



CONWAY, SC  
SCALE: 1" = 100'

PERKINS+WILL

# Riverfront Amphitheater Feasibility Study

*Conway, South Carolina*

HSP worked with the City of Conway and design professionals at Perkins+Will to perform a market and financial feasibility study for a proposed outdoor amphitheater development in Conway, South Carolina. The feasibility study included interviews with key stakeholders, market analytics and trends, concept plans and site location analysis, and demand, financial and impact projections.

This project is unique, as the goal is to create a compelling development along the Waccamaw River, which frames the City's downtown. Today, the riverfront is mostly vacant, as many of the riverfront industries from the past have faded. The City has worked in recent years to reconnect with its riverfront location through the development of the River Walk. The City plans to continue enhancing the riverfront for the betterment of the community. Enhancements will include more recreation and cultural activities and offerings, including the proposed outdoor amphitheater project.

The City has already identified potential user groups for the Project, including the existing Theatre of the Republic organization that will hold outdoor performances at the facility, as well as local schools and other musical or performing arts groups. Conway is home to Coastal Carolina University, as well as three other higher-education institutions and branches. HSP considered these institutions and identified additional user groups as part of the analysis. HSP analyzed two potential sites for the project and assessed three development scenarios. Ultimately, HSP recommended an amphitheater with a lawn capacity of 2,000 and limited amenities including a restroom building and a support building.

**Client:** City of Conway

**Time Period:** 2019