

# Buncombe County Board of Commissioners AACPA



1/20/15

ARCA  
DESIGN

PERFORMANCE CENTER - CONCEPTUAL RENDERING

NORTHEAST PERSPECTIVE 42

# Buncombe County Board of Commissioners

## AACPA

### Asheville Area Center of the Performing Arts (AACPA) Meeting Objectives

- Establishment of Working Group to Achieve \$4.5M/20 Years
- Advocacy of Buncombe County Board of Commissioners

# Buncombe County Board of Commissioners

## AACPA

### Establishment of Working Group to Determine how \$4.5M for 20 Years (County Borrowing Rate) Will Be Raised

#### Potential Sources of Funding

Parking	\$0.500M	100k cars x \$5
Premium Parking	\$0.540M	180 events x 200 spaces x \$15
Ticket Surcharge	\$0.800M	200k tickets x \$4
Naming Rights	\$0.250M	\$5M annualized over 20 years
Private	\$0.750M	\$15M annualized over 20 years
Corporate / Grants	\$0.250M	\$5M annualized over 20 years
Public	??	
TDA	??	
<b>TOTAL</b>	<b>\$3.090M</b>	

# Buncombe County Board of Commissioners

## AACPA

### Public and Private Financing of Performance Centers

- Durham Performing Arts Center (DPAC), 2008 - Total \$46.5M: Public – 84%, Private – 16%
- Tanger Performing Arts Center (Greensboro), 2016 - Total \$65.0M: Public – 46%, Private – 54%
- Humanities and Fine Arts Center (Wilmington), 2015 - Total \$49.9M: Public – 100% (Private unknown)
- Blumenthal Performing Arts Center (Charlotte), 1986 - Total \$62.0M: Public – 48%, Private – 52%
- Peace Center (Greenville), 1990/2014 - Total \$42.0M: Public – 30%, Private – 70%
- Sandler Center (Virginia Beach) 2007 - Total \$47.5M: Public – 74%, Private – 26%
- Duke Energy Center for the Perf. Arts (Raleigh), 1997 - Total \$35.0M: Public – 60%, Private–40%

# Buncombe County Board of Commissioners AACPA

Of the Top 10 North Carolina Municipalities,  
Asheville is the Only City Without a Performance Center,  
With Greater than a 1,000 Seats,  
Built to be a Performance Center

# Buncombe County Board of Commissioners

## AACPA

### Thomas Wolfe Auditorium

- Built 1940 as a “Gymnatorium”
- Renovated in 1974 from Flat to Raised Floor
- Since 1999, Three Studies Recommend Building a New Performance Center and One Cites “Severe Structural and Design Problems”
- December 2014 – January 2015, City Releases RFP for Renovation Estimates of Thomas Wolfe

# Buncombe County Board of Commissioners

## AACPA

### **“From Hope to Headache” \***

**1974:** “Congratulations — you’ve built yourselves a nice garage.” Bob Hope

**1997:** Hunter Interests (Hired by the City) issues its first report - A revamped convention-and-exhibition facility would significantly enhance the city’s ability to attract conventions and trade shows, the report predicts.

**1999:** Hunter Interests issues its final report, which recommends keeping the arena function downtown and building a new (performance) facility, rather than renovating the existing one.

**1999:** Highland Group (TDA) issues its report, which declares the Civic Center obsolete as a multi-use facility.

**2002:** Heery report recommends (to the City) renovating the arena portion of the existing Civic Center and building a new performing-arts center. Renovating the Thomas Wolfe Auditorium isn’t feasible, the report concludes.

# Buncombe County Board of Commissioners

## AACPA

### **“From Hope to Headache” \***

**2003:** Council fails to reach consensus on what to do but agrees to send a resolution to the State Legislature asking for a “menu of options” (read “taxes”) to help fund the renovation.

**2005:** The Civic Center Commission issues a white paper on the facility’s infrastructure needs, citing “severe structural and design problems” and calling for immediate action.

**2008:** Jack Meyer of Nederlander Productions announces they will not return to stage Broadway productions in the Thomas Wolfe because of “limitations in the theatre.”

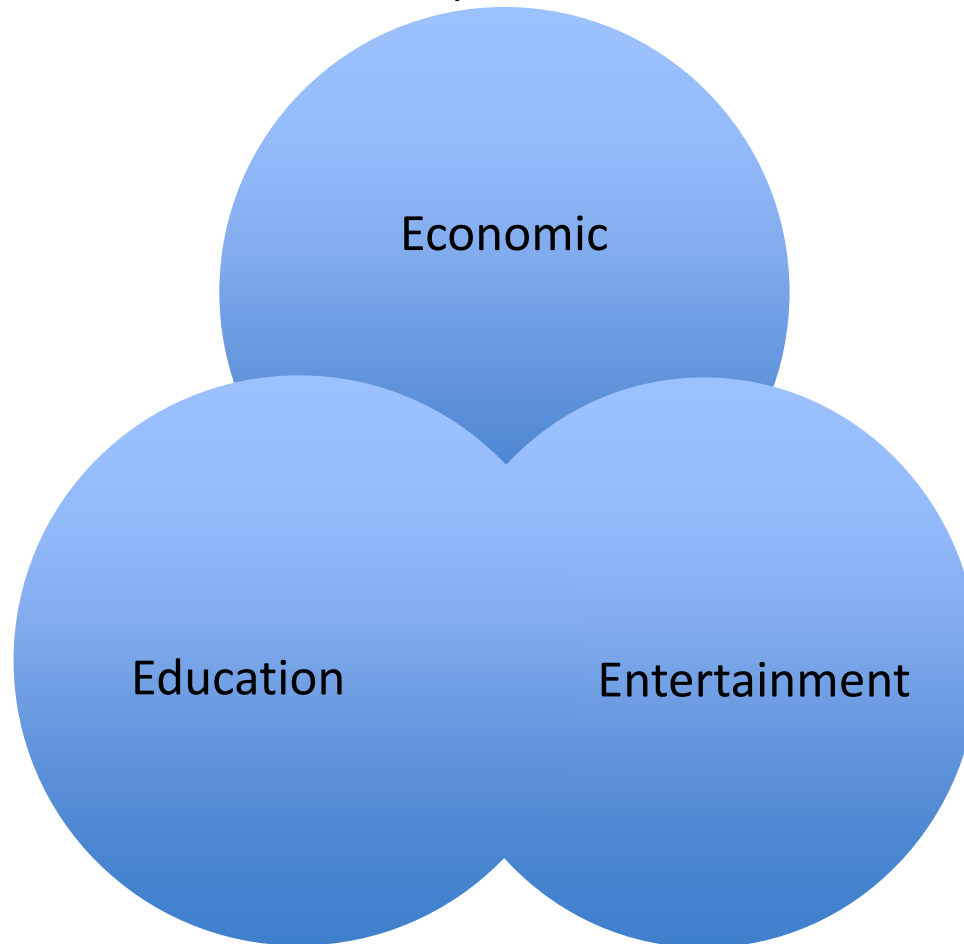
**2014/15:** City requests RFP’s to renovate Thomas Wolfe. Quote to paint ceiling “below \$0.5M.”



# Buncombe County Board of Commissioners

## AACPA

Benefits to Asheville and Buncombe County



# Buncombe County Board of Commissioners

## AACPA

### Benefits to Asheville and Buncombe County



**Economic**

#### Buncombe County

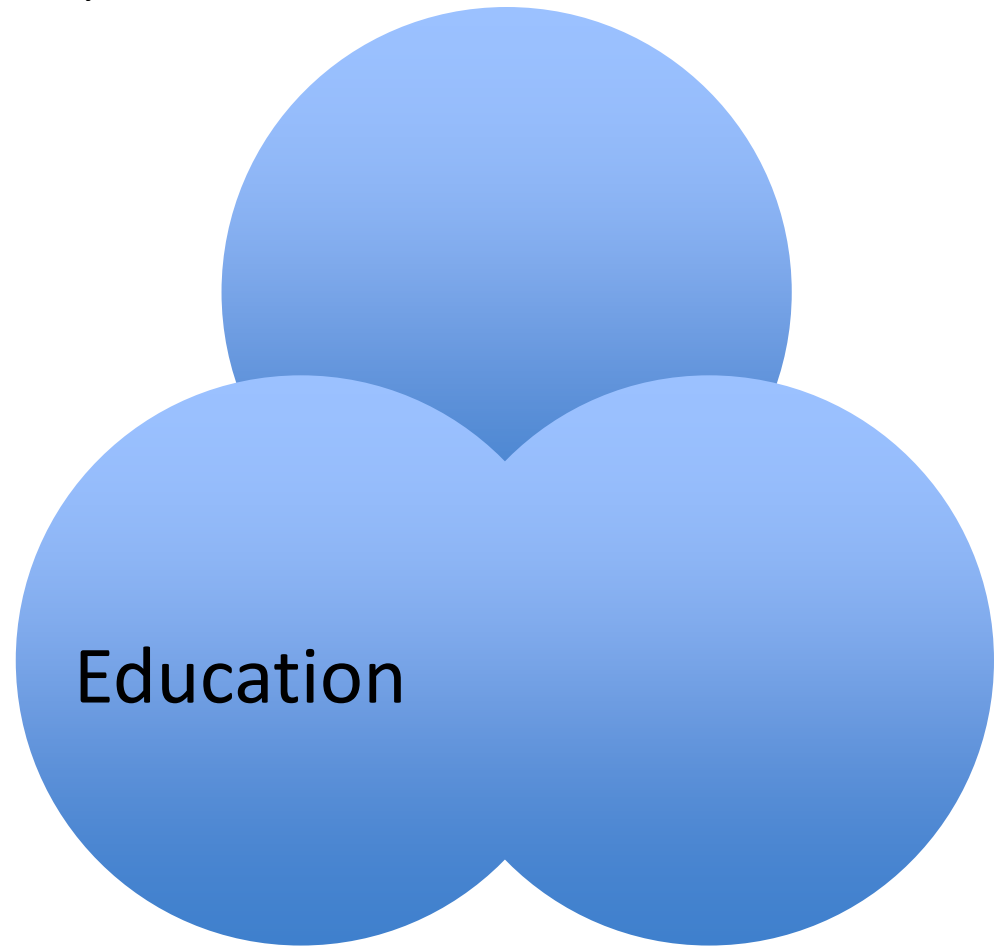
- 331 jobs
- \$33 million economic output
- \$19.5 million visitor spending
- \$3.8 million annual tax revenue

# Buncombe County Board of Commissioners

## AACPA

Benefits to Asheville and Buncombe County

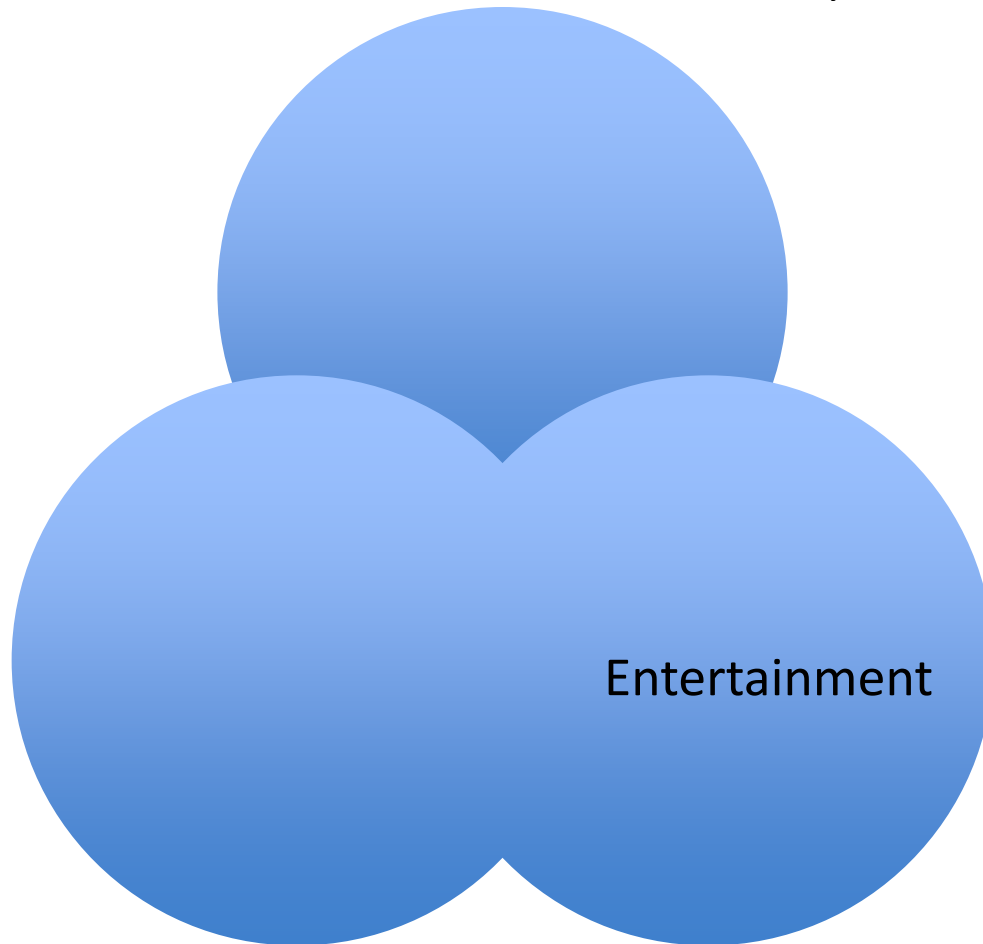
- Lectures
- Theatre
- Orchestra
- Workshops
- Summer Camp
- College Accredited Courses
- Master Classes



# Buncombe County Board of Commissioners

## AACPA

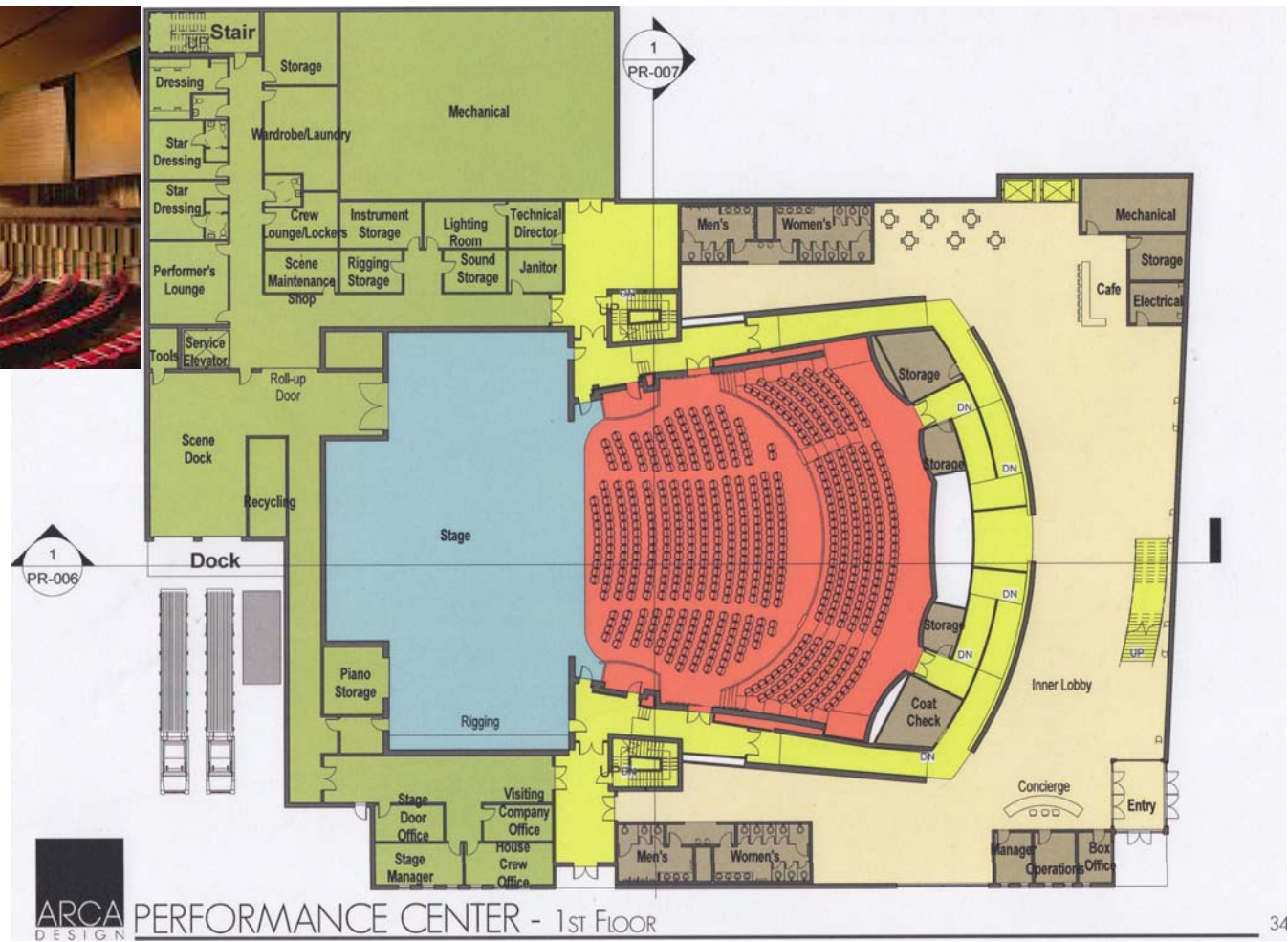
### Benefits to Asheville and Buncombe County



- **Venue Capabilities**
  - 2,000 seats
  - Stage and behind stage large enough for major productions
  - Acoustics Allowing for Multi Purpose Hall
- **Scheduling, Management, Operations**
  - Professional Company – Managing and Operating Performance Center
  - Risk Sharing
- **Mix of Local and National**
  - Broadway
  - Concerts
  - Mountain Music
  - Ballet
  - Lectures
  - Opera
  - Dance
  - Comedy
  - Symphony
  - Choral

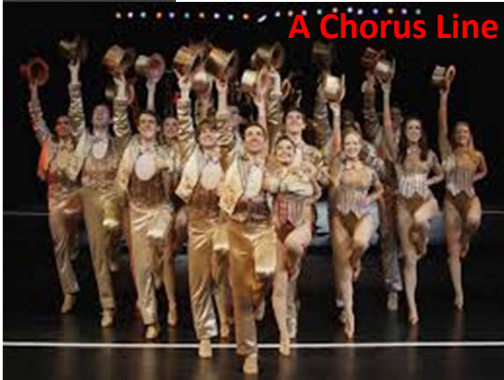
# Buncombe County Board of Commissioners AACPA

## Interior Design



# Buncombe County Board of Commissioners AACPA

## A Center for Creativity



# Buncombe County Board of Commissioners

## AACPA

### Performance Centers – Ten Largest North Carolina Metropolitan Areas \*

#### 1. Charlotte

- Blumenthal Performing Arts Center
  - Built - 1992, Comprised of Belk Theatre, Capacity - 2,100, Booth Playhouse, Capacity - 434; Studio Theatre, Capacity – 150
- McGlohon Theatre
  - Built - 1980, Capacity – 716
- Ovens Auditorium
  - Built - 1955, Capacity - 2,404
- Knight Theatre
  - Built – 2011, Capacity - 1,193

#### 2. Raleigh

- Duke Energy Center for the Performing Arts
  - Built – 1932, Renovated – 1990, Comprised of Concert Hall, Capacity - 1,770, Theater, Capacity – 600; Auditorium, Capacity - 2,277, Black Box Theatre, Capacity – 170
- Meymandi Concert Hall
  - Built - 2001, Capacity - 1,700

# Buncombe County Board of Commissioners

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### Performance Centers – Ten Largest North Carolina Metropolitan Areas \*

#### 3. Greensboro

- War Memorial Auditorium
  - Built – 1959, Capacity - 2,460, To be torn down – 2015
- Tanger Center
  - Planned Construction - 2017, Capacity - 3,000, Cost - \$65M
- Carolina Theatre
  - Built 1927, Renovated 1991, Capacity – 1,075
- Aycock Auditorium (UNC Greensboro)
  - Built 1927, Renovated 2010, Capacity – 1,600, Renovation Cost \$19M
- High Point Theatre
  - Built - 1975, Capacity - 963



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### Performance Centers – Ten Largest North Carolina Metropolitan Areas \*

#### 4. Durham/Chapel Hill

- Carolina Theatre (Durham)
  - Built - 1926, Most Recent Renovation 2007, Capacity - 1,014
- Durham Performing Arts Center
  - Built - 2008, Capacity - 2,712, Cost - \$48M
- Page Auditorium (Duke University)
  - Built - 1935, Renovated – 2013, Capacity - 1,232, Renovation Cost \$15M
- Baldwin Auditorium (Duke University)
  - Built - 1930, Capacity - 700, Renovated - 2013, Renovation Cost - \$15M
- Carolina Theatre (UNC-Chapel Hill)
  - Built – 1931, Renovated – 2005, Capacity – 1,434, Renovation Cost - \$18M

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### Performance Centers – Ten Largest North Carolina Metropolitan Areas \*

#### 5. Winston Salem

- Stevens Center (UNC School of the Arts)
  - Built - 1929, Renovated - 1983, Renovation Cost - \$10M, Capacity - 1,380, Proposed Renovation - \$30M
- Proposed 700 seat theatre as part of Theatre District - \$20M

#### 6. Asheville

- Thomas Wolfe Theatre
  - Built - 1940 as a “Gymnatorium”, Capacity - 2,400, Renovated – 1974
- Diana Wortham Theatre
  - Built - 1991, Capacity – 510

#### 7. Hickory

- The Hickory Community Theatre
  - Built - 1921, Renovated – 1982 and 2013, Capacity - 1,000
- JE Broyhill Auditorium
  - Built - 2000, Capacity – 1,000

# Buncombe County Board of Commissioners

## AACPA

### Performance Centers – Ten Largest North Carolina Metropolitan Areas \*

#### 8. Fayetteville

- Givens Performing Arts Center (UNC - Pembroke)
  - Built - 2007, Capacity – 1,600
- Cape Fear Regional Theatre
  - Capacity – 327

#### 9. Wilmington

- Thalian Hall (Shared with City Hall)
  - Built - 1858, Capacity - 1,000; Recent Renovation – 2009
- Humanities and Fine Arts Center (Cape Fear Community College)
  - Built - 2015, Capacity - 1,500; Cost \$45M

#### 10. Greenville

- Wright Auditorium (East Carolina University)
  - Built - 1927, Renovation - 1981, Capacity – 1,500
- Hendrix Theatre
  - Capacity 760

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