

An aerial architectural rendering of a city development. The central focus is the Red Hat Amphitheater, a large, semi-circular structure with a white, curved roof and tiered seating. It is surrounded by various buildings, including a large rectangular structure to its right and several smaller buildings to its left. The area is interspersed with green spaces, trees, and parking lots. A road with a roundabout is visible in the lower-left quadrant. The overall scene is presented in a semi-transparent, light blue-tinted style.

Red Hat Amphitheater





Where We Started – Red Hat Amp

- **2018** – JLL CVB Destination Study
 - Showed Convention Center and Amp bring people downtown
 - 3 step plan; Booking priorities/RCC, Hotel, Optimize RCC space/expand
- **2019** – City Council authorizes adjoining land purchase
- **2023**- JLL CVB Destination Study Refresh
 - Confirms initial findings
- **2023** - Four interlocal stakeholder meetings
 - First concept rendering of new amp over Lenoir St.



What's Been Happening – Red Hat Amp

- **Aug. 2023** – Funding approved- Inter-Local Agreement
- **Sept. 2023** – Council selects Omni for convention hotel
- **Jan. 2024** – Council approves design services
- **April 2024** – Council approves Construction Manager at Risk

Economic and Community Impact



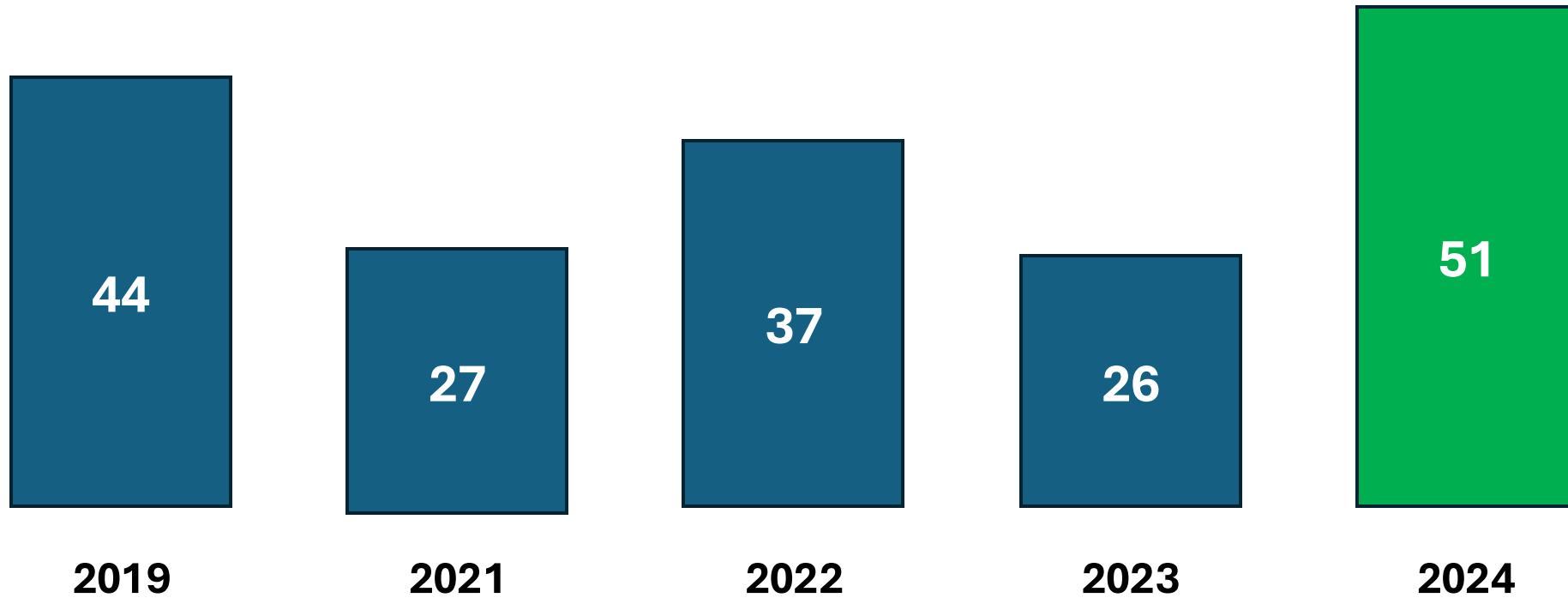
Red Hat Amp Draws Major Crowds and Drives Hotel Stays

26 concerts in the 2023 season

Total Attendance (2023)	143,749
Wake County Residents	45,334
Overnight Visitors	65,189
Day-Trip Visitors	33,226

*265,000+ in
2024

Red Hat Amp Bookings Break Records in 2024



Red Hat Amp Visitor Spending Drives Economic Impact



\$17.58M

2023

from visitors outside
of Wake County

\$27.48M

2024 so far

from visitors outside
of Wake County

*Based only on the Live
Nation shows

Portions of 22 Shows remaining still on-sale
+ private booking concerts not in calculations

Charitable Community Impacts

Band Together – Since 2001- \$13 Million for 150 Local Charities

Non-profits work the concession stands for band dollars/sports funding

The Rink supported charities; Note in the pocket, Food Bank of Central & Eastern NC, Triangle Spokes Group (bikes donation), Wake Up & Read (book drive), KidsCan! private event, Helping Hand Mission (coat drive)

Live Nation- Veteran discounted ticket program, get out the vote, Greater Raleigh Clean-up Recycling program, vaccines and testing, neighborhood annual clean-up

Carolina Daze- A get out the vote event September 2024



Red Hat Amp Delivers Charitable Community Impacts



Red Hat Amp Delivers Charitable Community Impacts



Red Hat Amp Delivers Charitable Community Impacts





Potential Community Benefits of New Venue

- City-sponsored neighborhood block party
- Partner with PRCR to develop theater/music-based youth programming
- Job fair opportunities with Live Nation
- Community day/night for neighboring residents at The Rink
- Bike/ped improvements to support Strollway development

Let's Talk About The Venue Design



New Amphitheater Needs

Size	6,000+ seats
Budget	\$40 M
Artist Needs	Ample back of house, dressing rooms, catering, etc. to attract national artists
Safety & Function	<ul style="list-style-type: none">• Safe egress• Restrooms• Plaza size
Food and Beverage	Industry standard # of food and beverage outlets

New Amphitheater Concepts

CRITERIA

- ✓ SIZE
- ✓ BUDGET
- ✓ ARTISTS
- ✓ SAFETY
- ✓ FOOD

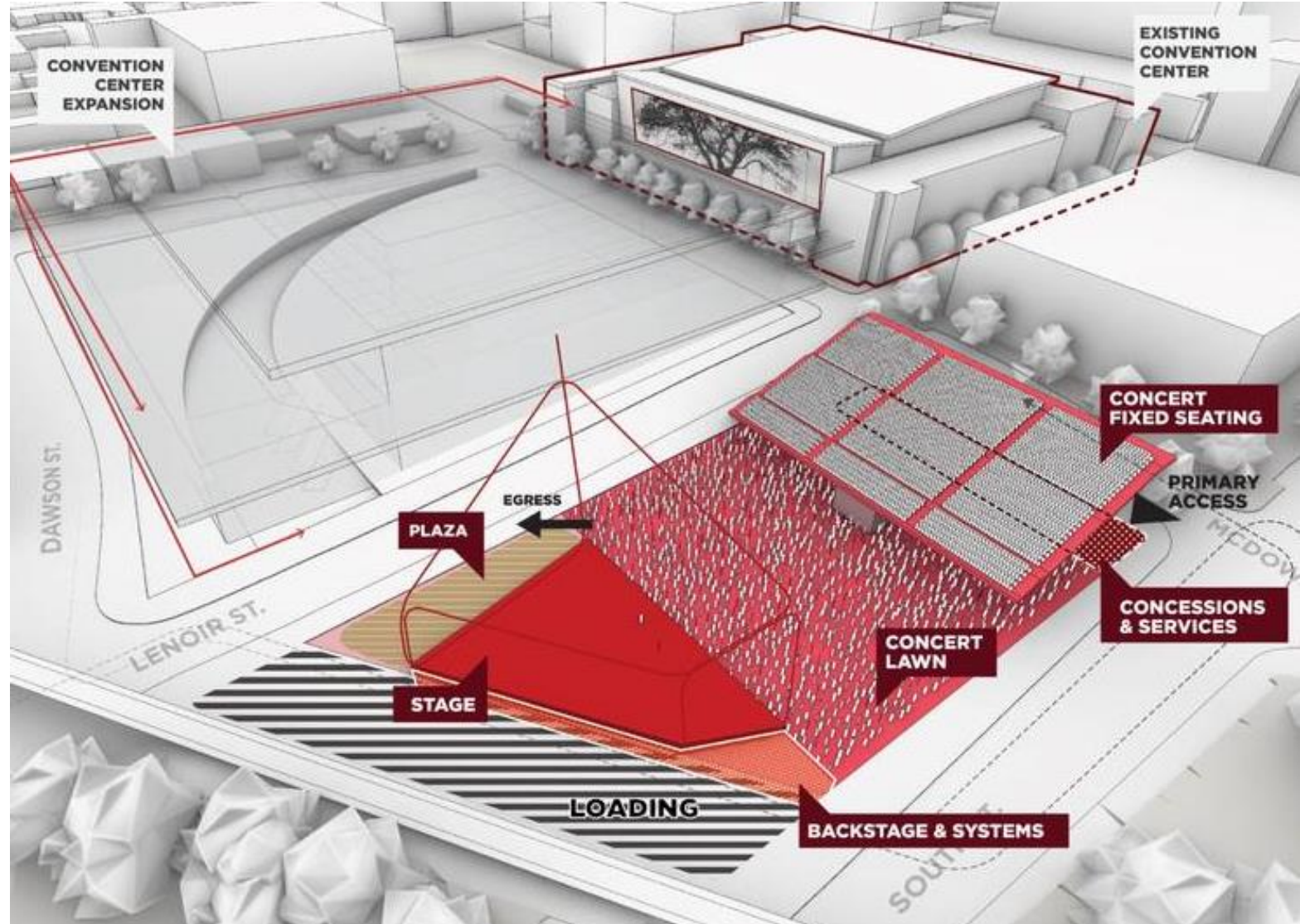
Bid Concept / Mockup

What's a bid concept?

Creative expression of ideas that might be viable

A high-level vision of what might be possible.

Our CMAR evaluates cost and feasibility



Bid Concept / Mockup

This concept did not meet the mark.

- High Cost
- No Restrooms
- One concession
- Cross aisles/safety
- Seats on main level (all lawn)
- Artist spaces missing
- Few ADA accommodations

CRITERIA



SIZE



BUDGET



ARTISTS



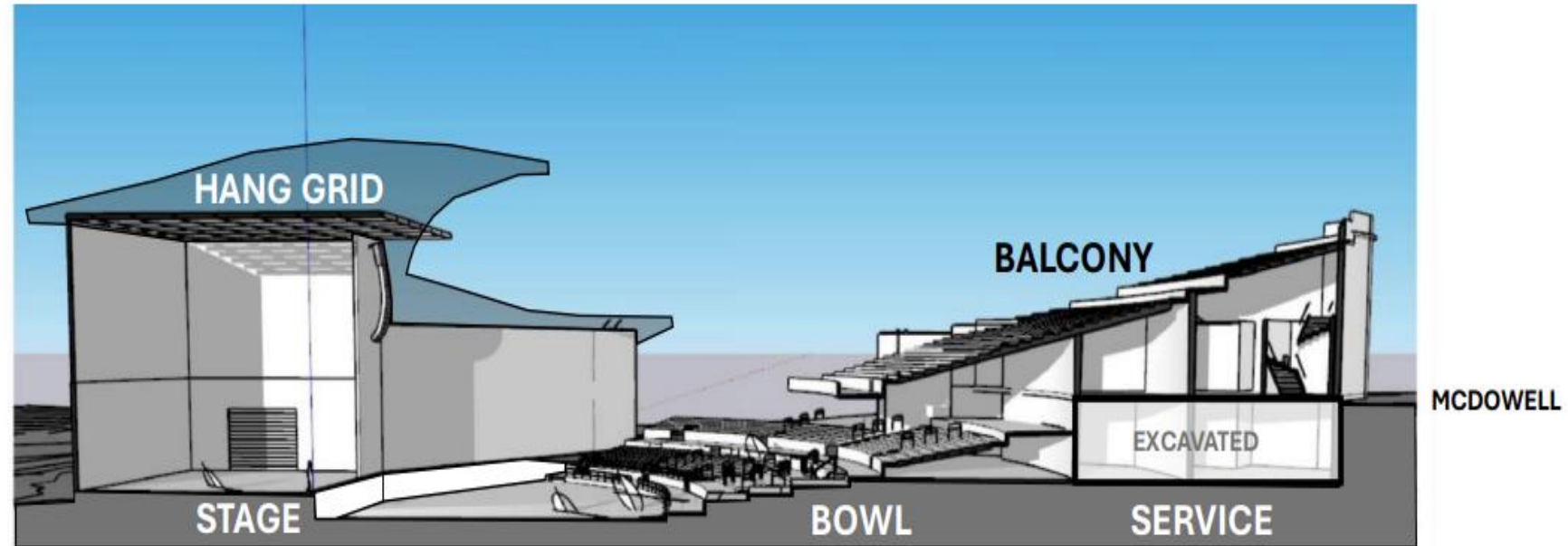
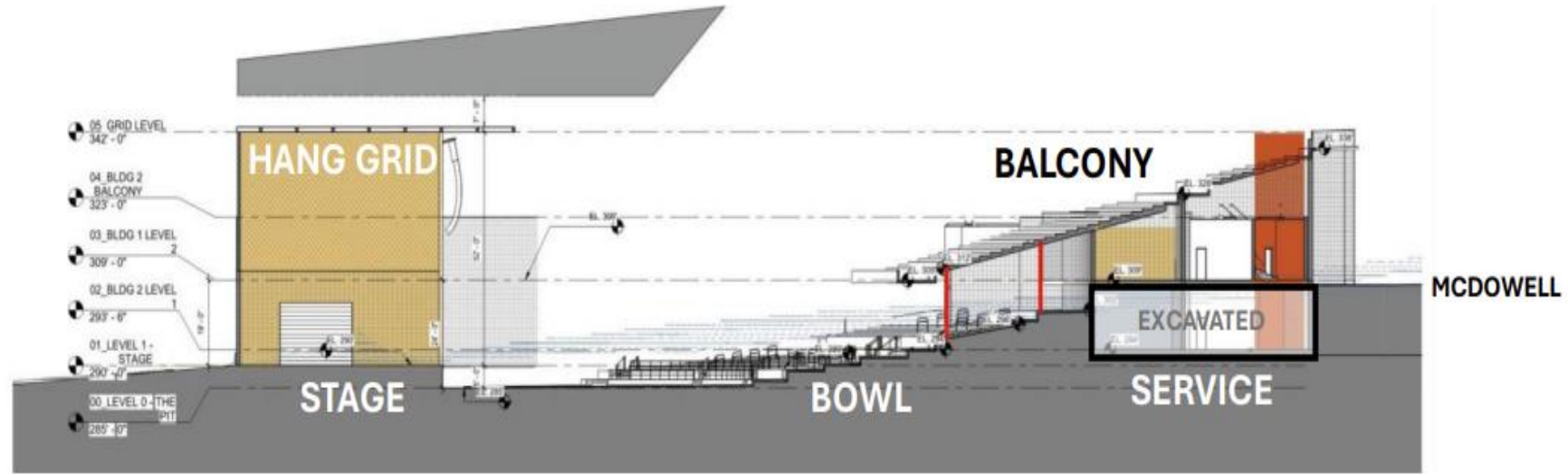
SAFETY



FOOD

Concept 1

- More seats
- Stacked seating
- Closes South St.



Concept 1

This concept did not meet the mark.

- High Cost

Approx \$90 Million

CRITERIA



SIZE



BUDGET



ARTISTS



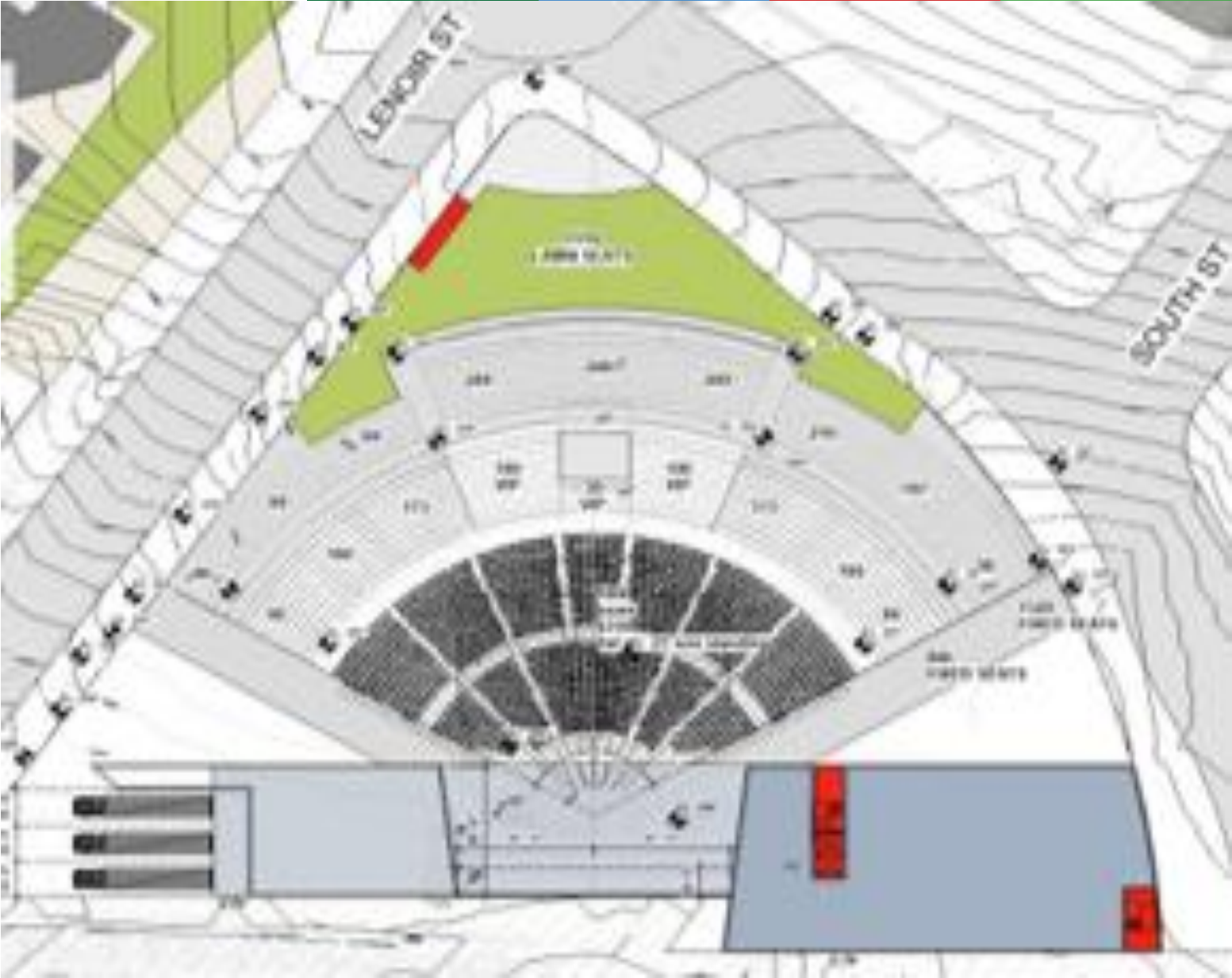
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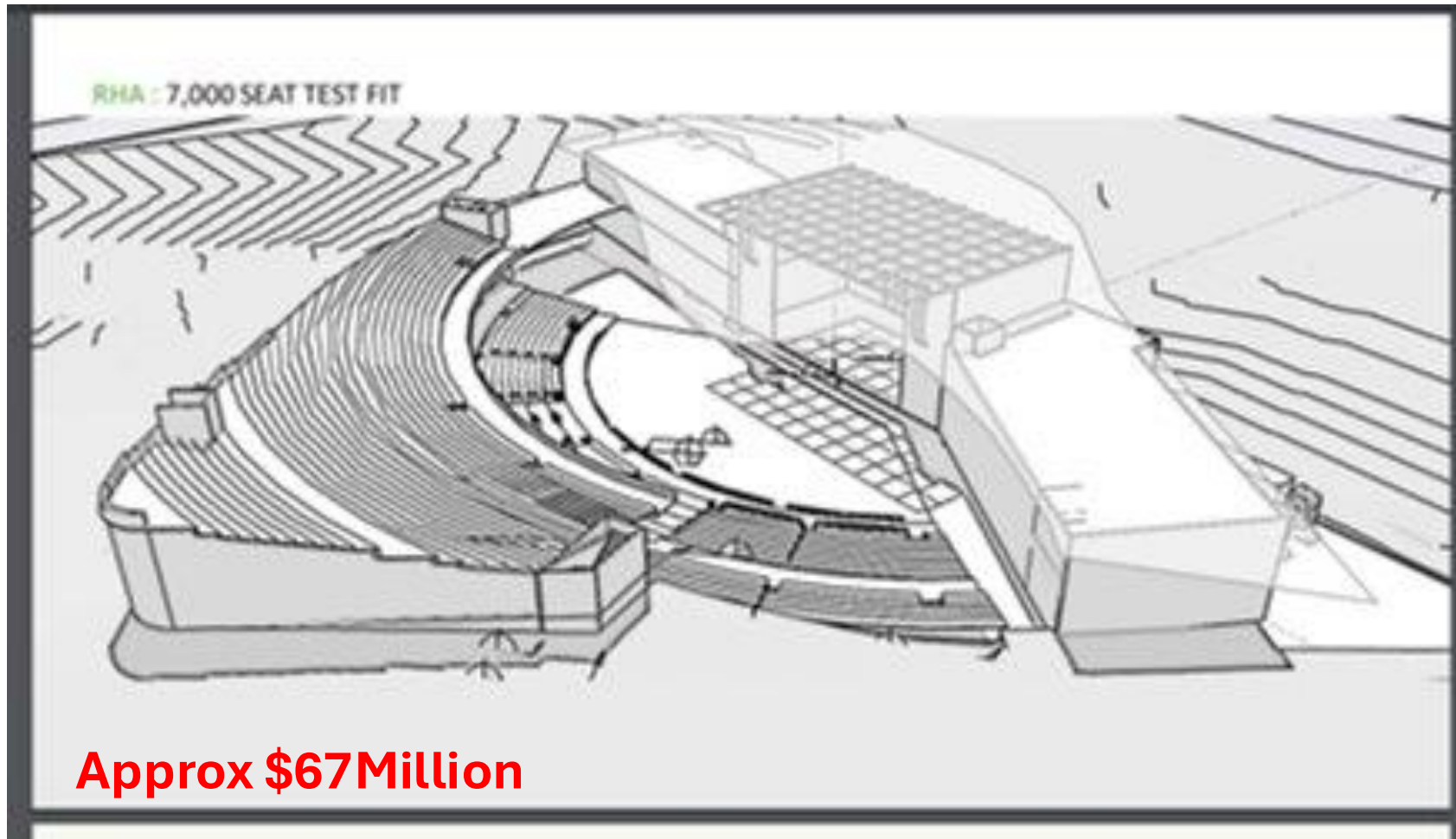
FOOD

Concept 2

- Large stage
- 7000 seats



Concept 2



Some elevated seating

Still required a street closure to meet checklist

Concept 2

This concept did not meet the mark.

- Over South Street
- High cost still

Approx \$67 Million

CRITERIA



SIZE



BUDGET



ARTISTS



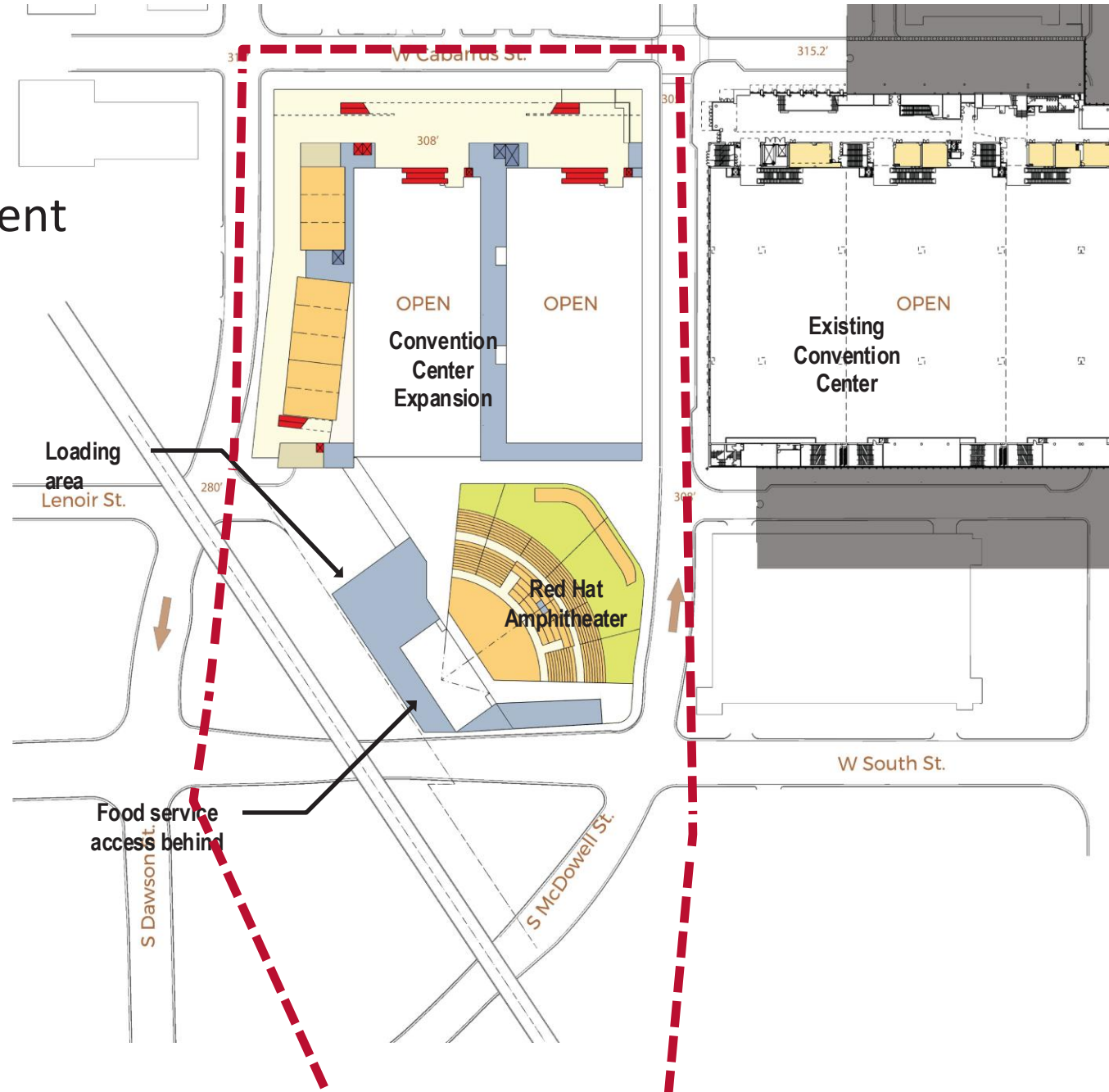
SAFETY



FOOD

Concept 3

- Reduces capacity by 1,500+ seats (current capacity is 5,995)
- Closes Lenoir St.
- South Street remains open



Concept 3

This concept did not meet the mark.

- Doesn't meet size requirements
- Has considerable challenges including:
 - Operational viability
 - Safety concerns
 - Cost (significant utility relocation work)

CRITERIA



SIZE



BUDGET



ARTISTS



SAFETY



FOOD

Concept 4

- Anticipated to accommodate 6,000-6,500 capacity
- Closes South Street and adds extra triangle of land; Lenoir Street remains open
- Accommodates:
 - ✓ Artist Needs
 - ✓ Operational Safety & Functioning
 - ✓ Food and Beverage
- **Closer to the \$40M budget**

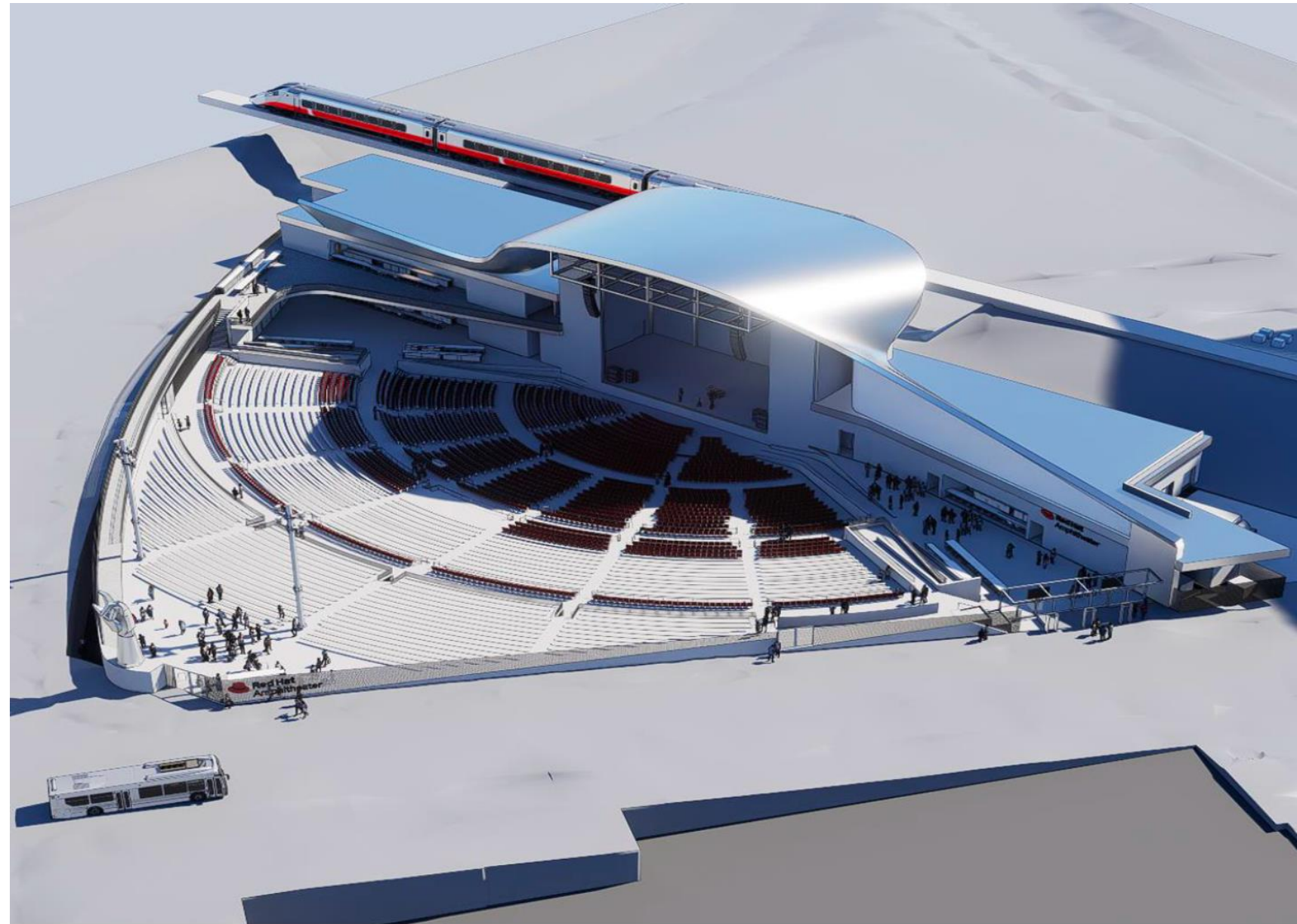




Concept 4

CRITERIA MET

- ✓ **SIZE**
- ✓ **BUDGET**
- ✓ **ARTISTS**
- ✓ **SAFETY**
- ✓ **FOOD**



Studies



STUDY INTERSECTIONS

1. South Dawson Street at West Morgan Street	15. West Davie Street at Gale Street
2. South Dawson Street at West Hargett Street	16. West Cabarrus Street at Gale Street
3. South Dawson Street at West Martin Street	17. South Salisbury Street at West Cabarrus Street
4. South Dawson Street at West Davie Street	18. South Salisbury Street at West Lenoir Street
5. South Dawson Street at West Cabarrus Street	19. South Salisbury Street at West South Street
6. South Dawson Street at West Lenoir Street	20. West Lenoir Street/East Lenoir Street at Fayetteville Street
7. South Dawson Street at West South Street	21. South Wilmington Street at East Morgan Street
8. South McDowell Street at West Morgan Street	22. South Wilmington Street at East Hargett Street
9. South McDowell Street at West Hargett Street	23. South Wilmington Street at East Martin Street
10. South McDowell Street at West Martin Street	24. South Wilmington Street at East Davie Street
11. South McDowell Street at West Davie Street	25. South Wilmington Street at East Cabarrus Street
12. South McDowell Street at West Cabarrus Street	26. South Wilmington Street at East Lenoir Street
13. South McDowell Street at West Lenoir Street	27. South Wilmington Street at East South Street
14. South McDowell Street at West South Street	



Traffic Study

- Traffic Impact Analysis completed
- It accounted for South St being closed
- Analyzed both daily traffic & full utilization of RCC & RHA
- Analyzed current and future impacts of traffic
- Considered vehicular, bicycle, and pedestrian traffic

The analysis indicates that with the recommended improvements in place, the proposed site is not expected to have a detrimental effect on transportation capacity and mobility in the study area.

230425 RALEIGH CONVENTION CENTER EXPANSION AND RED HAT AMPHITHEATER RELOCATION
FIGURE A - RECOMMENDED IMPROVEMENTS

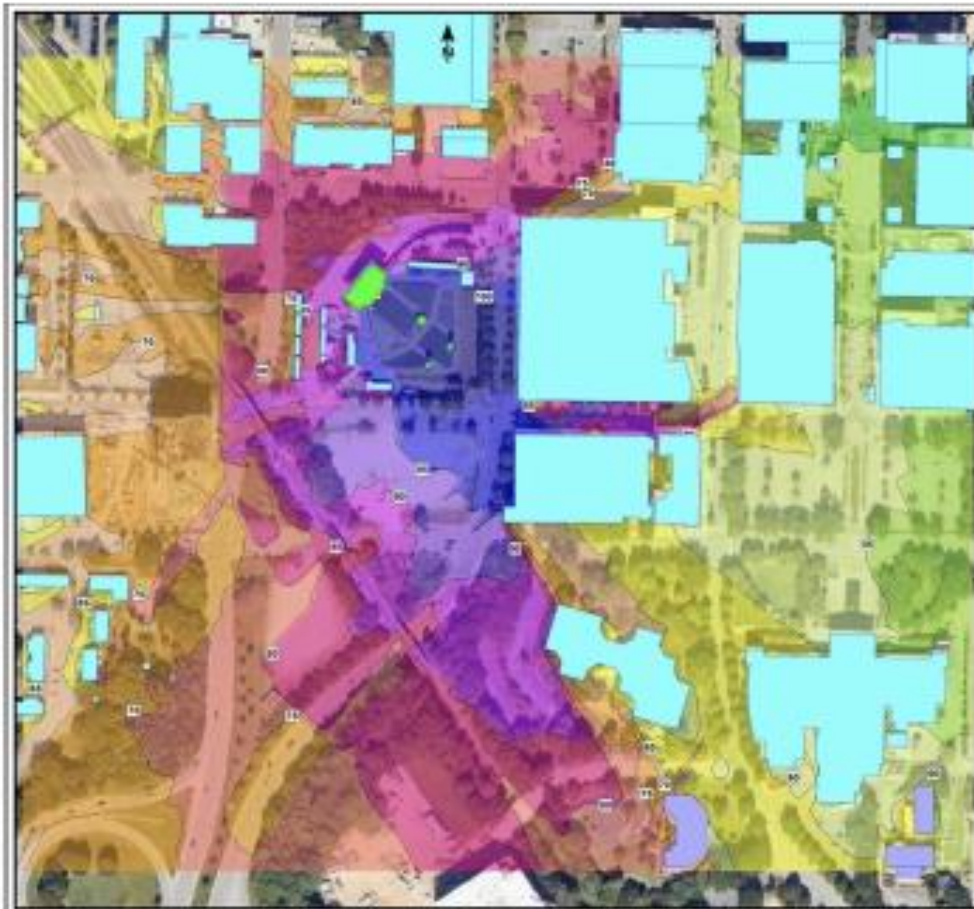
Sound Improvements



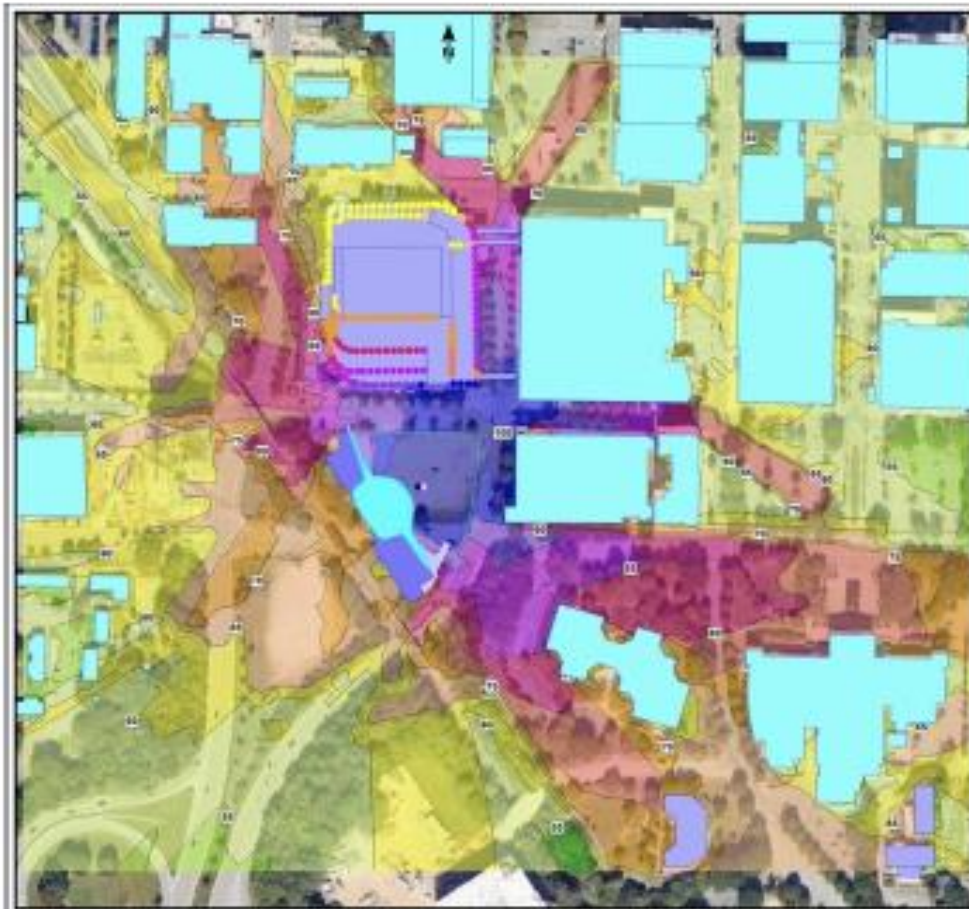
Less sound is reflected into residential areas

- Walls replace canvas drapes, focusing sound forward.
- With acoustic treatments, the walls will absorb stage noise
- Sound is directed away from neighborhoods
- Last row is now closer

Figure 6
Plan View Existing and Relocated Red Hat Amphitheater
Noise Contour Map at 1.5m Above Grade

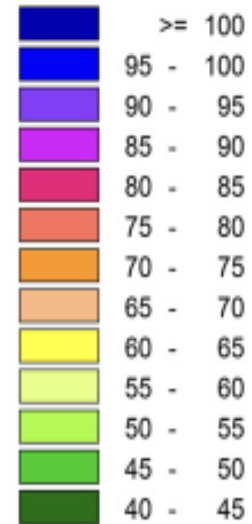


Existing RHA



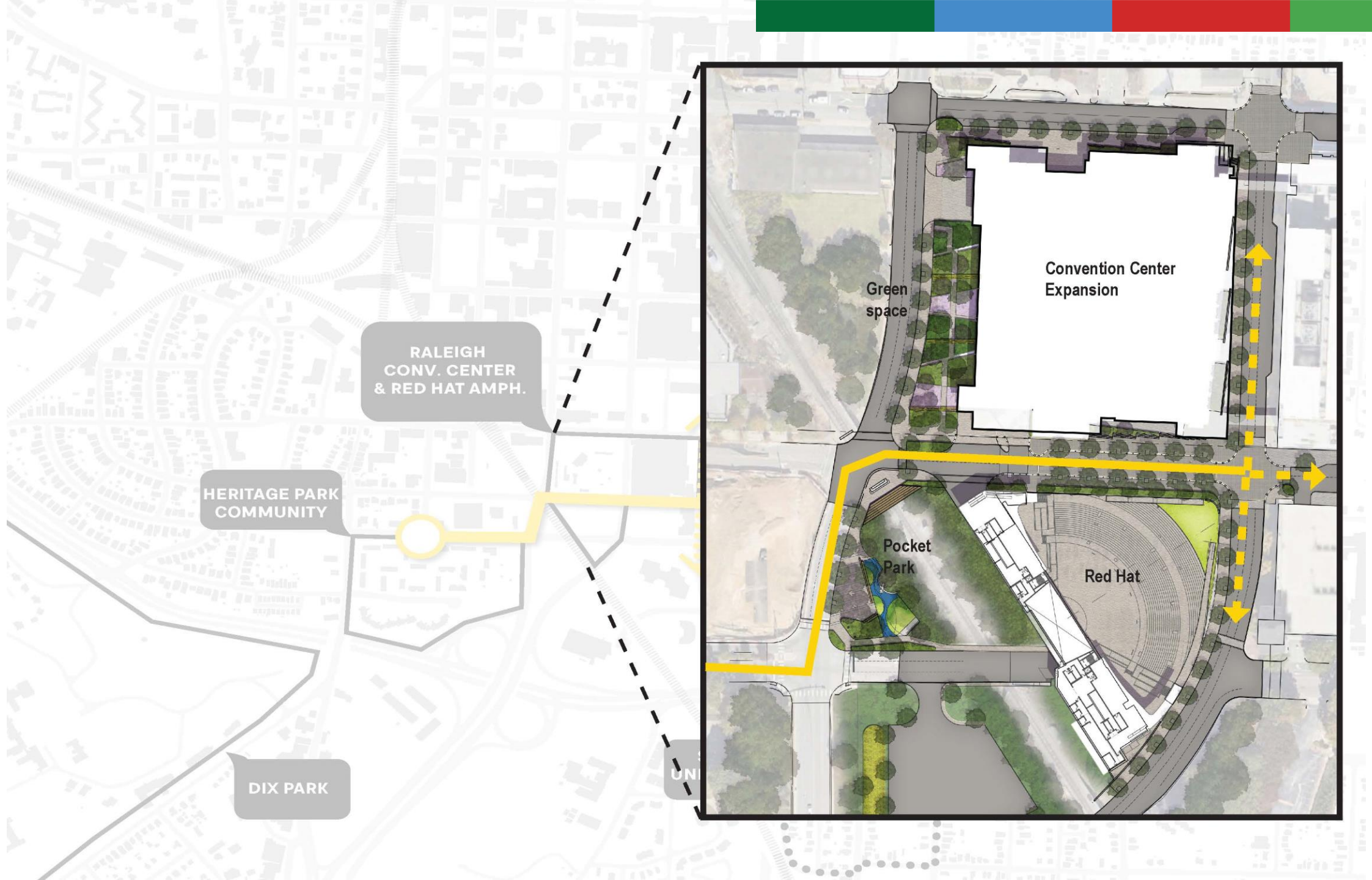
New RHA

Sound Level
L_{max}
in dBA



Strollway



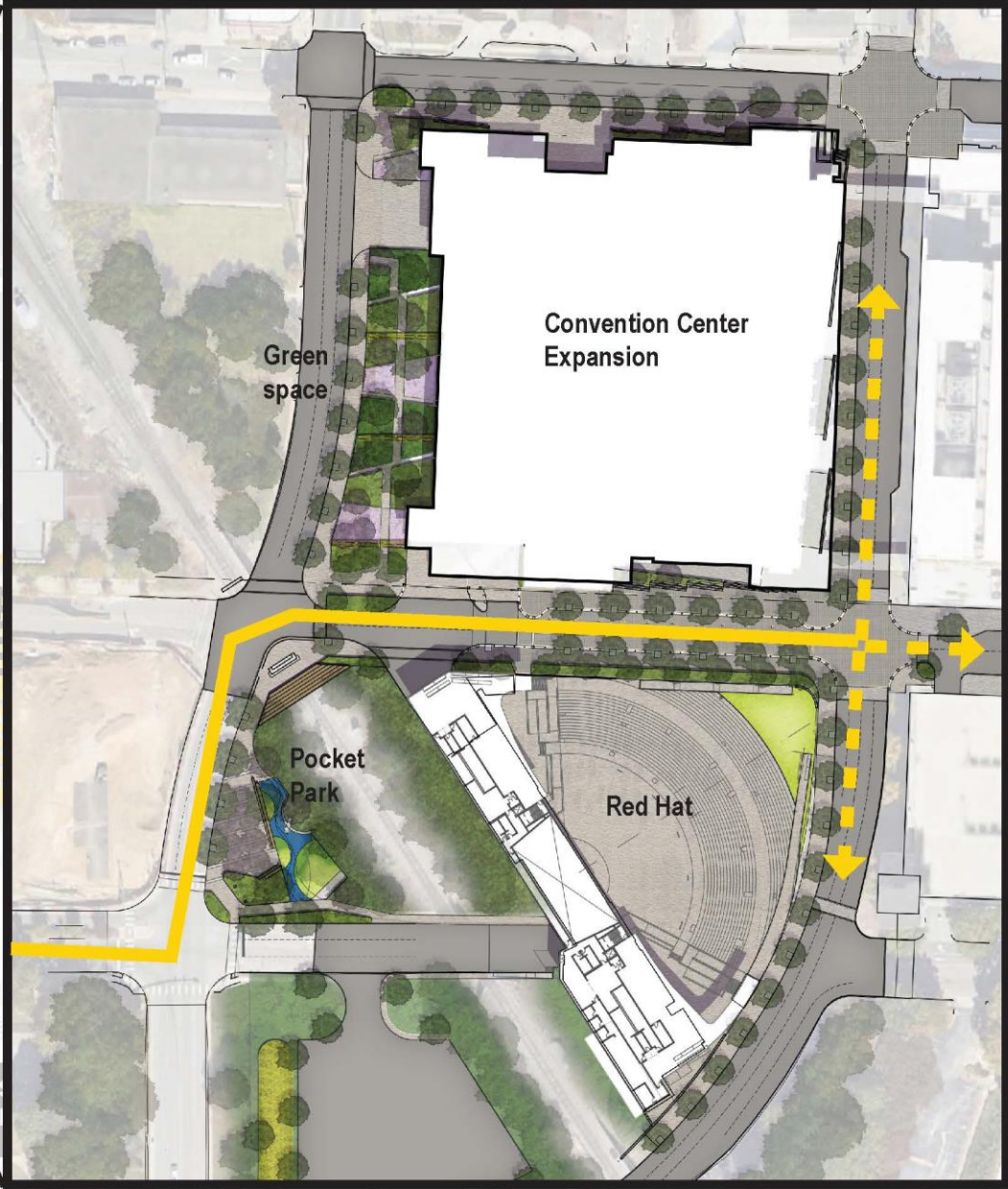


RALEIGH
CONV. CENTER
& RED HAT AMPH.

HERITAGE PARK
COMMUNITY

DIX PARK

UNI



Green
space

Convention Center
Expansion

Pocket
Park

Red Hat

SITE PLAN

RALEIGH CONVENTION CENTER EXPANSION & RED HAT AMPHITHEATER RELOCATION

LENOIR ST

- FLUSH SHARED STREET ENVIRONMENT TO PRIORITIZE BIKE & PEDESTRIAN TRAFFIC
- ABILITY TO RESTRICT VEHICULAR ACCESS DURING EVENTS
- 10'-16" PEDESTRIANWAY, BOTH SIDES WHEN LENOIR IS OPEN TO VEHICULAR TRAFFIC



W LENOIR ST

S MCDOWELL ST

- BUILDING SET BACK TO PROVIDE ADDITIONAL WIDTH FOR BIKE/PEDESTRIAN CIRCULATION/IMPROVEMENTS

CONVENTION CENTER EXPANSION

RALEIGH CONVENTION CENTER

W LENOIR ST

MINIMUM 10' PEDESTRIAN WALK, 6' TREE WAY, TYPICAL

RED HAT AMPHITHEATER

enhanced crossing

enhanced crossing

W SOUTH ST

W SOUTH ST

POTENTIAL POCKET PARK

- NEW PAVED AREA W/ SEATING
- PLANTINGS/LIGHTING
- POTENTIAL DOG PARK IMPROVEMENTS



S DAWSON ST

DAWSON ST BRIDGE

- PEDESTRIAN SAFETY RAIL
- SEATING/LIGHTING/PLANTINGS
- POTENTIAL PUBLIC ART INSTALLATION







LENOIR STREET VIEW



LENOIR BRIDGE POCKET PARK



DAWSON AND LENOIR VIEW

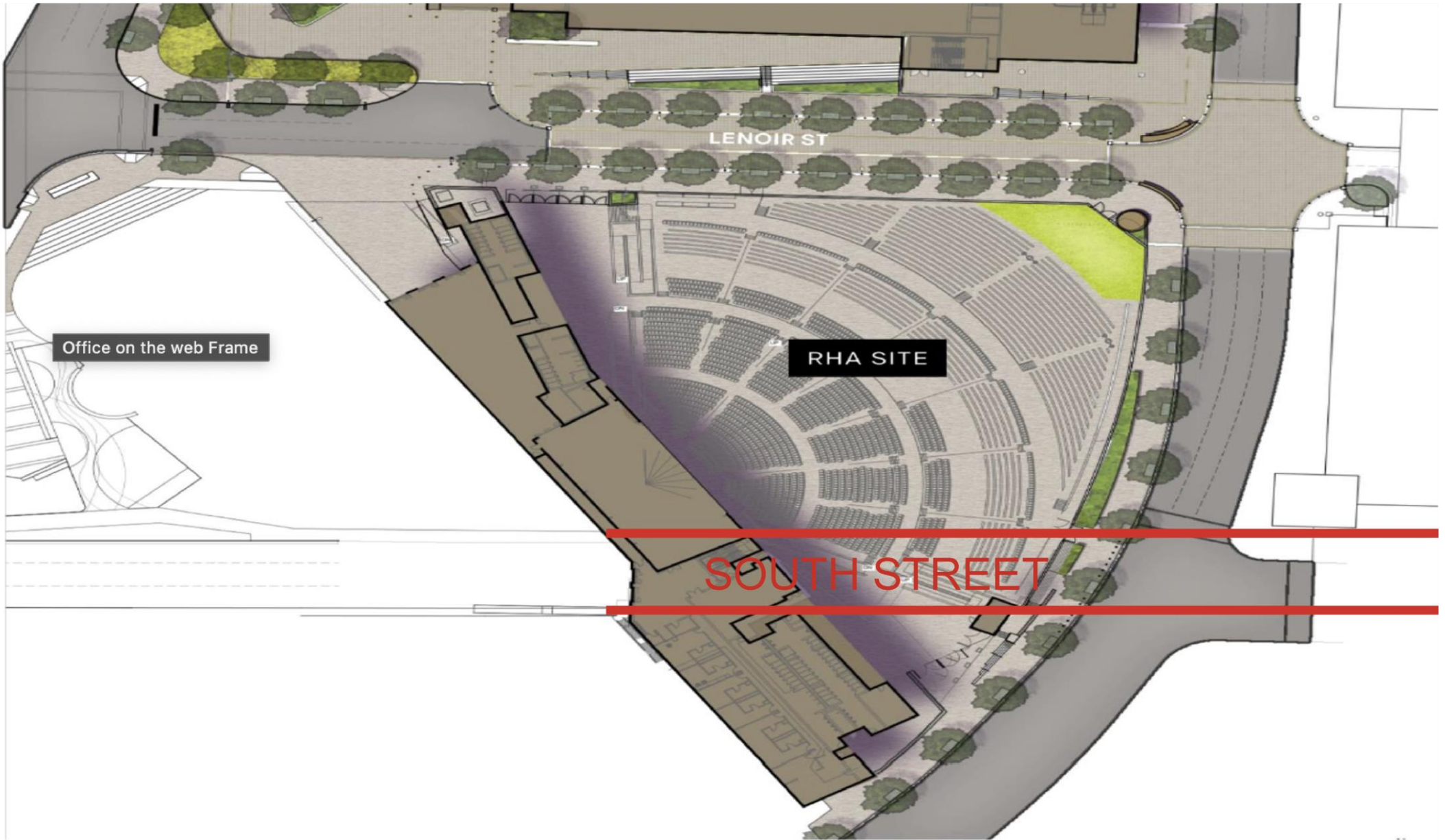






SOUTH STREET







Project Timeline

- Anticipated project ground-breaking, late Quarter 1 of 2025
- Continued collaboration with community stakeholders on Chavis to Dix Strollway visioning
- Engagement between RDOT and NCDOT on mitigation strategies
- Intended RHA opening 2026
- New convention hotel anticipated opening late 2027
- Convention center expansion anticipated opening late 2028

FAQ's – Red Hat Amphitheater



RELOCATION



Our sister venue, the Raleigh Convention Center is growing and in the coming years, The Complex will welcome the following:

- Relocation of Red Hat Amphitheater (2026)
- A brand new 550-room Omni Hotel (2027)
- Expansion of the Raleigh Convention Center (2028)

For information on these developments, see below.



Questions