Twilight Concert Series

Venue Fees:

2019 - Current: 122% increase in base rental fees/ 200% with mandatory non-refundable equipment/staff fee per event.

2019: $4,500 + Optional equipment staff costs appx 3K

2022: $5,358 + Optional equipment staff costs

2023: $7,000 + Optional equipment staff costs

2024: $10,000 (and non-refundable flat rate of $3500 for staff/equipment) 43% in singular year-92% increase if counting now non-refundable fees.

*5% increase anticipated for 2025

Capacity:

2018: Original contract of 2018 cites a capacity of 10K patrons in venue

2018-2022: 7,000 ticket sales (highest realized rate 6,199 or 88%)

2023: 8,000 ticket sales (avg 7,172 realized per show 88% realized)

2024: 7,000 ticket sales (no data yet)

2025: 5,250 Proposed cap

Proposed decrease in sales from 2019-2025: 34%

Solutions/Challenges:

Solutions:

Arts Council increased ticket prices in 2023 from $10 to a tiered structure of $10-20 per show. (historically has occurred each 5 years and this is in alignment with that schedule)

Challenges:

- Sponsorship fundraising ability for patrons served
- Revenue decline from ticket, beverage, and merch sales

Other/Future:

- Mandatory concession sales or potential market rates for venue (anticipated 10% loss of revenue).
- Inquired about ticket revenue sharing
- Additional restrooms required used to be at 10K capacity, now at 7K