

Carolina Theatre Newsletter

Winter 2018

CAROLINA
THEATRE

BELK PLACE

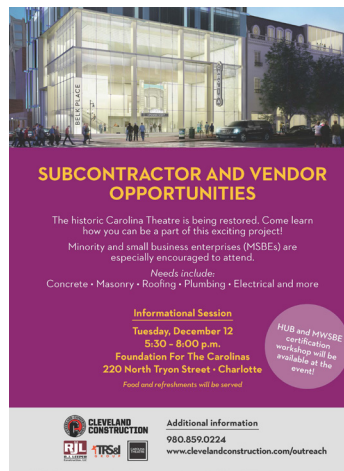
Project Highlight

Minority Small Business Outreach

Cleveland Construction, FFTC and TRS + I hosted an outreach event on December 12, 2017 to introduce the project to the sub-contracting community. The event was held at FFTC. Representatives from the City of Charlotte's business inclusion office and the State of NC Department of Administration were present to assist attendees with certification as MSBE contractors. Attendees learned about construction opportunities to restore the Theatre. A networking session followed the presentation.

Cleveland Construction explained the project scope, bid process, timeline, and contracting opportunities. TRS + I, our outreach consultant, was available to guide attendees to resources available to MSBE contractors competing for the work.

The event was well attended by multiple trades from the minority sub-contracting community.



MSBE event flyer



MSBE event held at Foundation For The Carolinas

Fundraising Update

Total*

\$42,896,900

*As of January 10, 2018; total excludes hotel air rights (\$3M) and 100 Club contributions.

100 Club

The 100 Club reached its milestone of 50 couples, totaling \$5M in contributions!

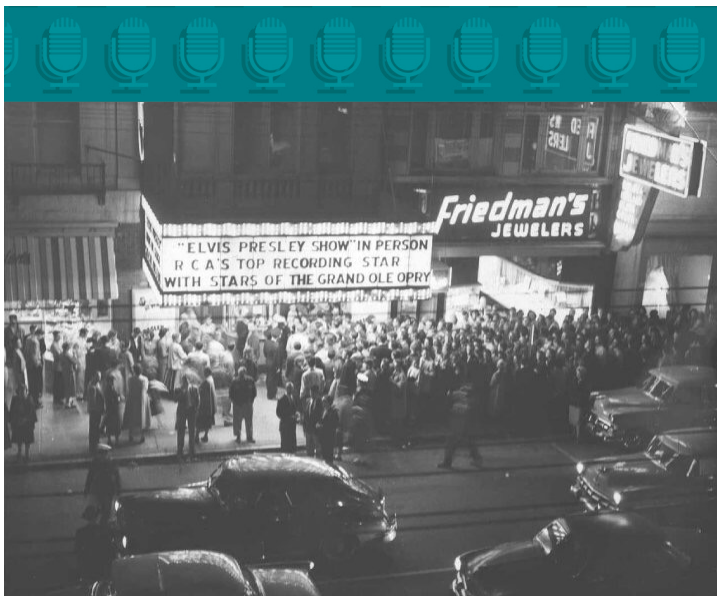
Fundraising dollars remaining

\$603,200

Fun Fact

Local architect Charles Christian (C.C.) Hook designed the exterior of the Carolina Theatre. Hook's design drew from the Spanish Renaissance style and featured iconic Mediterranean inspired decorative elements.



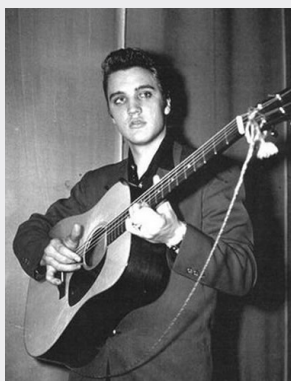


Fans stand in line to see the "Elvis Presley Show" at the Carolina Theatre.

Blast From the Past: Historic Highlight

The "King of Rock 'n' Roll" at the Carolina Theatre

Elvis Presley was just 21-years-old when he took the stage at the Carolina Theatre in February 1956. The King performed four sold-out shows at the Theatre with more than 5,000 fans in attendance. Though his musical style was still undefined, fans waited in lines that stretched for blocks for the chance to see Presley "shake, rattle and roll."



Elvis Presley backstage at the Carolina Theatre

Design Feature

Historic Façade + Marquee

One of Charlotte's architectural treasures, the original Theatre entrance façade that stood on Tryon Street, was saved from demolition. The façade features cast stone veneer and decorative roof tiles. Recognizing their historic value, The City carefully disassembled the pieces and stored them under the Carolina Theatre stage. In keeping with our goal to preserve elements from the original building, the façade will be reconstructed and placed inside the new grand lobby.

The marquee that was an integral part of the façade did not survive time. However, it will be recreated utilizing photographic images from the 1920s. These two historic elements will come together as the Theatre's entrance to the audience chamber.

The first step in the façade's restoration took place last summer. A stone restoration contractor moved the veneer to a nearby storage yard, where it was cleaned and dry assembled. We are pleased to report that the façade was in good shape given its age, and can be successfully repaired and reassembled.



Historic façade in storage

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