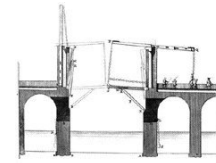


ASHEVILLE

“a hip, hot town for
music” needs
an amphitheater
on the river



Presented
by



Public Interest Projects, Inc.



Remember how it was









**In just over 20 years
we've gone from this**



to this





**Live music
played a big part in changing our
image**





High-country hip

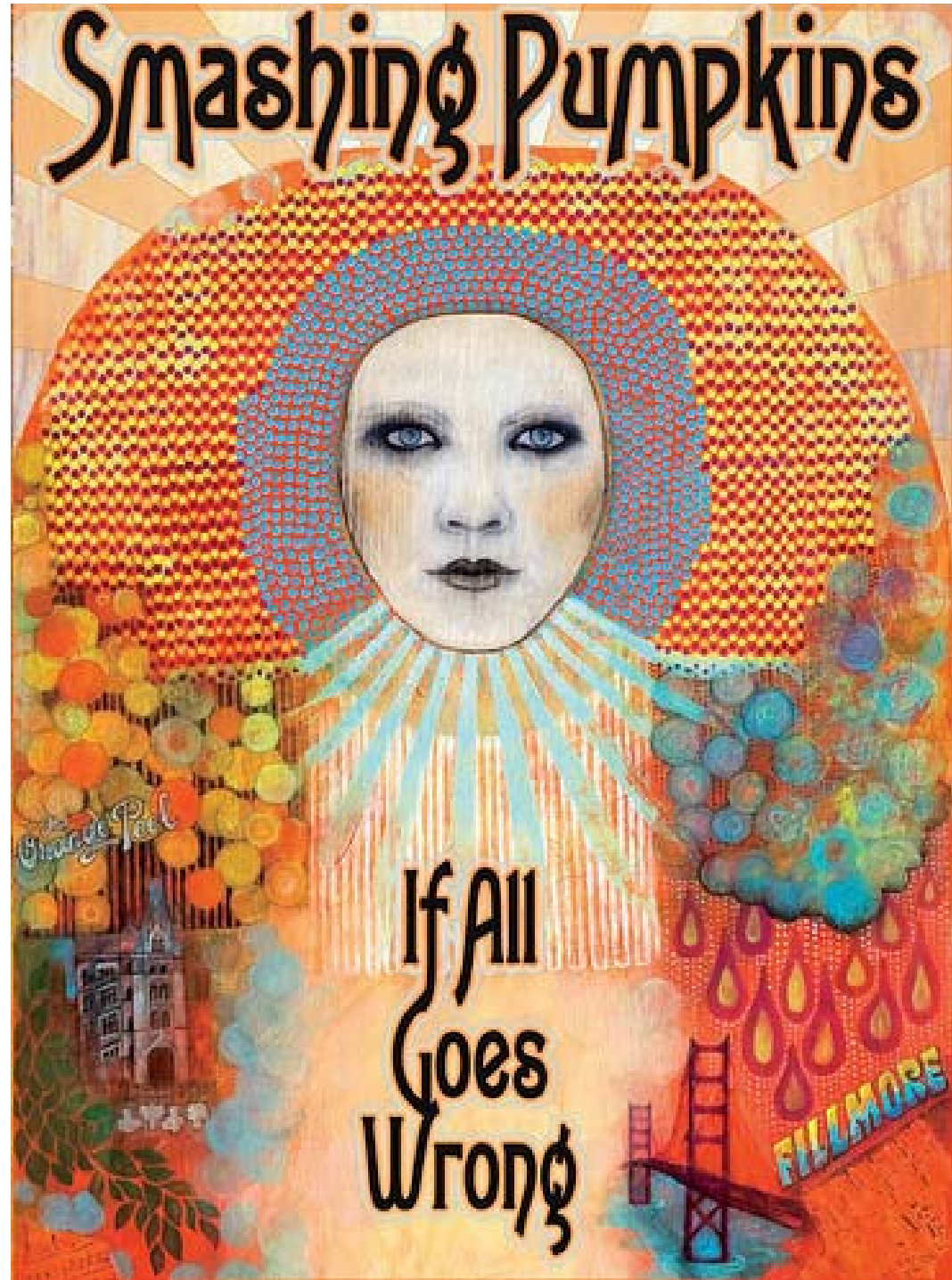
ASHEVILLE, N.C. — “It's almost the midnight hour on a Saturday night, and the **Orange Peel** club is rocking.

This once down-on-its-heels city of 70,000 nestled in the Appalachian Mountains is morphing into one of the South's hippest hangouts. Coffee bars, trendy eateries, music clubs and galleries have taken up residence in the glorious art deco buildings that fill the downtown. And artists and musicians are arriving in droves.....

But **perhaps the biggest surprise is the depth of the music scene.**dozens of venues have live music weekly.”

**Live Music
generates
huge positive
buzz
for our city**

Asheville



**San
Francisco**

Raleigh: Raleigh News & Observer music critic David Menconi

“**Argh!!!**” “....Once again, we've missed out on another hot alternative-rock act's to **Asheville.....**”

Nashville: (*All the Rage* (their *Mountain Xpress*)) interviewing new club owner: “We’re opening our new club, City Hall, because **we’re tired of bands stopping in Nashville for a hamburger on their way to Asheville.**”

Charlotte: “The N C Music Factory will cover 35 acres, cost \$27 million and have 7 venues. ...Charlotte seems like a weird place to put a giant music center.**Everybody knows Asheville is the place to go for music in NC.**”

Since 2000



has been named

#8 "Best Places to Live" - MSN/Sperlings Best Places

"Top 20 Best Places to Retire in the World" - Barron's

#1 (of 25) Small City Arts Destinations – American Style

Top 10 Great Adventure Towns - National Geographic

Top 8 Great Walking Towns - Where to Retire Magazine

Happiest City in the United States – Self Magazine

Top 15 Most Desirable Places to Live - Harris Poll list

Ten Best Outdoor Towns – Outside Magazine

#1 Urban Haven in the World – Wallpaper Magazine

Top 10 Healthiest Places to Live – Kiplinger's

America's Best Vegetarian-Friendly Small City – PETA

#7 Smartest Places to Live - Kiplinger's

#6 Best Places to do Business –Forbes Magazine

Top 8 Places to Buy Real Estate- –MSNBC

Top 12 Travel Destinations in the World –Frommer's "Best Southern Town" –
Outside Magazine

20/20, Asheville "The happiest place to live in America!"

Top 35 World Destinations- National Geographic Traveler

"Beer City USA " - edging out Portland, Philadelphia, & San Diego

Frommer on 'Good Morning America': Asheville is 2015's No. 1 travel destination



“Everyone's talking about Asheville.the crunchy bohemian culture... the burgeoning community of artists.....the walkable historic downtown with evolved Southern cooking and Malaprop's, one of America's great independent bookstores. Whatever the reasons, Asheville's national profile has risen to qualify it as the **Austin of the East** —accessible, youth-friendly, affordable, and the place to go for a sweet lifestyle.”

(Coincidentally, Austin is revered as the “Live Music Capital of the World”.)

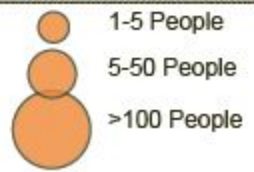
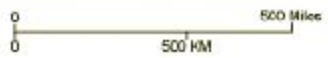


Since 2000, music listings and live music club ads in *Mountain Xpress* have exploded

By 2014, the number of pages listing music events and venue ads had

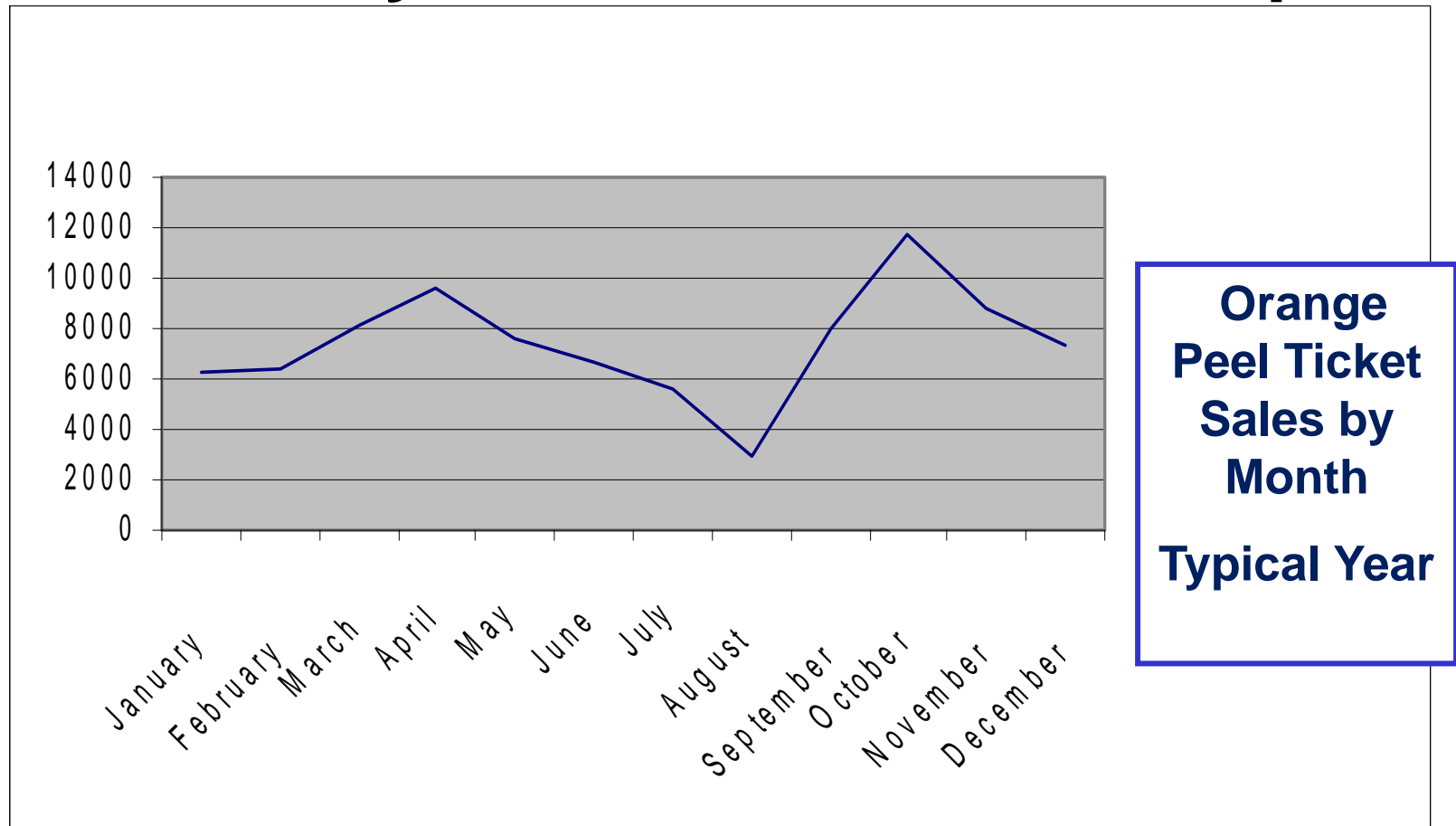
TRIPLED

Orange Peel Patron Origin Map



Visitors come from all over the US

but every summer the music stops



because touring artists play outdoor venues in the spring and summer

Cities all over the Southeast have amphitheaters capable of hosting national touring acts



Nashville
Charlottesville
Charlotte
Raleigh
Jacksonville
Atlanta
Birmingham
Mobile
Montgomery
Greenville/Spartanburg



Miami
Tallahassee
Charleston, SC
Nashville
Memphis
Norfolk, VA
Richmond
Augusta
Louisville
Tampa



Asheville with the Southeast's best weather, best mountain scenery, and a beautiful river, has no amphitheater like these:



We would like to explore creating a public/private partnership dedicated to giving Asheville an amphitheater on the river.

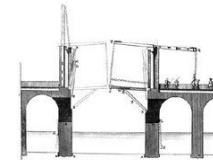
Public Partners?:



The Buncombe County
Tourism Development Authority
(BCTDA)



Private Partners?:



Public Interest Projects, Inc.



Others?



About AC Entertainment

AC Entertainment is internationally recognized as an innovative leader in creating, producing, booking, and promoting world-class live entertainment experiences - from festivals and concerts to all types of special events.



Pollstar top 40 ranking promoter in the world

1,000+ concerts presented nationally each year

Over **23 years** industry experience

BCA 10 Leadership Award Recipient
(Best Businesses Partnering with the Arts in America)

Co-Founders of the **Bonnaroo Music & Arts Festival**[®]

Founder of the internationally-renowned **Big Ear Festival**

Producer of the highly acclaimed **Forecastle Festival**

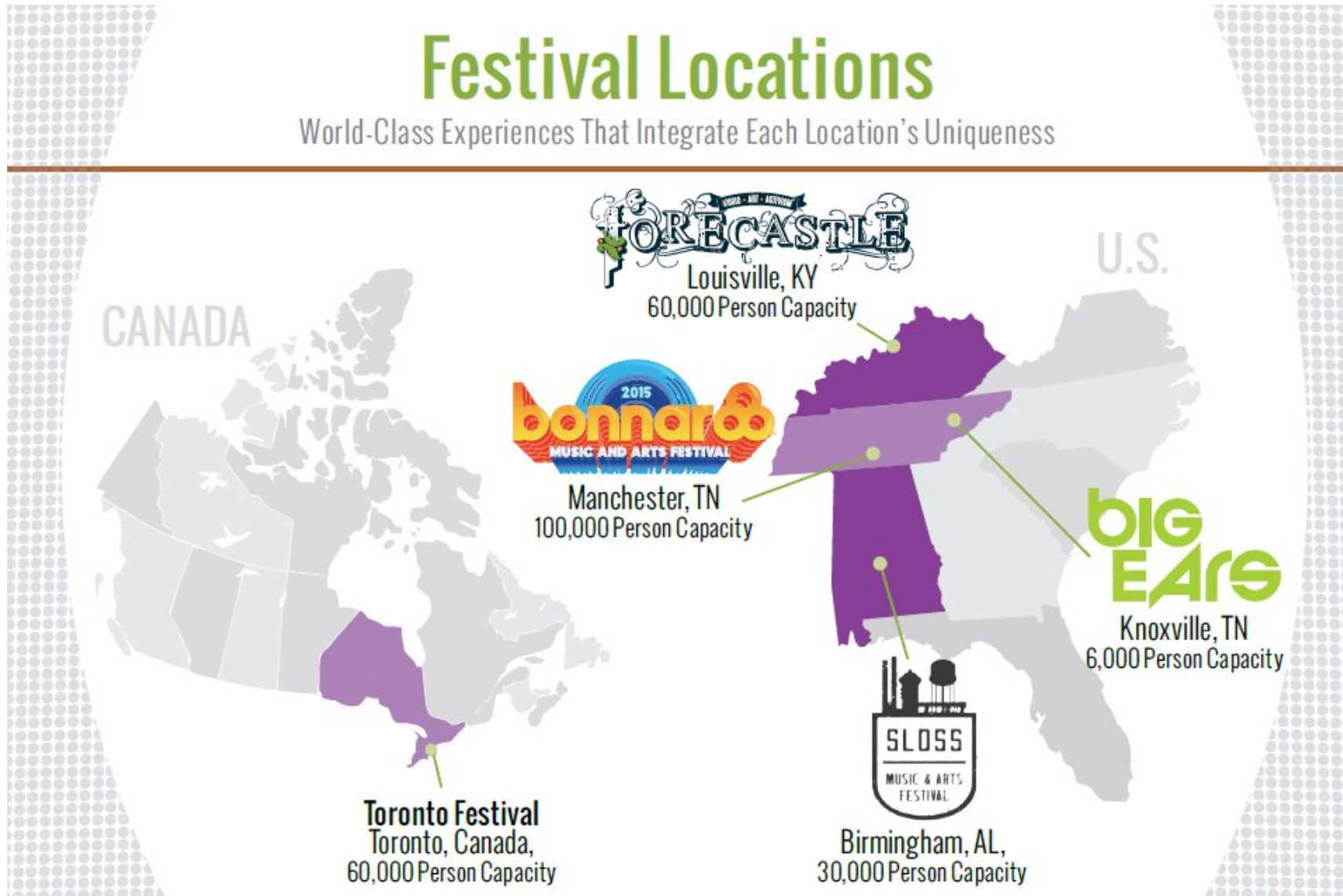
Venue management division operates two beautiful historic theaters - **The Tennessee Theatre** and the 105-year old **Bijou Theatre**.

Outdoor venues/events managed and programmed by



Festival Locations

World-Class Experiences That Integrate Each Location's Uniqueness





“One of the 50 Moments that changed the History of Rock & Roll” -*Rolling Stone*

100,000+ fans & 150+ artists annually

Established: 2002

Location: Manchester, TN

Attendees from 50 states & 28+ countries

North America's largest camping music festival, the 800+ acre footprint becomes the 7th largest population in Tennessee during the 4-day event.

Past Artists Include:

Paul McCartney, Elton John, Tom Petty & the Heartbreakers, Lionel Richie, Bruce Springsteen, Phish, Metallica, Red Hot Chili Peppers, Jack White, Jay-Z, Radiohead, the Kings of Leon, The Avett Brothers



A Meaningful Impact

“As soon as the (Gentlemen of the Road) tour was announced, we started getting calls from the hotels saying, ‘we’re sold out, we’re sold out, every hotel in our town is sold out’...”

-Leah Ross, Executive Director, Birthplace of Country Music

Bonnaroo Music and Arts Festival



Manchester, TN

\$51.1 Million

economic impact on the State of Tennessee
\$37.2 Million economic impact on Coffee County

Forecastle Festival



Louisville, KY

\$14.1 Million

economic impact on the City of Louisville, KY
\$460 thousand impact on local employment

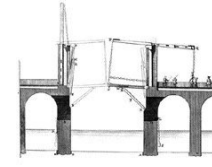
Gentlemen of the Road Stopover



Bristol, VA

\$8.1 Million

economic impact on the City of Bristol*
\$4.1 Million economic impact on the State of Virginia



Public Interest Projects, Inc.



Best 5 Live Music Clubs in the U.S.

Stubb's Bar-B-Q
Austin

The Orange Peel
Asheville, North Carolina

Bowery Ballroom
New York

The Magic Stick
Detroit

The Norva
Norfolk, Virginia



**Nominated for
Live Music Club of
the Year**

2014

9:30 Club | Washington, DC

First Avenue | Minneapolis

House Of Blues Boston | Boston

Joe's Bar | Chicago

The Orange Peel | Asheville

The Pageant | St. Louis

Terminal 5 | New York City

and



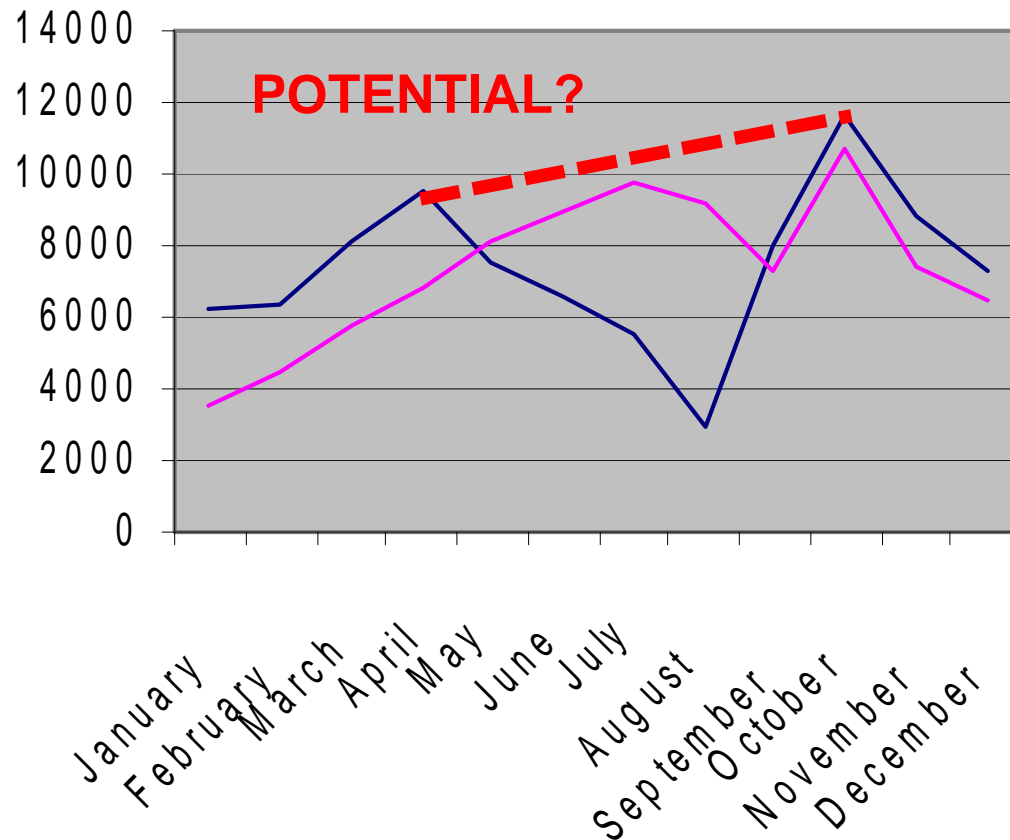
We have a beautiful river, a great site and a willing partner in RiverLink



Amboy Road



A public/private partnership.....




Live Music Ticket Sales by Month v. Lodging by Month w/Potential Effect

.... can get the music going again.


U. S. Performing Arts Tourism


2006 study by Lang Research

Over a 2 year period:

 over 14,000,000 million Americans attended a performing arts event while on an overnight trip.

 **the vast majority of them (74%) attended a music event**

 they had higher education and income levels and traveled more often than the average US pleasure traveler

 **nearly half (46.9%) reported that an event was main reason for taking 1 or more trips in last 2 years.**

We have found other potential sites if Amboy Road won't work





Preliminary numbers:

**-a 3,000-4,000 capacity, partially covered amphitheater
would likely cost \$6-8 million**

**-Expected to host 20-25 national acts annually
2,500-3,000 average attendance
50,000-75,000 fans**

**-Expected to host 25-40 local events
1,500-2,000 average attendance
40,000-80,000 attendees**

**Fiscal impact = 2 - 3 Southern Conference Tournaments
\$8-\$12 million annually**

*Numbers to be confirmed by economic impact analysis as part of due diligence



COMMUNITY BENEFITS OF A RIVER AMPHITHEATER

Provides a venue for community events and performances

Helps non-profits raise money

Connects the community to cultural experiences

Significant economic impact with low overhead expenses

Preserves park land and outdoor space

Provides community access to and connection with river



In the old days Asheville:

- had a history of great one-off visits
- never had a nationally-known venue
- not yet “a hip, hot town for music”

But we had a public facility that could host Elvis.

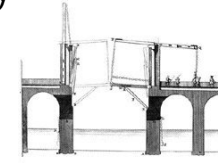
A public/private partnership could give our community an amphitheater

ASHEVILLE

“a hip, hot town for
music”
needs an
amphitheater



Presented by



Public Interest Projects, Inc.

