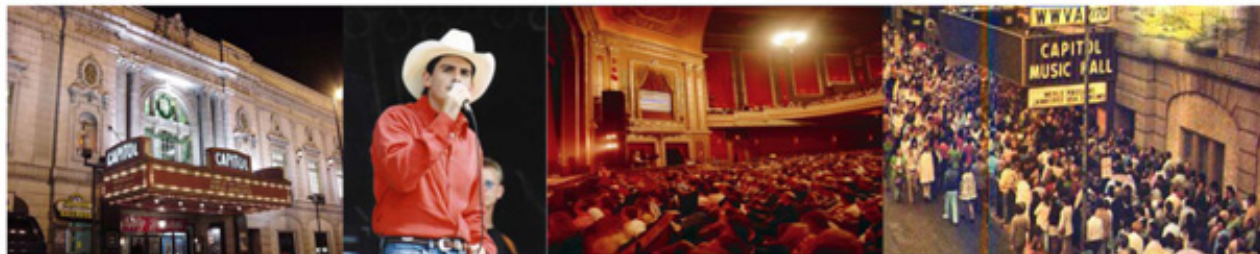




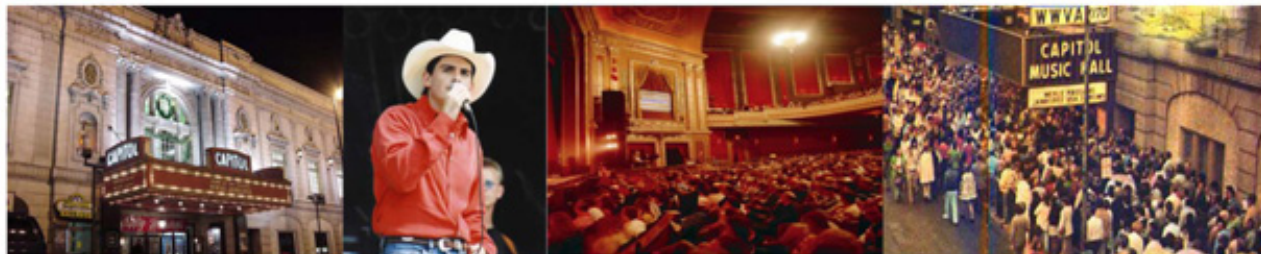
Capitol Theatre

The Stage of the Mountain State



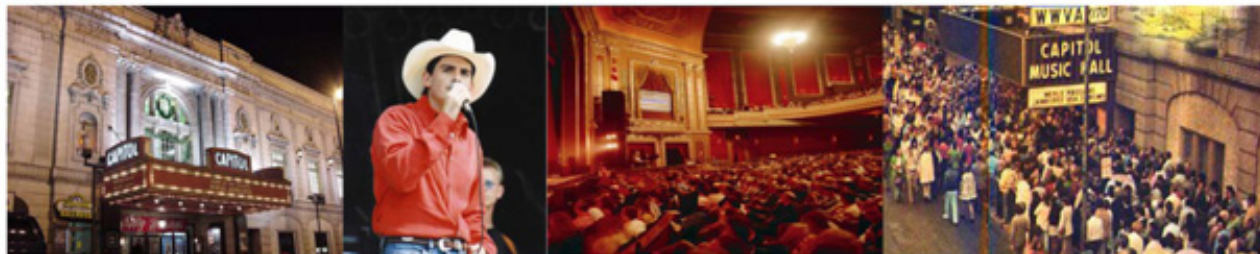
HISTORY: Capitol Theatre

- ❖ Capitol Theatre opened in 1928
- ❖ Played a vital part in Wheeling's economy and image
- ❖ Home of legendary Jamboree USA - broadcast live over WWVA Radio since 1933 Home to the Wheeling Symphony Orchestra and various other musical, dance, and theater groups
- ❖ WWVA ceased live Jamboree USA broadcasts in 2005, but remains 2nd longest live radio show in nation
- ❖ Capitol Music Hall ownership transferred from Clear Channel to Live Nation in January 2006
- ❖ Clear Channel in process of selling radio stations
- ❖ Live Nation in process of selling Capitol Music Hall
- ❖ Building closed May 2007

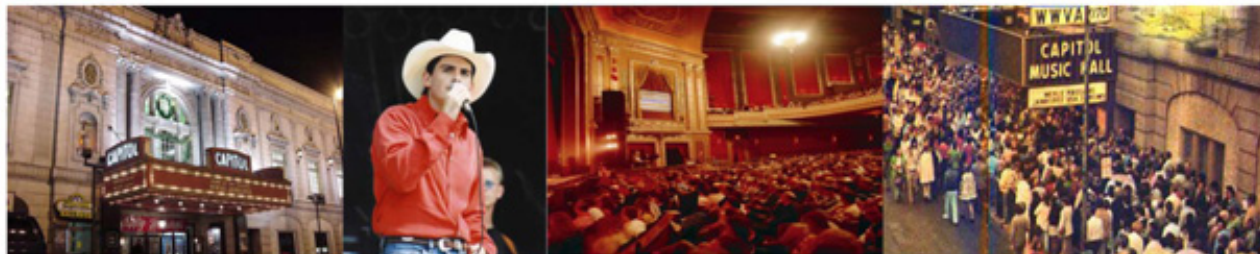


WHY?: Capitol Theatre

- ❖ Space for Wheeling Symphony, other performing arts and film
- ❖ Anchors and reinvigorates downtown
- ❖ Provides sense of continuity and heritage
- ❖ Prominent location and architecture reflects importance to community
- ❖ Multiple additional uses
- ❖ Job creation – during and after rehabilitation
- ❖ Jobs for artists, managers, technicians
- ❖ Patronage for restaurants, hotels, parking lots
- ❖ Catalyst for investment in additional revitalization projects
- ❖ Protects nearby investment projects



ECONOMIC IMPACT: Capitol Theatre – ERA Study	Baseline	Optimistic
Visitors:		
–Number of Visitors – Resident Market	63,696	74,136
–Number of Visitors – Visitor Market	10,464	14,544
Total Visitation	74,160	88,680
Expenditures:		
–Expenditures by Visitors – Resident Market	\$3,758,064	\$4,374,024
–Expenditures by Visitors – Visitor Market	\$1,925,376	\$2,676,096
Total Expenditures	\$5,683,440	\$7,050,120
Permanent Employees		
–Estimated New Jobs	65	79
–Estimated New Wages	\$1,308,862	\$1,567,812
Tax Revenues		
–Resident – retail & food	\$66,881	\$77,843
–Visitor – retail & food	\$25,992	\$36,128
–Visitor – Lodging Wheeling 6%	\$40,433	\$56,198
–Visitor – Lodging WV 6%	\$40,433	\$56,198
Total Tax Revenues	\$173,739	\$226,367



ECONOMIC IMPACT: Capitol Theatre – Wheeling CVB

Wheeling Festival of Lights 2005 vs 2006 Nov & Dec

	Weekends 2005			Weekends 2006		
	Rooms	Buses *	Total	Rooms	Buses *	Total
Property #1	123	6	123	21	1	21
Property # 2	54	3	54	18	1	18
Property # 3	210	7	210	0	0	0
Property # 4	54	3	54	0		0
Property # 5	0	0	0	0		0
Property # 6	695	49	695	356	20	356
Property # 7	108	3	108	324	9	324
Property # 8	432	24	432	22	1	22
Total	1676	95	1676	741	32	741

Difference 935 room nights lost - avg 2 per room = 1,970 people

Passengers	Avg Expenditures***	Multiplier ***	Economic Impact***
1,970 overnight	\$183	1.6	\$576,816
4,000 day trip	\$100	1.6	\$640,000
5,970			\$1,216,816

***NTA Statistics



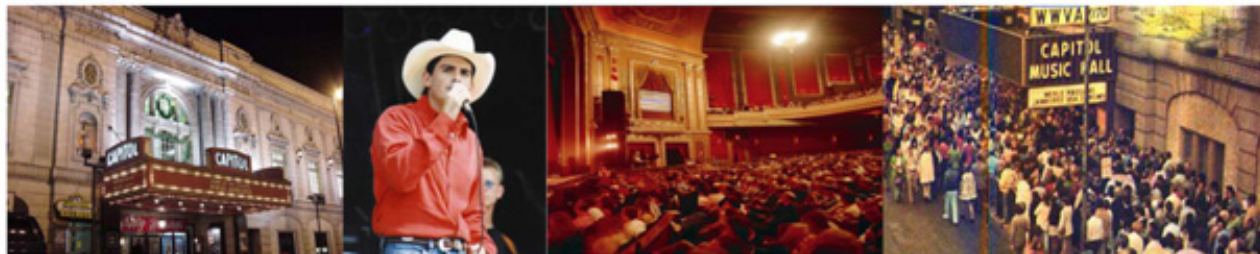
PROPOSED STRATEGIES – Capitol Theatre

❖ **MANAGEMENT**

❖ **PROGRAMMING**

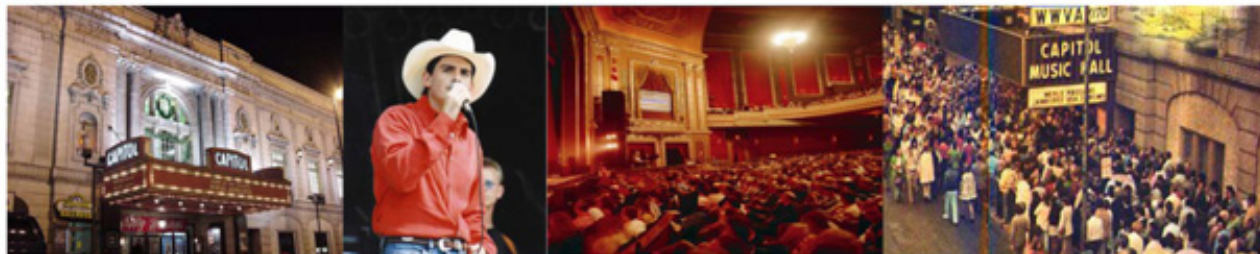
❖ **REHABILITATION BUDGET**

❖ **STAKEHOLDERS**



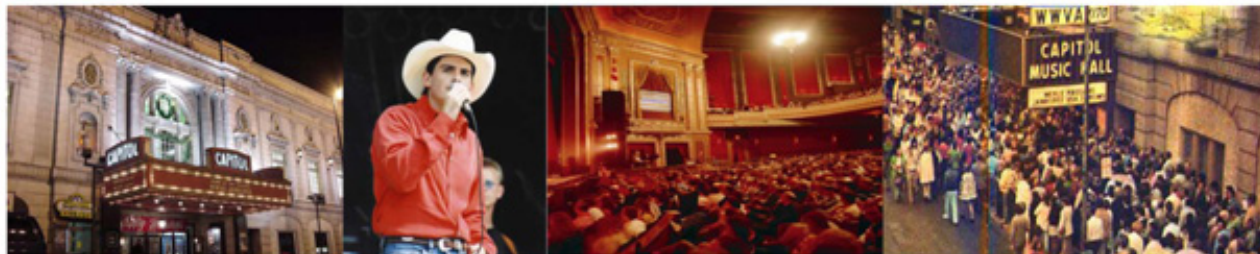
MANAGEMENT STRATEGY – Capitol Theatre

- ❖ Capitol Theatre, WesBanco Arena, and Wheeling Heritage Port are managed under the Wheeling Municipal Auditorium Board
- ❖ Advantages of Municipal Auditorium Board management
 - o Existing organization with a proven track record
 - o Knowledgeable staff with industry contacts
 - o Centralized/coordinated facility management
 - o Centralized/coordinated facility promotions, publicity, special events
 - o Centralized/coordinated sales and ticketing
 - o Centralized/coordinated programming – care given that events at one venue do not compete with events scheduled for another
 - o Same ushers, security, stagehands and volunteers used at all facilities



PROGRAMMING STRATEGY – Capitol Theatre - Projected: 55-67 events – 74,160 - 88,680 attendees

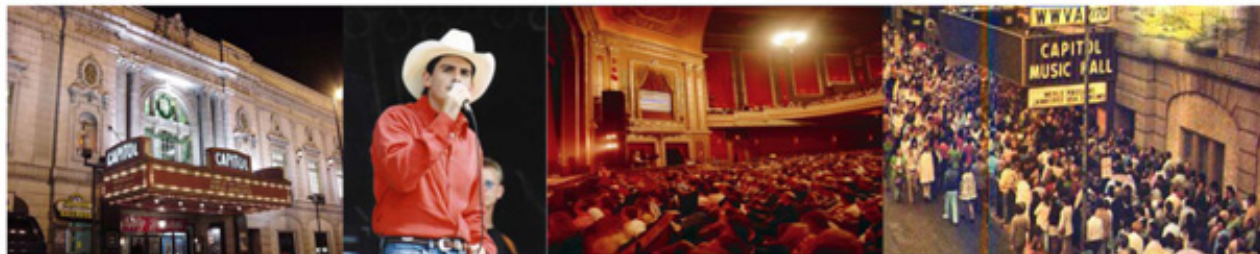
- ❖ Wheeling Symphony Orchestra concerts
- ❖ Regional dance school programs
- ❖ Public/private school productions
- ❖ Festival of Lights concerts – rentals and theater promoted
- ❖ Up and coming country
- ❖ Wheeling Jamboree
- ❖ Christian/Gospel concerts
- ❖ Doo-wop/Motown/oldies concerts
- ❖ Jazz/blues/rock concerts
- ❖ Broadway productions – rentals and theater promoted
- ❖ Comedians
- ❖ Youth theater/family shows
- ❖ Movies
 - o Film festivals
 - o Cartoon Saturdays
 - o Late night movies for teens
 - o Theme/holiday specials
- ❖ Lecture/Chautauqua series
- ❖ Private functions – parties, dinners, receptions, socials



BUDGET– Capitol Theatre – Code Corrections, Renovations & Upgrades

Priority	Estimated Cost	Cumulative
Code Deficiencies	\$1,912,000	
Structure-ADA-General Auditorium Operations	\$3,177,000	\$5,089,000
Balcony Code	\$68,000	\$5,157,000
Ballroom – Code and Upgrades	\$1,105,000	\$6,262,000
Performance Enhancements: Stage, Sound & Lights, Cinema, Dressing Rooms, Loading	\$1,565,000	\$7,827,000

Note: Prepared by McKinley & Associates. Estimated costs are 2006 dollars and include allowances for a 10% A/E fee, a 10% Design and Soft Cost Contingency and a 5% Construction Cost Contingency. Add 6% per year for future inflation and escalation in construction prices. Detailed construction activities and costs are provided separately.



STAKEHOLDERS – Capitol Theatre

The following people have participated over the last two years in the local effort to assess and reopen the Capitol:

Doug Dalby, Wheeling Park Commission
 Ross Felton, Retired
 Hydie Friend, Wheeling National Heritage Area
 Bob Herron, City of Wheeling
 Susan Hogan, Wheeling Symphony Orchestra
 Laura Kurtz Kuhns, Vandalia Foundation
 Denny Magruder, WesBanco Arena
 Bob Marshall, Wheeling Island Hotel Casino
 David B. McKinley, McKinley & Associates
 Andy McKenzie, City of Wheeling
 Jeremy Morris, Wheeling National Heritage Area

Frank O'Brien, Wheeling, CVB
 Craig O'Leary, RED Partnership
 Doug Paisley, Retired
 Tammy Rapp, Office of Cong. Mollohan
 Don Rigby, RED Partnership
 David Simms, Ohio County
 Greg Stewart, Ohio County
 Randy Worls, Oglebay Foundation
 Kurt Zende, City of Wheeling