



Amphitheater Feasibility Study

La Vista, Nebraska

A highly-skilled team of professionals from HSP, AECOM, TRSEG, IFG and WJHW completed an amphitheater feasibility study for a new amphitheater facility in the City of La Vista. The proposed site for the amphitheater development was the former La Vista Falls Golf Course. The amphitheater was proposed to occupy approximately four acres immediately north of City Centre.

The team interviewed stakeholders and examined the outdoor event venues in the Omaha-La Vista-Lincoln region, as well as the local market demographics and trends. The Team also profiled comparable amphitheater facilities, including in Ohio, North Carolina, Virginia, Pennsylvania, and Missouri. The local market demographics were strong, considering the population growth, low median age, high income levels and low cost of living. La Vista benefits from its proximity to Omaha. However, it is considered part of the overall Omaha and Lincoln market regarding touring events.

The study revealed that a “typical” outdoor amphitheater focused on touring events was not feasible due to the competitive market for facilities and events. However, the study revealed that there was an opportunity for a facility primarily oriented towards community usage and local events. The proposed project site could accommodate an amphitheater with a capacity of approximately 7,000. The recommended project is estimated to cost \$6.4 million.

Client: City of La Vista

Time Period: 2017