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INFORMATION:

Weekly Digest of Special Events

Staff Resource: Sarah Heinsohn, Office of Special Events, 996-2200, sarah.heinsohn@raleighnc.gov

Included with the *Update* materials is the special events digest for the upcoming week.

(Attachment)

Council Member Follow Up Items

Follow Up from the June 25 Growth and Natural Resources Committee

Removal of Trees in NCDOT Medians (Council Member Branch)

Staff Resource: Jason Holmes, Transportation, 996-6446, jason.holmes@raleighnc.gov

During the committee meeting staff was requested to provide information concerning efforts made by NCDOT related to the removal of trees in medians. NCDOT has not made any policy revisions specifically for the removal of median trees and there are no plans for system-wide tree removal in medians.

The removal of trees and shrubs in the median along Capital Boulevard - between Trawick and Buffalo Roads - was part of routine maintenance activities completed by NCDOT. NCDOT reports the primary reasons for removal were to enhance the safety of staff maintaining the medians and to improve general aesthetics. The plant material was overgrown, unsightly, and increasingly difficult to maintain, especially due to the proximity to travel lanes. After removing all plant material in the median along these areas of Capital Boulevard, NCDOT graded and seeded to establish turf.

Similar maintenance efforts were also conducted on New Bern Avenue just east of I-440, but all trees were left in place and only low-growth shrubbery was removed, again focusing on safety and overall aesthetics.

(No attachment)

Follow Up from the June 18 Council Meeting

Summer Aquatic Operations – Lifeguard Update (Council Member Forte)

Staff Resource: Ken Hisler, Raleigh Parks, 996-4823, kenneth.hisler@raleighnc.gov

During the meeting Council requested a status report on lifeguard staffing for the summer pool season.

With respect to seasonal pool operations, staff is pleased to report that for the 2024 season all seasonal pools were opened for Memorial Day weekend and continued operating on a modified schedule until the academic year ended. Beginning June 13, normal operating hours commenced, as follows: Mon-Fri, 9:00 am – 7:00pm; Saturday, 10:00 am - 7:00 pm; and Sunday, 1:00 pm – 6:00 pm.

Staffing is available to operate all eight pools (four seasonal and four year-round), primarily due to the exceptional work of the part-time hiring team but also the aquatic training staff. While the department has yet to return to the hiring levels that existed prior to the pandemic, overall staffing places operations in much better position than immediate prior years. Ideally, an additional 30-40 more staff will ensure sufficient coverage for all areas of all pools on all days. Efforts continue to recruit, train, and certify lifeguards to add depth to staffing levels.

The following provides a snapshot of a weekend of summer pool operations:

- For the weekend of June 21 – 23 we averaged 65 lifeguards scheduled per day with an average of 10 shifts unstaffed.

The following are examples of the impact these shortages have on a busy day:

- Deep Water Recreation Area & Diving boards may not be available at Pullen Aquatic Center
- Buffalo Road's capacity may be reduced requiring implementation of our "1 in – 1 out" protocol.
- During some shifts we may have close access to the deep-water areas at seasonal pools and/or limit overall bather capacity.

To learn more about Raleigh Parks Aquatic operations, you can visit the website <https://raleighnc.gov/parks-and-recreation/services/aquatics>

(No attachment)

Red Hat Amphitheater Relocation and Street Closure (Council Member Harrison)

Staff Resource: Kerry Painter, Convention & Perf. Arts Complex, 996-8500, kerry.painter@raleighnc.gov

During the meeting the impacts of upcoming closings of Hargett, Cabarrus, and South streets was referenced, and Council requested staff to provide a report on market data regarding venue size for the relocated Red Hat Amphitheater and associated tradeoffs regarding size of the venue. This report provides information related to the site evaluation process for the relocation of the Red Hat Amphitheater, information related to the economic and community impact of the venue, and offers a brief analysis of the amphitheater's competitive positioning in the local market.

**Conceptual Rendering**

For a concert venue to be successful and have market viability, there are several requirements. The venue must have space and amenities to accommodate the performing artist, crew members, and other individuals that may be in the traveling party; appropriately sized driveways and loading areas to accommodate trucks and other equipment; and a stage large enough to accommodate the show and associated lighting and props. Additionally, the venue needs to contain plazas large enough to allow safe interior circulation and pathways for ingress and egress; adequate restroom facilities and sufficient outlets for food, beverage, and merchandise. Finally, the venue must have enough seating capacity for event promoters to generate a level of revenue sufficient to cover the expenses associated with staging the performance.

Earlier this year, the City contracted with the design team of TVS and Ratio to oversee the convention center expansion and the amphitheater relocation projects. The early conceptual design for the amphitheater anticipated that the new venue could be accommodated by combining the City-owned gravel lot between Lenoir and South Streets with the Lenoir Street right-of-way to form the new project site. Further analysis by the design team revealed that this configuration was not viable as it would be more costly, result in a significant reduction in capacity from the current venue, and would not yield a site large enough to accommodate neither the back-of-house nor the front-of-house amenities required for the venue to be

considered functional. As a result of these analyses, the site was reconfigured to incorporate South Street and the City-owned lot adjacent to the railroad tracks and immediately south of South Street. It was determined that this site provided the only avenue for the project to advance in any manner.

In terms of market positioning, the current amphitheater is within an urban setting and has a capacity of 6,000 - characteristics that were originally and strategically chosen to fill a specific niche in the local marketplace. This year, the venue will play host to a record total of 51 live concerts. The most direct competitor in the market is Koka Booth Amphitheatre in Cary which has a capacity of 7,000. Koka Booth has a full event calendar, serves as the summer home for the North Carolina Symphony, and plays host to the Chinese Lantern Festival and several other independent shows and concerts. Given the Koka Booth current event calendar, the loss of Red Hat Amphitheater would most likely result in the loss of events currently hosted at Red Hat from the Raleigh market. In the absence of Red Hat, representatives from Live Nation, the City's booking partner, have indicated that many touring shows would likely travel from Wilmington (Greenfield Lake Amphitheater) to Charlotte (PNC Music Pavilion) - skipping the Raleigh region entirely - as there would be no other venue in the region with the ability to accommodate the volume of dates and capacity needs for these concerts.

It is also important to note that Red Hat Amphitheater serves as a significant employment center and economic generator. On event days, the venue directly supports 100 to 130 staff positions with an additional 75 to 80 employees on-site representing local non-profit organizations. In terms of economic impact, in 2023 the amphitheater produced a total economic impact of \$17,582,033 from 26 concerts. For the 2024 season, the venue is slated to host 51 concerts. Total attendance in 2023 was 98,415 which yielded 65,189 overnight visitors.

The venue also plays host to a number of philanthropic events such as the annual Band Together concert fundraiser, which has raised \$13 million to-date in support of 150 Triangle area non-profit organizations. In addition, the holiday ice rink supports community partner nights with local organizations including Helping Hand Mission, Triangle Spokes, Wake Up and Read, Note in the Pocket, and the Food Bank of Central & Eastern NC on select days.

(No attachment)

Public Comment - Garner Station Boulevard - Bus Shelter Repair (Mayor Baldwin)

Staff Resource: David Eatman, Transportation, 996-4040, david.eatman@raleighnc.gov

During the meeting Ms. Octavia Rainey, during the public comment portion of the meeting, shared a specific concern with a bench seat in need of repair. The bus shelter in question is located adjacent to the Gabe's department store, 1557-1599 Garner Station Boulevard in Raleigh (GoRaleigh bus stop No. 8408).

Following inspection it was determined that the seating needed to be secured and the bench handle needed repair. Both items were subsequently corrected, and once inventory has been replenished staff will also add additional seating at this location consisting of a pedestal seat to serve the bus stop.

(No attachment)

Weekly Events Digest

Friday, July 5 – Thursday, July 11

City of Raleigh Office of Special Events
specialevents@raleighnc.gov | 919-996-2200 | raleighnc.gov/special-events-office

Permitted Special Events

[Morning Times First Friday Market](#)

Hargett Street

Friday, July 5

Event Time: 7:00pm - 11:00pm

Associated Road Closures: E. Hargett Street between Fayetteville Street and S. Wilmington Street will be closed from 5:30pm until 11:59pm.

Other Upcoming Events

[First Friday Raleigh](#)

Friday, July 5

Downtown Raleigh

[Deep South Basketball Classic](#)

Friday, July 5 – Sunday, July 7

Raleigh Convention Center

[Community Engagement Pop-Up](#)

Saturday, July 6

Ashton Square Shopping Center

[Omari Dillard: Soul Violinist](#)

Saturday, July 6

Fletcher Opera Theater

[Dream Moore Market](#)

Sunday, July 7

Moore Square

[I Prevail & Halestorm](#)

Tuesday, July 9

Coastal Credit Union Music Park at Walnut Creek

[RAIN – A Tribute to the Beatles](#)

Wednesday, July 10

Red Hat Amphitheater

[Ask a Psychologist Panel: My Top Ten Tips About Mental Health](#)

Thursday, July 11

The Chapel at Dix Park

Public Resources

[Event Feedback Form](#): Tell us what you think about Raleigh events! We welcome feedback and encourage you to provide comments or concerns about any events regulated by the Office of Special Events. We will use this helpful information in future planning.

[Road Closure and Road Race Map](#): A resource providing current information on street closures in Raleigh.

[Online Events Calendar](#): View all currently scheduled events that impact city streets, public plazas, and Dorothea Dix Park.