Asheville Civic Center
Promoter and Facility Information

The Asheville Civic Center has earned a reputation for exceptional guest services in our community and nationwide. With a staff that is dedicated to maintaining the highest standards, the Civic Center works to make every event a success.

The Asheville Civic Center provides world-class entertainment and trade shows to the people of Western North Carolina. The facility's venue space is versatile and can support large and small concerts, exhibits and trade shows. Located in the heart of beautiful downtown Asheville, the Civic Center is comprised of four venues:
* Thomas Wolfe Auditorium
* Civic Center Arena
* Exhibition Hall
* Banquet Hall

If you are considering the Civic Center for an upcoming event, you can expect exceptional customer service and a willingness to go above and beyond what is expected to serve your needs. It is our job to make your guests feel welcome, safe and comfortable. All of us here at the Civic Center continually strive to make them want to return here again and again.

Explore the links to the left for more information about renting the Asheville Civic Center, or contact Civic Center staff any time for personal assistance.
Contact Information
Asheville Civic Center
Marcia Hart, Event Administrator
Location: 87 Haywood St.
Mailing: 87 Haywood St., Asheville, NC 28801
Office Hours: 8:30 a.m.-5 p.m., Monday-Friday
(828) 259-5743
E-mail: Mhart@ashevillenc.gov

ADA Policy
Customers needing assistance for any event at the Asheville Civic Center should notify the ticket office of the type of assistance needed at the time of purchase. A variety of special services are obtainable including wheel chair seating, phonic ear equipment and interpreter services.

For non-ticketed events such as exhibit and trade shows, or free events, ADA services are available for customers. It is best that customers contact the business office at (828) 259-5736 or the ticket office (828) 259-5742 for ADA services needed. The Asheville Civic Center will make every effort to make reasonable accommodations for customers requesting special services.

Booking Policies & Procedures
For assistance with any of the booking policies listed below, contact Marcia Hart at (828) 259-5743 or mhart@ashevillenc.gov.

Advance Booking Policy (18 months or more)
Signed contracts and deposits must be made prior to ticket on-sale.

Conventions/Conferences
1. Must use multiple facilities for multiple days.
Consumer Shows
1. Of an ongoing nature, using multiple consecutive days or facilities, may place tentatives on first, second, and third choice basis.
2. To maintain hold all current contracts, payments and invoices must be paid by required dates.
12 to 18 Months: Multiple day or multiple facility events.
Less than 12 months: All types of events.

Contracting, Deposits and Rental Payments
1. Contracts are to be issued as soon as possible after the maximum confirmation time.

2. A deposit will be due within 15 days after the contract issuance.

3. Final payment for the facility rent identified in the contract is due 30 days prior to the actual event. The only exception to this would be when ticket sales are being handled by the Civic Center and then final payment will be required at box office settlement.

4. Payment of optional equipment and personnel are due at box office settlement, when sales are handled by Civic Center. Otherwise,, a final invoice will be completed by the Civic Center and payment shall be required withing 30 days of billing. Non-paymentwill result in additional interest charges of 1 1/2% per month (18% annually).
Tentative Holds
All tentative holds will be for a maximum of 14 days (two weeks). In that time, it is expected that the interested client will either confirm the date(s) and request a contract or release the date(s). If the client has not confirmed the date(s), the date(s) become open and available for others to book. A designation of event type and or headline must be given for the facility to hold any dates.
Challenges to tentatives or events contracted without a deposit
When a date held by a prospective client on a tentative basis or a contract has been issued but not returned with a deposit the following challenge procedure may be initiated by a second client interested in the date in question.
1. The client challenging the date will present a payment equal to the minimum rent of the facility being challenged to the Civic Center.

2. At the time the challenge deposit is received, the first client will be notified by telephone or, if necessary, letter, that a challenge for the date has been received.

3. If the first client wishes to secure the date, they have two (2) working days (48 hours), after receiving notification of the challenge, to present the required deposit and complete a contract.

4. If the first client elects to secure the date, the second client will receive a full refund of the deposit.

5. If the first client does not secure the date within the required time, the second client (challenger) receives the date and will be required to execute a contract immediately.

6. Deposits applied to dates received through the challenge process will not be refunded under any circumstances regardless of when the cancellation occurs.
Reservations for Performers
If two clients are negotiating for the same act or performer, the facility hold will place the hold in the act's name, Upon the act determing which promoter will produce the show, the contract will be issued to that promoter/client.

Cancellation
Should an event be canceled by client no deposit refund shall be made.

Scheduling Other Events
1. The Asheville Civic Center may schedule and contract with other events in parts of the Asheville Civic Center which are not part of the client's agreement.

2. The Asheville Civic Center may schedule and contract for similar events both before and after the dates of a client's agreement without notice to the client, unless otherwise specified in writing in the contract.

Asheville Civic Center
Technical Information

Arena	Thomas Wolfe Auditorium

Facility Capabilities

FUNCTION ROOMS	SQ. FEET	CEILING	FLOOR	THEATER	BANQUET	RECEP.	CLASS ROOM	EXHIBIT BOOTHS
Thomas Wolfe Auditorium	N/A	N/A	N/A	2,431	N/A	N/A	N/A	N/A
Main Floor	N/A	N/A	Carpet	1,383	N/A	N/A	N/A	N/A
Balcony	N/A	N/A	Carpet	1,048	N/A	N/A	N/A	N/A
Arena*	45,000	N/A	N/A	7674	N/A	N/A	N/A	N/A

FUNCTION ROOMS	SQ. FEET	CEILING	FLOOR	THEATER	BANQUET	RECEP.	CLASS ROOM	EXHIBIT BOOTHS
Main Floor	29,532	50'	Concrete	4,028	2,000	5,000	900	172
Balcony	N/A	N/A	Concrete	3,646	N/A	N/A	N/A	N/A
Concourses	12,670	14'	Tarazo	N/A	N/A	N/A	N/A	80
Exhibit Hall	25,148	14'	Concrete	2,000	1440	3,000	700	134
Banquet Hall	5,159	11'	Carpet	380	280	450	160	24

*An additional eleven meeting rooms, ranging from 16x19, to 22 x 50, are available on the mezzanine. These may be separate or adjoining. Classroom-style seating can be arranged to meet specific needs.

Facility Rental Rates

ARENA

Ticketed Events: $2750.00 versus 10% of Net Gross Ticket Receipts. (Net Gross is actual gross less 3% North Carolina Amusement Tax and a 2% City Surcharge). Tickets must be sold by the Civic Center Box Office.

All Other Events: $2750.00 per day. Not to exceed 8 hours of occupancy. Additional time $200.00 per hour.

THOMAS WOLFE AUDITORIUM

Ticketed Events: $1,350.00 versus 10% of Net Gross Ticket Receipts. (Net Gross is actual gross less 3% North Carolina Amusement Tax and a 2% City Surcharge). Tickets must be sold by the Civic Center Box Office.

All Other Events: $1,350.00 per day. Not to exceed 8 hours of occupancy. Additional time is $100.00 per hour.

EXHIBIT HALL

Ticketed Events: $1000.00 versus 10% of Net Gross Ticket Receipts. (Net Gross is actual gross less 3% North Carolina Amusement Tax and a 2% City Surcharge). Tickets must be sold by the Civic Center Box Office.

All Other Events: $1000.00 per day. Not to exceed 8 hours of occupancy. Additional time $100.00 per hour.

BANQUET HALL

$500.00 rental for each 8 hour period per day. Additional hours at $100.00 each. Time after 1 a.m. is $100.00 each hour.

MOVE IN/MOVE OUT/REHEARSAL or DARK DAY FEES

Monday through Wednesday - Half the regular "All Other Events" fee for up to 8 hours of use. Additional time charged regular per hour fee quoted above.

Thursday through Sunday - The regular "All Other Events" rental fee for an 8 hour period.
Additional time charged at regular per hour fee quoted above.

Personnel & Equipment

Asheville Civic Center Personnel, Optional Equipment, and Utility Rates
Phone (828) 259-5736; FAX (828) 259-5777

Personnel: Minimum 4 hour calls apply.
Door Guards = $11.00/hour
Ticket Takers = $11.00/hour
Ushers = $11.00/hour
EMT (Emergency Medical Technician) = $20.00/hour
City Police Officers = $30.00/hour
Police Supervisor (3 or more) = $35.00/hour
Laborer = $15.00/hour
Equipment Operator = $15.00/hour
Electrician = $20.00/hour
Coordinator = $20.00/hour
Runner = TBD

Equipment: is on an as available schedule. All equipment is finite in number. We urge you to communicate your needs as soon as you know them, and at least 15 days prior to your event.
Basketball Floor = $600.00/day + labor
Easel= $10.00/day
Follow Spots = $100.00/day (Must use IATSE operators)
Forklift (without operator)
By the hour = $ 15.00/hour
By the day = $100.00/day
Hand Towels = $2.00/each
Iron + Ironing Board Steamer= $30.00/day
Lectern = $10.00/day
Lighting Gels per sheet = $ 7.50/sheet
Microphone = $15.00/each
Orchestra Shell = $300.00/day
Photo Copies = $.25/each
Piano (Tuning not included)
Upright = $50.00/day
Steinway Concert Grand = $500.00/day
Pipe & Drape (Blue)
Exhibit Booth (8'x10' or 10'x10') = $ 20.00 1st day, $10.00 each additional day
Perimeter Drape = $1.00/running foot
Staging/Risers (6' x 8' sections)= $15.00/each
Tables (8' x 30" rectangular or 60" round) = $6.00/each
Cloths for above (linen) = $10.00/each
Paper Covers = $3.00/each

Skirting for tables = $12.00/each
Television/VCR = $75.00/Day
Sound Usage = $100.00
Chairs= $.50 each
Washer/Dryer Rental= $50.00

Utility Rates
Telephone
Installation = $125.00/line
If longer than 7 days add = $ 50.00/week
Deposit = $100.00/line
Electrical
Per 15 Amp Circuit (Advance) = $ 30.00 1st day, $10.00 each additional day
Per 15 Amp Circuit (Floor Rate) = $ 60.00 1st day, $10.00 each additional day
Extension Cord (25 ft) = $25.00 each
Special Services:
208Volt, 20 Amps, Single Phase* = $ 75.00/each
208Volt, 20 Amps, Three Phase* = $ 100.00/each
408Volt, Three Phase* = $300.00/each
Wireless Internet Hookup = $150.00/day
Water Hookup (limited to select locations) = $ 75.00/each

Publicity/Advertising Assistance
The Asheville Civic Center is dedicated to the goal of making your event the best it can be. We want to help build your event into the success that we both want. You can help us by sending us any publicity material, art work, and/or pictures you have about your event as soon as possible.
Press Releases
We have compiled a contact list for your use in advertising with various media such as news and assorted local publications, television, radio, cable television and outdoor billboard numbers. Please contact Marcia Hart at (828) 259-5743 if you have any questions.
Demographic Information
The Asheville MSA population is 382,540. The median age is 39.2 and median household income is $29,483. The real drawing of the area for Asheville Civic Center is the nine counties that surround us. These nine counties have a population of 539,653, including Buncombe County where Asheville is located. This does not include South Carolina, just one hour south. Unemployment runs 4.0%. The racial breakdown for Asheville is 78.0% white, 17.6% black, and 4.4% other. If you would like more demographic information please call Dan Dover or Marcia Hart.

Staff Contacts

Director
Sam Powers
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Booking and Events Service Manager
Marcia Hart
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Operations Manager
Dan Dover
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Concessions Manager
Karen Gillespie
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Ticket Office Manager
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Event Coordinator
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