well designed for the time period it was built in the late 1990's. Since then, other venues in central Illinois are much more modern and adaptable to the post-Covid era of entertainment and consumer trends.	4/25/2025 1:22 PM
4	Not book Tribute acts the first year. The best way to sell tickets and get to profitability is to book shows that sell tickets and create profitability.	3/13/2025 10:35 AM
5	I wish we had used better quality materials in some areas. Some of the cheaper short cuts taken to get the Pavilion up and running with the amount of donations we had, now are becoming costly to replace or repair.	2/20/2025 12:00 PM
6	Booking/Promoter service contracts & agreements.	2/19/2025 10:27 AM

# Q10: What is your primary operating season?

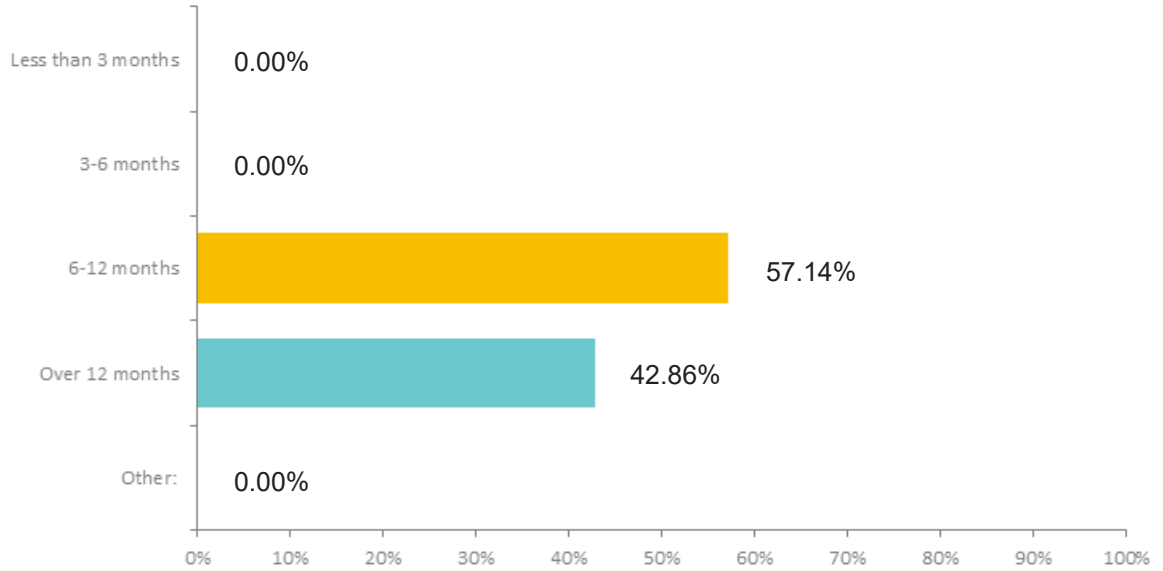
Answered: 7 Skipped: 2



	JAN	FEB	MARCH	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Typical months open:	0.00% 0	0.00% 0	0.00% 0	0.00% 0	85.71% 6	85.71% 6	85.71% 6	85.71% 6	85.71% 6	57.14% 4	0.00% 0	0.00% 0
Months with most Weather-related closure days:	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 1	100.00% 5	0.00% 0	20.00% 1	0.00% 0	20.00% 1	0.00% 0	0.00% 0

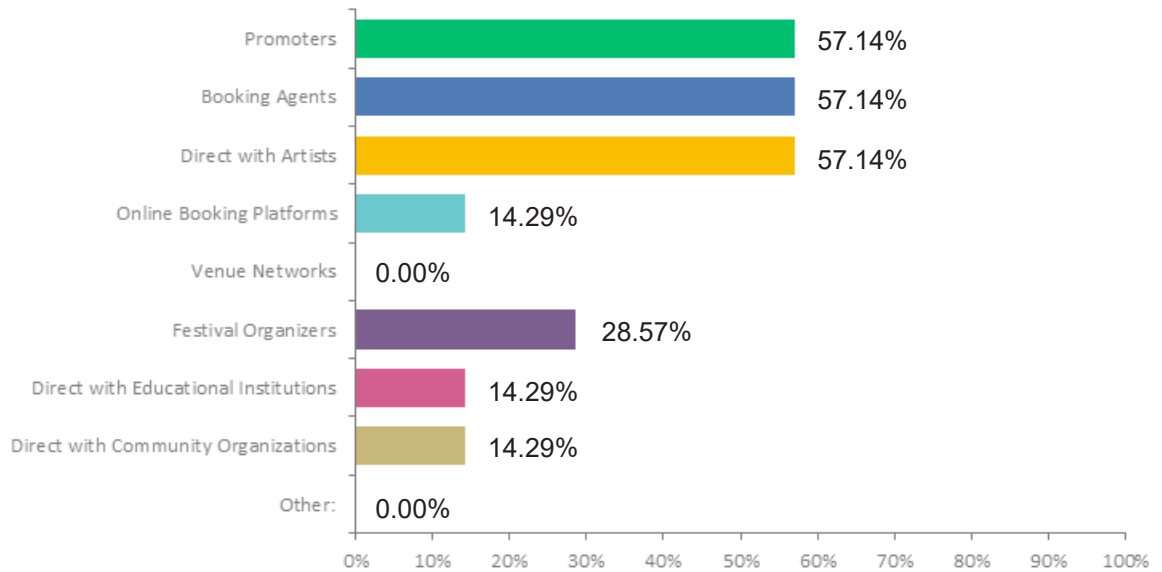
## Q11: How early do you typically book events?

Answered: 7 Skipped: 2



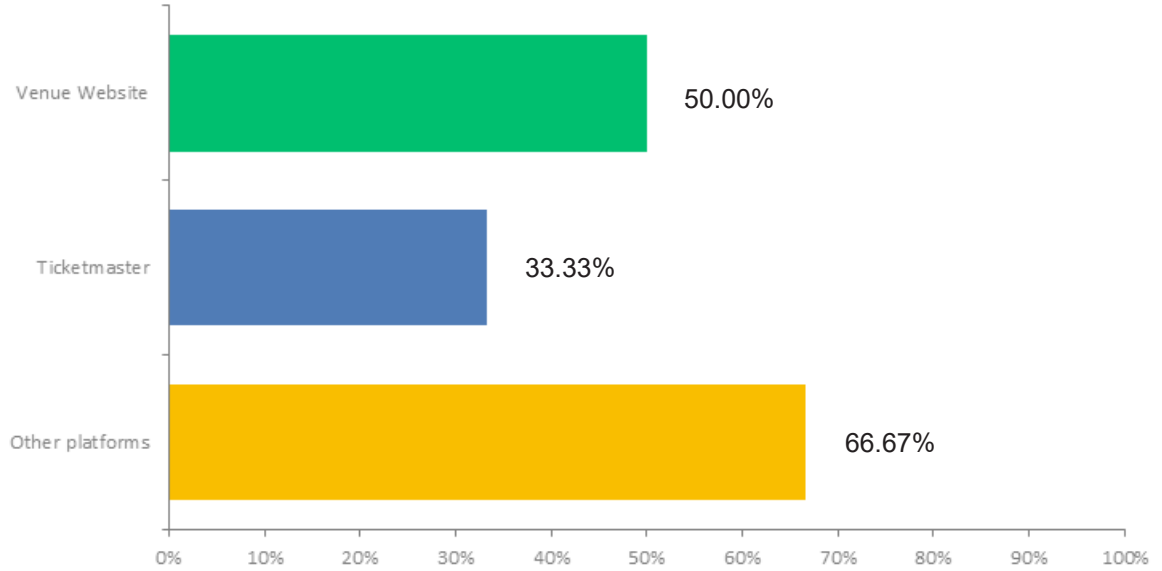
## Q12: Which booking channels do you use? (Select all that apply)

Answered: 7 Skipped: 2



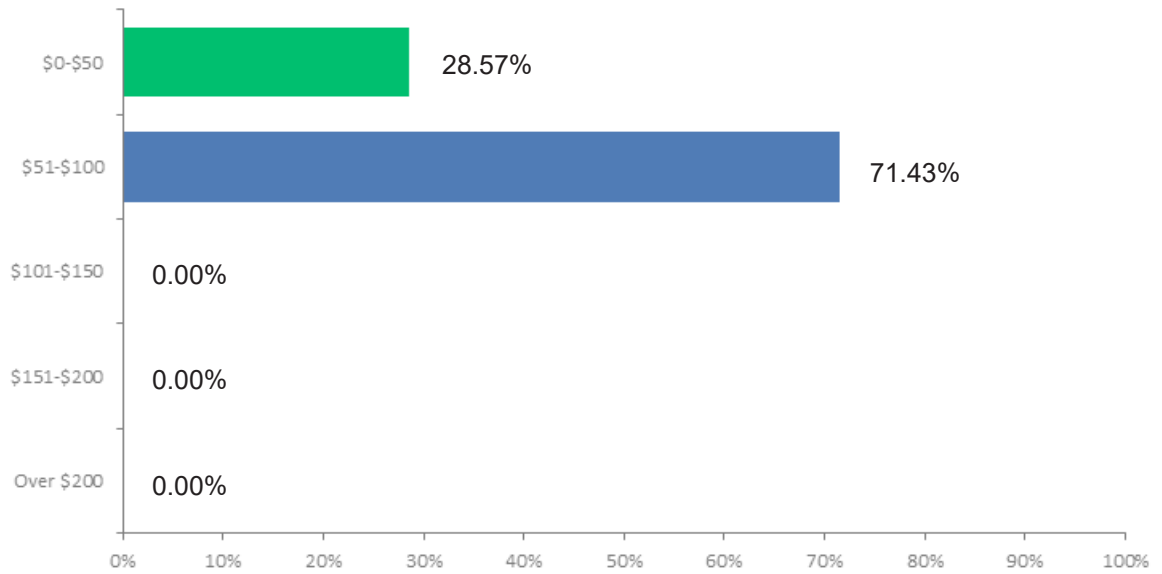
### Q13: What do you use to help facilitate ticket distribution?

Answered: 6 Skipped: 3



### Q14: What is your average ticket price?

Answered: 7 Skipped: 2



## Q15: What is your event frequency (please answer in numbers only):

Answered: 7 Skipped: 2

ANSWER CHOICES	RESPONSES	
Peak season per week:	71.43%	5
Average per month:	85.71%	6
Annual total:	100.00%	7
Capacity utilization rate: %	28.57%	2

#	PEAK SEASON PER WEEK:	DATE
1	3	4/30/2025 1:56 PM
2	4	4/29/2025 2:26 PM
3	2-3	4/25/2025 1:22 PM
4	3	3/13/2025 10:35 AM
5	1	2/19/2025 10:27 AM

#	AVERAGE PER MONTH:	DATE
1	6	4/30/2025 1:56 PM
2	20	4/29/2025 2:26 PM
3	10	4/25/2025 1:22 PM
4	7	4/15/2025 10:52 AM
5	6	3/13/2025 10:35 AM
6	2	2/19/2025 10:27 AM

#	ANNUAL TOTAL:	DATE
1	55	4/30/2025 1:56 PM
2	60	4/29/2025 2:26 PM
3	40-50 (event days, as some are multi-day festivals)	4/25/2025 1:22 PM
4	31	4/15/2025 10:52 AM
5	25	3/13/2025 10:35 AM
6	6 to 8 Pavilion sponsored concerts per season	2/20/2025 12:00 PM
7	7	2/19/2025 10:27 AM

#	CAPACITY UTILIZATION RATE: %	DATE
1	50	3/13/2025 10:35 AM
2	25	2/19/2025 10:27 AM

## Q16: Numerically break down your annual performances between:

Answered: 7 Skipped: 2

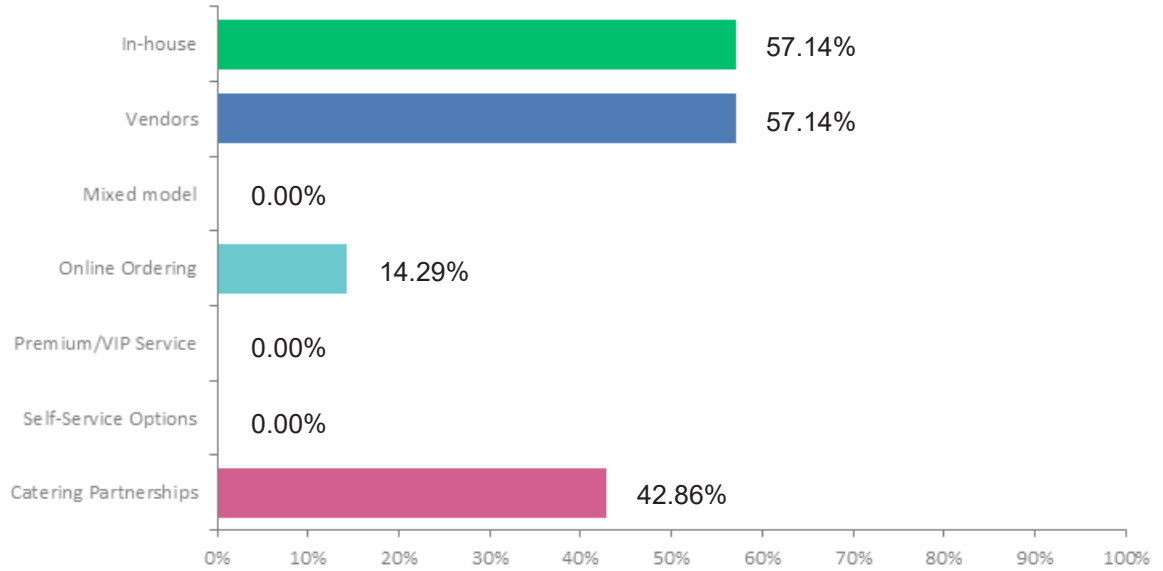
ANSWER CHOICES	RESPONSES	
Local acts:	100.00%	7
Touring acts:	85.71%	6

#	LOCAL ACTS:	DATE
1	40	4/30/2025 1:56 PM
2	35	4/29/2025 2:26 PM
3	75%	4/25/2025 1:22 PM
4	6-20	4/15/2025 10:52 AM
5	15	3/13/2025 10:35 AM
6	All local or within a few hours drive	2/20/2025 12:00 PM
7	15	2/19/2025 10:27 AM

#	TOURING ACTS:	DATE
1	15	4/30/2025 1:56 PM
2	25	4/29/2025 2:26 PM
3	25%	4/25/2025 1:22 PM
4	28	4/15/2025 10:52 AM
5	85	3/13/2025 10:35 AM
6	85	2/19/2025 10:27 AM

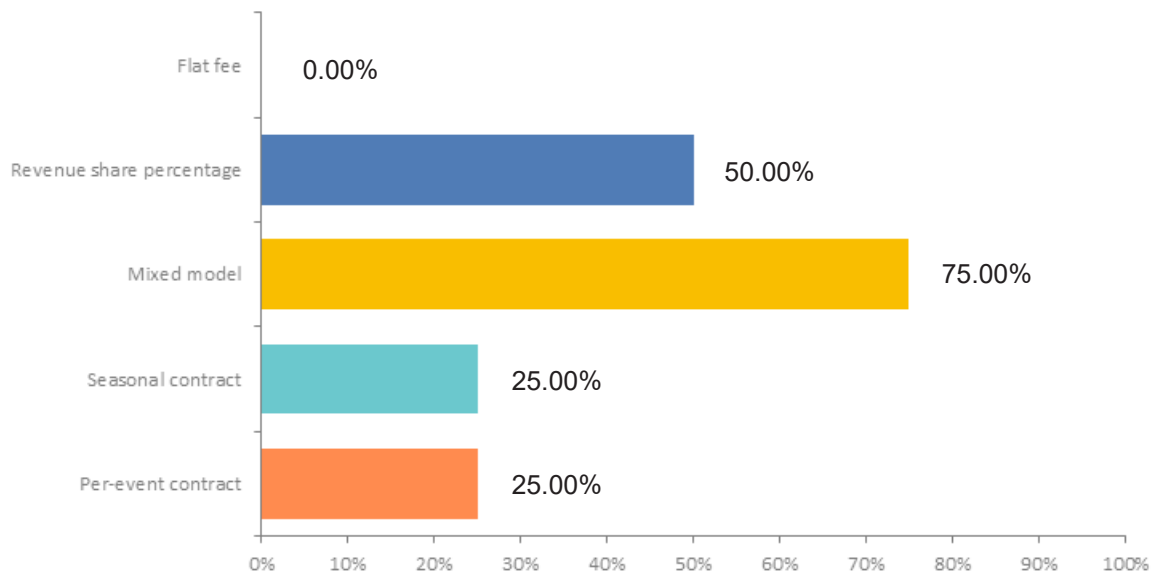
### Q17: Which food and beverage service models do you use?

Answered: 7 Skipped: 2



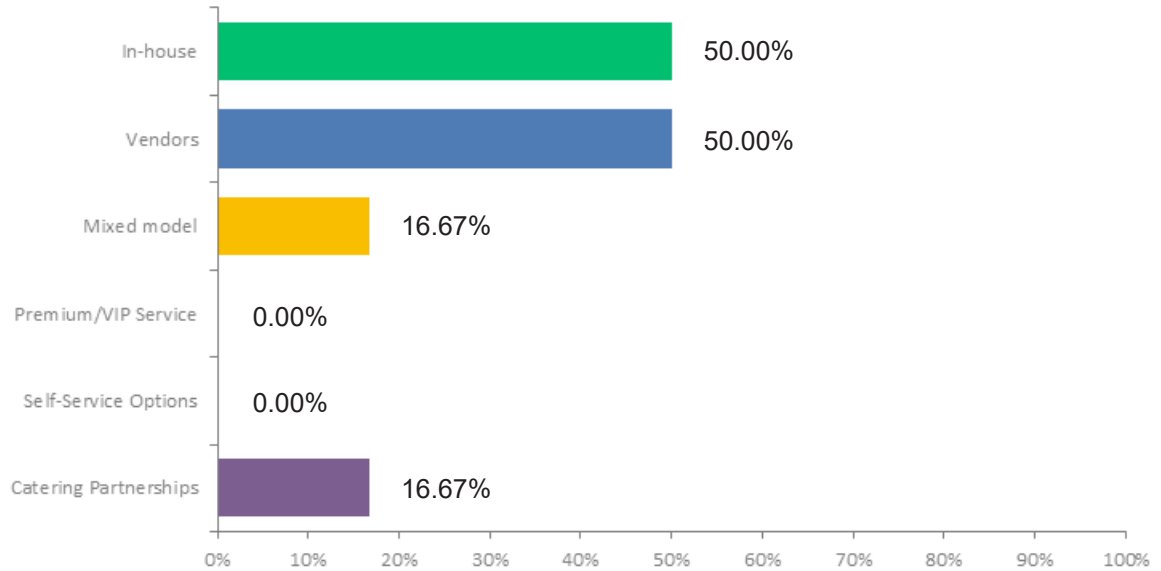
### Q18: Which vendor revenue model(s) do you use?

Answered: 4 Skipped: 5



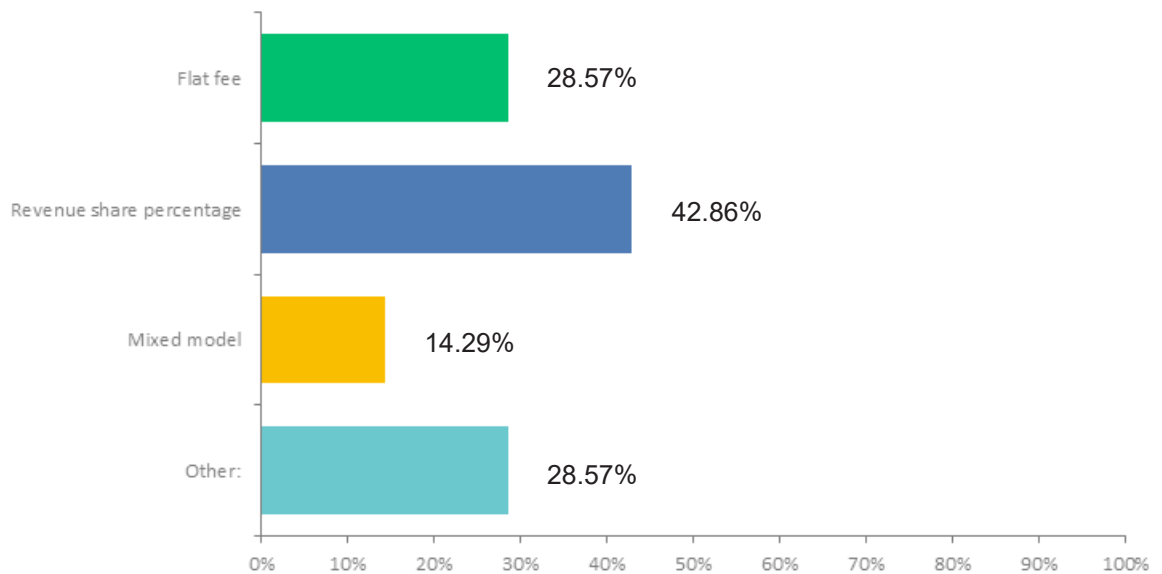
## Q19: Which alcohol service model(s) do you use?

Answered: 6 Skipped: 3



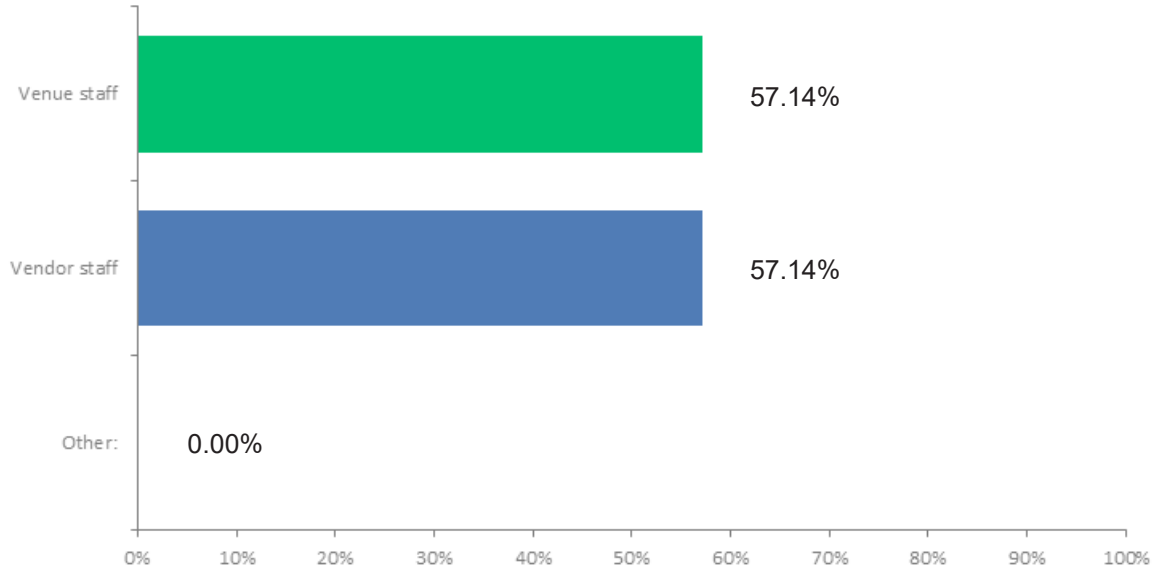
## Q20: How do you make revenue from alcohol sales?

Answered: 7 Skipped: 2



## Q21: Who staffs your concessions?

Answered: 7 Skipped: 2



## Q22: Do any of your answers above change when working with local organizations?

Answered: 5 Skipped: 4

#	RESPONSES	DATE
1	No	4/25/2025 1:22 PM
2	Your money comes from concessions, so using outside vendors will be tough for us. This catering agreement we're exploring - we must set it up correctly or it's going to hurt us.	4/15/2025 10:52 AM
3	It can, based on liquor liability insurances	3/13/2025 10:35 AM
4	Yes, if an organization rents the Pavilion to have an event, they are responsible for all aspects of their event.	2/20/2025 12:00 PM
5	Yes. More venue staff than vendor staff.	2/19/2025 10:27 AM

## Q23: Please break down your staff distribution (Must total 100%):

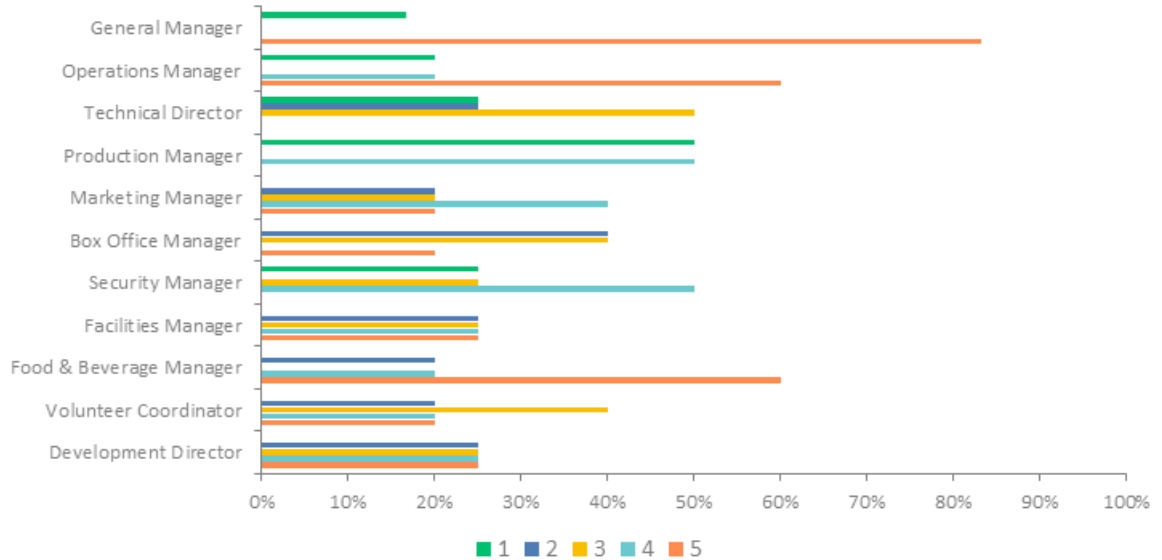
Answered: 5 Skipped: 4

ANSWER CHOICES	RESPONSES	
Full-time: %	80.00%	4
Part-time: %	60.00%	3
Contracted: %	60.00%	3
Volunteer: %	80.00%	4

#	FULL-TIME: %	DATE
1	50	4/29/2025 2:26 PM
2	30	4/25/2025 1:22 PM
3	15	3/13/2025 10:35 AM
4	60	2/19/2025 10:27 AM
#	PART-TIME: %	DATE
1	60	4/25/2025 1:22 PM
2	60	3/13/2025 10:35 AM
3	0	2/19/2025 10:27 AM
#	CONTRACTED: %	DATE
1	50	4/29/2025 2:26 PM
2	15	3/13/2025 10:35 AM
3	25	2/19/2025 10:27 AM
#	VOLUNTEER: %	DATE
1	10	4/25/2025 1:22 PM
2	10	3/13/2025 10:35 AM
3	All volunteers	2/20/2025 12:00 PM
4	15	2/19/2025 10:27 AM

## Q24: Which positions are most critical to your success? (Rate 1-5, 5 being most critical)

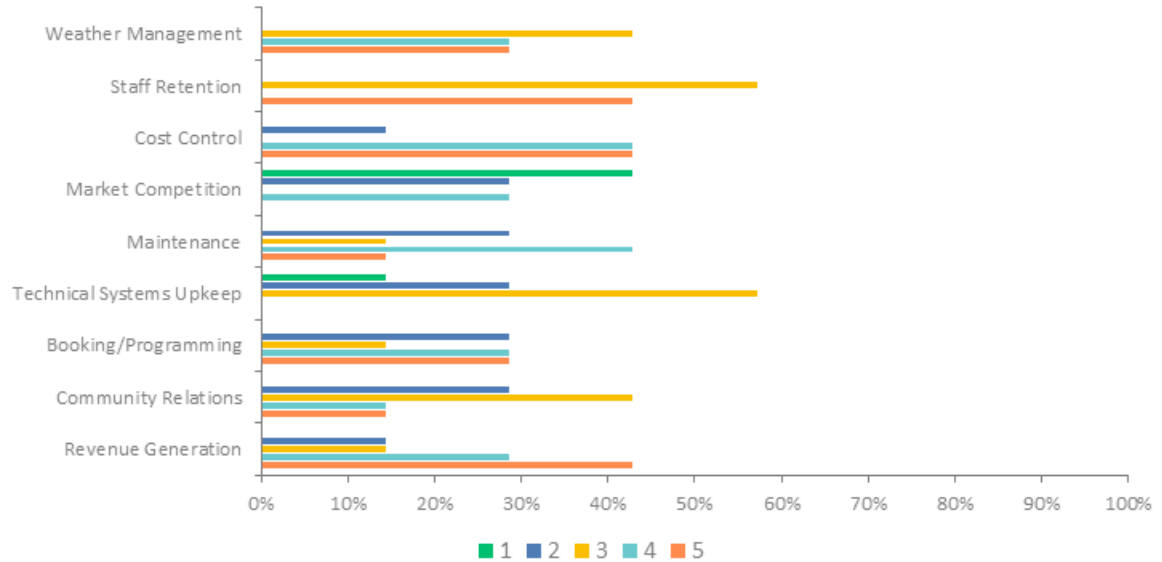
Answered: 7 Skipped: 2



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
General Manager	16.67% 1	0.00% 0	0.00% 0	0.00% 0	83.33% 5	6	4.33
Operations Manager	20.00% 1	0.00% 0	0.00% 0	20.00% 1	60.00% 3	5	4.00
Technical Director	25.00% 1	25.00% 1	50.00% 2	0.00% 0	0.00% 0	4	2.25
Production Manager	50.00% 2	0.00% 0	0.00% 0	50.00% 2	0.00% 0	4	2.50
Marketing Manager	0.00% 0	20.00% 1	20.00% 1	40.00% 2	20.00% 1	5	3.60
Box Office Manager	0.00% 0	40.00% 2	40.00% 2	0.00% 0	20.00% 1	5	3.00
Security Manager	25.00% 1	0.00% 0	25.00% 1	50.00% 2	0.00% 0	4	3.00
Facilities Manager	0.00% 0	25.00% 1	25.00% 1	25.00% 1	25.00% 1	4	3.50
Food & Beverage Manager	0.00% 0	20.00% 1	0.00% 0	20.00% 1	60.00% 3	5	4.20
Volunteer Coordinator	0.00% 0	20.00% 1	40.00% 2	20.00% 1	20.00% 1	5	3.40
Development Director	0.00% 0	25.00% 1	25.00% 1	25.00% 1	25.00% 1	4	3.50

## Q25: Rate your operational challenges (on a scale of 1-5, with 5 being most challenging):

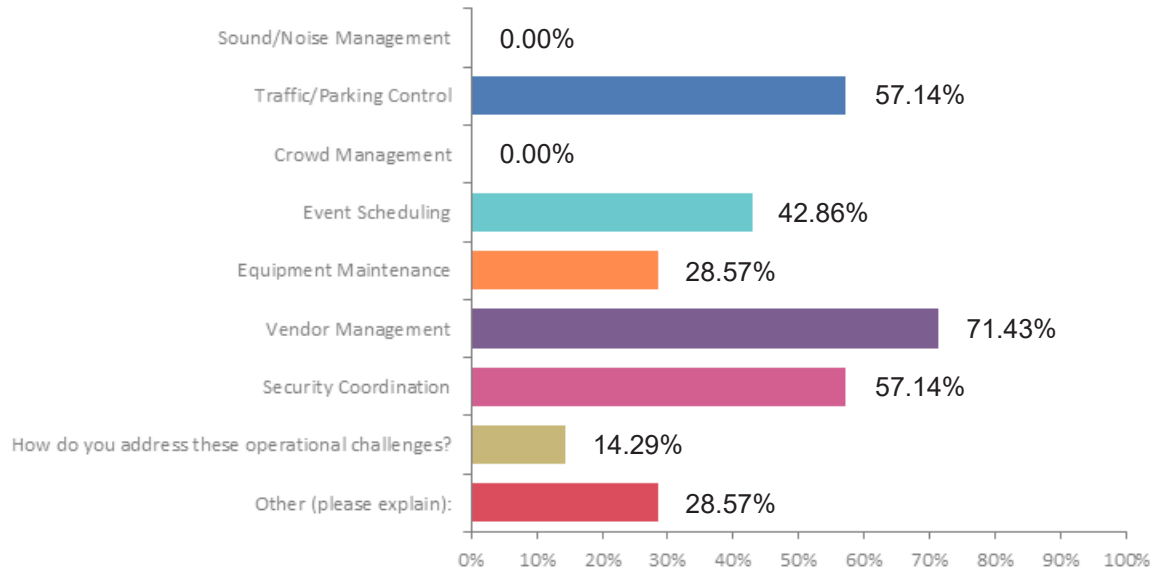
Answered: 7 Skipped: 2



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Weather Management	0.00% 0	0.00% 0	42.86% 3	28.57% 2	28.57% 2	7	3.86
Staff Retention	0.00% 0	0.00% 0	57.14% 4	0.00% 0	42.86% 3	7	3.86
Cost Control	0.00% 0	14.29% 1	0.00% 0	42.86% 3	42.86% 3	7	4.14
Market Competition	42.86% 3	28.57% 2	0.00% 0	28.57% 2	0.00% 0	7	2.14
Maintenance	0.00% 0	28.57% 2	14.29% 1	42.86% 3	14.29% 1	7	3.43
Technical Systems Upkeep	14.29% 1	28.57% 2	57.14% 4	0.00% 0	0.00% 0	7	2.43
Booking/Programming	0.00% 0	28.57% 2	14.29% 1	28.57% 2	28.57% 2	7	3.57
Community Relations	0.00% 0	28.57% 2	42.86% 3	14.29% 1	14.29% 1	7	3.14
Revenue Generation	0.00% 0	14.29% 1	14.29% 1	28.57% 2	42.86% 3	7	4.00

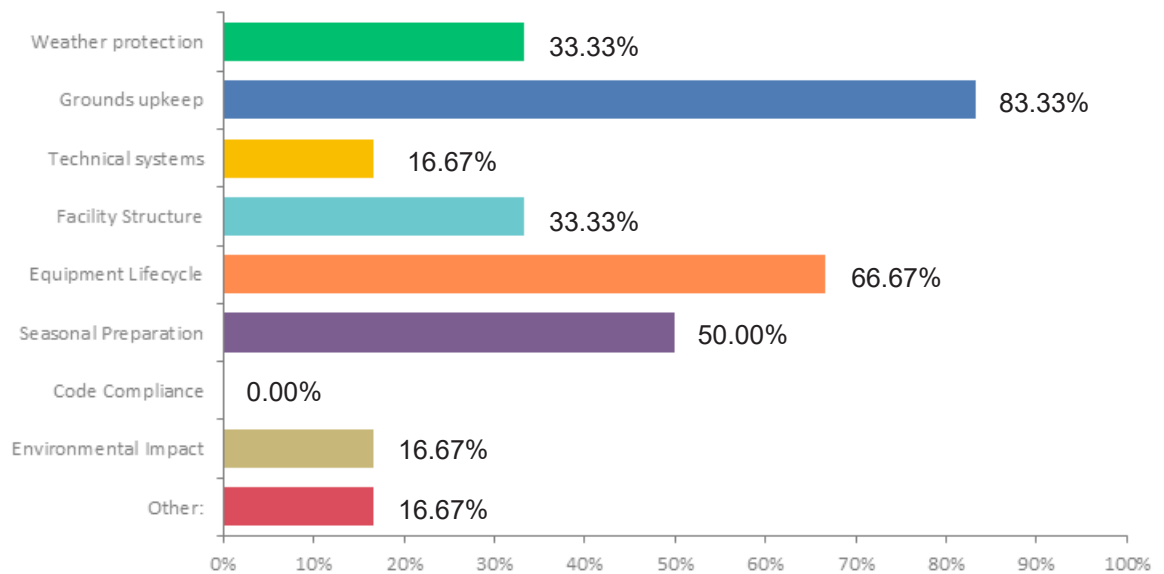
### Q26: What specific operational issues impact your venue most? (Select all that apply)

Answered: 7 Skipped: 2



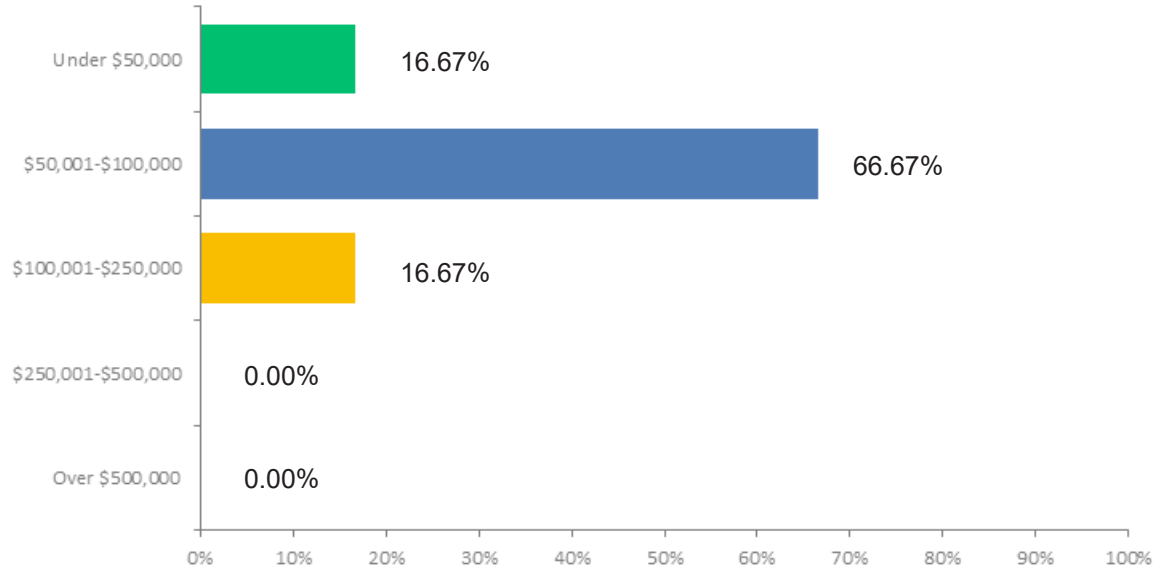
### Q27: Which are your primary maintenance challenges? (Select all that apply)

Answered: 6 Skipped: 3



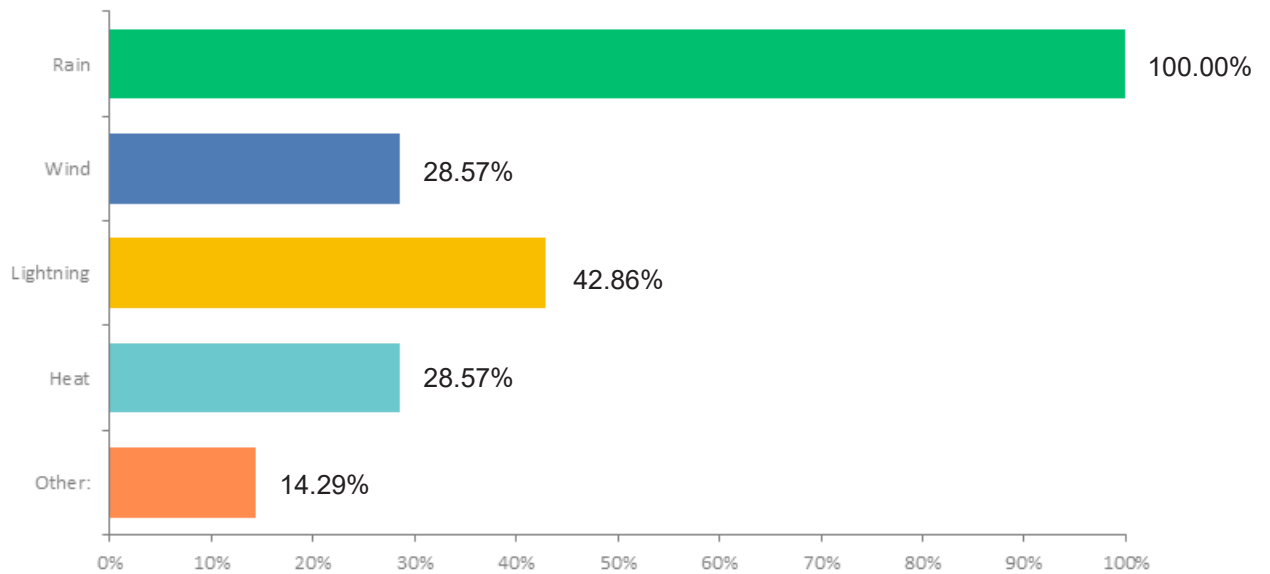
## Q28: Where does your annual maintenance budget fall?

Answered: 6 Skipped: 3



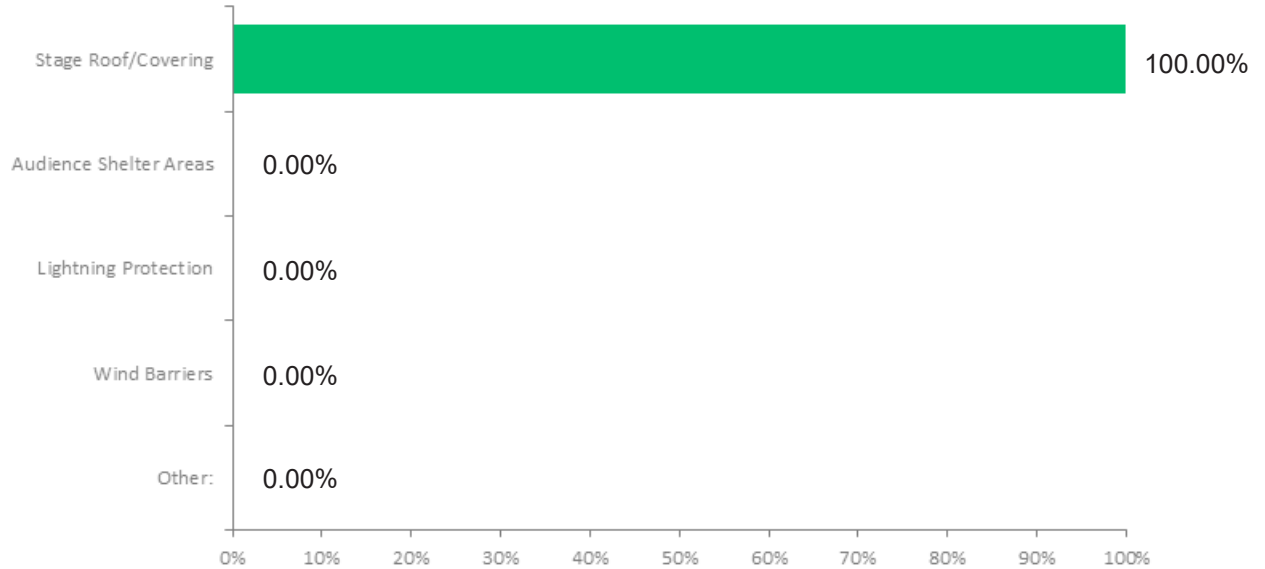
## Q29: What weather-related challenges impact your operation most? (Select all that apply)

Answered: 7 Skipped: 2



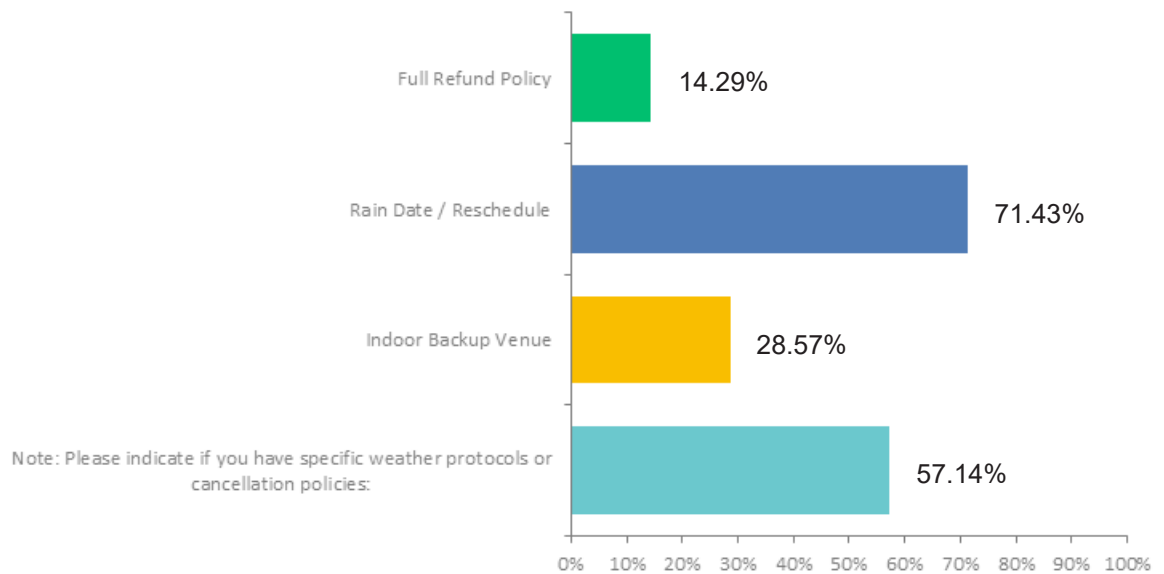
### Q30: What weather protection features do you have? (Select all that apply)

Answered: 6 Skipped: 3



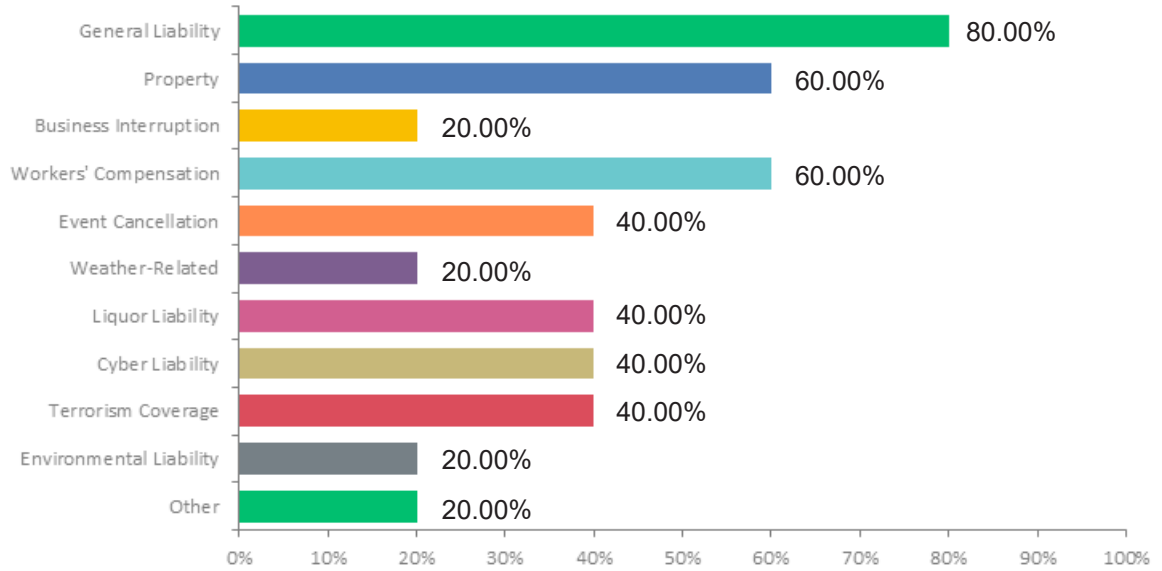
### Q31: How do you handle weather cancellations?

Answered: 7 Skipped: 2



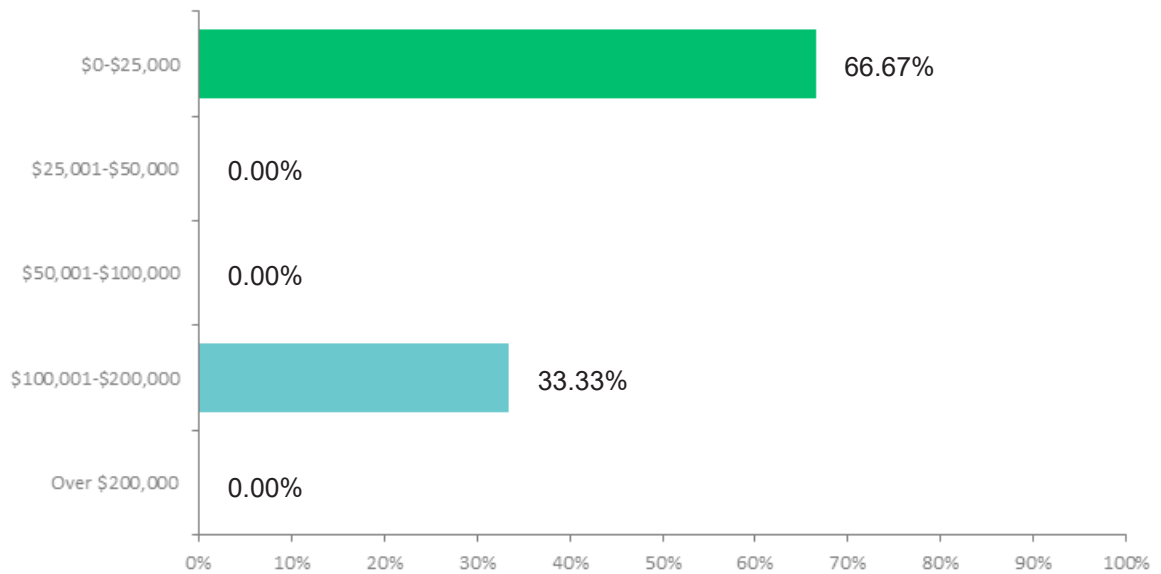
### Q32: What insurance coverage do you carry? (Select all that apply)

Answered: 5 Skipped: 4



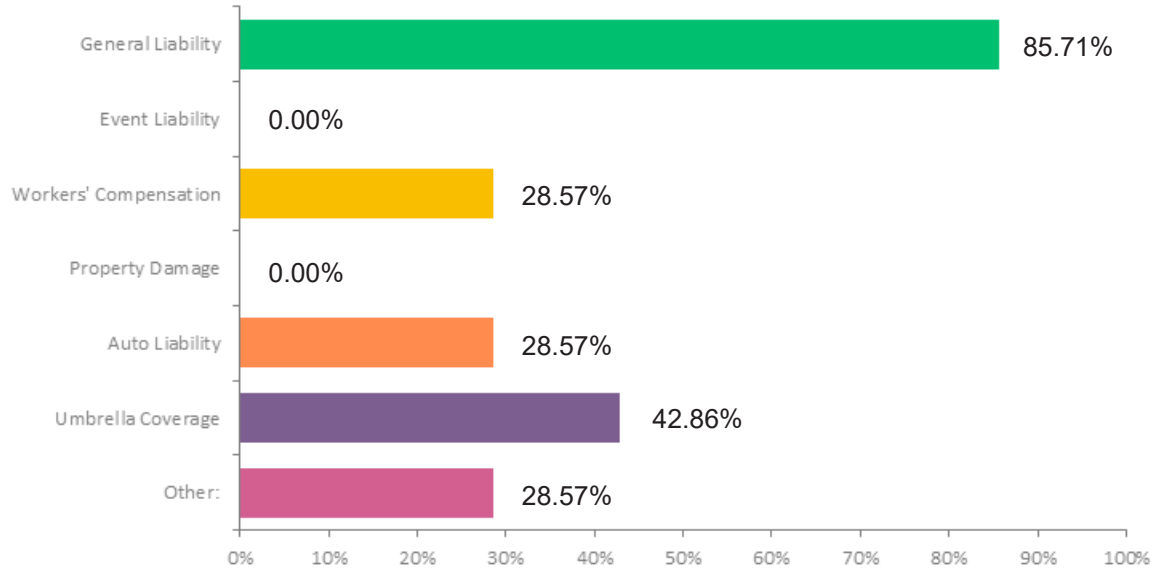
### Q33: What are your annual insurance costs?

Answered: 3 Skipped: 6



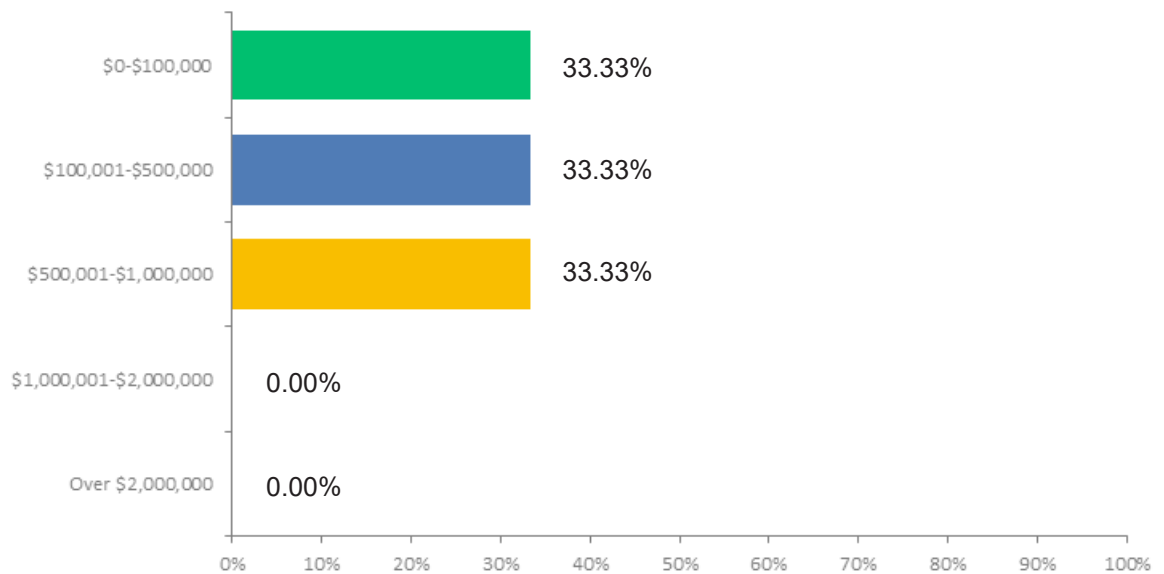
**Q34: What coverage do you require from the performer/promoter?  
(Select all that apply)**

Answered: 7 Skipped: 2



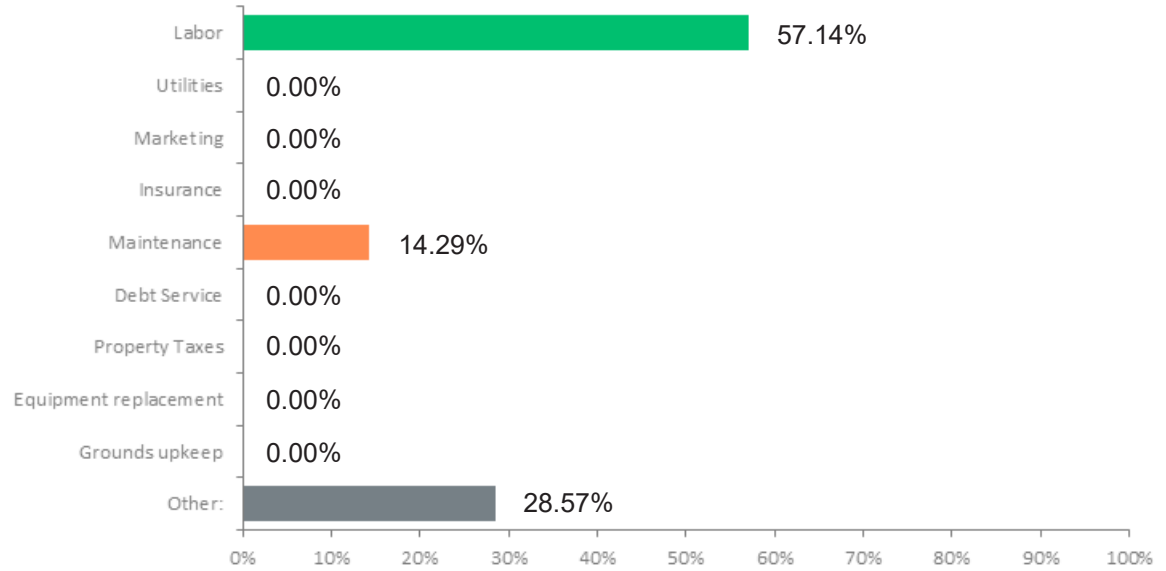
**Q35: Annual operating costs:**

Answered: 6 Skipped: 3



### Q36: What is your largest non-artist expense?

Answered: 7 Skipped: 2



### Q37: Please break down your revenue sources (Must total 100%):

Answered: 6 Skipped: 3

ANSWER CHOICES	RESPONSES
Ticket Sales: %	83.33% 5
Food/NA Beverages: %	83.33% 5
Alcohol: %	66.67% 4
Merchandise: %	50.00% 3
Rentals: %	66.67% 4
Sponsorships/Naming Rights: %	50.00% 3
Parking: %	66.67% 4
VIP/Premium Services: %	33.33% 2
Other: %	33.33% 2

#	TICKET SALES: %	DATE
1	20	4/30/2025 1:56 PM
2	25	4/29/2025 2:26 PM
3	25	4/25/2025 1:22 PM
4	50	3/13/2025 10:35 AM
5	30	2/19/2025 10:27 AM

#	FOOD/NA BEVERAGES: %	DATE
1	30	4/30/2025 1:56 PM
2	10	4/29/2025 2:26 PM
3	5	4/25/2025 1:22 PM
4	5	3/13/2025 10:35 AM
5	15	2/19/2025 10:27 AM

#	ALCOHOL: %	DATE
1	30	4/29/2025 2:26 PM
2	50	4/25/2025 1:22 PM
3	20	3/13/2025 10:35 AM
4	0	2/19/2025 10:27 AM

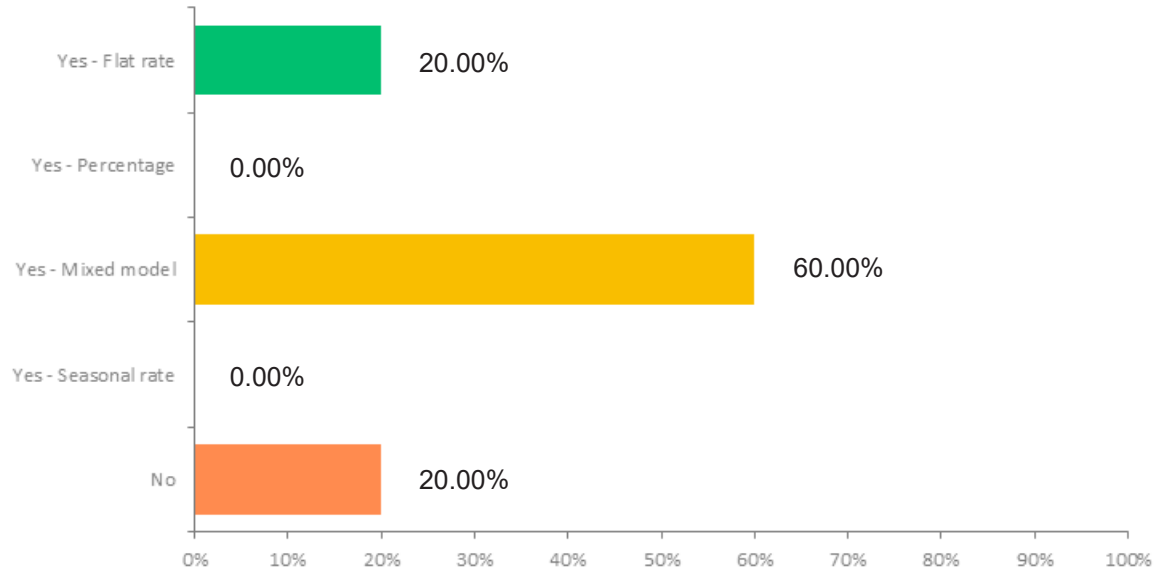
#	MERCHANDISE: %	DATE
1	1	4/25/2025 1:22 PM
2	10	3/13/2025 10:35 AM
3	2	2/19/2025 10:27 AM

#	RENTALS: %	DATE
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1	10	4/29/2025 2:26 PM
2	9	4/25/2025 1:22 PM
3	30%	2/20/2025 12:00 PM
4	18	2/19/2025 10:27 AM
<b>#</b>	<b>SPONSORSHIPS/NAMING RIGHTS: %</b>	<b>DATE</b>
1	10	4/25/2025 1:22 PM
2	2.5	3/13/2025 10:35 AM
3	15	2/19/2025 10:27 AM
<b>#</b>	<b>PARKING: %</b>	<b>DATE</b>
1	50	4/30/2025 1:56 PM
2	25	4/29/2025 2:26 PM
3	2.5	3/13/2025 10:35 AM
4	15	2/19/2025 10:27 AM
<b>#</b>	<b>VIP/PREMIUM SERVICES: %</b>	<b>DATE</b>
1	10	3/13/2025 10:35 AM
2	5	2/19/2025 10:27 AM
<b>#</b>	<b>OTHER: %</b>	<b>DATE</b>
1	Donations/Grants 70%	2/20/2025 12:00 PM
2	0	2/19/2025 10:27 AM

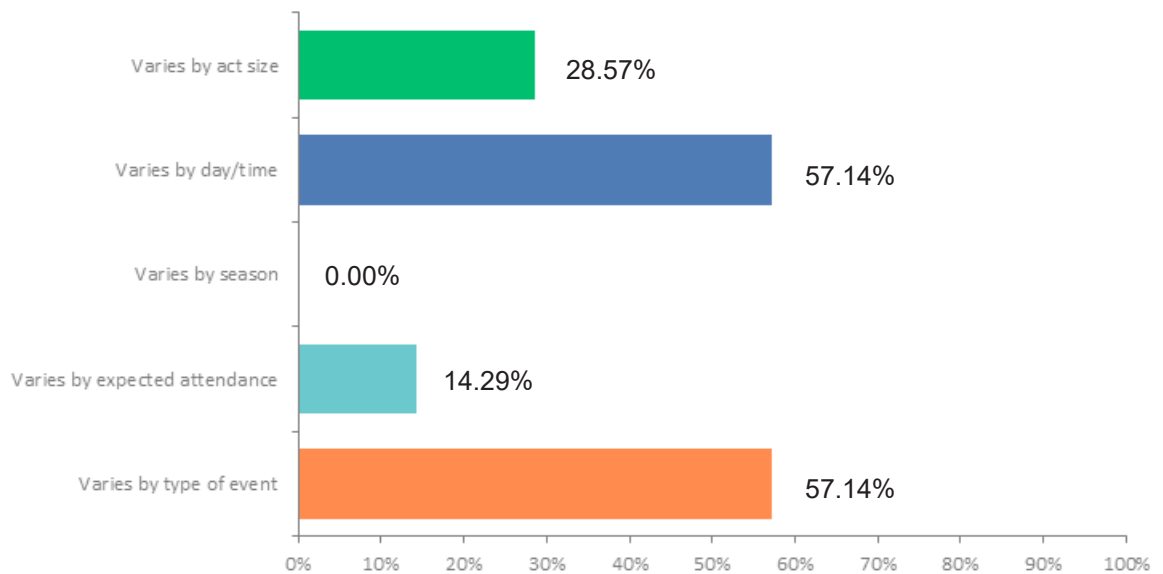
### Q38: Do promoters pay a rental fee?

Answered: 5 Skipped: 4



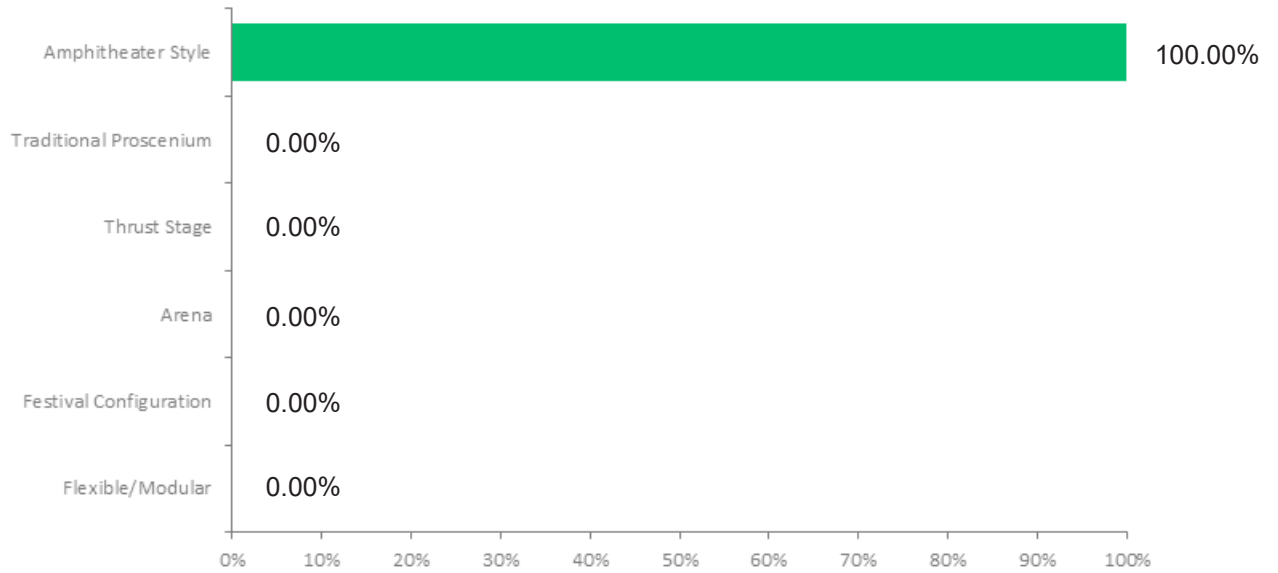
### Q39: What affects your rental rate structure?

Answered: 7 Skipped: 2



## Q40: Please describe your stage configuration:

Answered: 7 Skipped: 2



## Q41: What are you current stage dimensions?

Answered: 5 Skipped: 4

ANSWER CHOICES	RESPONSES	
Width (in FT):	100.00%	5
Depth (in FT):	80.00%	4
Height (in FT):	60.00%	3

#	WIDTH (IN FT):	DATE
1	40	4/25/2025 1:22 PM

2	80-100?	4/15/2025 10:52 AM
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3	100	3/13/2025 10:35 AM
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4	The stage is 1,250 square feet	2/20/2025 12:00 PM
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5	80	2/19/2025 10:27 AM
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#	DEPTH (IN FT):	DATE
---	----------------	------

1	30	4/25/2025 1:22 PM
---	----	-------------------

2	60	4/15/2025 10:52 AM
---	----	--------------------

3	50	3/13/2025 10:35 AM
---	----	--------------------

4	60	2/19/2025 10:27 AM
---	----	--------------------

#	HEIGHT (IN FT):	DATE
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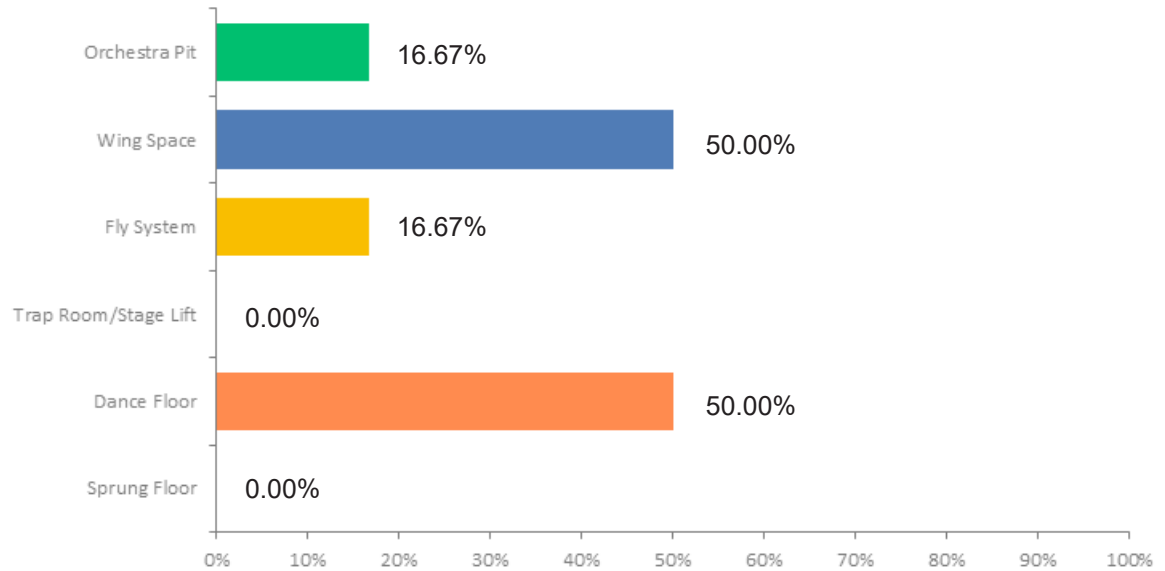
1	Temporary trussing that can vary	4/25/2025 1:22 PM
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2	50	3/13/2025 10:35 AM
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3	24	2/19/2025 10:27 AM
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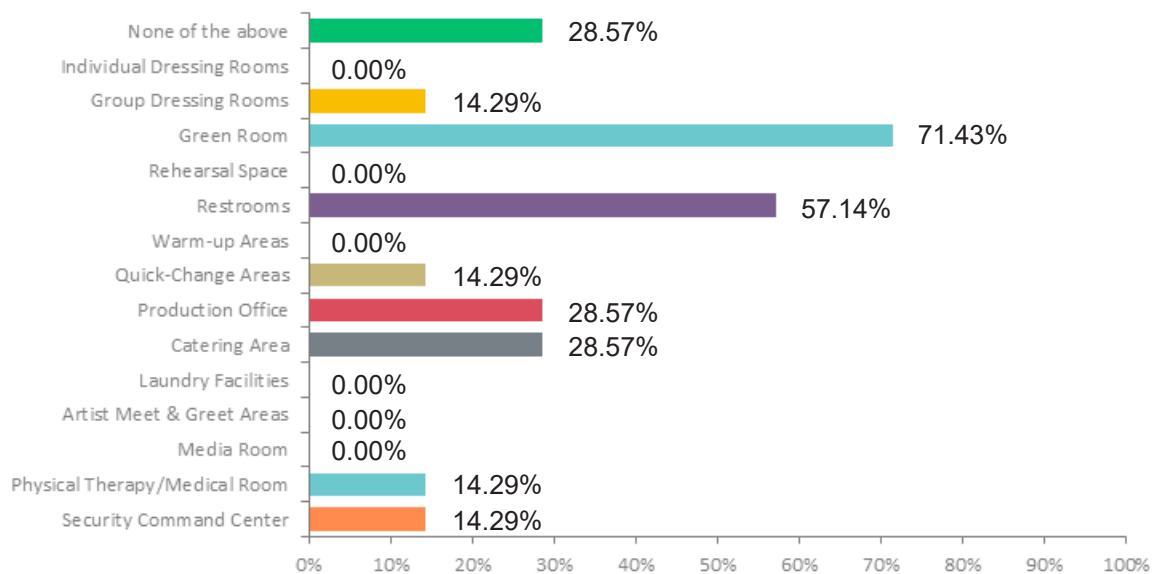
### Q42: What are some of your stage features? (Select all that apply)

Answered: 6 Skipped: 3



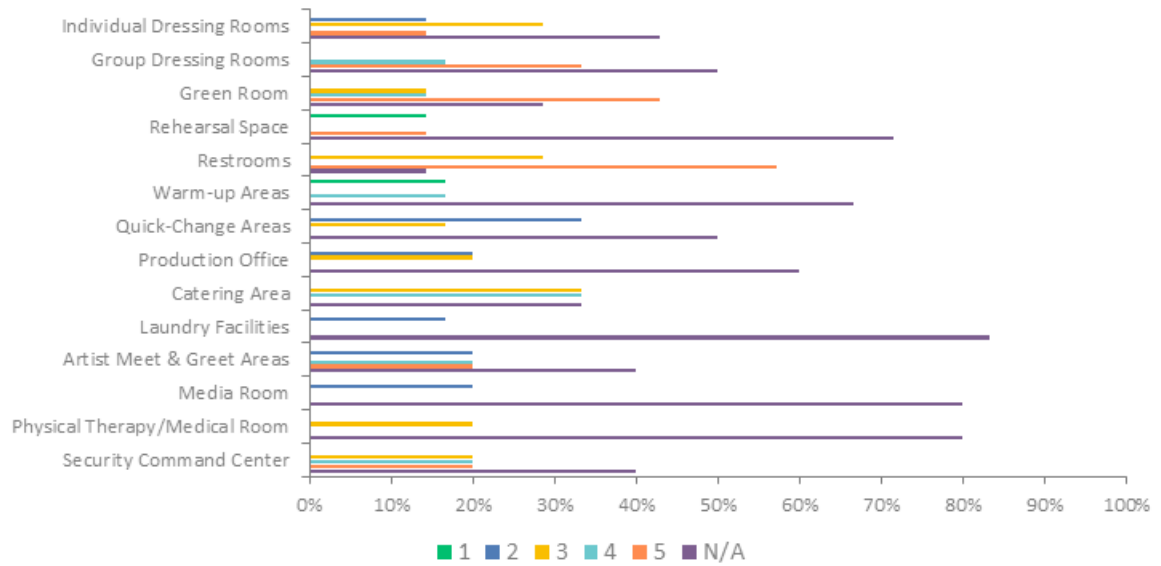
### Q43: What is included in your backstage facilities? (Select all that apply)

Answered: 7 Skipped: 2



## Q44: Rate your backstage facilities: (1 - 5, 5 being the highest)

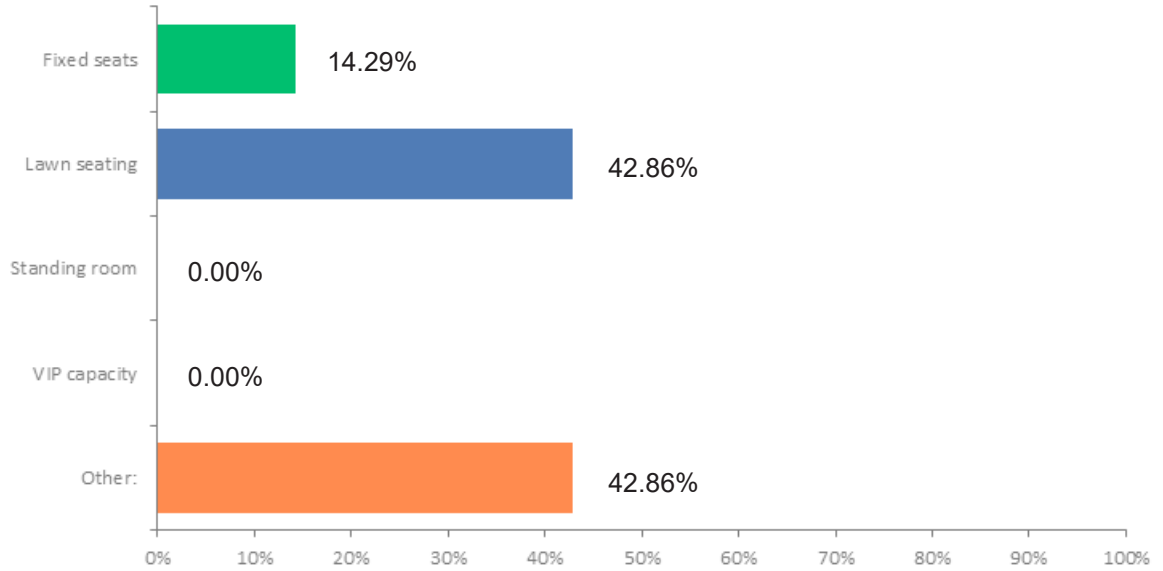
Answered: 7 Skipped: 2



	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Individual Dressing Rooms	0.00% 0	14.29% 1	28.57% 2	0.00% 0	14.29% 1	42.86% 3	7	3.25
Group Dressing Rooms	0.00% 0	0.00% 0	0.00% 0	16.67% 1	33.33% 2	50.00% 3	6	4.67
Green Room	0.00% 0	0.00% 0	14.29% 1	14.29% 1	42.86% 3	28.57% 2	7	4.40
Rehearsal Space	14.29% 1	0.00% 0	0.00% 0	0.00% 0	14.29% 1	71.43% 5	7	3.00
Restrooms	0.00% 0	0.00% 0	28.57% 2	0.00% 0	57.14% 4	14.29% 1	7	4.33
Warm-up Areas	16.67% 1	0.00% 0	0.00% 0	16.67% 1	0.00% 0	66.67% 4	6	2.50
Quick-Change Areas	0.00% 0	33.33% 2	16.67% 1	0.00% 0	0.00% 0	50.00% 3	6	2.33
Production Office	0.00% 0	20.00% 1	20.00% 1	0.00% 0	0.00% 0	60.00% 3	5	2.50
Catering Area	0.00% 0	0.00% 0	33.33% 2	33.33% 2	0.00% 0	33.33% 2	6	3.50
Laundry Facilities	0.00% 0	16.67% 1	0.00% 0	0.00% 0	0.00% 0	83.33% 5	6	2.00
Artist Meet & Greet Areas	0.00% 0	20.00% 1	0.00% 0	20.00% 1	20.00% 1	40.00% 2	5	3.67
Media Room	0.00% 0	20.00% 1	0.00% 0	0.00% 0	0.00% 0	80.00% 4	5	2.00
Physical Therapy/Medical Room	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	80.00% 4	5	3.00
Security Command Center	0.00% 0	0.00% 0	20.00% 1	20.00% 1	20.00% 1	40.00% 2	5	4.00

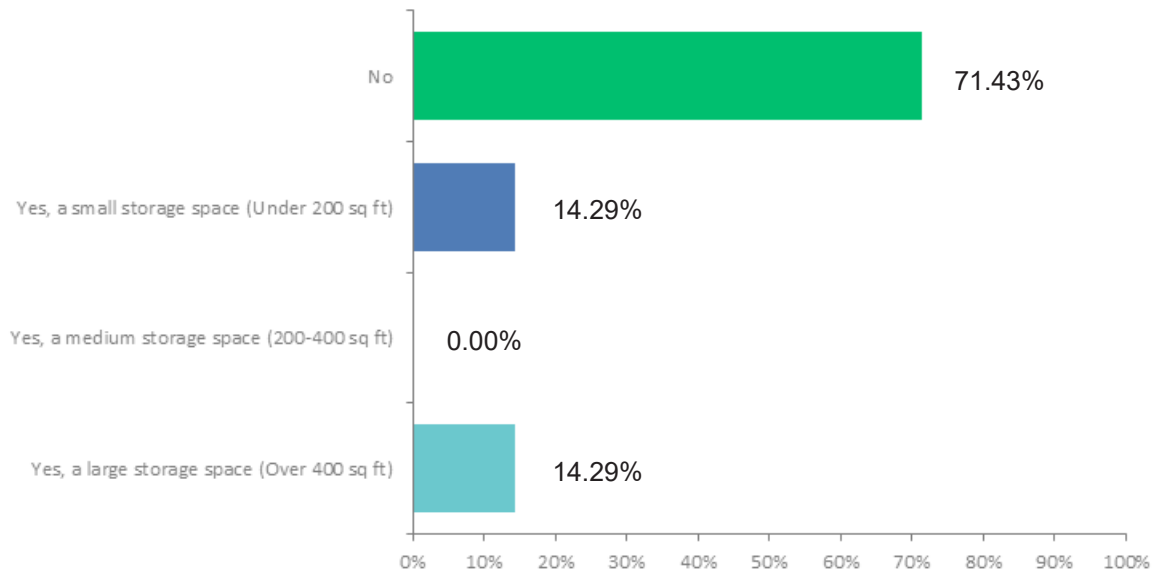
### Q45: How is your venue seating configured?

Answered: 7 Skipped: 2



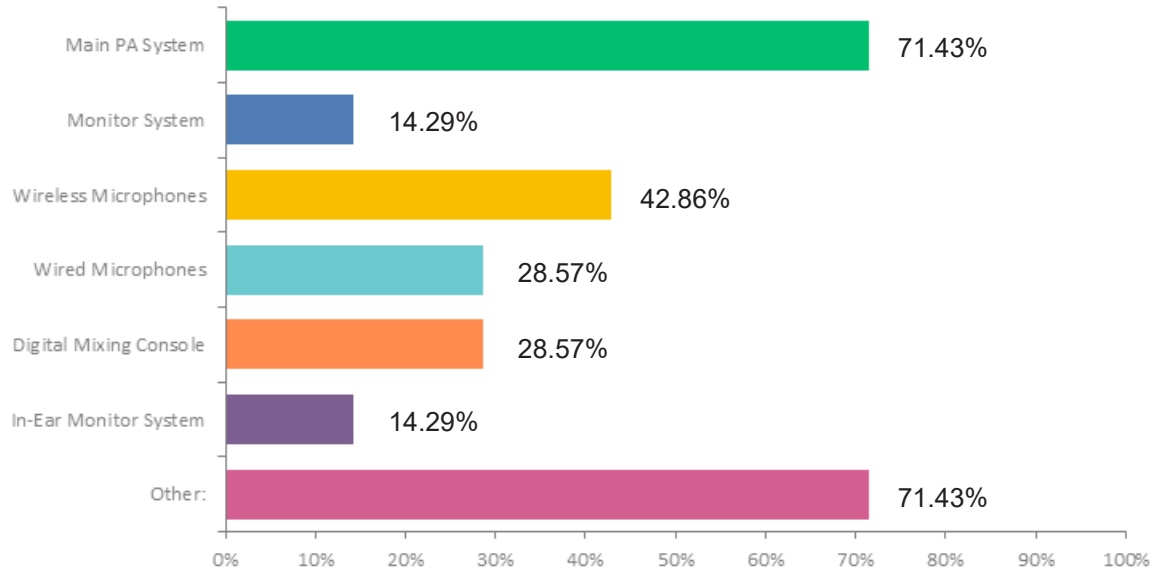
### Q46: Do you provide general storage to those renting your venue?

Answered: 7 Skipped: 2



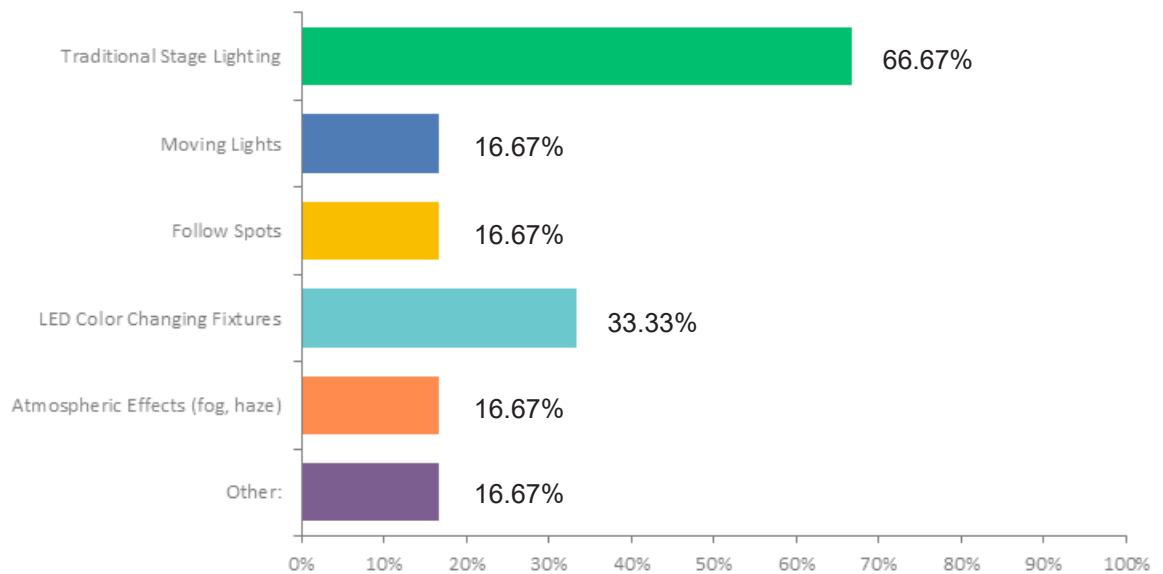
### Q47: What is included in your sound system components? (Select all that apply)

Answered: 7 Skipped: 2



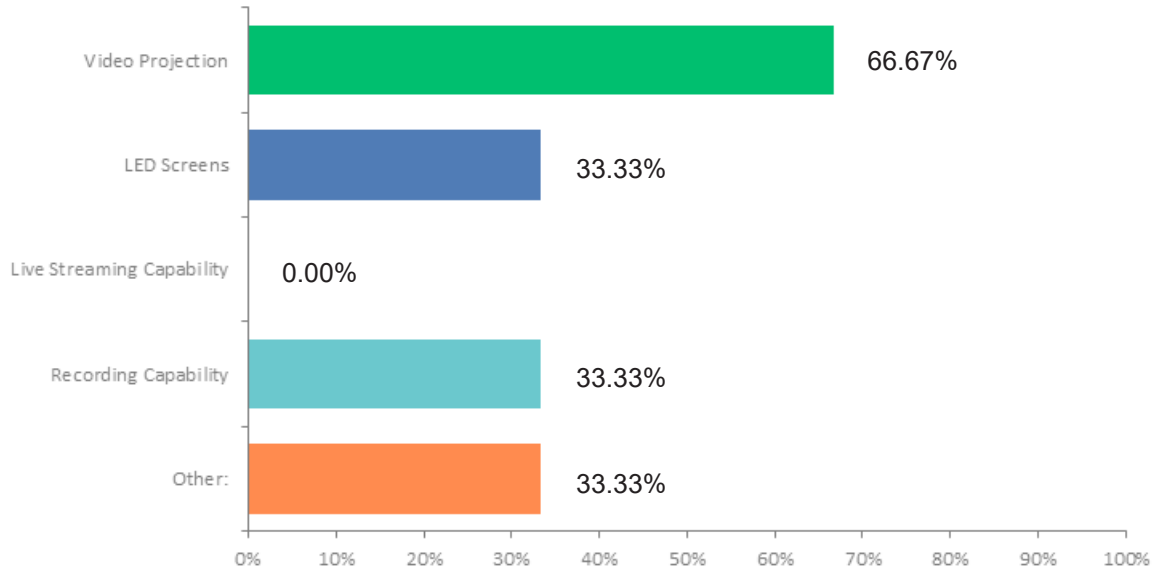
### Q48: Which lighting components do you have? (Select all that apply)

Answered: 6 Skipped: 3



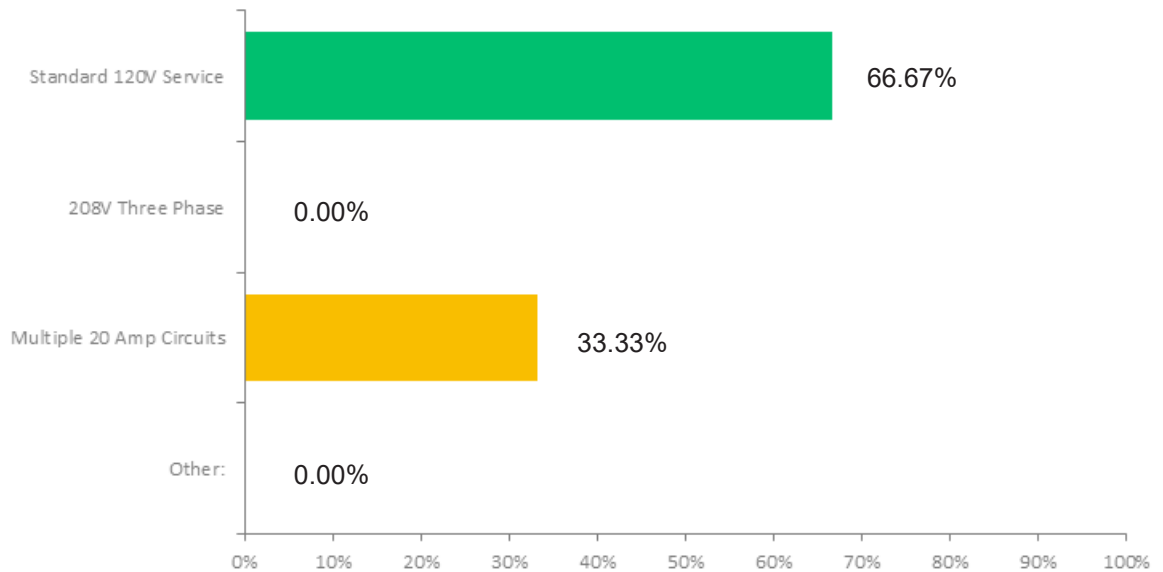
### Q49: Which multimedia components do you have? (Select all that apply)

Answered: 3 Skipped: 6



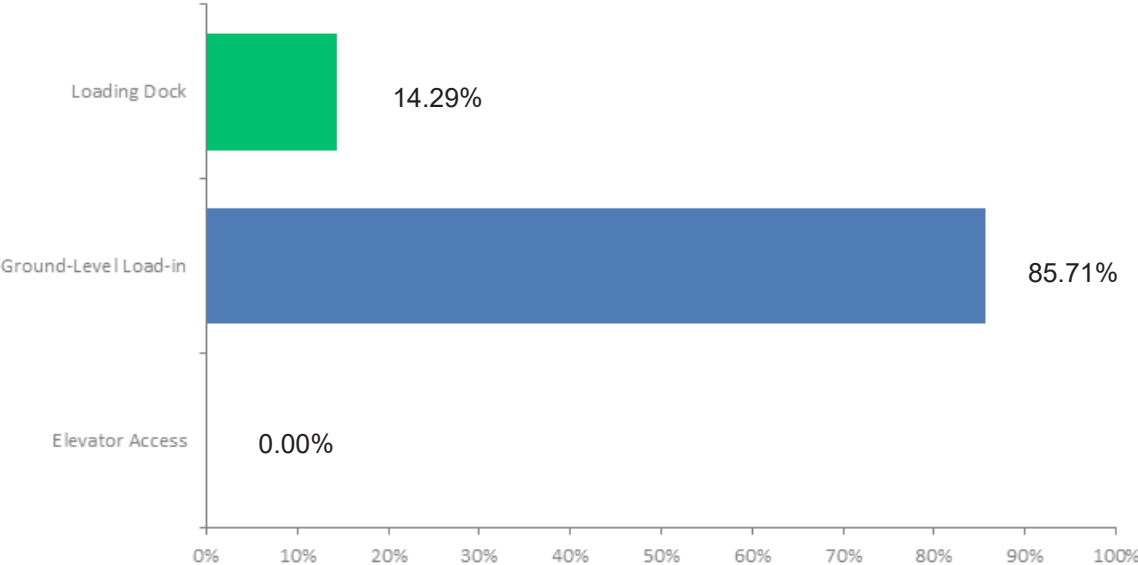
### Q50: What power components do you provide?

Answered: 6 Skipped: 3



# Q51: What type of load-in/load-out do you have?

Answered: 7 Skipped: 2



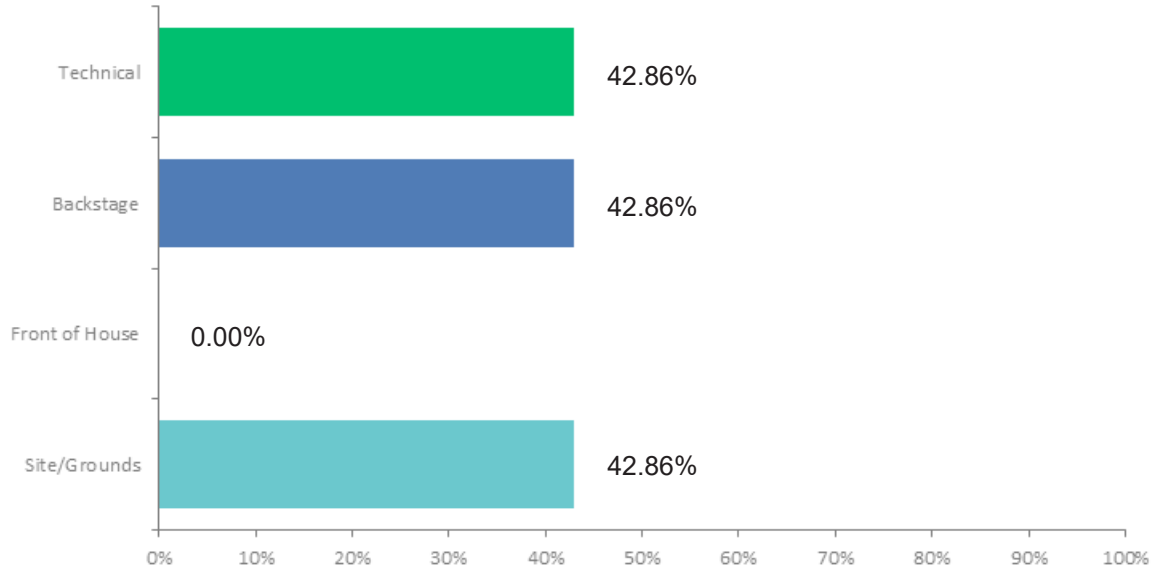
## Q52: What do you think are critical success factors in starting a performance venue?

Answered: 7 Skipped: 2

#	RESPONSES	DATE
1	Keep all ticketing internal if you can. You must keep ticket sales, parking and food to break even or make a profit. Ticket sales will vary by artist, but you can control the fee structure easier if it's internal. Using outside platforms is helpful, but they will cost additional fees. If vendors are used, there should be an agreement on a certain percentage of sales going back to the amphitheater.	4/30/2025 1:56 PM
2	Make your staff as "lean" as possible - contract the work if you're able so the liability is not on you, it's on the promoter to be profitable. Make sure you take a percentage of alcohol sales if possible, always take the parking and some concessions, as well as a certain amount from each ticket sale. Welcome festivals (you make more for multiple day events). Also, go after area touring bands that have a draw. Large artists demand and cost much more (hotel, transportation, food demands can be very difficult to accommodate).	4/29/2025 2:26 PM
3	Can your market sustain this? In addition to the initial up-front costs, producing/hosting events is very expensive. You'll want to ensure your venue is unique and can fit in with the other entertainment offerings in the area. IE - are there other outdoor performance venues within 60 miles that would directly impact yours?	4/25/2025 1:22 PM
4	Concessions and staffing. We've seen recent years a recession in sell-out shows. We're ranging about 3-5 each year anymore. Goal is to break even. We were lucky to have the donor for this space, if it weren't for them, we probably wouldn't have an amphitheater. It's nice for the community, but it's a monster to run.	4/15/2025 10:52 AM
5	Know the market, what acts # and genre, will it support.	3/13/2025 10:35 AM
6	Working with actual musician's to get their opinion on sound booths, setup requirements, etc. I believe having the opinion of people that will actually play the venue is critical.	2/20/2025 12:00 PM
7	Initial build costs. Production management.	2/19/2025 10:27 AM

### Q53: Which facility features would you change if rebuilding? (Select all that apply)

Answered: 7 Skipped: 2



### Q54: Please provide any additional advice:

Answered: 2 Skipped: 7

#	RESPONSES	DATE
1	<p>Research revenue models that are out there for you to use. Put yourself in as little risk as you possibly can when it comes to operating and bringing in the talent. Cut deals for festivals - less infrastructure expenses, and you make more money on multiple day events. Charge those ticketing fees. For parking fees, make it more the first day and discounted on remaining days. Parking control; day-to-day costs to park. For us, we need to sell at least 2500 tickets to an event, to make money. Look into the company in the Denver area that builds amphitheaters. If you name your space after them, they make you part of their network and help send acts your way. I believe it's a foundation, and they might even help send funds your way too as you are building your area. Remember: -\$3 for every ticket sale, regardless of tiering. -\$400-\$500 teardowns sometimes -Festivals should be charged a flat rate for rental (\$5k-\$10k, etc) - Promoter handles tickets, access and pricing ranges -Some permanent seating for VIP ticket options, lawn seating, older crowds (anticipated) may want to bring in more VIP (permanent seating) options. -Average costs are \$45-\$50 gen admission on shows and events. - When designing think covered stage for your acts, shading for your patrons, shading in Biergarten and secondary stages for multiple shows at once, if able. - Make your permanent staff lean - have a venue manager, they sub-contract as much as they can for stage hands and security. - Vendors for your food and contracted, so they show up at events. Maybe discounted contracts for your guaranteed constant vendors. - Set a deal with city or park district for maintaining ground if possible.</p>	4/29/2025 2:26 PM
2	We offer a 24 season package + passes. Our space is packed at 3500.	4/15/2025 10:52 AM