

HISTORIC
OAKLAND

FOUNDATION

Oakland Cemetery & Its Economic Impact

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How many ways can Oakland be a part of someone's story?

- As a volunteer or visitor...
- As a celebrant or guest...
- As a nearby diner, shopper, or bar-hopper...
- As a neighbor...

Volunteers & Visitors: Oakland By The Numbers

- Annual revenue: \$5,052K
- Annual visitors: ~125K
 - Event attendees, dog walkers, picnickers, runners, families, and more
- Major annual revenue drivers:
 - Event and Program Admission: \$770K
 - Illumine (7K attendees)
 - Spirit of Oakland (8K attendees)
 - Plant Sale: \$150K
 - Visitor Center Sales: \$125K

Celebrants & Guests: New Event Spaces In Progress

- Two event space projects
 - Bell Tower renovation
 - Event space for 120 standing or 60 seated people
 - New Visitor Center with event space
 - Event space for 325 standing or 200 seated people
- Will welcome a variety of events like weddings, birthday parties, and corporate events at rental cost of \$500 to \$3K for the Bell Tower and TBD for the Visitor Center

Celebrants & Guests: How Does Oakland Compare?

- In the Atlanta area:
 - Atlanta History Center: \$10K-\$12.5K
 - Historic Freight Depot: \$11K-\$25K
 - Woodruff Arts Center: \$3K-\$9K
- US cemeteries that allow weddings:
 - Bonaventure Cemetery (Savannah, GA): \$75+ per hour
 - Old City Cemetery (Lynchburg, VA): \$700-\$1.2K
 - Lakewood Cemetery (Minneapolis, MN): \$995
 - Forest Lawn Memorial Park (Glendale, CA) : \$3K-\$7K

Celebrants & Guests: Event Revenues

- Catering: \$10-\$150 per person
 - Drop-off: \$10-\$35
 - Buffet or sit-down: \$30-\$150
- Waitstaff wages: \$20-\$30 per hour
- Minimum estimated revenue for a 50-person 4-hour sit-down wedding reception: \$4.9K
 - Food and drink: \$85 per person
 - Waitstaff (1 per 10 guests): \$25 per hour
 - Bartender: \$25 per hour

Diners, Shoppers, & Bar-Hoppers (Neighbors, Too): Indirect Impact

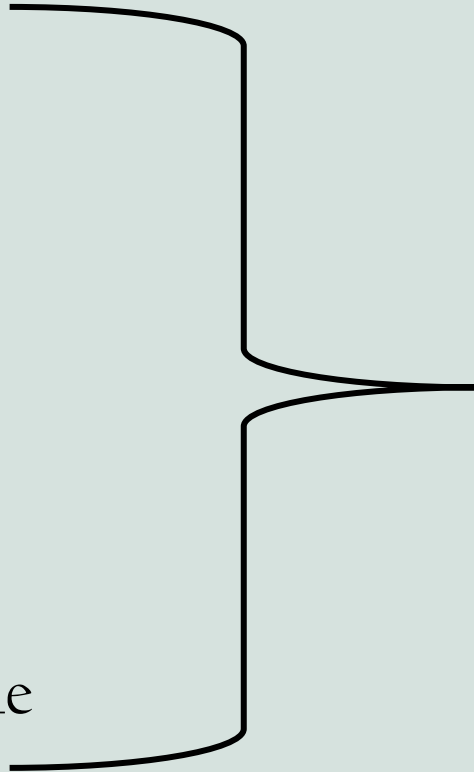
- Retail and dining
 - Dining partnerships
- Supporting businesses and services
- Rental housing development and prices
- Property values

Oakland Area Development Timeline



Diners & Bar-Hoppers

Restaurants

- Six Feet Under
 - Tin Lizzy's
 - Republic Social House
 - Das BBQ
 - Doc Chey's
 - Agave
 - FirePit
 - Milltown Tavern
 - Other restaurants within a 0.3-mile radius
- 

Oakland's Annual Impact:
\$500K+

Neighbors: Rental Housing Development

- New complexes built/developed
 - Fulton Cotton Mill Lofts (~1997)
 - Pencil Factory Lofts (2009)
 - Lumen Grant Park (2018)
 - Platform Grant Park (2018)
 - Marchon (2022)

Average Rent (Oakland-Adjacent vs Zip Code 30312)		
Type	Average Adjacent Rent	Average 30312 Rent
Studio	\$1,650	\$1,623
One Bed	\$1,885	\$1,770
Two Bed	\$2,348	\$2,282

Rental home price per square foot



Neighbors: Property Values

- Home values in Oakland's zip code:
 - 22% higher than overall Atlanta home values
 - 14%-86% higher than all adjacent zip codes except 30317 (9% lower)

Area	Neighborhoods	Average Home Value
Atlanta		\$374K
30312	Old Fourth Ward	\$455K
30303	Downtown	\$245K
30315	Lakewood Heights	\$248K
30316	East Atlanta, Cabbagetown, Reynoldstown, Ormewood Park	\$398K
30317	Edgewood, Kirkwood, East Lake	\$501K

Neighbors: Property Values

- Average home value within one block of Oakland: \$404 per ft²

\$404

\$221

\$288

\$300

\$358

Next to
Oakland



Away from
Oakland

Further Work To Be Done

- Shoppers: Supporting Businesses and Services
 - Grant Park Market
 - Shep's Ace Hardware Grant Park
 - Other retail
 - Services like Lush Nails, Ideal Barbershop, and Vibe Ride