

City Council – Action Request Form

Date: August 11, 2025

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager

Council Action Requested:

Resolution Authorizing the City of Winston-Salem to Lease Park Land to Support a New Downtown Amphitheater

Strategic Focus Area: Livable Community

Strategic Objective: Providing regional and community programs and amenities

Summary of Information:

An ownership group has approached City management about the potential lease of City-owned park land in the downtown area to support a proposed amphitheater within the vacant lot bound by Fifth, Sixth, Marshall, and Spruce Streets between the Benton Convention Center and First Baptist Church. The two principal owners are Don Flow, CEO of Flow Automotive Companies, and Jim Brammer, CEO of Concert Stuff Group. The park land starts on Sixth Street and runs north on Marshall Street. Please see the attached maps that highlight the parcels that the ownership group is requesting. This area, which encompasses approximately one acre, is needed for staging back-of-the-house functions to include dressing rooms, restrooms, and other production requirements. The 5,000-seat amphitheater would be located between Fifth and Sixth Streets to the south and north and Marshall and Spruce Streets to the east and west. Food trucks would provide concessions for the events. Parking would be available in the decks near the amphitheater, with First Baptist Church providing ADA and VIP parking in their lot.

The ownership group has proposed a five-year lease, with the opportunity for a two-year extension, at an annual rate of \$12. As part of a lease agreement, the ownership group would be

Committee Action:

Committee	<u>P/S 08/11/2025</u>	Action	<u>Split</u>
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For	<u>CM Hall, CM Joiner</u>	Against	<u>CM Burke, MPT Adams</u>
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Remarks: Moved to Forward to City Council Meeting without Recommendation

responsible for the following, including the cost: temporary structures for the back-of-house staging area, landscaping, fencing of the combined parcels, and maintenance of the combined parcels. Fencing would be eight-feet high chain link with screening material to provide security and block views inside the area. Tree removal would be kept to a minimum, and any tree removed would be replaced per the City's requirements.

The parcels being requested are as follows:

6835-18-0014
6835-18-0054
6835-18-0120
6835-18-0106
6835-18-9264
6835-18-0214
Portion of 6835-08-9447 (Numbers 10 and 11)

The ownership group also has indicated there will be a need to close the following downtown streets on event days.

Sixth Street from Marshall to Spruce Street
Spruce Street from Fifth to Sixth Street
West End Boulevard from Sixth Street to Chatham Road

The ownership group and President/General Manager for this project, Bucky Dame, have been working with City Transportation, Police, and Fire officials on a draft plan.

Don Flow, Jim Brammer, Bucky Dame, and Stuart Holmes, Chair of the Downtown Winston-Salem Partnership's Amphitheater Committee, will provide a presentation on the proposed amphitheater at the General Government Committee's August 11th meeting.

The Recreation and Parks Commission met on Tuesday, August 5, 2025 to receive a presentation on the proposed amphitheater and approved a resolution recommending that the Mayor and City Council authorize a lease agreement with the amphitheater ownership group for the park land parcels identified on the attached map.

Attached to this Council Action Request is a resolution authorizing a five-year lease agreement with the amphitheater ownership group for the park land parcels identified in the attached map at an annual rate \$12. Because this lease would run for less than ten years, an upset bid process is not required.