



Sandy Amphitheater 2023 in Review



An Overview of Community Arts



Special Revenue Fund



501(c)(3)
Wholly Owned Instrumentality



Capacity 2,750
City Owned Facility

Theatrical Productions
Plays & Musicals

Fine Art
Visual Art Shows

Free-For-All Events
Amphitheater

In-House Productions
6 - 10 Events

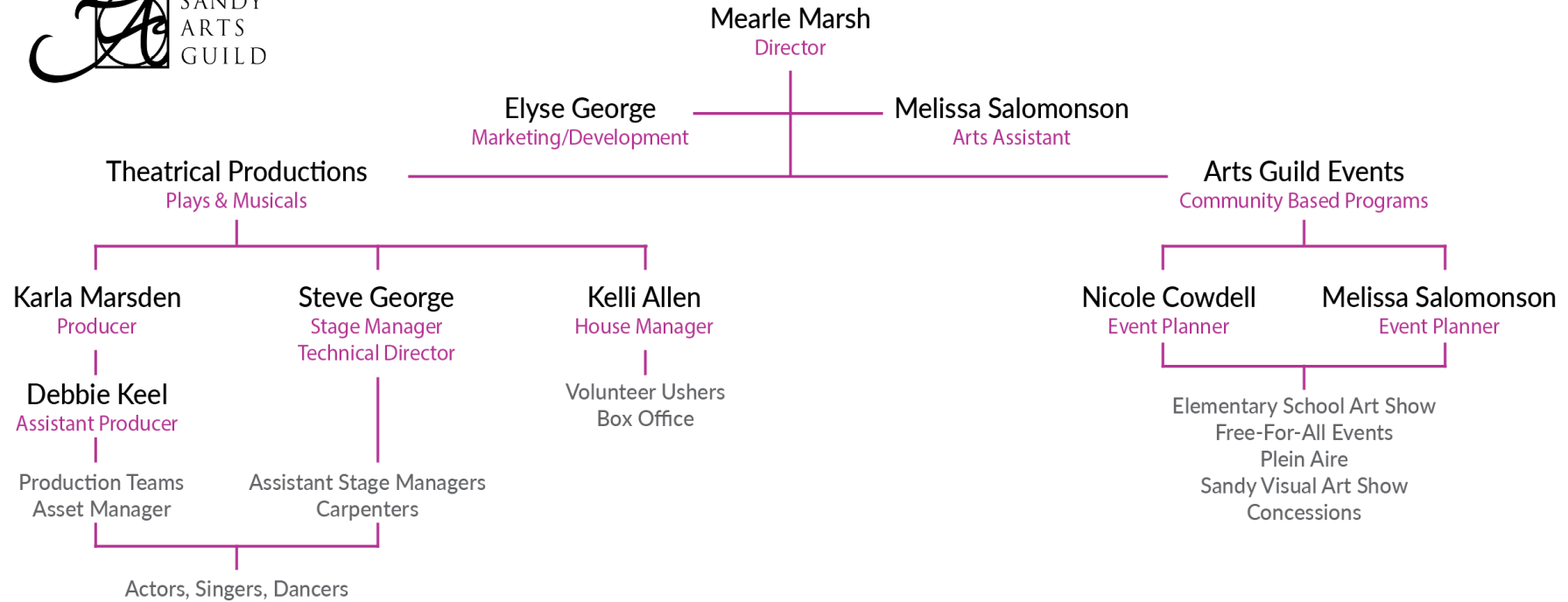
Programming Partner
20 - 30 Events

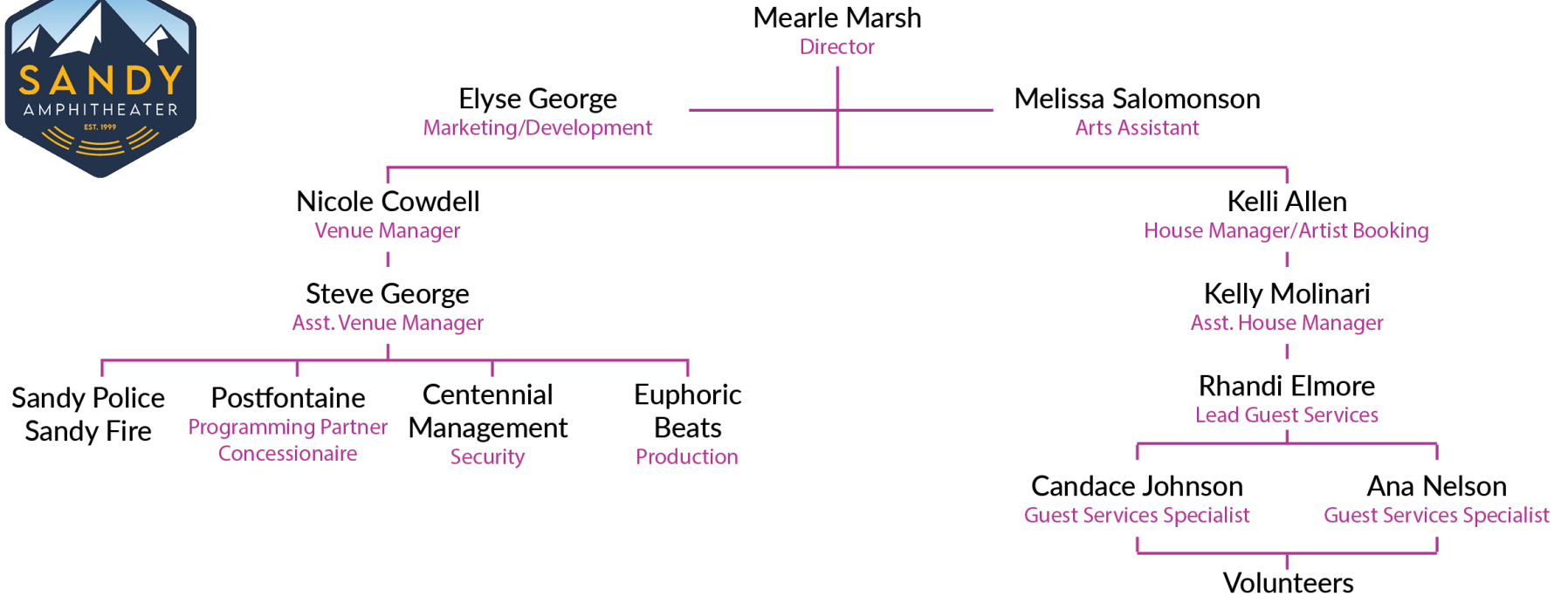
Community Rentals
3 - 5 Events

- President:** Camille Jensen
- Vice President:** John Mitcham
- Secretary:** Bryan Smith
- Board:**
- 20+ Community Volunteers
- Liaisons:**
- Kate Johnson
- Mountain West Ballet
- Charlotte Jordan
- American West
- Symphony & Chorus
- Sue Watts
- Sandy Visual Arts Show
- Zachary Robinson
- Sandy City Council

- Programming Partner:** Postfontaine
- Concessionaire:** Postfontaine
- Production Vendor:** Euphoric Beats
- Security:** Centennial Management
- Sandy Police
- Explorers
- EMTs:** Sandy Fire
- Grounds Maintenance:** Sandy Parks
- Custodial:** Sandy Facilities
- Ushers:** 100+ Community Volunteers









Programming Partnership

Programming Partnership with Postfontaine

- Local concert producer that programs multiple venues across the valley
- Professional expertise, more buying power, access to shows we've chased for years
- Maximizing the per cap revenue, thinking creatively in the venue
- Programming Partnership
 - Rental Fee per event
 - Fee per ticket sold
 - Concessions & Merchandise Revenue
- Cost Reduction
 - No artist fees
 - No production costs (sound, lights, security, hospitality, transportation, hotels)





Venue Operations

Venue Operations

- Excellent relationships with Sandy Police & Fire
- New Security Team Improvements
- Technical Production Staff
- Artist Support / Hospitality
- Completed Venue Renovations
 - Washer & dryer
 - Public bathroom expansion
 - Additional water refill stations
 - Backstage bathroom facility expansion





Rentals

Amphitheater Annual Rental Comparison

	2018	2019	2021	2022	2023
Number of Dates	13	15	18	41	36
Building Rental	\$8,520	\$14,750	\$73,750	\$317,000	\$274,800

(No events in 2020 due to COVID)

Amphitheater Event Type Comparison

2023 Season	# of Events	Expenses	Revenue	Total
Free-for-All	4	(\$35,803)	\$553	(\$35,250)
Non-PF Rentals	14*	(\$21,009)	\$22,162	\$1,153
Postfontaine Rentals	22	(\$71,265)	\$349,339	\$278,074
Sandy Produced Shows	6	(\$261,959)	\$352,459	\$90,500

(Expenses: staff, technical support, equipment rentals, marketing, security, police and fire, etc.)

(Revenue: rental fee, ticket revenues, merchandise, concessions, etc.)



Concessions

Amphitheater Concessions Comparison

	2019	2021	2022	2023
Concessions Revenue	\$34,414	\$41,207	\$97,000	\$115,743

No events in 2020 due to COVID
2021 reduced season due to COVID



CMU BLOCK
TO MATCH
EXISTING



WOOD SIDING
& SOFFIT



STEEL PLATE
ACCENTS



METAL ROOFING
TO MATCH
EXISTING

CIRQUE
STUDIO
ARCHITECTS

CONCESSIONS PAVILION | EVENING CONCERT

SANDY
AMPHITHEATER
SANDY, UT

East Hillside Renovation



House Management

House Management

- New Venue Signage
- Guest Services Staff
- Ticketmaster
 - Patron experience
 - 24/7 Organizer support
 - Significant fraud reduction
- Elevating the Patron Experience
 - Allowing outside food, drinks
 - Food delivery
 - Ride share services
 - ADA support
 - Going the extra mile



Volunteers

- **New Volunteers**
 - New volunteers every year – have to utilize a wait list for the level of interest!
 - Referrals from existing volunteers
 - Some from Red Butte because they like the vibe of our venue and feel appreciated
- **Track It Forward System**
 - Volunteer sign in / sign out, tracks hours, sends reminder messages
- **Training**
 - Customer service
 - Ticketmaster platform and scanners
- **Volunteer Appreciation**
 - Kick-off breakfast, periodic dinners & treats before shows, wrap-up awards dinner
- **Volunteer Duties**
 - Ushering, scanning tickets, patron support, trash pick-up, ID checks/wristbands



Amphitheater Volunteer Comparison

	2019	2021*	2022	2023
# of Volunteers	98	84	88	102
Hours Worked	4,400.5	2,913	4364	4362
Avg Hours/Volunteer	44.9	34.7	49.6	42.8
# of New Volunteers			24	24

No events in 2020 due to COVID

* Reduced Season due to COVID



\$137,228.52

Independent Sector Value for Utah \$31.46/hour



Booking for 2024

Booking

- Currently on sale – The Piano Guys (4 shows)
- Postfontaine – offers out for 25+ shows, several are confirmed
- Sandy – offers out for 6 shows, more in the works
- Booking goals for in-house produced shows
 - Filling programming gaps in genre, demographics, and pricing
 - Reaching out to long time patrons
 - Old favorites
 - New affordable entertainment





2023 Summer Concert Series

Continued Diversity in Programming

- All ages from Gen Alpha to Baby Boomers - music spanning the last 50 years, from the 1970s to today: top 40, country, classic rock, alternative, folk, easy listening, etc
 - Filling in gaps and missing segments from past programming
 - More inclusive and serving a larger portion of the community
- “I didn’t even know this venue was here.” / “There’s never been a show I wanted to see here before now.”
- “I only know 4 of these bands” – that’s actually GREAT!
- There is really no other venue in Utah producing this WIDE of a range of programming
 - Music icons & national tours, local artists, free community events – all on the same stage!
- Developmental Impact: Sponsors & Grants



2023 Schedule

5/12 Jazz in the Park **FREE**

5/24 Love & Rockets

5/29 Direct From Sweden:

The Music of ABBA – **Sold Out**

6/1 Melanie Martinez – **Sold Out**

6/9 Senior Center Talent Show **FREE**

6/10 Rodrigo y Gabriela

6/12 Dwight Yoakam

& Emmylou Harris – **Near Sell Out**

6/29 Kelsea Ballerini – **Sold Out**

7/1 Lyle Lovett & His Large Band

7/6 American West Symphony **FREE**

7/12 Air Supply – **Sold Out**

7/18 Charley Crockett – **Sold Out**

7/30 Lukas Nelson + POTR

8/1 Ween – **Sold Out**

8/2 Andrew Bird

8/3 The String Cheese Incident

8/9 Australian Pink Floyd – **Sold Out**

8/11 Lost 80's Live

8/19 Peter Frampton (Cancelled)

8/21 Rebelution – **Sold Out**

8/31 Goo Goo Dolls & O.A.R. – **Sold Out**

9/1 Tash Sultana – **Sold Out**

9/8 Peter Breinholt

9/9 Zeppelin USA – **Sold Out**

9/11 Open Mic Night **FREE**

9/22 Justin Moore

9/23 The Lower Lights

10/5 & 7 Ben Rector – **Sold Out 10/7**

10/6 Justin Moore – **Sold Out**

10/13 Midland – **Near Sell Out**

10/14 Jake Scott – **Near Sell Out**

28 Ticketed Concerts and 4 Free Events





Ticket Sales

Ticket Sales Comparison

	2018	2019	2021	2022	2023
# of Tickets Sold	36,392	40,313	26,897	72,090	62,014
Avg tickets sold/show	1456	1550	1793	2184	2297

No events in 2020 due to COVID
2021 was a reduced season due to COVID

- **13 Sold Out Shows (46% of season)**
 - 5 additional near sell outs or 2000+ tickets sold
 - 64% of season 2000+ tickets sold
- **Average Tickets/Show: 2297**
 - Highest per/show attendance ever
 - Attendance range: 1383 – 2766
 - Median: 2490
- **Ticket Prices**
 - Lawn tickets as low as \$15
 - P1 as low as \$22
 - 4 free events





Marketing & Communications

- Think Like a Patron
 - Patron experience also includes how we communicate from beginning to end
 - Reducing pain points/confusion
 - Brand voice
 - Quick responses on social
 - Coordination with house & venue management
 - Chatbot
 - Know Before You Go
- Facebook Followers
 - **21,000+**
 - **26% increase** from Nov 22 (13% increase in 2021-22, doubled rate of growth)
- Instagram Followers
 - **Almost 6,000**
 - **91% increase** from Nov 22 (34% increase from 2021-22, **tripled the rate of growth**)
- Email List
 - Organically grown from **350 to 9000+** in one year, **525% growth**
 - 100% opt-in subscribers, not from customer lists
 - Open Rate: **54.7%**
 - Industry/peer average: 31.8%
 - Click Rate: **10.1%**
 - Industry/peer standard: 3.5%
- Agile Marketing Strategy & Spend: Work & Spend Smarter
- Local Presale Access
- Website Redesign
- New Logo
- ZAP/SL County Marketing Presentation





Community Feedback

- City Weekly's Best of Utah
 - Best Views for Live Music (2022)
 - Top 3 Best Outdoor Music Venue (2022 & 2023)
- Fox13 (May 2023):
 - "A hidden gem in the middle of Sandy"
- Axios (June 2023)
 - "Utah's most underrated concert venue"
 - "Sandy Amphitheater is giving Red Butte a run for its money, with stunning mountain and sunset views and excellent creature comforts."
- Salt Lake Tribune (June 2023)
 - "The Sandy Amphitheater made for the perfect venue. The sight lines are better than most outdoor venues, and there isn't a bad seat in the house."



✕  **Danny LaDue**
Local Guide · 12 reviews

★★★★★ 5 months ago

I've been dreading going to this venue, I've grown so tired of the Red Butte experience. But Sandy Amphitheater was fantastic. Easy in, easy out. The seats were comfortable and the leg room was AMAZING. Yes, I said seats. No more fighting off some wine-drunk soccer mom because my blanket touched the piece of lawn she'd been saving for 15 seconds. And the concessions were a breeze! Order on the phone, they're calling my name 2 minutes later with my order ready to pickup. And needless to say, Dwight Yoakam rocked the house.

✕  **Morpheus X**
Local Guide · 135 reviews

★★★★★ 4 months ago

The Sandy Amphitheater is a superb venue. The amphitheater itself, along with its picturesque surroundings, is absolutely stunning. Additionally, the volunteers are exceptionally friendly and supportive, and the restroom facilities are well-maintained and hygienic. I wholeheartedly recommend attending a show at the Amphitheater.



The best show! I always love Ben Rector.

Sandy amp has become my absolute favorite concert venue! From being able to bring in food, but still having options there to your amazing staff. The bathrooms and venue are clean and well kept. I've had nothing but wonderful experiences and can't wait to see next year's lineup!

✕  **SR**
19 reviews

★★★★★ 3 months ago

Incredible venue! No line to get in, friendly staff, super helpful and efficient. The only concert where there wasn't a line for the bathrooms and only waited 5 mins to get a drink which was reasonably priced. Everything ran like clockwork! I'm excited to come back for another show! Thanks Utah!



Super fun! Just moved to town from Boise and stoked to have such a nice venue so close. I think I'm gonna like it here... 🎵

✕  **Jeremiah Smith**
16 reviews

★★★★★ a month ago

I've never been to a venue where the crew were not only accommodating but also eager to jump in and help. We didn't have an ADA ticket but last minute someone joined our group who is in a power chair. The crew not only took initiative with helping but made the whole experience and easy one.

✕  **Clint Broderick**
Local Guide · 66 reviews

★★★★★ a month ago

First time at the Sandy Amphitheater and it was terrific. It's a beautiful venue. The sound system is great. The grounds are very well maintained and there's not a bad seat in the house. All the staff that we interacted with were very helpful and friendly. I am happy to recommend this venue.





Sandy Amphitheater | June 2023

THANK YOU!

Questions?

