

A Public Private Partnership



The ArtsCenter

www.artscenterlive.org



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The ArtsCenter

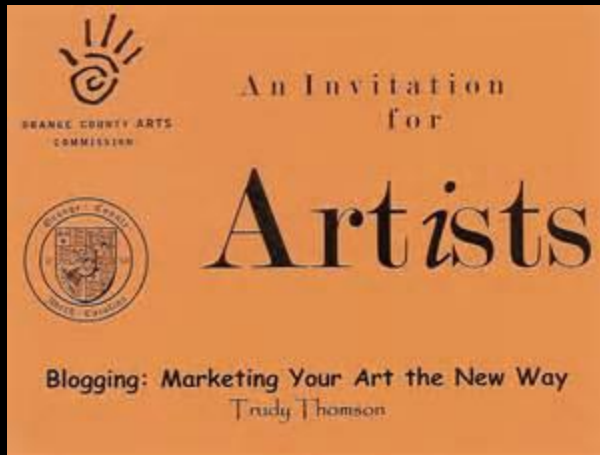
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Our Mission & Vision Statements

The ArtsCenter exists in order to educate and inspire artistic creativity and to enrich the lives of people of all ages.

The vision of The ArtsCenter is to create an educational environment that provides opportunities, inspiration and tools to people of all ages and skill levels to participate in the arts.

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Kidzu's Mission: *to inspire children and adults to learn through creative play.*



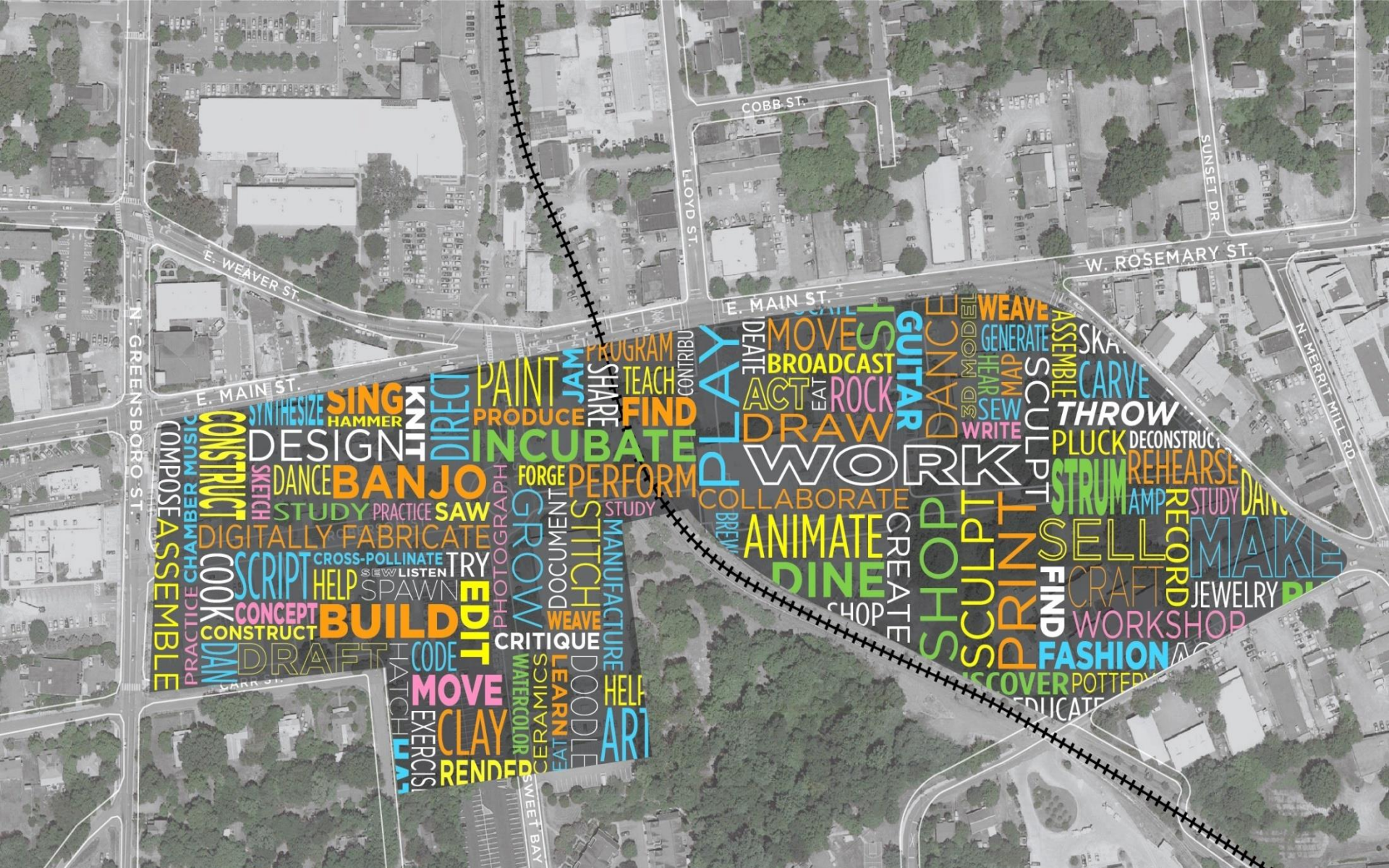
Kidzu's Vision: is to become an innovator in interactive, creative, museum-based learning for children and families and one of the best community children's museums in the country - that is to excel at serving, celebrating and reflecting *our* community.

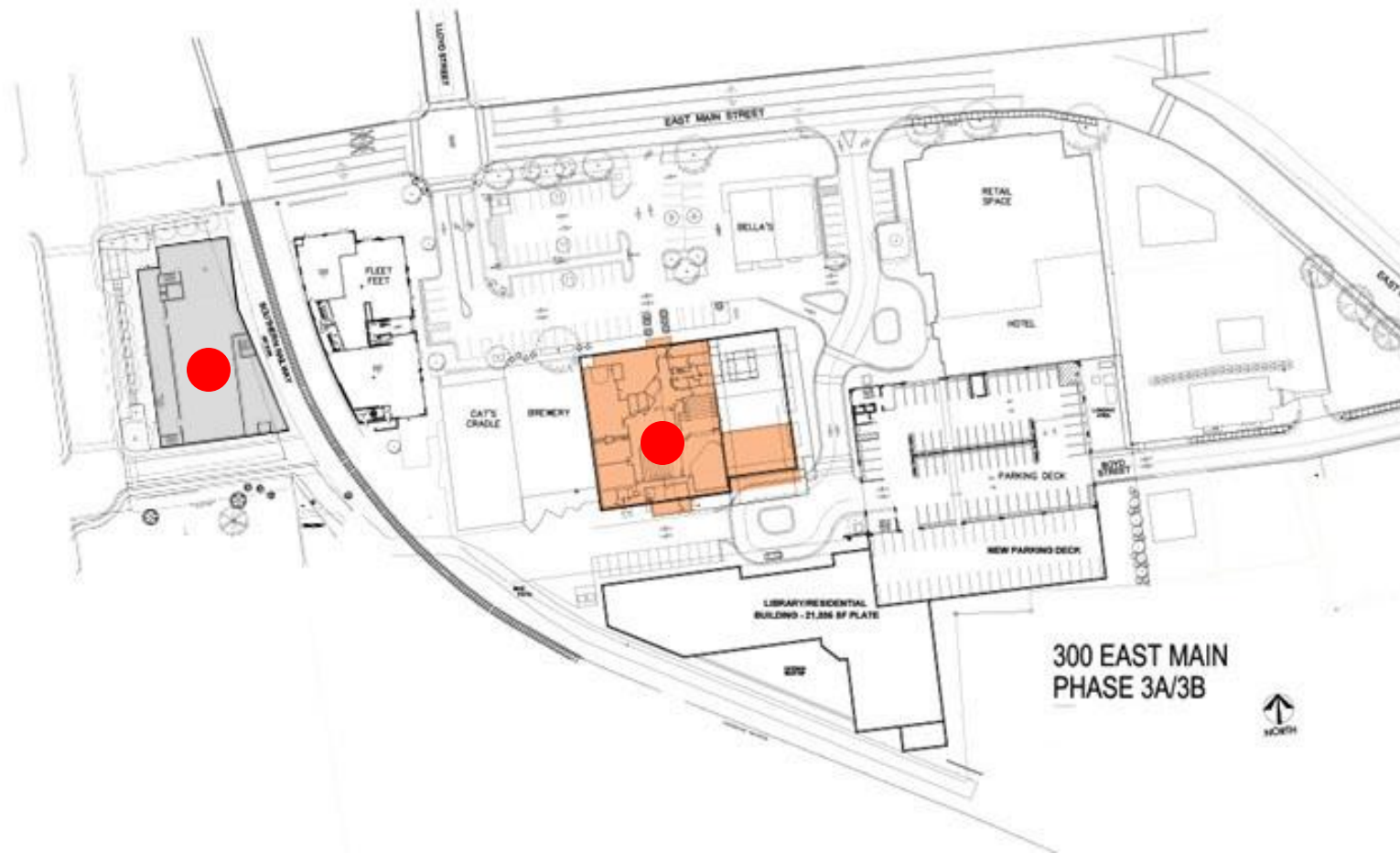


- Children's museums contribute to local economies and reduce economic barriers.
- Children's museums serve as a cornerstone of the "creative economy" and build social capital.
- Children's museums strengthen community resources that educate and care about children.
- Children's museums light the creative spark for discovery and lifelong learning.









Our Proposal Carrboro Arts and Innovation Center

Our Proposal

Total Cost : \$15M

Private Contribution: \$ 7.5 Million (upfront)

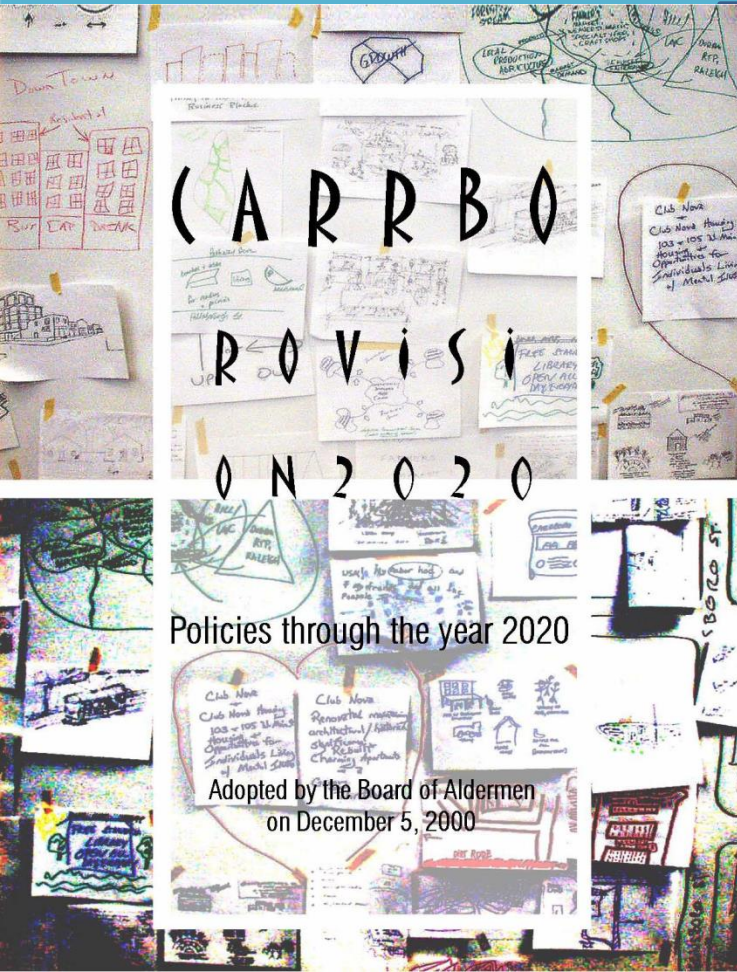
Public Contribution: \$ 7.5 Million (financed over 25 years) generated from
New Commercial Tax Revenue



Schedule for project implementation.

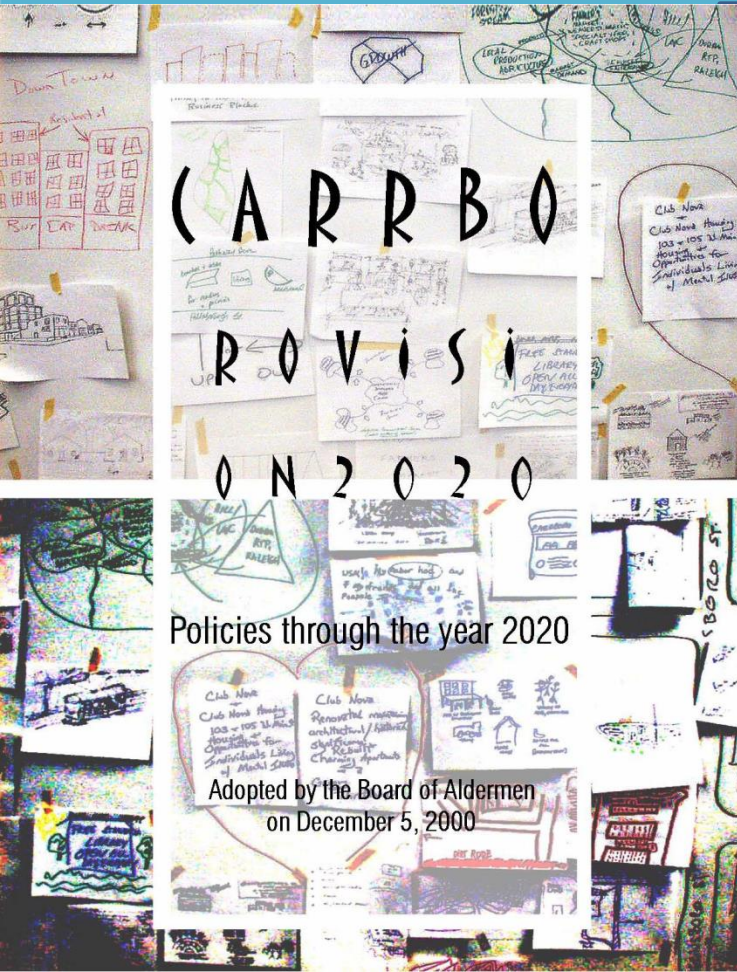
Final Plans Submitted to Carrboro for Planning Approval	May 2015
Final Plans Submitted for Construction Permit	March 2016
Final Carrboro Approval (Critical Agreements)	June 2016
Start of Construction	August 2016
Construction Completed	December 2017
Opening of Carrboro Arts and Innovation	January 2018

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“Art and culture play a very large role in Carrboro’s distinctive appeal. The town should continue to encourage and support artistic and cultural activity.”

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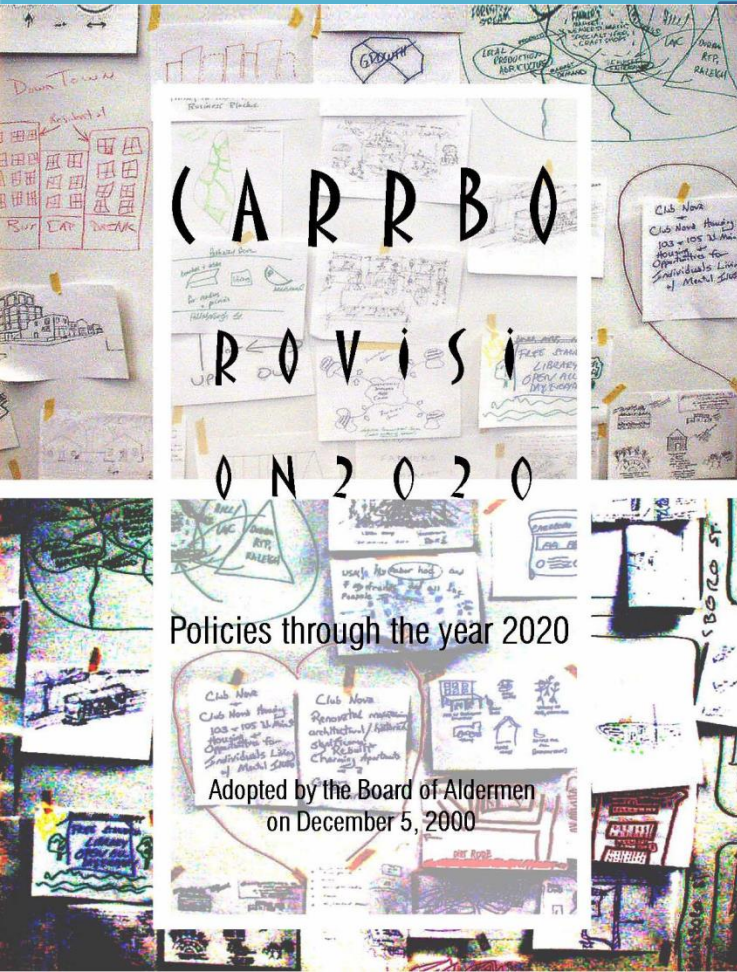


“The town should continue to support, as well as encourage its residents to support, the ArtsCenter, which is an integral part of the town’s cultural life.”

Policies through the year 2020

Adopted by the Board of Aldermen
on December 5, 2000

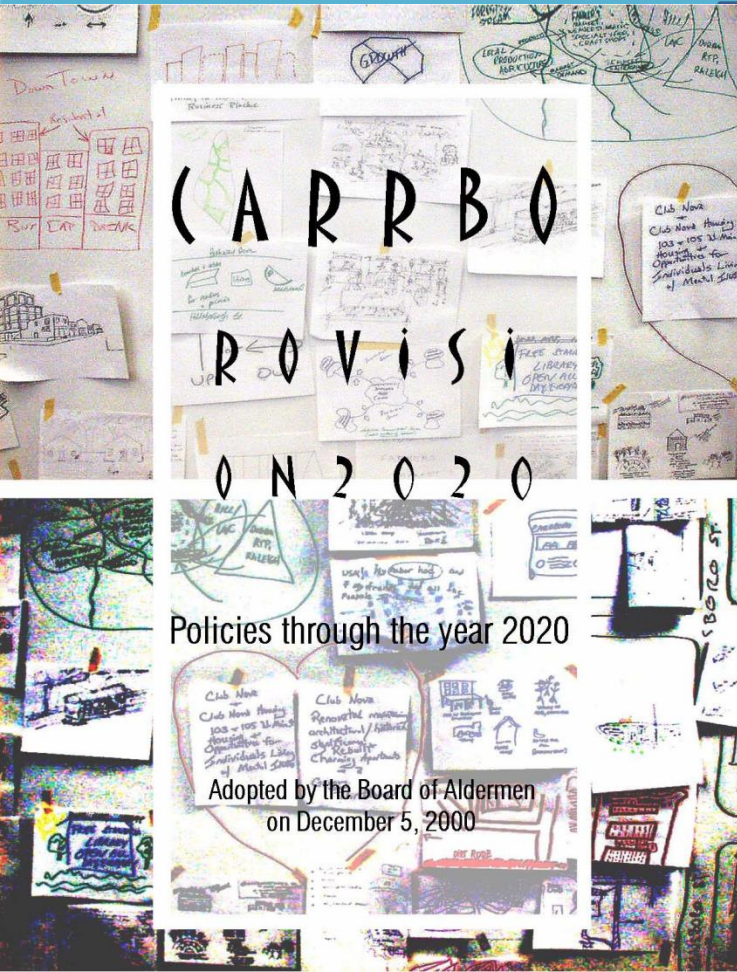
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“The town should develop a plan to govern the continuing development of downtown. Toward this end, the town should adopt the following goals:

- ☐ To double commercial square footage in the downtown from that existing in the year 2000.
- ☐ To accommodate additional square footage by building up, not out.
- ☐ To increase the density of commercial property in the downtown

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- To improve the downtown infrastructure (e.g. parking facilities, sidewalks, lighting, shading) to meet the needs of the community.
- To develop transit and traffic initiatives which enhance the viability of downtown.

Carrboro should encourage the development and placement of architecturally significant commercial and civic buildings.

Our Vision



Develop, Design, Construct and Operate a New Center for the Arts and Innovation as part of Carrboro's continued legacy to it's future as a place for creative living that:

- 1. Provides a permanent home to our innovation partnership that will allow each to thrive as individuals;**
- 2. Provide a strong partnership as an economic engine for downtown Carrboro's creative economy.**
- 3. Provide a partnership that will be an advocate for social accessibility to our programs for all in our community .**



Our Vision:

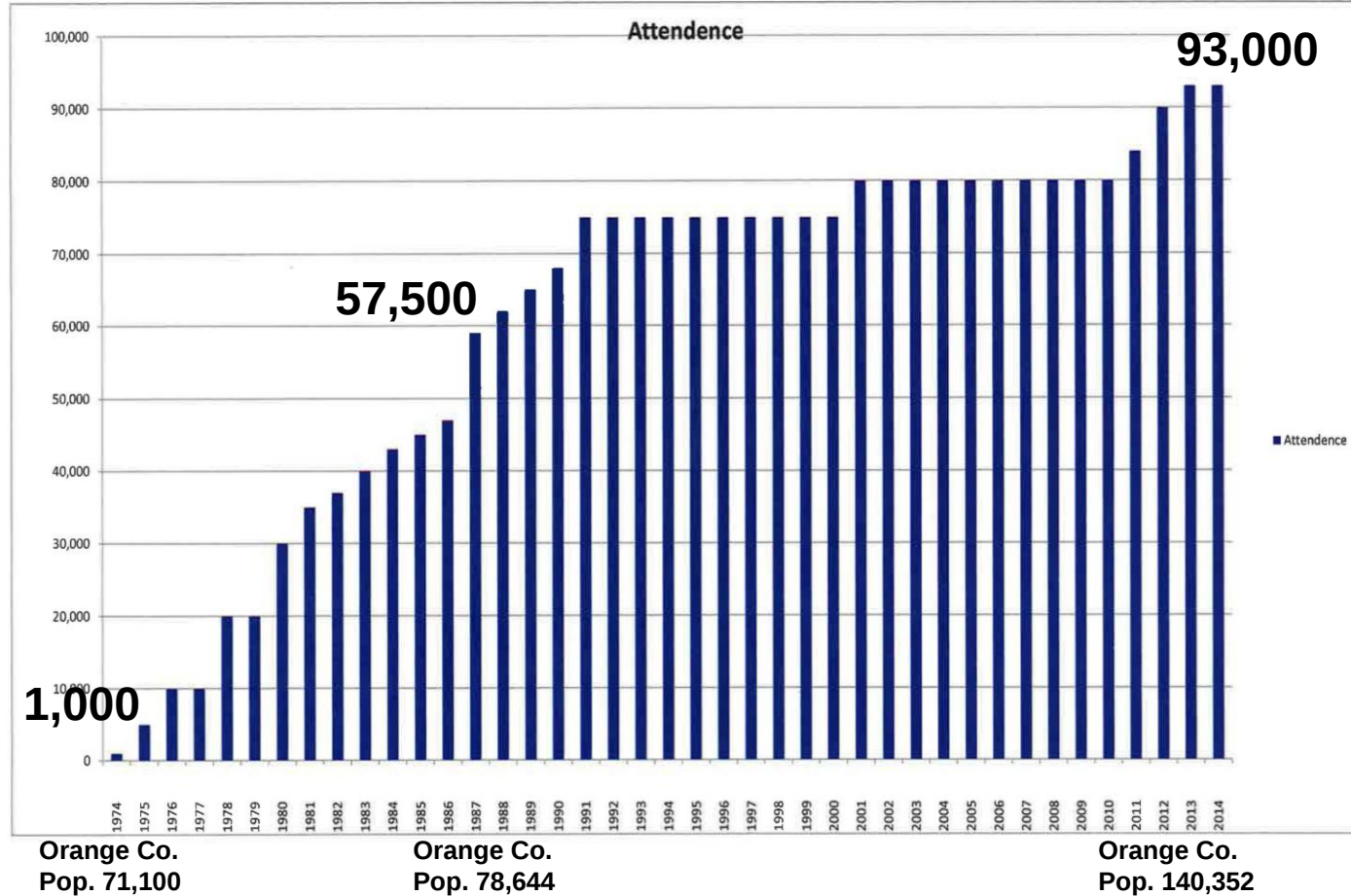
- 3. Provide a funding plan for the Carrboro Arts and Innovation Center that will fully fund the project without any of Carrboro's general funds, and;**
- 4. Provide an operating plan for the Center for the Arts and Innovation that funds an operating endowment and pays for all future capital improvements needed for the life of the building .**
- 5. Provide and architecturally significant building that is held as an example sustainable development and construction.**

Median resident age: 30.1 years
North Carolina median age: 45.5 years

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Historical population

Cens us	Pop.	%±
1920	1,129	—
1930	1,242	10.0%
1940	1,455	17.1%
1950	1,795	23.4%
1960	1,997	11.3%
1970	5,058	153.3%
1980	7,336	45.0%
1990	12,134	65.4%
2000	16,782	38.3%
2010	19,582	16.7%



Strategic Plan with Public Input



Phase One: Strategic Planning

Pre-Design and Programming

Master Planning and Precinct Planning

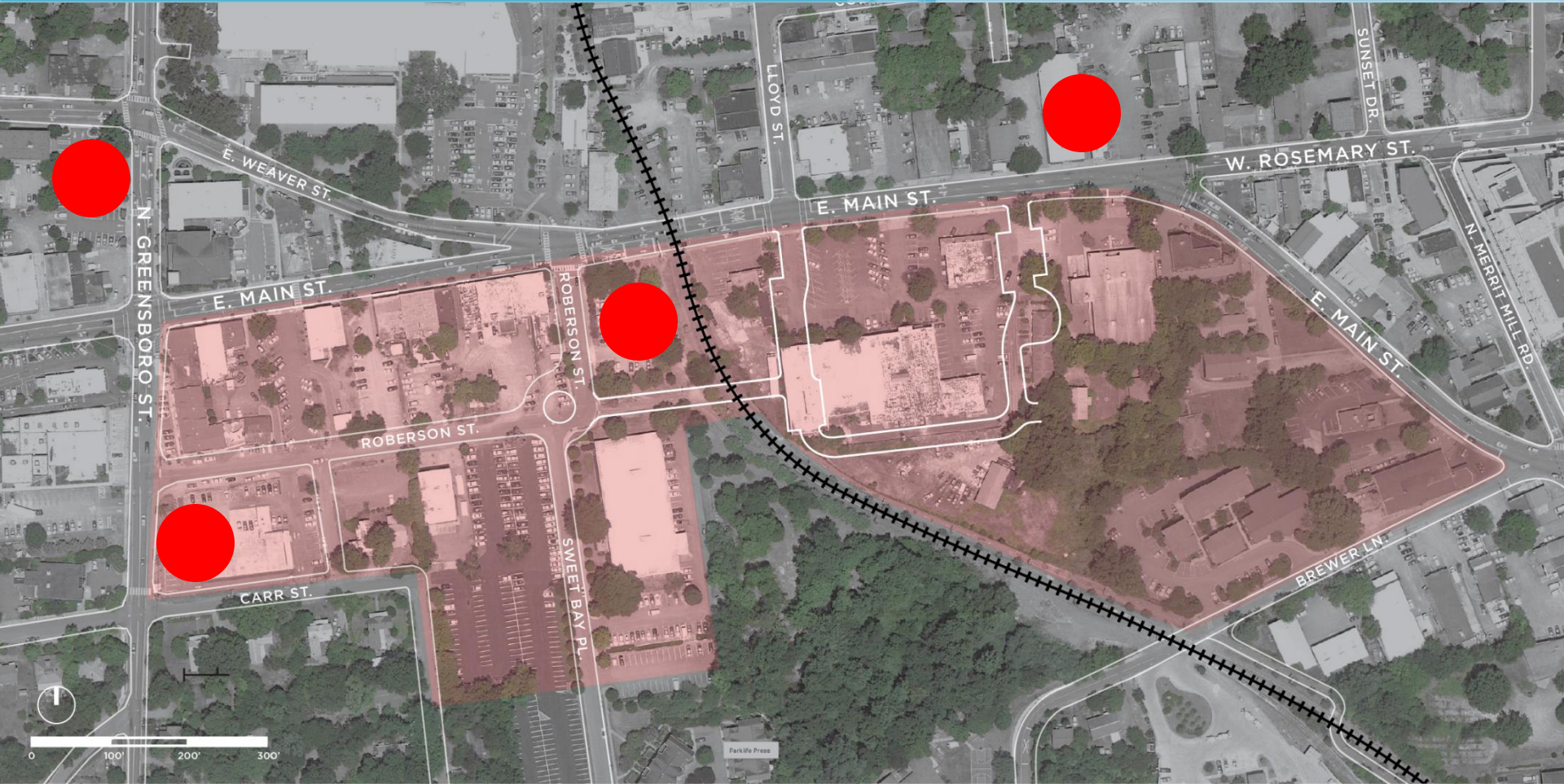
Strategic Operation Planning

Funding Strategy

Public and User Comment	Public and User Comment	Public and User Comment	What	Public and User Comment
			Where	
			Who	
			How	

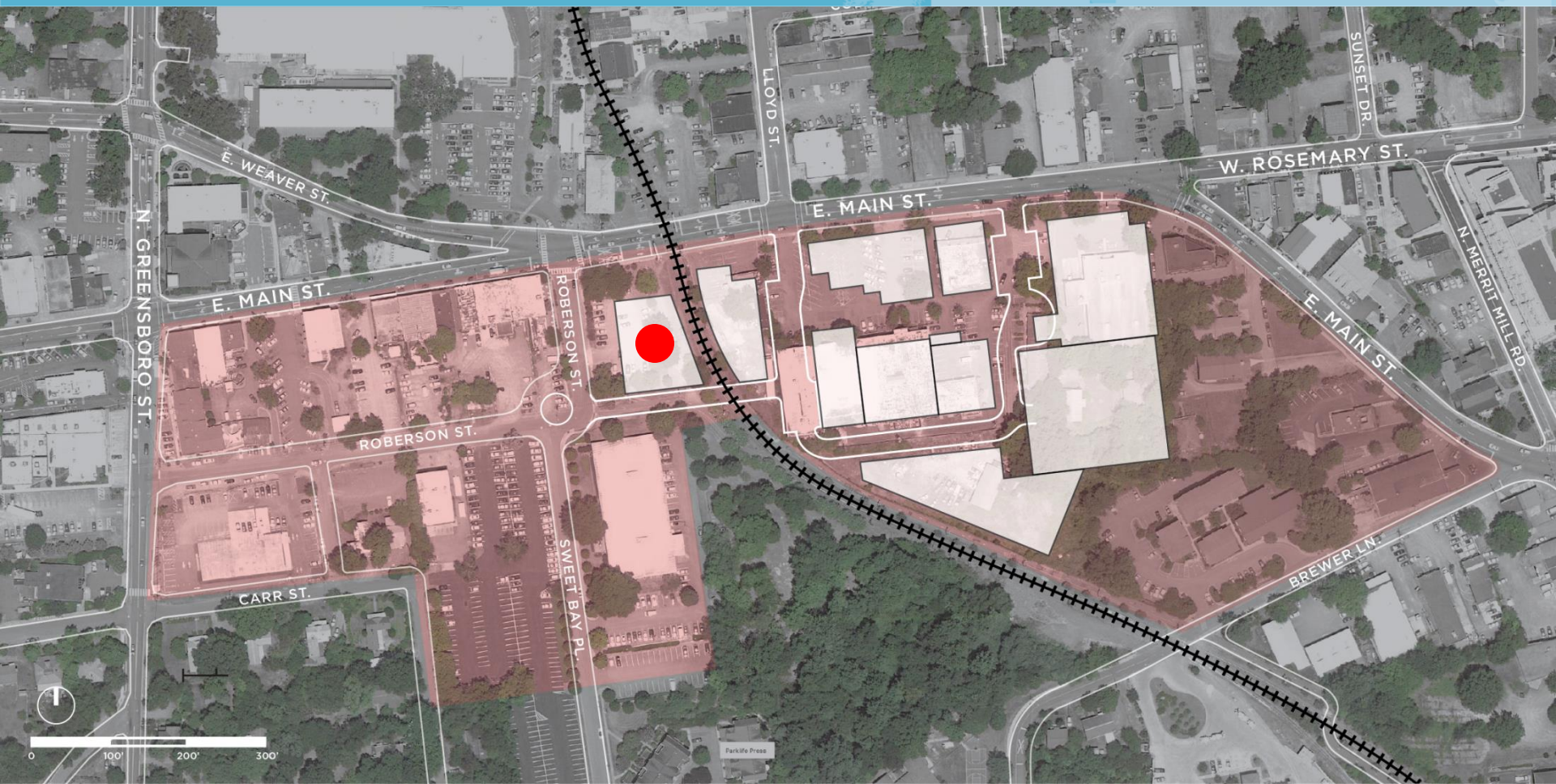
Downtown Carrboro: Art and Innovation

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Downtown Carrboro: Art and Commerce

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Downtown Carrboro: Art and Commerce

A Precinct Plan



Downtown Carrboro: Art and Commerce

A Precinct Plan



SZOSTAK

E. WEAVER ST.

E. MAIN ST.

ROBERSON ST.

SWEET BAY PL.

LLOYD ST.

E. MAIN ST.

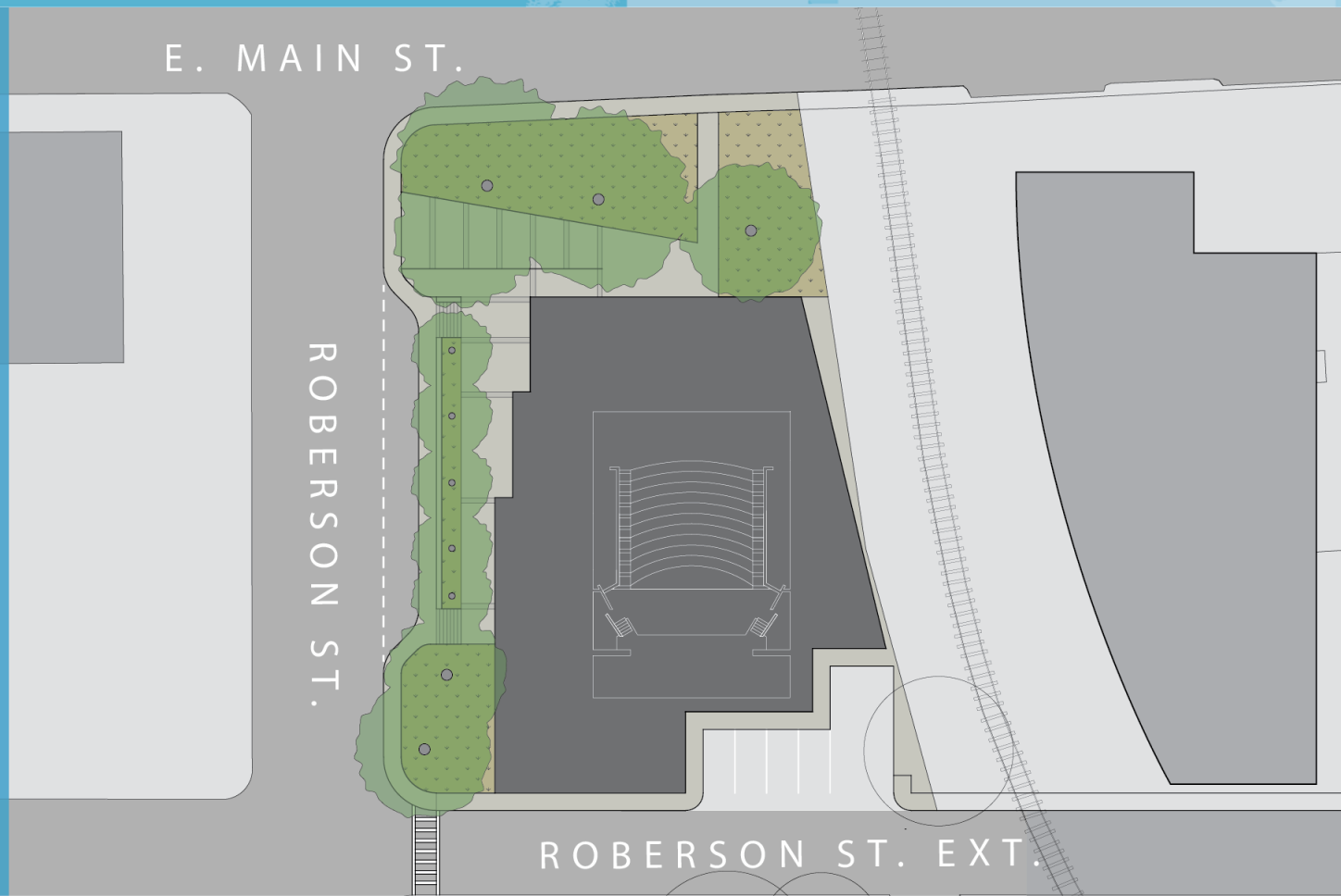


0' 75' 150' 300'

Downtown Carrboro: Art and Commerce

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ArtsCenter
Proposed Site Plan
Proposed
Footprint
Other Info etc.



Existing Performing Arts Partners

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Carrboro Modern Dance Company

Hidden Voices – given voice to underrepresented people

The Monti – storytelling

Transactors Improv – improv company

Transactors for Families – improv company with shows aimed at kids & families

Playwrights Roundtable - local playwriting group

Playground Lab – local playwriting group

Paperhand Puppet – giant puppets

UNC's Pauper Players – Student run production company focusing on musical theater

UNC's Company Carolina – Student run production company focusing on straight plays & musical theater

One Song Productions – high school student run production company

Chuckle & Chortle – monthly stand-up comedy shows

No Shame Theater – monthly original short works

Act One Act Now - high school student theater group

CARRBORO CENTER FOR ARTS & INNOVATION

BLACK BOX THEATER

MUSIC/DANCE/THEATER

CAPACITY: 70 PEOPLE

FLEXIBLE CONFIGURATION

LARGE THEATER

MUSIC/DANCE/THEATER

CAPACITY: 250 PEOPLE

FLEXIBLE CONFIGURATION

FRONT AMPHITHEATER

DANCE/THEATER/MEETINGS

CAPACITY: 80 PEOPLE

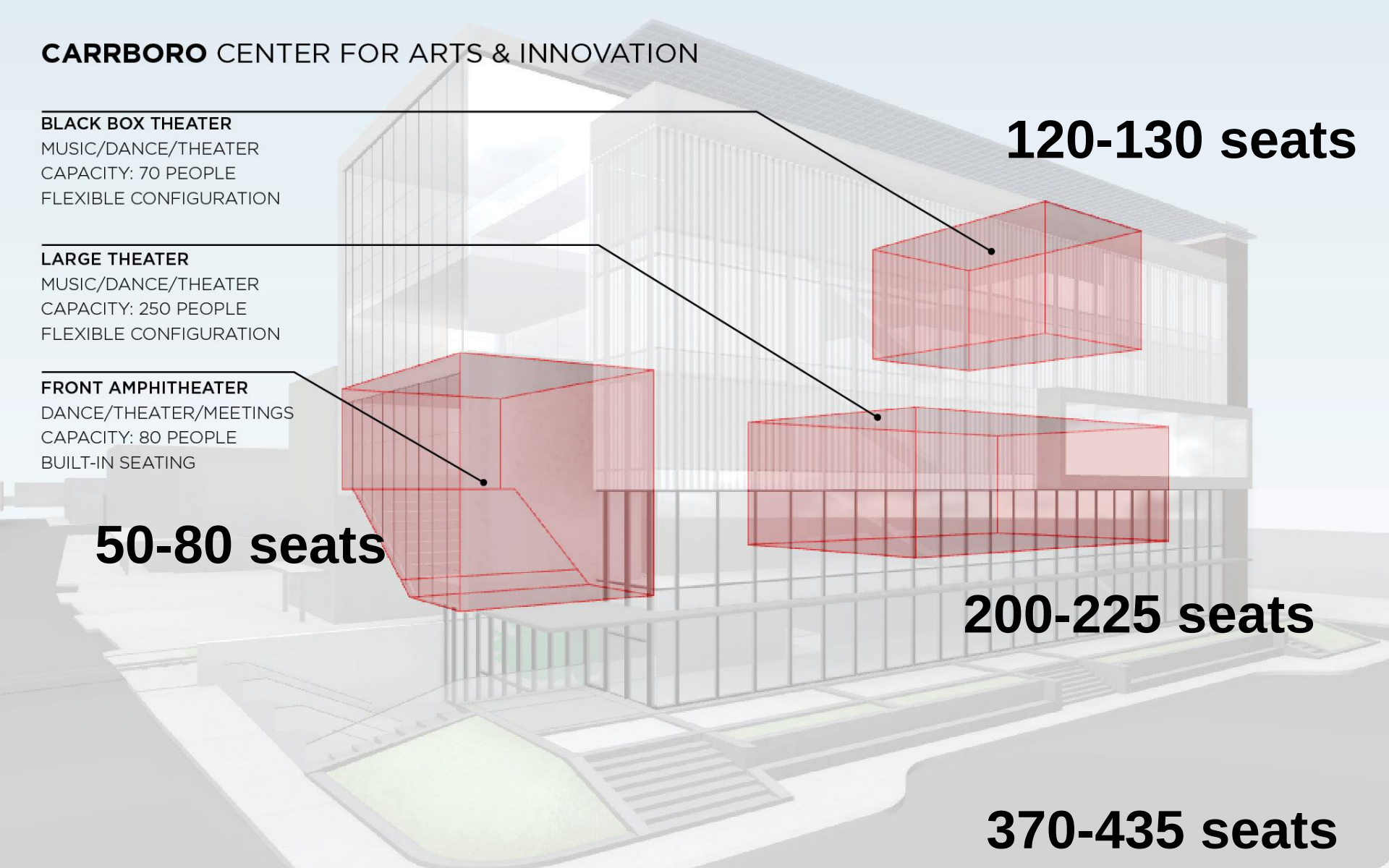
BUILT-IN SEATING

120-130 seats

50-80 seats

200-225 seats

370-435 seats



CARRBORO CENTER FOR ARTS & INNOVATION

-  KIDZU CHILDRENS MUSEUM
-  CLASSROOMS/STUDIOS/REHEARSAL
-  THEATERS



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A Local SEED Project

SEED: Social Economic Environmental Design® provides a common standard to guide, evaluate and measure the social, economic and environmental impact of design projects.

Minority and Women Owned Business Center Enterprises Plan



We will set goals and policies for this project that meet or exceed the Town’s criteria. These policies will provide minorities and women equal opportunities to participate in all aspects of this project. We have set the following goals and procedures for contracts that relate to the design, construction, and operations.

Project Design and Planning	20% M and 10% WBE of total
Project Construction Management	20% M of Total Contract
Construction Subcontractors and Suppliers	20% M and 10% WBE of Total
Operations and Facility Management	20% M and 10% WBE of Total
Work Force Development	
Construction Subcontractors and Suppliers	5% M and 5% WBE of Total
City and County Residents	
Construction Subcontractors and Suppliers	30%

Other Social Impacts:

- **Additional Scholarships for programs:**
 - School Shows**
 - Artist Residencies**
 - Art School Classes**
 - After School and Summer Art Camps**
- **More Accessibility for Title One Schools**
- **Free Museum Admission Days**
- **Targeted Programs for ESL Students**

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Economic Impact-Construction Phase:

Betsy Bennett

Local Spending in the Orange County economy:

\$16,000,000

\$13,000,000

\$29,000,000

% paid to Local

% spent in Local Economy

Hotel

CAIC

Total Construction Costs

X .6 **\$17,400,000**

x .7 **\$12,180,000**

x 1.70

\$20,706,000 (1A)

New Spending in Restaurants/Hotels:

1A x .03 = IB

\$20,706,000 x .03 = \$621,180 (1B)

Impact on Public Sector Budgets:

1A x .06 = IC

\$20,706,000 x .06 = \$1,242,360 (1C)

Total public cost for infrastructure as
required by development regulations
and jurisdiction (roads, water, sidewalks)

\$50,000

BENEFITS (IA+IB+IC) =

\$22,570,540

COSTS (IC2)

\$50,000

Total Economic Impact of Construction

\$22,520,540

Period of Analysis:

Applicant should show 10-year projections in operations revenue and subsidy.

Annual benefits: 2A + 2B + 2C

$\$1,608,000 + 2,412,000 + 241,200 =$

\$4,261,200

Summary

The Above Analysis Is Based on the Impact of Only the Carrboro Arts and Innovation Center. The Average Hotel Annual Impact for the projected Hotel will average \$5.5M-\$6.5M

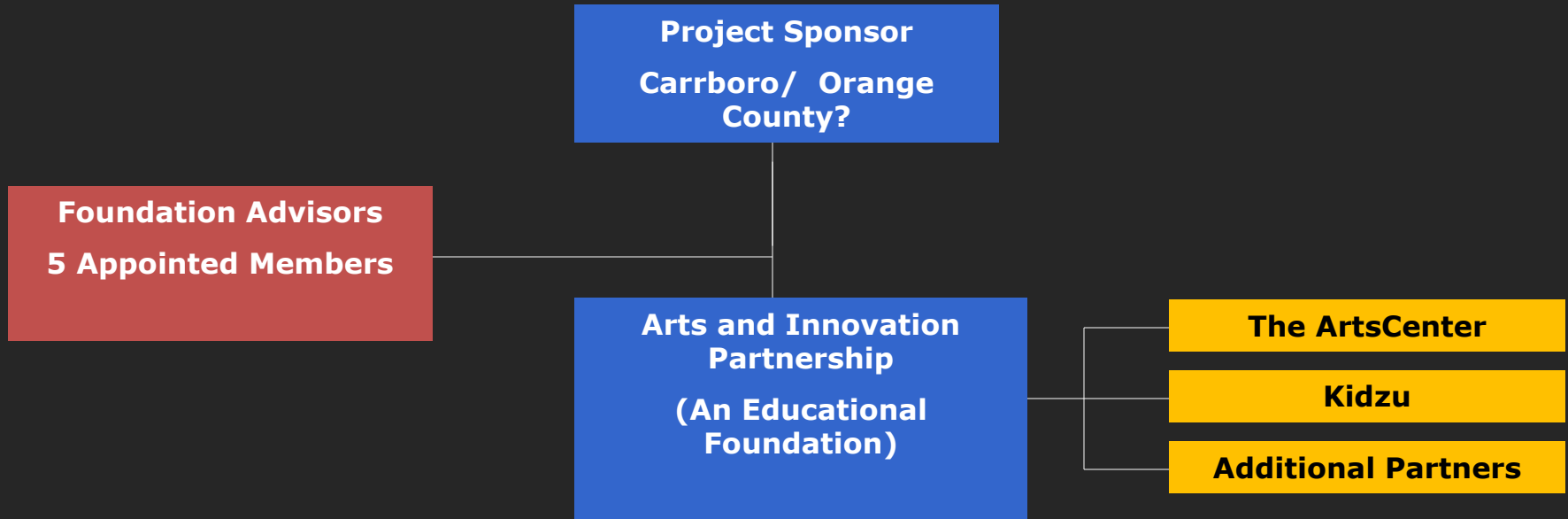
The Economic Impact of the Construction of the Hotel and the Carrboro Arts and Innovation Center is \$22,520,540 with an annual Economic Impact of an additional \$10,000,000 Impact.

Economic Impact Ratio:

Economic Impact Ratio With Just CAIC				With CAIC with Hotel			
Year	EI		Impact Ratio	Year	EI		Impact Ratio
1	\$4,231,200	\$ 455,055	9.30	1	\$ 10,731,200	\$ 455,055	23.58
2	\$4,294,668	\$ 455,055	9.44	2	\$ 10,892,168	\$ 455,055	23.94
3	\$4,359,088	\$ 455,055	9.58	3	\$ 11,055,551	\$ 455,055	24.29
4	\$4,424,474	\$ 455,055	9.72	4	\$ 11,221,384	\$ 455,055	24.66
5	\$4,490,841	\$ 455,055	9.87	5	\$ 11,389,705	\$ 455,055	25.03
6	\$4,558,204	\$ 455,055	10.02	6	\$ 11,560,550	\$ 455,055	25.40
7	\$4,626,577	\$ 455,055	10.17	7	\$ 11,733,958	\$ 455,055	25.79
8	\$4,695,976	\$ 455,055	10.32	8	\$ 11,909,968	\$ 455,055	26.17
9	\$4,766,415	\$ 455,055	10.47	9	\$ 12,088,617	\$ 455,055	26.57
10	\$4,837,912	\$ 455,055	10.63	10	\$ 12,269,947	\$ 455,055	26.96

25 Year Economic Impact with Hotel and CAIC:
\$320 Million Economic Impact for a \$12 Million Subsidy

Carrboro Arts and Innovation Center: Governance



Carrboro Arts and Innovation Center: Governance





Carrboro Arts and Innovation Center

Amount to Raise \$7,500,000.

- **Up Front Naming Rights**
- **Annual Naming Rights Contributions**
- **Corporate Sponsorships**
- **Private Fundraising**
- **Foundation Investment**



Critical Agreement Terms

- Private Funding Finalized with Guarantees
- Operating Agreement Approved
- Construction Costs Guarantee
- Permanent Public Financing
- Site and Design Approval
- Establish Privately Funded Operating Endowment / Foundation

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Carrboro Arts and Innovation Center

Synergy

Together we are a vibrant, active, creative facility from morning through evening virtually every day of the year!

A true hub of “lifelong learning” and an iconic demonstration of the “creative community.”

A permanent home to our partnership that will allow each organization to thrive individually and to provide an economic engine that allows Carrboro and Orange County to continue to excel as **a PLACE FOR THE ARTS AND CREATIVE THOUGHT.**

CAIC supports Carrboro’s continuing legacy to its future as a place for creative living!

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