

DURHAM



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June 9, 2016

TO: Thomas J. Bonfield, City Manager

FROM: Reginald J. Johnson, Director, Community Development
Carolina Theatre Liaison

SUBJECT: Follow-up - #49 Amendment to Building and Services Agreement between
City of Durham and the Carolina Theatre of Durham, Inc.

Councilmember Schewel asked the following question with regard to Work Session agenda item #49, Amendment to Building and Services Agreement between City of Durham and the Carolina Theatre of Durham, Inc. (CTD):

QUESTION:

Professionals to program Carolina Theatre? AC entertainment? These companies program theaters successfully throughout the US. Should we be using one of them?

RESPONSE:

From Carolina Theatre of Durham, Inc. Interim President and CEO Dan Berman:

The Carolina Theatre has just finalized an agreement with National Shows 2 (NS2), a nationally known concert promotion company that is similar to AC Entertainment. Under the terms of the agreement, NS2's goal is to book and co-promote with CTD at least 60 national touring events per year. NS2 has agreed to take 100% of the risk on these co-promoted shows. Since CTD will no longer have risk associated with the more commercial events booked by NS2, more resources will be available for CTD to present shows that may be less commercial but are more mission driven and diverse.

For the last two years, NS2 has had a similar deal in place with the Charleston Music Hall, an historic venue that is similar in size to the Carolina Theatre. That partnership has proven extremely successful for both NS2 and the theater.

I hope this answers the question. Please let me know if we can provide any additional information.

Regards,

Dan

