

Citizens for a Better Plan
Lakeview Amphitheater Project:
What We Don't Know About the Economics

In its rush to build this project, the County has hurriedly completed two major pre-construction planning documents: the Draft Environmental Impact Statement and the Conceptual Design Report. Unfortunately, these documents leave many questions unanswered. In particular, the County has not addressed the most basic questions about the economics of the project.

❖ Does the Amphitheater make economic sense?

- Is there a business plan for the project? When will it be made public?
- Is there evidence that amphitheaters have a proven track record of financial success?
- What is the market demand in terms of musicians looking for venues or fans looking for concerts? Has this been analyzed?
- Is there a future income/cost analysis? What percentage of seats have to be filled regularly to cover costs? What will the ticket price need to be to cover costs?
- What analysis shows that CNY residents have the economic means to purchase tickets at that ticket price?
- How will CNY's weather patterns affect attendance and potential revenues? What problems does weather create at similar venues? Has this been addressed?
- Will the amphitheater rely on local patronage and/or draw visitors from around the area? Is there data on the likelihood that people would travel to Syracuse for concerts?
- What is the legislature's tolerance level for "acceptable" losses?
- How will revenue be shared for concerts during the State Fair? Is there a Memorandum of Understanding?
- Current plan states amphitheater will "compliment" the schedules of other nearby venues (Darien Lake, CMAC, SPAC). What research supports this? Will performers have to choose between venues? Will the county's amphitheater have to offer incentives (like more money) to performers to choose it over its competition? What is the experience of other like venues?
- How many people will be hired to work at the amphitheater during the season and during the off-season? Will they be county employees? What will be the additional costs to the county? Who will manage the operation and at what cost?

- One of three goals for the project is “sparking economic revitalization in Geddes and Solvay.” What evidence supports the claim that there will be economic benefits to neighboring communities? What are the projected economic benefits?
- Will future operational costs affect future taxes? Does the county expect that concert attendees will generate additional sales and hotel taxes, and if so, how much?
- How do the costs of building on Wastebeds 1-8 compare to the costs of building at another location? If the expense is greater, is it justified in light of projected income and operations costs?

WHAT CAN I DO?

SUBMIT COMMENTS TO THE COUNTY BY SEPTEMBER 5, 2014

TELL THE COUNTY TO:

- Develop and release a business plan for the Amphitheater project that evaluates the market demand for the project and demonstrates financial viability in light of construction and operating costs and likely revenues.
- Evaluate whether the Amphitheater will generate economic benefits for Solvay and surrounding communities.
- Consider whether other sites or alternative designs might be more economically sound – particularly in light of the environmental and soil stability issues on this site.
- **Do the homework needed to spend public money wisely!**

Email your comments to:

- David Coburn, Onondaga County Office of the Environment, DavidCoburn@ongov.net
- Ryan McMahon, Onondaga County Legislature Chairman, jryanmcmahon@gmail.com
- Mike Plochocki, Onondaga County Legislature Environmental Protection Committee Chairman, mikeplochocki@hotmail.com

Please also call or email your County Legislator:

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