



THE BACKYARD

OPENING 2021

Learn more about Pittsburgh's newest farm-to-table meets concert venue experience - right in your own backyard!

[Knight, Sarah](#)
Venues Design &
Administration

Introducing Pittsburgh's Newest Venue

With no strong mid sized venues in the Monroeville area, The Backyard will combine a daily menu of freshly prepared farm-to-table cuisine, with prime views of our main stage - featuring touring acts from across the country in every genre. Allowing patrons to answer the question of "do I go out to dinner or do I watch the show", The Backyard will combine both experiences for an all encompassing experience. See your favorite acts in a space as comfortable as your own backyard.

Our location across from Miracle Mile mall in the former Jonnet Development Center will be able to accommodate parking as well as ease of access from both 376 and the PA Turnpike. The newly designed 20,000 square foot venue will feature high ceilings, designed for optimizing acoustics across the venue, modern décor and a natural feel. Our floorplan, with two raised tiers of restaurant seating mimics the bowl seating of an amphitheater, without the dangers of a sudden Pittsburgh downpour.

Natural touches will reinforce our "backyard" feeling. Garage door windows will be able to be opened on nights without shows to allow fresh air into the venue, and décor will be designed around a backyard aesthetic - just upscale.

With a menu focused on showcasing local producers, we will be able to support the greater Pittsburgh regional economy even on nights without a headlining show. In addition to the tiered restaurant seating, there will be a large open floor for those who want to get up close to their favorite acts. For those who choose to remain at their tables, the acoustic and visual design, taking advantage of the natural hill of the Jonnet Complex, will provide clear views and sound regardless of which table you choose.

Capacity

The Backyard will be able to host 500 seated patrons. Tiered seating sections can be closed on non-concert nights to provide a more intimate restaurant experience with a more limited staff. Our stage features two green-rooms and a private backstage bathroom.

Events

We will host public concerts, standard restaurant dining, and are bookable for private events utilizing the entire facility or just a single tier of seating (for rehearsal dinners and more).

Marketing

Due to the highly visible location at the corner of Stroschein Road and William Penn Highway, The Backyard will benefit from natural advertisement during our construction process. In addition, we will be heavily advertising our opening night acts with City Paper and the Trib. Finally, all shows will be advertised in both media outlets, as well as through radio and social media platforms.

In addition to advertising for our public shows, we will also advertise through local bridal showcases and planners to book private events. Additionally, we will work with Pittsburgh Magazine and City Paper to promote our restaurant on non-event nights.

Ownership

This is a privately held venue financed through an LLC of locally interested parties. An on-site manager will be hired to oversee the booking of live shows, management of the restaurant and securing private events. Our staff will consist of our on-site manager, three mid-level managers to assist with day-to-day operations of each area of operations, event staff, restaurant staff and a marketing and promotions department to ensure our success. Phase I construction is sponsored by PJ Dick and PNC bank.

Conclusion

As we enter our construction phase, we hope for support from our local community and corporate sponsors. We hope to see you in The Backyard soon!