



THOMAS WOLFE

PANEL AND Q&A SESSION

MONDAY, AUGUST 21 AT 3 PM
HARRAH'S CHEROKEE CENTER-ASHEVILLE





Welcome



Katie Cornell

ArtsAVL Executive Director



ArtsAVL

- ✓ ArtsAVL is the 2nd oldest arts council in NC, and one of the first in the US.
- ✓ Formed in 1952 to build a performing arts center for Asheville.
- ✓ One of the resident arts organizations when the Civic Center opened in 1974.
- ✓ ArtsAVL is the designated arts agency for Buncombe County.
- ✓ We connect, support, and invest in the arts in Asheville & Buncombe County.





Upcoming Events



Mon, Oct 30

Tickets on sale now!

artsavl.org/brunch



Fri, Nov 10

Free/ Registration Required



Fri, Feb 9

Free/ Registration Required



Fri, May 10

Free/ Registration Required



Center for Craft



Thanks to our Event Series Sponsors!



North
Carolina
Arts
Council



THE CITY OF
ASHEVILLE

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority

Morgan Stanley

PRIVATE WEALTH MANAGEMENT



BLUE SPIRAL 1
FINE ART + CRAFT

FRIENDS OF
BRIAN & GAIL
MCCARTHY

BRUNK
AUCTIONS

ROB
PULLEYN




Center for Craft

The
Grange Peel


QUILITY®

Mountain BizWorks



And, the Arts Coalition...



LAURA MITCHELL
ARTS EDUCATION



GAR RAGLAND
CREATIVE
MANUFACTURING



LIZ WHALEN TALENT
PERFORMANCE VENUES



JUSTIN RABUCK
PUBLIC ART
COMMUNITY EVENTS &
FESTIVALS



JENNY FARES
SOLE PROPRIETORS &
INDEPENDENT CONTRACTORS



**STEPHANIE HICKLING
BECKMAN**
ARTS EQUITY



RAE GEOFFREY
NONPROFITS



REGGIE TIDWELL
PROFESSIONAL
& BUSINESS SERVICES



JESSICA TOMASIN
RECORDING,
PUBLISHING, & FILM



MICHAEL MANES
TRADE/ RETAIL



Thomas Wolfe Update



Chris Corl

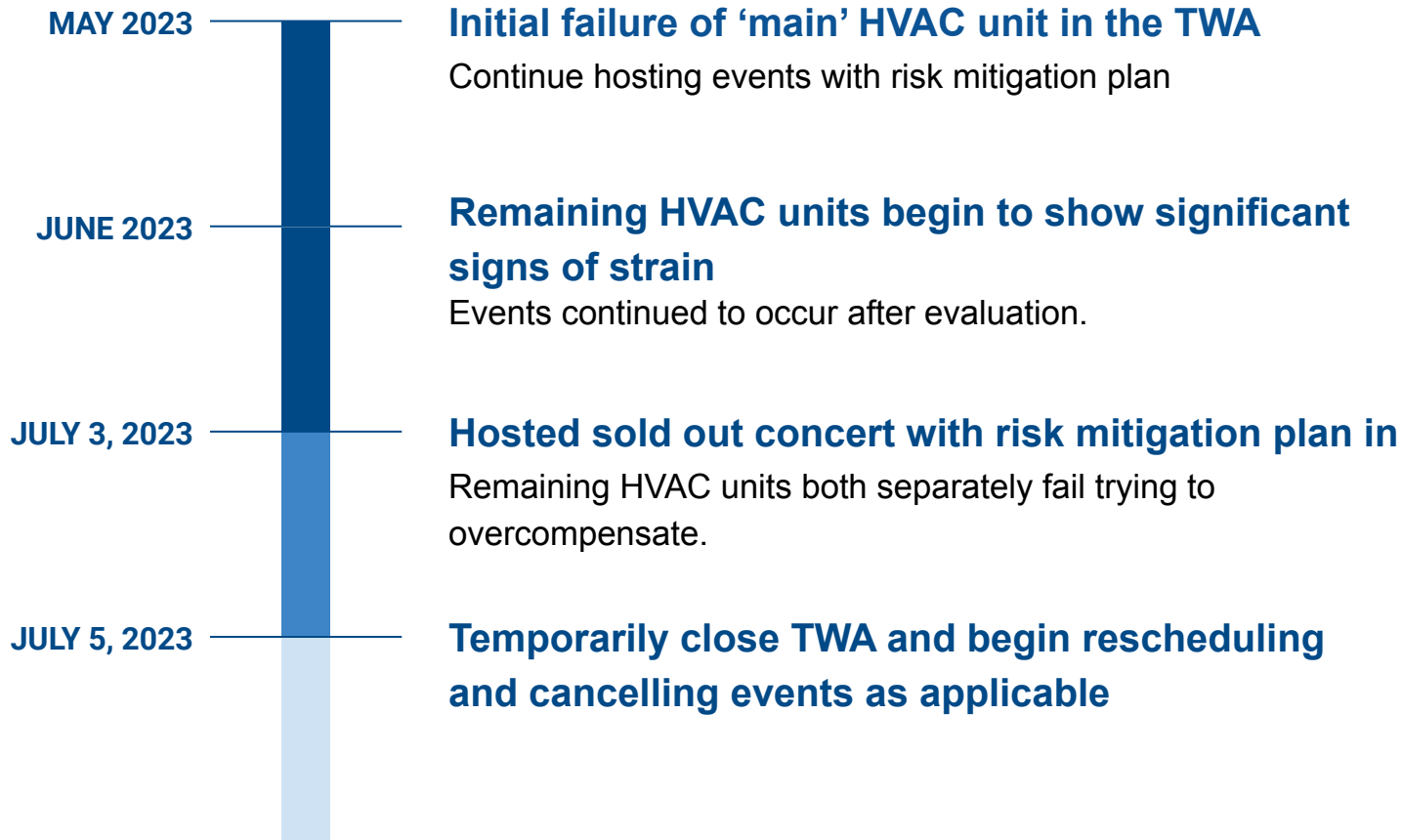
Director Of Community &
Regional Entertainment Facilities



Thomas Wolfe Auditorium Status & Future



Current Challenges & Timeline



Fiscal Impact

- **Estimating a reduction in in gross operating revenue of \$1.2M in FY24 (22% reduction from FY23)**
 - **Do not anticipate the need for additional General Fund support**
- **Estimating a reduction of the facility's annual economic impact to Asheville & Buncombe County of approximately \$20.5M in FY24 (27% reduction from FY23)**



Very Well Studied & Evaluated

Studies & Evaluations over the last 20 years

- **6 - Conceptual design or feasibility studies completed**
- **3 - Ancillary and operational evaluations completed**

Results

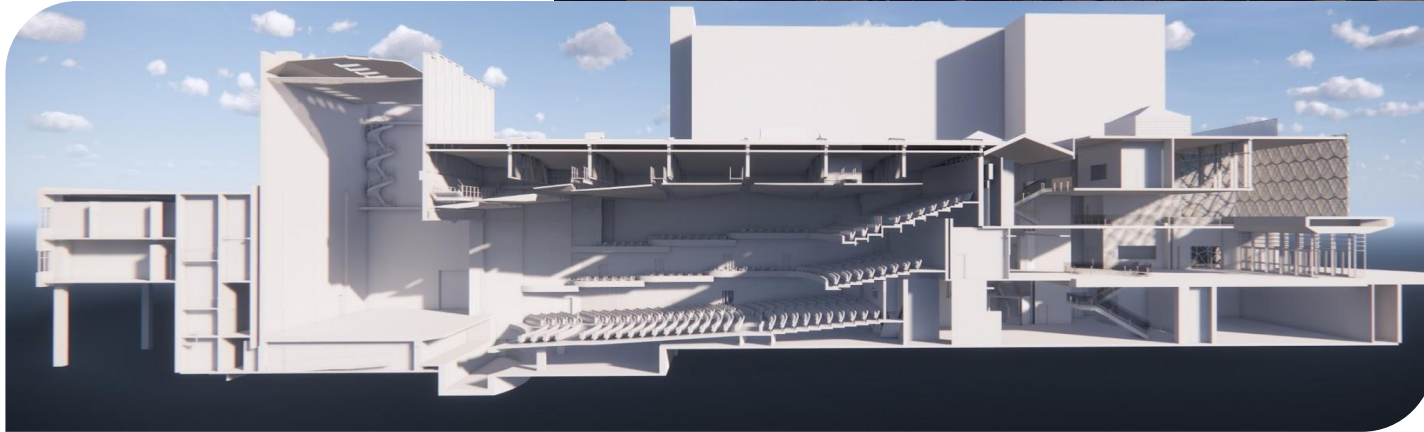
- **Similar recommendations**
 - **Infrastructure, Life Safety**
 - **Rigging, Loading, BOH**
 - **Acoustics, Lighting, Audio**
 - **Bathrooms, Seats, Patron Flow, F&B**
- **Each study showed consistently increasing expense estimates**



Broadway/Major Renovations & Expansions

Est. 2023 Project Cost
\$140 - 160M

Est. 2028 Project Cost
\$183 - 198M



Acoustic-Driven/Significant Renovations

Est. 2023 Project Cost
\$100 - 120M

Est. 2028 Project Cost
\$130 - 150M



Improved Raked Floor Arrangement

Est. 2023 Project Cost

\$80 - 100M

Est. 2028 Project Cost

\$105 - 125M



THOMAS WOLFE
AUDITORIUM



Multi-Purpose Flat Floor Arrangement

Est. 2023 Project Cost
\$68 - 88M

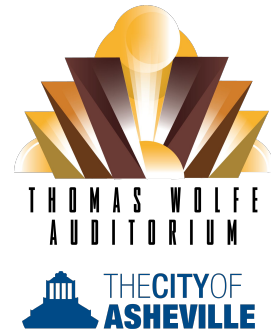
Est. 2028 Project Cost
\$90 - 110M



Infrastructure & Code Update

Est. 2023 Project Cost
\$33 - 38M

Est. 2028 Project Cost
\$42 - 52M



Moving Forward

- **Any renovation / Upgrade is a MAJOR project**
- **What does the room want to be?**
- **What does the community want the room to be?**
- **What is is a realistic budget for this type of project for our community?**
 - **Design a project that fits within our budget comfort.**
 - **Not necessarily project that fits within our community's aspirations**



Meet the Panel



CITY OF
ASHEVILLE
MAYOR
**ESTHER
MANHEIMER**

DIRECTOR OF
COMMUNITY &
REGIONAL
ENTERTAINMENT
FACILITIES
CHRIS CORL



PLANNING &
URBAN DESIGN
DIRECTOR
**STEPHANIE
MONSON DAHL**



PRESIDENT
& CEO OF
EXPLORE
ASHEVILLE &
THE BCTDA
VIC ISLEY

EXECUTIVE
DIRECTOR
OF THE
ASHEVILLE
SYMPHONY
DANIEL CRUPI



CONCEPTUAL
PLANNER FOR
THEATRE
CONSULTANTS
COLLABORATIVE
ROBERT LONG



Impact



DANIEL CRUPI

Impact on the
Asheville Symphony?



VIC ISLEY

Impact on the
tourism?



CHRIS CORL

Impact on the
local economy?

Opportunities



STEPH MONSON DAHL

What's the status of Haywood & Page project and how could it impact Thomas Wolfe?



CHRIS CORL

How does moving the Duke substation impact Thomas Wolfe?

Recommendations



ROBERT LONG

Can you talk about the pros and cons of the recommendations?



MAYOR MANHEIMER

Why does the City feel renovating is better than building a new facility?

Funding & Lessons Learned



MAYOR MANHEIMER

How will the City pay for these improvements?



MAYOR MANHEIMER & VIC ISLEY

Can you talk about what made the McCormick Field collaboration work?



ROBERT LONG

What are some lessons learned or takeaways that we might help move this project forward?

Why Now?



MAYOR MANHEIMER

Why is this time different?



ALL

Why is renovating Thomas Wolfe Auditorium important to you AND for our community?

Community Q & A



- **John B. asks:** How [has this been] allowed to happen? To become a world class destination [Asheville] must have a world class performing arts center with world class concerts, musicals and other world class acts.
- **Justine M. asks:** Is there any exploration of a naming rights agreement for Thomas Wolfe Auditorium? What are potential advantages/disadvantages of this?
- **Sean C. asks:** How does the proposed plan align with the city's broader cultural and economic development goals for the downtown area?

Next Steps



MAYOR MANHEIMER



CHRIS CORL

Can you talk about next steps and when we might expect to see Thomas Wolfe reopen at full capacity?

Immediate Timeline

JULY 2023

TWA temporarily closed

Previously scheduled events moved to the ExploreAsheville.com arena

AUGUST 2023

City works with specialists to determine potential renovations options for TWA with updated pricing

Renovation options shared with City Council and public for consideration

NOVEMBER
2023

Short-term HVAC repairs completed and TWA reopens

At reduced capacity for non-ticketed events only

Early 2024

Vetted recommendations presented to City Council



What can you do?



Email City Council

Let them know why renovating Thomas Wolfe Auditorium is important to you!

ashevillencouncil@ashevillenc.gov

ASHEVILLE SYMPHONY

Symphony in the Park

August 27th, 2023
7:00 p.m.

Pack Square Park

ashevillesymphony.org





STATE OF THE ARTS BRUNCH

MONDAY, OCTOBER 30 AT 10:30 AM
THE ORANGE PEEL

artsavl.org/brunch

