Upper Harbor Terminal
Community Performing Arts Center

February 22
CPC Design Selects
Parcel 3

4.902 ACRES

SCALE: 1" = 300'-0"
Mission Statement

A cultural destination that builds repeatable and sustainable economic and social capital for current Northside residents, and provides the catalyst for connecting North Minneapolis communities to their River.
## Financial Impact

<table>
<thead>
<tr>
<th>Type of Events</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST AVENUE SHOWS</strong></td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>20</td>
<td>21</td>
</tr>
<tr>
<td><strong>PERFORMING ARTS SHOWS</strong></td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td><strong>FACILITY RENTAL</strong></td>
<td>6</td>
<td>6</td>
<td>6</td>
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<td>6</td>
</tr>
<tr>
<td><strong>COMMUNITY EVENTS</strong></td>
<td>40</td>
<td>40</td>
<td>40</td>
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</tr>
</tbody>
</table>

### 7K capacity venue

- **$35m construction**

### 10K capacity venue

- **$40m construction**

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**TOTAL ATTENDEES**

**TOTAL TICKETS SOLD**

**COMMUNITY TICKET FUND PROCEEDS ($)**

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18</td>
<td>19</td>
<td>20</td>
<td>20</td>
<td>21</td>
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<tr>
<td>2</td>
<td>12</td>
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<td>5</td>
<td>40</td>
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<td>40</td>
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<td>40</td>
</tr>
</tbody>
</table>

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**Year 1**

- **First Avenue Shows**
  - **$510,300**

**Year 2**

- **First Avenue Shows**
  - **$527,100**
  - **$729,000**

**Year 3**

- **First Avenue Shows**
  - **$543,900**
  - **$753,000**
  - **$771,000**

**Year 4**

- **First Avenue Shows**
  - **$554,925**
  - **$792,750**

**Year 5**

- **First Avenue Shows**
  - **$571,725**
  - **$816,750**

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**Year 1**

- **Performing Arts Shows**
  - **$510,300**

**Year 2**

- **Performing Arts Shows**
  - **$527,100**
  - **$729,000**

**Year 3**

- **Performing Arts Shows**
  - **$543,900**
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**Year 5**

- **Performing Arts Shows**
  - **$571,725**
  - **$816,750**

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**Year 1**

- **Facility Rental**
  - **$510,300**

**Year 2**

- **Facility Rental**
  - **$527,100**
  - **$729,000**

**Year 3**

- **Facility Rental**
  - **$543,900**
  - **$753,000**
  - **$771,000**

**Year 4**

- **Facility Rental**
  - **$554,925**
  - **$792,750**

**Year 5**

- **Facility Rental**
  - **$571,725**
  - **$816,750**

---

**Year 1**

- **Community Events**
  - **$510,300**

**Year 2**

- **Community Events**
  - **$527,100**
  - **$729,000**

**Year 3**

- **Community Events**
  - **$543,900**
  - **$753,000**
  - **$771,000**

**Year 4**

- **Community Events**
  - **$554,925**
  - **$792,750**

**Year 5**

- **Community Events**
  - **$571,725**
  - **$816,750**

---

**Year 1**

- **Community Ticket Fund Proceeds**
  - **$510,300**

**Year 2**

- **Community Ticket Fund Proceeds**
  - **$527,100**
  - **$729,000**

**Year 3**

- **Community Ticket Fund Proceeds**
  - **$543,900**
  - **$753,000**
  - **$771,000**

**Year 4**

- **Community Ticket Fund Proceeds**
  - **$554,925**
  - **$792,750**

**Year 5**

- **Community Ticket Fund Proceeds**
  - **$571,725**
  - **$816,750**
3 Design Options for Discussion
Tiered Scheme

Overview/Amenities
• 10,000 capacity
• Flexible plaza for community events
• 60 box seats for enhanced experience
• Under seating area for restrooms and storage

Details:
• 185 points of sale
• 108 restrooms

Year round programming options:
• Stage closes to become black box theater for gatherings, meetings, special events
• Ice skating rink with warming houses and concessions
• Winter market
• Art gallery space in box office
• Commissary Kitchen for community use
ENLARGED SITE - SKETCH (4,000 FLAT 6,000 FIXED)

SERVICE DRIVE
SERVICE YARD
COMMISARY CONCESSIONAIRE
FOOD AND BEVERAGE
BOXED SUITES
(60 BOXES)
TIERED SEATING
(6,000)
V.I.P.
LIGHTPOLE
BICYCLE STORAGE
FOOD AND BEVERAGE
FOOD AND BEVERAGE
2 STORY BREWERY/CAFE
ENTRY GATES
SKY VIEW DECKS WITH
RESTROOMS BELOW AT PLAZA LEVEL
BOX OFFICE, ADMINISTRATION AND
SECURITY
HOUSE SERVICES

HOSPITALITY MEET AND GREET
ARTISTS COMPOUND
VENUE SERVICES
ARTISTS DROP OFF

BBA Venue Design Studios

1ST AVENUE - UPPER HARBOR TERMINAL - AMPHITHEATER

SCALE: 1" = 100'-0"
Red Rocks Park and Amphitheatre

Location: Morrison, CO (30 mins outside Denver)
Capacity: 9525
Yearly shows: 100+
Owned & Operated by: City of Denver
Yearly activities: yoga, active recreation, movies, church services
Forest Hills Tennis Club

Location: Queens NYC
Capacity: 14,000
Yearly shows: 25
Owned by: West Side Tennis Club
Operated by: AEG/Madison House
Year round activities: ice skating rink & “winter wonderland” experience
The Greek Theatre

Location: Los Angeles, CA
Capacity: 5,870
Yearly shows: 70
Owned by: City of Los Angeles
Operated by: SMG
Flat Scheme

Overview/Amenities
• Scalable 6,000-10,000 capacity
• Small plaza
• Gentle slope throughout venue
• Sightlines from top of berm of River & Downtown Skyline

Details:
• 140 points of sale
• 108 restrooms

Year round programming options:
• Stage closes to become black box theater for gatherings, meetings, special events
• Sledding hill
• Art gallery space in box office
• Commissary kitchen for community use
ENLARGED SITE - SKETCH (7,500 - 10,000 LAWN @ 5'-0'"")
Ascend Amphitheater

Location: Nashville, TN
Capacity: 6,500
Yearly shows: 25
Owned by: City of Nashville
Operated by: Live Nation
Community events: Nashville Symphony Orchestra, Family shows, Ice Skating (on stage)
Frost Amphitheater

Location: Palo Alto, CA
Capacity: 8,000
Yearly shows: 7
Owned by: Stanford University
Operated by: AEG/Goldenvoice
Bayfront Festival Park

Location: Duluth, MN
Capacity: 20,000
Yearly shows: A lot
Owned and operated by: City of Duluth
ENLARGED SITE - SKETCH (7,500 - 10,000 LAWN @ 11'-0'"")

KEY
- PERFORMANCE/PERFORMERS
- RETAIL SERVICES
- SUPPORT SERVICES
- V.I.P.
- LIGHTPOLE
- BICYCLE STORAGE

SERVICE DRIVE
130'-0" TRUCK CIRCULATION

ARTISTS COMPOUND
ARTISTS DROP OFF

HOSPITALITY STAGE
LOADING DOCK

COMMISARY CONCESSIONAIRE
CATERING/EVENT SPACE

V.I.P. CLUB
VENUE SERVICES
SERVICE YARD

HOUSE TOUR PRODUCTION
FOOD AND BEVERAGE

10,000 SEATS
6,000 SEATS
7,000 SEATS
MIX AREA
TURFED SEATING AREA

FOOD AND BEVERAGE

2 STORY BREWERY/CAFE
ENTRY GATES
FOOD AND BEVERAGE
BOX OFFICE, ADMINISTRATION AND SECURITY

3 LEVEL SKY VIEW DECKS WITH RESTROOMS BELOW AT PLAZA LEVEL

BBA Venue Design Studios

1ST AVENUE - UPPER HARBOR TERMINAL - AMPHITHEATER

SCALE: 1" = 100'-0"

02/10/2020