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Greenville Arena District Unveils Transformative Master Plan for Bon Secours Wellness Arena and Its 12-Acre Campus

*Plan includes expansion and modernization of The Well
and the addition of a 6,500-seat outdoor amphitheater*

Greenville, S.C. – The Greenville Arena District (GAD), owner and operator of Bon Secours Wellness Arena, today unveiled an ambitious master plan that reimagines the arena and the entire 12-acre site as a vibrant entertainment district and a gateway to the city of Greenville, SC.

Presented by Neetu Patel, Chairman of the Greenville Arena District Board, and Beth Paul, General Manager of Bon Secours Wellness Arena, the comprehensive plan encompasses significant renovations and expansions to the 25-year-old, 15,500-seat sports and entertainment arena to ensure its long-term success and growth in the competitive Southeast.

The master plan envisions a new 6,500-seat outdoor amphitheater, projected to create 545 permanent jobs, generating \$15 million annually in compensation and an estimated \$63 million each year in economic impact. This substantial economic boost would further solidify the arena's role as a key driver of Greenville's economy.

"This is our opportunity to build on the legacy of those who came before us - from the families of Little Texas to the visionaries who constructed Memorial Auditorium and the business and community leaders who created this arena 25 years ago," Patel said. "The master plan we are presenting today is about updating a building and protecting a vital community asset for the next 25 years and beyond."

To ensure the master plan reflects the community's collective vision, the planning process included extensive community engagement, including focus groups with former residents of Little Texas, shadowing sessions with members of the disability community, surveys of thousands of guests and premium seat holders, and meetings with neighborhood representatives, city and county officials, and business leaders.

Developed by the architecture firms LS3P, LMN, and Gensler, the master plan emphasizes GAD's commitment to being the Upstate's premier hub for live events and concerts. It aims to generate economic activity that significantly benefits local businesses, supports infrastructure development, and enhances the region's cultural vibrancy and quality of life. This visionary project will help shape the Upstate's future for generations and represents one of downtown Greenville's last major development opportunities.

"For 25 years, the Arena has proudly served as a cornerstone of entertainment and economic vitality. To continue being a resource for the area, we needed a comprehensive roadmap for a future where we remain a top destination for world-class entertainment and sporting events," Paul said. "This master plan reflects the needs, expectations, and aspirations of our entire community and positions the Arena for the next 25 years and beyond."

Six core principles guided the master plan: enhancing connectivity to downtown, creating a welcoming environment, strengthening community partnerships, improving the guest experience, ensuring safety and wellness, and practicing financial stewardship while honoring the site's history.

The rapidly evolving entertainment industry also influenced the vision. This involved addressing new artist needs for staging and production, adapting to shifting audience expectations, and responding to increased competition from venues in the Southeast and across the nation.

Key highlights of the master plan include:

- Modernizing back-of-house areas by expanding the loading docks from two to four, adding storage, and enhancing dressing rooms and flex-space areas by an additional 18,000 square feet.
- Thoughtful enhancements at the concourse level, adding 22,000 square feet, include more accessible seating, expanded restrooms, improved circulation, and additional food and beverage options. They also introduce new premium seating at various price points, redesigned entrances for better congestion management, and a new western entrance and lobby affording space for community events.
- Inspired by the area's natural landscape and featuring a stunning new façade, the exterior design establishes an architectural landmark that embodies Greenville's environment and progressive spirit.

- Transforming an asphalt parking lot into a vibrant entertainment district with a 6,500-seat outdoor amphitheater and a mixed-use development that features restaurants and retail, along with public spaces for daily community use and green areas.
- Enhanced pedestrian paths, improved sightlines, and a more pronounced sense of arrival all foster a deeper connection to downtown.

“Community engagement and collaboration with our neighbors and stakeholders have been priorities from the beginning,” Paul stated. “The outcome is a plan that harmonizes innovation with fiscal responsibility and enthusiasm with practicality. This is not the conclusion of our community engagement process, but a significant milestone within it. We will continue to seek input and refine our plans as we move forward.”

The next phase of the master planning process will involve further development of the designs, refinement of cost estimates, exploration of funding strategies, and ongoing engagement with stakeholders. GAD aims to finalize the plan by the end of the year, intending to begin the most critical arena improvements in 2026 or early 2027.

Bon Secours Wellness Arena is self-sustaining, backed by a dedicated administrative team of 32 full-time professionals. An iconic fixture of Greenville's skyline for decades, it remains one of the busiest venues of its size, hosting approximately 130 ticketed events annually, along with 75 to 100 community and non-profit events. Since its opening in 1998, it has generated a cumulative gross economic impact of over \$2 billion, welcomed more than 12 million enthusiastic fans, created over 500 full-time jobs, and injected well over \$70 million into the Greenville metro area each year.

Beyond entertainment, the facility has served as vital infrastructure during emergencies, providing shelter for residents and emergency personnel during hurricanes and other natural disasters.

Bon Secours Wellness Arena is located at 650 N. Academy St. in downtown Greenville, SC. For more information about the Greenville Arena District, visit <https://greenvillearenadistrict.com/> or <https://bonsecoursarena.com/>, and follow @bswarena on all social media platforms.

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About the Greenville Arena District:

The Greenville Arena District is a special purpose district established by the General Assembly of South Carolina in 1940. Governed by a Board of Trustees appointed by the Governor, the District manages its facilities to provide educational, cultural, athletic, and

convention center services for the citizens of the area. The Greenville Arena District oversaw the Greenville Memorial Auditorium, which opened in 1958, and currently owns and operates the Bon Secours Wellness Arena.

About Bon Secours Wellness Arena:

Located in Greenville, SC, Bon Secours Wellness Arena is a 15,500-seat sports and entertainment venue that hosts a variety of live events, including family shows, sporting events, concerts, minor league hockey, seminars, and conventions. The arena offers club seats, party suites, and luxury suites with premium concierge services.