

**CAROLINA THEATRE,
DURHAM, N.C.**
Bethann West James,
interim president and CEO

**How was venue business
before the shutdown?**

The Carolina Theatre of Durham was very busy and profitable prior to the mid-March shutdown. The live events business was excellent with multiple sold-out shows. Rental demand was very high from local arts organizations and businesses. Attendance at films and film festivals was strong. Concessions revenues were up 16% over the same period last year. Had the shutdown not occurred, FY2020 would have been one of the busiest and most profitable in recent years.

**What big shows did your venue
host over that period?**

The Carolina Theatre hosted a variety of big shows between July 2019 and mid-March 2020 including Eric Andre, Mavis Staples, Bianca Del Rio, Mary Chapin Carpenter and Shawn Colvin, Marcus King Band, six Dave Chappelle shows, The Second City, Kathleen Madigan and O.A.R.

**What changes did your venue
make or get started on before
the shutdown?**

The Carolina Theatre was preparing for our busy spring season before the shutdown. March, April and May are some of

the busiest months for live events, rentals and film. The theater was in the middle of strategic planning and a Development Feasibility Study to expand the community's investment in the theater. There were expanded staffing plans and events. All of these events had to be postponed or canceled, which resulted in large losses in revenue.

**Have you done any work on
the venue during the shut-
down?**

The Carolina Theatre Operations Department has been very busy during the shutdown working on maintenance projects and building improvements. Building improvements projects have included a major three-week plaster conservation project in Fletcher Hall, completing a historic exhibit, updating interior signage, painting numerous areas of the building, and reorganizing storage areas just to name a few.

**What preparations are you
taking for your venue's even-
tual reopening?**

The operations staff has attended numerous webinars and read through many industry reopening and safety plans. Over the last few months, we have gathered industry best practices to compile our own building specific reopening guide to provide a healthy and safe environment for staff and guests when they are authorized to return to the Carolina Theatre. ▣

CHARLOTTE'S SPECTRUM CENTER CELEBRATES 15 YEARS

Commemorative
logo rolls out, along
with marketing to
mark the occasion

BY LISA WHITE

SINCE SPECTRUM CENTER's first event Oct. 21, 2005 — a Rolling Stones concert — the momentum has continued.

As the Charlotte, N.C., venue celebrates its 15th year, it's putting together a platform that includes a special logo, marketing and social media to recognize this milestone, while also looking ahead to additional activations once events come back live.

The venue, which began as Charlotte Bobcats Arena, became Time Warner Cable Arena in April 2008 and transitioned to Spectrum Center in October 2016 following Charter Communications' purchase of Time Warner Cable. The arena is owned by the city and operated by Hornets Sports & Entertainment. Home of the NBA's Charlotte Hornets, Spectrum Center hosts about 150 events annually, including professional and collegiate sports, concerts, family shows and conventions.

With 2017, 2018 and 2019 ranking as the 19,000-seat arena's most successful for non-basketball events in its 15-year history, there is much to celebrate. Spectrum Center held 50 non-basketball ticketed events in 2019, with the percentage of events where attendance was greater than 10,000 hitting a record high last year.

"What makes me the proudest is our building has



had diverse events that hit all of the demographics," said Donna Julian, Hornets Sports & Entertainment executive vice president and Spectrum Center general manager. "Our philosophy is people are making the decision to come to our facility, and we want to give them the best experience possible."

In addition to hosting the 2019 NBA All-Star Weekend, the 2008 and 2019 ACC Men's Basketball Tournaments and NCAA Men's Basketball Tournament action on four occasions as well as the 2012 Democratic National Convention, its concerts have included U2, Billy Joel, Elton John, Justin Timberlake, Bon Jovi, Bruce Springsteen, Metallica, Jay-Z, Beyoncé, Paul McCartney and Andrea Bocelli.

New Kids on the Block has played Spectrum Center five times, the most of any artist. Others who have performed four times include Bon Jovi, Carrie Underwood, Fleetwood Mac, Jeff Dunham, Keith Urban and Taylor Swift.

In the summer of 2016, Spectrum Center added two sideline boards at 25.2 feet high by 42.8 feet wide and two baseline boards measuring 18 feet high by 31.3 feet wide. The center-hung scoreboard features an open-faced structure that allows fans to see through to the scoreboard's "hive," the cell pattern cladding and branding within the board that connects the screens, and serves as an artistic expression that represents the home of the Hornets.



BULLISH IN DURHAM: The Carolina Theatre has been busy with improvements during the shutdown.



#SPECTRUMCENTER15



Spectrum
CENTER



“What make me the proudest is our building has had diverse events that hit all of the demographics.” — DONNA JULIAN

“From a building standpoint, we’re always looking at ways to keep our facility updated,” Julian said. “We’re now in the last stage of a five-year capital improvement project that we worked with the city on completing.”

The project also included switching the locations of the box office (now on the Trade Street Plaza) and Hornets Fan Shop (now in the Main Lobby), renovating all restaurants/hospitality spaces/suites, and upgrading all locker rooms and event level spaces.

In mid-September, Spectrum Center received the Global Biorisk Advisory Council’s Star

Facility Accreditation, becoming the first facility in North Carolina and the third NBA arena to achieve the standard. In order to receive the accreditation, Spectrum Center committed to instituting a comprehensive system of cleaning, disinfection and infectious disease prevention that follows the program’s criteria in 20 core elements, including risk assessment and mitigation, standard operating procedures, personal protective equipment, personnel training, and emergency preparedness and response.

It was also recently announced that Spectrum Center will host early voting for the November

elections from Oct. 15-31.

“For the first time, we’ll be a polling site,” Julian said. “We’re part of a huge voting initiative that provides detailed information and makes voting accessible to everyone.”

Although in normal circumstances, Spectrum Center’s celebration would include a tie-in to an event or kickoff, the marketing campaign will highlight feedback from guests, season-ticket holders and staff to mark the occasion.

“We will be celebrating our 15th year the entire year,” Julian said. “And we are looking forward to the next 15 years.” 