



## CITY OF SENECA

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**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

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### **CITY OF SENECA OFFICIALS ANNOUNCE PLANS TO SEEK GRANT TO BUILD NEW SENECA AMPHITHEATER**

SENECA, SC (January 4, 2022) City of Seneca officials today announced that work is nearing completion on a \$500,000 matching-funds grant request to build a new 2,000+ capacity amphitheater on city property in Seneca.

The grant request will go to the Appalachian Regional Commission for consideration by the end of this month. The Appalachian Regional Commission is an economic development partnership agency of the federal government and 13 state governments that focuses on 423 counties across the Appalachian Region. Their mission is to innovate, partner, and invest to building community capacity and strengthen economic growth in Appalachia to help the Region achieve socioeconomic parity with the nation.

If approved, the grant will pave the way to building an outdoor amphitheater on city property centrally located between Seneca's historic downtown district and the thriving 123 corridor. City officials said the property is large enough to provide ample parking for events.

Mayor Dan Alexander further explained that City Council has considered a Seneca amphitheater a top priority since the Council's 2020 strategic planning session, "City Council and I feel strongly that the addition of an outdoor amphitheater in Seneca is the logical next step in expanding arts and entertainment opportunities within our city. Seneca has a

beautiful backdrop of mountains and lakes, now it's time to move forward with an investment that addresses the values our community places on arts and culture."

Scott Moulder agreed, adding that a central location in the city would provide a vital link between the city's two existing business districts. "We expect an amphitheater of this size to have a dramatic impact on the economic prosperity of our area. New visitors and revenue streams from other areas will not only provide increased revenue to our existing businesses but will also provide an opportunity for the creation of new jobs, new businesses, and new investment in all areas of the city."

The City of Seneca has previously capitalized on obtaining available grant monies to complete several major projects, most notably the demolition of the Kellett school property, the demolition of the Harpers and Kimbrell buildings, and the construction of the sewer lift station on Sheep Farm Road, all intended to pave the way for improvements to the city's infrastructure, recreational and business landscape.

"Seeking all available grant opportunities is a direct reflection of the Mayor's and Council's desire to pursue thoughtful and effective use of city funds," Moulder said. He added that partnerships with existing businesses, arts and cultural entities, and community organizations will be vital to the success of the Seneca amphitheater. "We will be looking for feedback from all our local partners and organizations. This will be an amphitheater that will belong to the whole community."

Once the City submits its formal request for a matching grant, the approval process will take approximately 4 to 6 months.

"It's an exciting time for Seneca," Alexander concluded. "For some time now, we've wanted to add an outdoor venue to provide an inviting and usable space for performing arts and entertainment events. We feel like the time is now."

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For more information: Contact City of Seneca administrator, Scott Moulder, 864-885-2721