

THE WORLD CHILDREN'S CENTER Columbus, Georgia

The World Children's Center was seeking to create a community for disadvantaged children. The Center will be located on 910 acres in Callaway Gardens in Pine Mountain. As part of this project they were seeking to develop an amphitheater or performing arts venue that can both act as a source of revenue for the Center and provide an outlet or medium by which the Center's mission and cause can be publicized. Intended to be approximately 5,000 to 7,000 seats, this arena has the potential to become a major venue in the Atlanta area.

RCLCO was retained by the Center to provide input into the planning of this amphitheater or performing arts venue. Our objective in this engagement was to conduct a preliminary market analysis to determine the type and level of opportunity that exists for such a facility. To gain an understanding of this opportunity and demand potential for such a facility we conducted a series of case studies of comparable facilities and an application of the findings of the case studies to the local Atlanta and Callaway Gardens markets. We also conducted interviews with local performing arts venues of comparable scale and magnitude to understand general performance trends and with regional arts and concert organizers to understand potential levels of opportunity in the market, potential market niches and other key issues.

Identified applicable projects that may have similarity to the planned World Children's Center. What sort of Public interface (like the proposed concert facility) did they have, if any? If any, how have they fared? What are their characteristics? What are the "lessons learned".

RCLCO provided recommendations relative to the overall level of opportunity for the proposed venue, target market audiences, estimated demand potential, potential revenue sources, target niches to explore and potential marketing strategies.



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