Scope Arena and Chrysler Hall Renovation Studies

November 21, 2017
Presentation Overview

• History of Chrysler Hall and Scope Arena
• Scope Arena Renovation Study Update
• Chrysler Hall Renovation Study Update
• Cost Summary and Next Steps
History

Built in the 1970s - Chrysler Hall, Scope Arena, and Scope Garage

Total cost - $33 million

• City Funds - $11 million
• Federal Urban Renewal Grant - $22 million

Grant funding

• Provided as the result of Senator Robertson accepting President Johnson’s request for support on an issue
• Norfolk was handwritten into a piece of legislation originally intended to authorize funding for Denver, CO

Martin’s Folly – Norfolk’s mayor at the time, Roy Martin, was criticized for authorizing the use of city funds for the project
Chrysler Hall and Scope – The Cultural Hub of Hampton Roads

- Almost 50 years of entertainment
- Hosted thousands of events
- Welcomed millions of patrons
- Generated tens of millions in revenue

Priceless
Goals of Scope Renovation Study

• Enhance customer experience
• Extend the life of the facility for 20-30 years
• Create additional seating capacity
• Perform market analysis based on upgraded facility capacity
Scope Arena Bowl Section Studies

Option 1 – Raised Main Concourse

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Maximize lower bowl seat count</td>
<td>• More vertical circulation from plaza to main concourse</td>
</tr>
<tr>
<td>• Maximize overall seat count for basketball, end stage, and center stage</td>
<td>• Compromised hockey sight-lines at upper concourse end bowls</td>
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Option 2 – Maintain Existing Concourse

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
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<tbody>
<tr>
<td>• Maintain alignment between plaza and main concourse</td>
<td>• Less seats in lower bowl, more seats in upper bowl</td>
</tr>
<tr>
<td>• Enables hockey sightlines at upper deck ends</td>
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• Enables hockey sightlines at upper deck ends
Option 1 - Scope Arena Bowl Renovation
Goals of Chrysler Hall Study

• Create additional seating capacity to maintain market advantage
• Upgrade facility to retain and expand entertainment options
• Enhance customer experience
• Refresh exterior aesthetic
Chrysler Hall Exterior Renovation
BALCONY LEVEL PLAN
54-17104-00 - CHRYSLER HALL THEATRE RENOVATIONS ASSESSMENT
SEATING PLAN
54-17104-00 - CHRYSLER HALL THEATRE RENOVATION ASSESSMENT

EXISTING
ORCHESTRA 1,497
DRESS CIRCLE 408
BALCONY 583
TOTAL SEATS 2,488

PROPOSED
ORCHESTRA 1,536
DRESS CIRCLE 479
BALCONY 650
TOTAL SEATS 2,665
Chrysler Hall Interior Renovation

EXISTING

PROPOSED

AUDIENCE CHAMBER
Chrysler Hall Lobby Renovation

EXISTING

PROPOSED

DRESS CIRCLE LOBBY
54-17104-00 - CHRYSLER HALL THEATRE RENOVATIONS ASSESSMENT
Cost Summary

Scope Arena
  • Project cost expected in early December 2017

Chrysler Hall

<table>
<thead>
<tr>
<th></th>
<th>Construction Cost</th>
<th>Project Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cost (one project)</td>
<td>$33.3 million</td>
<td>$40.6 million</td>
</tr>
<tr>
<td>Total Cost (phased project)</td>
<td>$37.5 million</td>
<td>$47.8 million</td>
</tr>
</tbody>
</table>

Note: Cost summary assumes design, bid, build delivery method
Next Steps

Tax credits accrue for both properties in 2022
  • Staff will continue to pursue interim actions in response

Scope Arena
  • Evaluate creative financing strategies in response to forthcoming cost estimate

Chrysler Hall
  • Work to configure a Public Private Partnership to move forward with recommended renovations, similar to the strategy used for the Slover Library