Executive Summary

Stone Mountain Village Outdoor Performance Venue

Preliminary Market Demand & Feasibility Assessment

Market Opportunity

The preliminary assessment identifies a moderate-to-strong opportunity for Stone Mountain to develop a flexible outdoor cultural and performance venue that enhances the visitor experience, strengthens community identity, and supports downtown economic development.

While the City's population of approximately 6,562 cannot independently support a large performance venue, proximity to metropolitan Atlanta, Stone Mountain Park's established tourism draw, and the Village's existing arts community create opportunities to attract regional audiences and generate incremental downtown activity.

The recommendation is to develop a flexible community and cultural venue rather than a traditional commercial amphitheater, complementing Stone Mountain Park's entertainment offerings with authentic cultural experiences, intimate performances, and community events.

Recommended Development Concept

The proposed Stone Mountain Community & Festival Lawn would feature:

- Site: Approximately 2.5–4 acres, preferably around 3 acres.
- Capacity: 1,200–1,500 attendees, expandable to 2,000 for selected events.
- Infrastructure: A 2,500–4,000-square-foot covered stage, permanent utilities, backstage facilities, restrooms, and event support.
- Flexible design: Landscaped lawn seating accommodating smaller theatrical performances, concerts, festivals, and community gatherings.

The emphasis is on creating an attractive public space that serves residents year-round while supporting diverse cultural and tourism programming.

Market Demand and Economic Benefits

Once established, the venue could support approximately 35–50 programmed event days annually, generating an estimated 25,000–45,000 attendee visits. These preliminary estimates require further validation.

Programming opportunities include community concerts, Shakespeare in the Park, cultural festivals, theatrical performances, outdoor movies, and private events. A signature Stone

Mountain Summer Arts Festival, potentially developed with ART Station, could establish a distinctive cultural identity.

Financial feasibility should recognize that the venue may not generate an attractive standalone operating return. Its broader value lies in increased downtown visitation, restaurant and retail spending, longer visitor stays, incremental hotel demand, and opportunities for adjacent private investment.

Development Alternatives and Next Steps

Three concepts warrant further evaluation:

- Cultural Lawn + Pavilion: Flexible 1,500-person venue, expandable to 2,000, with permanent stage infrastructure.
- Arts + Food + Performance Commons: Smaller 750–1,200-person venue emphasizing dining, markets, and downtown activation.
- Festival Grounds: Larger flexible event space accommodating occasional events exceeding 2,000 attendees.

The next phase should validate market demand, programming partnerships, capital costs, operating requirements, and economic impacts to identify the most financially sustainable development concept.

Overall Recommendation

The assessment supports advancing the project into detailed feasibility and development planning.

The opportunity extends beyond constructing a performance venue. It is to create a distinctive cultural destination that complements Stone Mountain Park, strengthens the Village's identity, and generates sustained economic activity for downtown businesses and the broader community.