

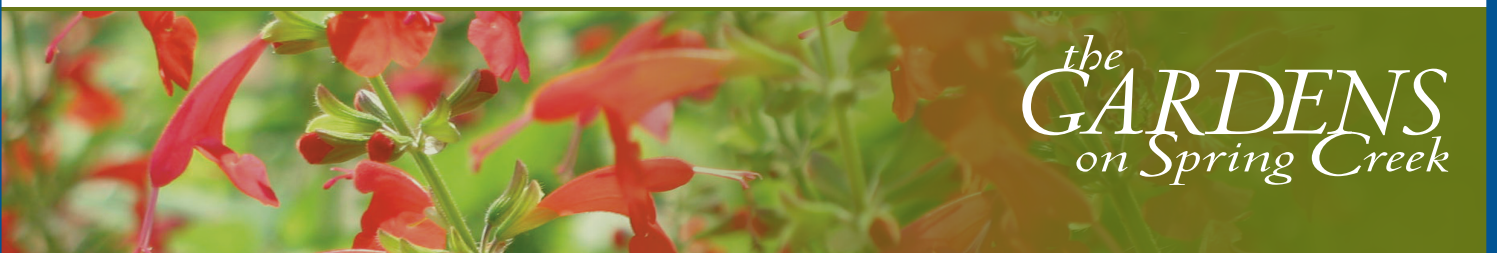
GREAT LAWN FACTS



1,500 PEOPLE for the great lawn?

The 1,500 capacity for the Great Lawn was determined based a number of factors:

- In a growing city of 158,000 people, we believe more than 350 people will choose to attend these events. The goal is to establish a maximum capacity that meets the expectation of the community for access and still retains the character and quality garden experience.
- Given the growing population of Fort Collins, this capacity serves the community and the market will support it.
- There are currently no local music venues in the region with capacities between 1,300 and 3,000 capacity. With 1,500 seats, this venue will not compete for talent with the venues under 1,300 seats (Lincoln Center theatre) and the few over 3,000 (iheart radio stage).
- A capacity of 1,500 allows for a viable business model. The capacity directly relates to the amount of revenue that can be generated through ticket sales, which in turn determines the type and quality of artists that can be afforded to bring to the venue.
- A 1,500 capacity will help attract high quality artists. Certain national artists will not play venues smaller than 1,500 capacity. They believe it will devalues their brand and limits their return.
- The Cultural Plan recommends a 2,500 seat venue at a larger, flexible outdoor space. Although at a smaller capacity, this venue would meet these two recommendations. The Plan describes these recommendations as helping to increase the City's cultural profile and to become a leading regional destination.
- Fort Collins lacks outdoor space appropriate for live performances that is also flexible enough to host other types of community uses such as festivals, tours, and rentals. Being centrally located is also described as key to this venue's success.
- The site can actually hold significantly more people. The fire code allows up to 4,750 people. A 1,500 maximum capacity is more appropriate to The Gardens environment and the quality experience the venue will be presenting. This number of people will not fill the Great Lawn, but will allow for people to sit in a comfortable atmosphere.
- With a capacity of 1,500 people, each guest will have nearly 16 square feet per person. We expect people to bring blankets and lawn chairs to concerts for seating.
- The Gardens interviewed local arts groups who could be presented in the venue. They indicated they could attract 1,500 people to their events, given their experiences in other venues. This input was important to gauge potential market audience size which could be expected for an outdoor venue in Fort Collins.



the
GARDENS
on Spring Creek

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