

PROPOSAL TO THE STATE OF SOUTH CAROLINA
FROM THE PEACE CENTER FOR THE PERFORMING ARTS
JANUARY 2023

EXECUTIVE SUMMARY

For over three decades, the Peace Center has been at the forefront of transforming Greenville, South Carolina, into a thriving community with a bustling downtown centered around live arts and entertainment. With statewide economic impact of \$90 million annually, the Peace Center is an important catalyst for growth and development, welcoming nearly 300,000 people to its campus annually for a diverse line-up of Broadway, music, dance, comedy, and film presentations.

In December 2019, the Peace Center Board of Trustees approved a bold strategic vision: by or before 2030, the Peace Center will realize a fully-functioning, ten-venue arts and entertainment campus. Over the subsequent years, leadership has collaborated with local architects, urban designers, and key community members, city officials, and stakeholders to develop a master plan encompassing every building and bit of ground on the Peace Center's six-acre campus.

Dubbed AMP: A Music Project powered by the Peace Center, this vision plan celebrates the history and beauty of the campus while elevating Greenville—and the State of South Carolina—as a music and entertainment destination. With an estimated price tag of \$54 million, AMP includes the repurposing of three historic buildings formerly leased for rental income into two new music venues and an artist co-op featuring a state-of-the-art recording studio, artistic development and collaboration spaces, and an artist loft with three luxury hotel-style ensuites and a shared kitchen and lounge area. Enhancements to other key buildings, as well as upgrades to the public gardens and riverwalk, will round out this full campus transformation.

Once completed, the Peace Center will further solidify Greenville as the heartbeat of the region's arts and music scene and estimates a statewide economic impact of over \$100 million annually. The Peace Center respectfully requests the State of South Carolina make a \$17.5 million Appropriated Contribution in support of this major expansion into a ten-venue arts and culture campus.

ABOUT THE PEACE CENTER

In the mid-1980's, a group of performing arts enthusiasts had an ambitious dream to embolden the revitalization of downtown Greenville, South Carolina, by creating a cultural hub where people of all ages, incomes, and interests would be welcome to gather and experience the power of live arts and entertainment. Through a leadership gift from the Peace family, then owners of newspaper and media company Multimedia, Inc., the Peace Center was established to make that dream a reality.

Today, the Peace Center is a nationally acclaimed non-profit performing arts center with a six-acre campus situated along the Reedy River in downtown Greenville. Since its opening in 1990, the Peace Center's mission has been to enrich the lives of everyone we reach through world-class live arts and entertainment events. With a statewide annual economic impact of \$90 million, the Peace Center is a catalyst for growth and an important hub for arts and culture in Upstate South Carolina.

Offering a diverse line-up of music, theatre, dance, comedy, film, and other special events and performances, the Peace Center presents 450+ shows and events annually. The 2022-2023 season includes ten of Broadway's top touring shows: *Dear Evan Hansen*, *Fiddler on the Roof*, *Come From Away*, *Beetlejuice*, *CATS*, *To Kill A Mockingbird*, *Jagged Little Pill*, *1776*, *SIX*, and *Wicked*; music acts such as Brandi Carlile, Amy Grant and Michael W. Smith, Fantasia, Chris Isaak, Gladys Knight, Joshua Bell, John Mellencamp, and Lady A; comedians like Taylor Tomlinson, Leanne Morgan, and David Sedaris; and touring companies like Aquila Theatre, Alonzo King LINES Ballet, and MOMIX. In addition, the Peace Center holds a variety of community engagement events and forums, masterclasses and workshops for young artists, and partners with many local and national arts organizations in presenting their works including the Greenville Symphony Orchestra, Carolina Ballet Theatre, International Ballet, Carolina Youth Symphony, Greenville County Youth Orchestra, SC Governor's School of Arts and Humanities, the Fine Arts Center (Greenville County's arts high school), and many others.

In 2010, the Peace Center embarked on a \$21.5 million capital campaign, the first since its inception. The renovations were completed in 2012, allowing the Peace Center to better serve the community with an expanded lobby, the addition of an elegant theater lounge, event and entertainment venues in Huguenot Mill, and an outdoor amphitheater.

The renowned performing arts center is currently comprised of seven mission-centric venues: (1) Peace Concert Hall, a 2,115-seat proscenium theater with state-of-the-art acoustics and the best sound system in the Southeast; (2) Gunter Theatre, a 400-seat auditorium ideal for chamber ensembles, films, recitals, and forums; the historic Huguenot Mill, a refurbished textile mill, which houses the (3) Huguenot Loft, an 8,000-sq-ft event and entertainment venue, and (4) Ramsaur Studio, a 2,700-sq-ft event and educational venue; (5) Genevieve's, an elegant

lounge located adjacent to the Peace Concert Hall lobby where patrons enjoy pre-show small plates, dessert, and cocktails as well as an intimate venue for music performances; (6) Peace Pavilion, a 1,400-capacity outdoor amphitheater with scenic views of downtown Greenville and the Reedy River; and (7) The Wyche, an open-air event and entertainment venue on the Reedy River which is one of Greenville's oldest and most treasured historical buildings.

The Peace Center welcomes over 260,000 patrons to its campus annually, has built a loyal and enthusiastic donor community of over 3,700 households and corporate partners, and is a celebrated landmark in the region. In addition, visiting artists and performers consistently comment on the beauty of the facilities and welcoming environment with many opting to return for performances year after year.

The Peace Center has a strong financial foundation with an annual operating budget ranging between \$26-30 million depending on programs, a \$100 million balance sheet, and endowment funds of approximately \$40 million. It is operated by a full-time staff of 46, part-time staff of 128, a volunteer base of nearly 150, and a 13-member Board of Trustees.

STATEMENT OF NEED

As one of the country's fastest growing cities, Greenville's demographics are changing as more and more people in their 20s, 30s, and 40s move here every year. In just the last ten years, Greenville's population has grown 16% and draws in millions of visitors annually. The Peace Center aims to diversify its audience base and remain competitive with arts and culture venues across the nation. To do so, it will meet two important needs in the local arts and entertainment community: 1) fun, casual music venues that attract diverse audiences and music acts to Greenville and, 2) more resources for artist development and education.

For many years, audiences have expressed a desire for venues that attract a variety of music acts to Greenville. While the Peace Concert Hall and Gunter Theatre are able to accommodate exceptional musical performances, many artists and audiences want a venue that offers a more casual experience: specifically, a flat floor club with substantial capacity. Music goers in our community have asked for this over and over again and frequently travel to Asheville, Charlotte, and Atlanta to see acts that perform in this type of venue.

A flat floor club experience is extremely different from that of a proscenium theatre with continental seating. In fact, most of the musicians audiences want to see in a club do not even accept gigs in venues like the Peace Concert Hall. Time and again, the Peace Center has heard from patrons who want to experience music while dancing in a fun, "cool" environment.

In addition, the music community in Greenville has the potential to be a competitive market for artist development and discovery. With few resources available to local artists, many relocate

to Atlanta, Nashville, or another “music town.” Greenville has the opportunity to be a top small-market music town but needs more space for artist development, music education opportunities, and a venue to share new music. The Peace Center will address this need by repurposing two buildings on its campus into an artist co-op and recording studio above a 250-capacity listening room.

2030 VISION PLAN

AMP: A Music Project powered by the Peace Center is a strategic vision plan to realize a fully-functioning, ten-venue arts and entertainment campus by or before 2030. AMP’s primary focus is to repurpose three historic buildings on the six-acre campus into a flat floor music club, an intimate listening room, and an artist co-op featuring a recording studio, artist development and education spaces, and artist lofts. In addition, AMP will include key enhancements to the Huguenot Mill, Ramsaur Studio, and the Peace Center’s riverwalk and public gardens.

COACH MUSIC FACTORY

The Peace Center will repurpose a historic carriage factory, utilized as a restaurant since 1991, into a 1,300-capacity, three-tiered, flat floor music club. The new venue, called Coach Music Factory, will feature genres of music ranging from rock, jazz, country, and pop to rhythm and blues and electronic dance music. Coach Music Factory will be comparable to, and slightly larger than, the Orange Peel in Asheville, The Fillmore in Charlotte, and Center Stage’s The Loft in Atlanta. One of Coach Music Factory’s unique features will be glass walls behind the stage that open for an indoor/outdoor concert experience with the backdrop of the Reedy River and the Peace Pavilion. The Peace Center will hire a seasoned music programmer to book club acts. This individual will have strong industry connections with agents, managers, and artists to ensure the venue’s success.

THE MOCKINGBIRD

The Peace Center has owned the Markley Building since its inception in 1990 and purchased the Gullick Building in 2012. These Main Street buildings, which have been leased to tenants until the last few years, will be merged to create one of the most unique artistic operations known to the music industry.

At street-level, the Markley and Gullick will be transformed into an intimate 250-capacity listening room and lounge: The Mockingbird. As a nod to Nashville’s famous Bluebird Cafe, The Mockingbird will feature a wide variety of up-and-coming and experienced singer/songwriters, musicians, and performers, a gorgeous bar, hardwood and tile floors, beautiful tin ceilings, and a plush lounge. Artists will perform in front of a floor-to-ceiling glass wall with the backdrop of downtown Greenville and a window into the performance for passersby walking down Main Street.

On the second floor of the Gullick will be an artist co-op: The Studio which will house a state-of-the-art recording studio and artist development spaces. The Studio will be utilized by visiting and local artists who wish to rent a professional studio, as a laboratory for students learning the technical aspects of recording, and by the Peace Center to produce original programs and content for the community. It will also feature collaboration rooms for writing and education for aspiring singer/songwriters, musicians, and music producers.

Above the listening room will be the Artist Loft featuring three luxury hotel-style suites and a shared kitchen and lounge area. The Artist Loft will be utilized by artists performing in any Peace Center venue and will be particularly attractive to those participating in residences and week-long engagements.

The Mockingbird, fully owned and operated by the Peace Center, will be steered by a dedicated Artistic Director who will hold a key leadership position with the institution.

HUGUENOT MILL

The Peace Center has plans for a full renovation of the Huguenot Mill including the replacement and relocation of an old cooling tower, enhancements to the finishes, accessibility, and features of the Huguenot Loft.

RAMSAUR STUDIO

By adding a terrace off the Ramsaur Studio, the Peace Center will provide a special outdoor area for patrons to enjoy a new front door to the Reedy River. Floor to ceiling doors and windows will lead out to the terrace. This will offer patrons attending performances at the Peace Pavilion, guests for private events, students taking classes or participating in workshops, and musicians rehearsing for the evening's Broadway performance, an opportunity to delight in this beautiful new outdoor feature.

PEACE CONCERT HALL LOBBY

Improvements will be made to the Peace Concert Hall Lobby that will upgrade the finishes and fixtures. Additional updates will be completed to enhance the security of the building.

GENEVIEVE'S

Genevieve's, now in its 11th year of operation, is a gathering space for patrons to connect with friends, family, and other arts goers before performances. Renovations will be made to meet the growing needs of this unique space including a larger bar, upgraded finishes and furnishings.

THE WYCHE, PUBLIC GARDENS, AND RIVERWALK

Re-routing pathways between The Wyche, Coach Music Factory, and lower level of The Mockingbird, is critical to the effective function, safety, and enjoyment of these new venues and the Reedy River. Highlights in this segment of the project include patio gardens located on

either end of The Wyche and a riverwalk running alongside it. These beautiful public features promise to be a perfect complement to the Falls Park experience and the nearby Unity Park. Subtle landscape and building lighting will also be added to create a peaceful and safe nighttime ambiance.

CONCLUSION AND REQUEST

The Peace Center was established to create a thriving arts and culture scene in Greenville, and, by many accounts, its mission has been achieved. Now, by repurposing its real estate, the Peace Center will amplify its mission while meeting the need for more diverse music venues in Greenville. Just as importantly, through AMP the Peace Center will support up-and-coming, established, local, and regional singer/songwriters, musicians, and music professionals and will be a sought-after resource for artist development and education.

The Peace Center respectfully requests a \$17.5 million Appropriated Contribution from the State of South Carolina in support of this innovative project. Once completed, the Peace Center will further solidify Greenville and South Carolina as the heartbeat of the region's arts and music scene and will increase its statewide economic impact from \$90 million to over \$100 million annually.

CONSTRUCTION TIMELINE AND COSTS

In October 2022, the City of Greenville Design Review Board approved the Peace Center expansion plans. Pre-construction and demolition are currently underway, and the projects will officially break ground in March 2023 with a tentatively scheduled completion in early 2025.

CONSTRUCTION EXPENSES

Including contingencies, design, and furniture, fixtures, and equipment

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|--|----|------------|
| The Mockingbird | \$ | 17,900,000 |
| Coach Music Factory | \$ | 14,900,000 |
| Huguenot Mill and Ramsaur Studio | \$ | 10,000,000 |
| Grounds, Public Gardens, and Riverwalk | \$ | 5,200,000 |
| Genevieve's Renovations | \$ | 3,500,000 |
| The Wyche | \$ | 2,500,000 |
| TOTAL | \$ | 54,000,000 |

Proposal to the South Carolina General Assembly
From The Peace Center for the Performing Arts, January 2023
Request: \$17.5MM

The Peace Center for the Performing Arts first opened its doors in 1990 and, over the last 33 years, has successfully grown from generating \$4MM in revenues from shows and events, to one that now grosses more than \$29MM annually. The Peace Center is a not-for-profit organization, nestled along the Reedy River in the heart of downtown Greenville, with a mission to unite people and transform lives through inspiring arts.

Since its inception, the Peace Center has:

- Presented more than 13,517 events and performances.
- Entertained more than 6,870,000 patrons.
- Hosted 4,350 community engagement programs.
- Made a ***\$1.1 billion economic impact in the State of South Carolina.***
- Been a significant catalyst for the growth and development of downtown Greenville.
- Become the largest and most active not-for-profit arts and entertainment venue in South Carolina.
- In Q1 of 2022, ***Pollstar ranked the Peace Center #15 in the World and #1 in South Carolina*** with Top Grossing Ticket Sales for venues under 10,000 seats.
- Attracted world-class touring artists and entertainers for 33 years.
- Built the largest Broadway Series in the State with more than 9,000 annual subscribers.
- Successfully raised \$21.5MM to fund three venue additions, and a public plaza; projects were completed in 2012.

2030 Vision Plan

In 2019, the Peace Center Trustees approved a bold new Strategic Vision: **By or before 2030, the Peace Center will realize a fully-functioning, ten-venue arts, and entertainment campus.** The estimated cost to achieve this vision is \$54MM.

The Peace Center currently consists of seven venues. The strategic plan calls for us to add three more. Additionally, this project will upgrade five existing venues and the grounds of the Peace Center's six-acre campus.

The Peace Center has \$20MM in available funds to commit to this project. **To achieve this strategic vision, The Peace Center is requesting a state appropriation of \$17.5MM.** We are actively seeking donors -- individuals, corporate, and civic -- for the remaining balance of \$16.5MM.

Components of the plan include:

- **Two New Music Venues:**
 - 1) ***Coach Music Factory:*** a 1,300-capacity, three-tiered, flat floor music club.
 - 2) ***The Mockingbird:*** a 250-capacity listening room and lounge.

- **Recording Studio:**
Located above The Mockingbird, **The Studio** will feature a state-of-the-art podcast and recording studio. It will contain ample space for artist collaboration including writing rooms and classrooms. The Studio will create a home for local musicians, host podcasts specific to the entertainment industry, encourage touring artists to participate in podcast and recording sessions, and create award-winning original content.
- **Artist Dorms:**
Adjacent to The Studio will be a three-bedroom, four-bathroom artist loft featuring a shared kitchen and lounge area where touring artists can work, play, and unwind all in one location.
- **Renovations to Five Existing Venues:**
 - 1) **Huquenot Loft:** enhance finishes, accessibility, food service, and features for this popular event and education space.
 - 2) **Ramsaur Studio:** add furniture and fixtures, and floor-to-ceiling windows and doors, leading to a new outdoor terrace overlooking the Peace Pavilion and Reedy River.
 - 3) **Peace Concert Hall Lobby:** upgrade finishes, fixtures, box office, and security systems.
 - 4) **Genevieve's:** upgrade the bar, finishes, fixtures, and furniture for this beautiful lounge overlooking the Reedy River, where patrons enjoy cocktails and small plates before performances.
 - 5) **The Wyche:** enhance this iconic historic building with lighting, ceiling fans and security features to better accommodate outdoor events and performances.
- **Upgrades to the Peace Center's six-acre campus:**
Improve the public grounds by creating gardens, a riverwalk, and enhancing its park-like setting. The grounds will celebrate the Reedy River, complementing Falls Park and the beauty of downtown Greenville.

Construction Timeline

Pre-construction and demolition began in the fall of 2022. The project will officially break ground in the summer of 2023, with completion anticipated in the second quarter of 2025.

Impact of the successful implementation of this plan:

- Increase the Peace Center's statewide economic impact from \$90MM to well over \$100MM annually.
- Diversify the Peace Center's live arts and entertainment offerings with the addition of over 150 performances and events annually.
- Attract an additional 100K+ patrons each year.
- Elevate Greenville, South Carolina, as a music and entertainment destination.
- Provide a space for music education and artist development.
- Build a community of local, regional, and national music professionals and artists who seek Greenville as a place to work and create.
- Enhance a downtown campus with the boundaries of Main and Broad Streets, and the Reedy River, so that it may be enjoyed by the entire community all day, every day, year in and year out.

Contact: Megan Riegel, President & CEO, The Peace Center; 864-363-2379; mriegel@peacecenter.org

An aerial, grayscale illustration of a city street grid. A river, labeled 'Reedy River', flows through the lower portion of the image. Buildings of various sizes and shapes are scattered throughout the grid. Some buildings have labels like 'DANCE' and 'BROAD STREET'. The overall tone is dark and artistic.

ARP

A MUSIC PROJECT

powered by
The Peace Center

An aerial architectural rendering of a proposed campus development. The scene shows various buildings, including a large circular structure, surrounded by trees and landscaped areas. A river, labeled "Reedy River", flows through the lower portion of the image. A large, stylized white logo, resembling a lowercase 'r' or a series of connected arches, is positioned in the bottom center. Overlaid on the left side of the image is a quote in white text.

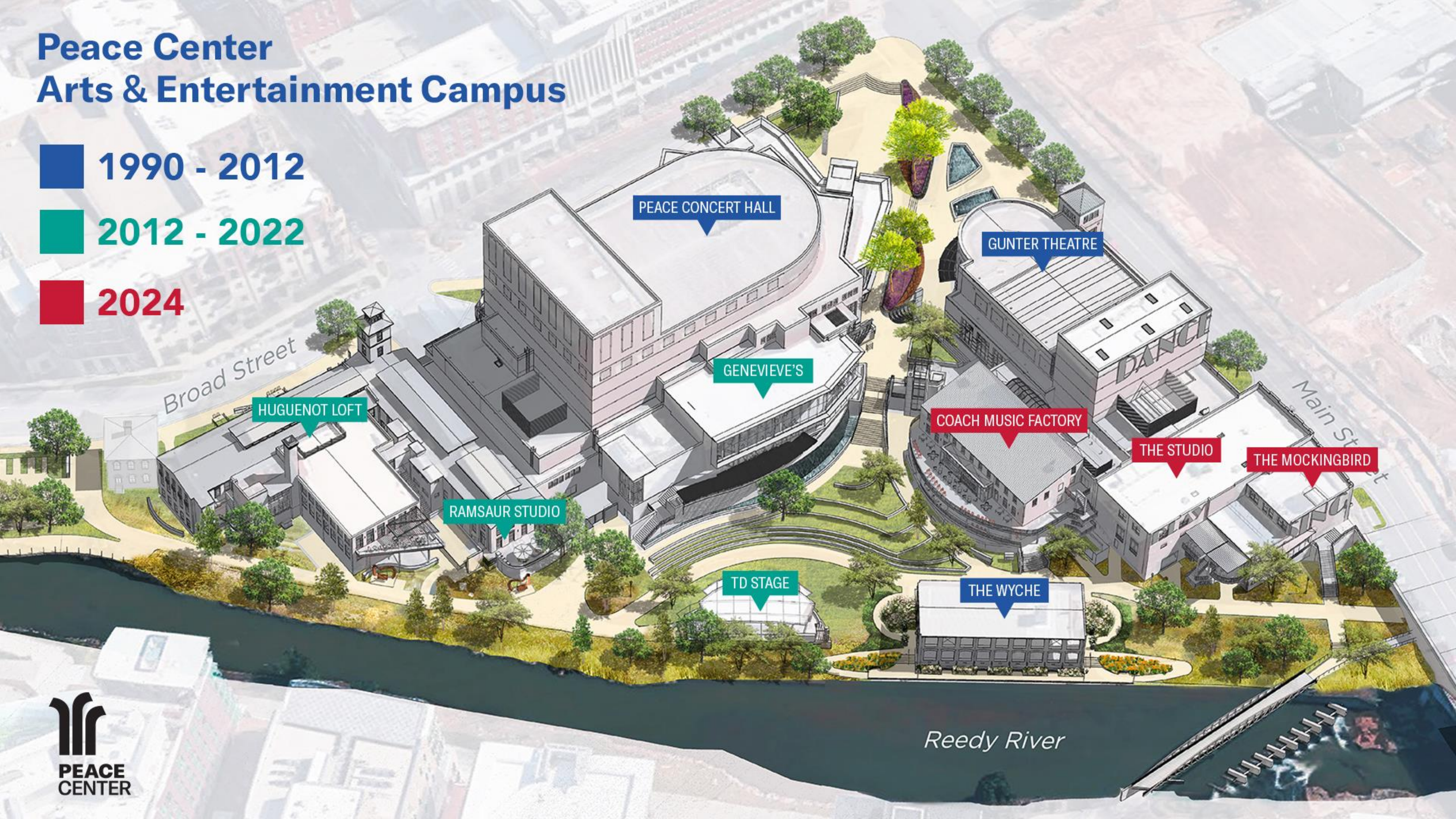
“ By or before 2030,
the Peace Center will realize
a fully-functioning, ten venue
arts and entertainment campus. ”

Peace Center Arts & Entertainment Campus

■ 1990 - 2012

■ 2012 - 2022

■ 2024



The Mockingbird | Listening Room



The Mockingbird | Listening Room



The Mockingbird | Listening Room



The Mockingbird | Riverview



The Mockingbird | Artist Loft



The Mockingbird | Artist Loft



The Studio | Collaboration Space



The Studio | Recording Studio



The Studio | Recording Studio



Coach Music Factory



Coach Music Factory



Peace Center | Riverside



The Wyche | Riverwalk and Public Gardens





PEACE CENTER

Sing. Dance. Play.