



FOR IMMEDIATE RELEASE
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RALEIGH CONVENTION + PERFORMING ARTS COMPLEX NAMES NEW ASSISTANT GENERAL MANAGER

Department Veteran to Lead the Duke Energy Center for the Performing Arts



Raleigh, N.C. – After a national search, the Raleigh Convention and Performing Arts Complex is pleased to announce the promotion of department veteran Michelle Bradley to the position of assistant general manager, where she will oversee the overall and day-to-day operations of the Duke Energy Center for the Performing Arts (DECPA) in downtown Raleigh. With more than 20 years' experience at DECPA, Bradley brings with her an extensive knowledge of the venue, a firsthand understanding of its operations and business goals, and a portfolio of well-developed relationships with promoters, industry professionals, local organizations and the venue's resident companies. Bradley began her new position on March 13.

"Michelle has been a passionate driver for expanding the role of the Duke Energy Center for the Performing Arts in our community," said Kerry Painter CEM/CVP/CVE, director/general manager, Raleigh Convention and Performing Arts Complex. "She continues to champion the arts as a way to build bridges and has improved access to the venues, advocated for events that meet the cultural interests of our community and developed partnerships to welcome a new wave of patrons to the theater. I cannot think of a better person to lead our fantastic performing arts center out of this pandemic and into a busy, vibrant future."

Bradley, who began her City of Raleigh career in 1998 as a receptionist, eventually went on to hold the Director of Marketing position for a decade before being promoted to Theatre Manager in 2019. In her roles, Bradley has brought success to the DEPCA, including an overhaul of the center's safety and security measures and impressive annual ticket sales of \$11.5 million.

In March 2020, she quickly stepped in as the venue's interim assistant general manager, not knowing that a pandemic was on the horizon. On leadership during a global health crisis, Bradley credits an attitude of resiliency and adaptability: "Embrace the moment when it is presented. Every challenge is an opportunity to learn and do better."

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RALEIGH CONVENTION & PERFORMING ARTS COMPLEX

FOUR VENUES.
ONE COMPLEX.
A MILLION
MOMENTS.



Most recently, Bradley has developed a partnership with the African American Cultural Festival, resulting in the production of the City of Raleigh's inaugural Kwanzaa Celebration, as well as a Virtual Celebration of Black History Month and "The Hidden Crisis: Mental Health in the Time of COVID-19 within the African American Community." An active member of the International Association of Venue Managers, Bradley has participated in the Association's Venue Management School and Academy for Venue Safety and Security programs.



The Duke Energy Center for the Performing Arts has served as Raleigh's premier performing arts venue since 1932. The venue draws approximately 400,000 guests annually to its four separate event spaces and is home to the Carolina Ballet, North Carolina Theatre, North Carolina Symphony, North Carolina Opera, and PineCone. With roughly 600 events each year, the venue draws an average of \$35.4 million in economic impact to Raleigh's businesses, hotels, and restaurants.



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ABOUT THE RALEIGH CONVENTION + PERFORMING ARTS COMPLEX

The Raleigh Convention & Performing Arts Complex is home to four pristine venues in Raleigh, North Carolina. Owned and operated by the City of Raleigh, the Raleigh Convention Center, the Duke Energy Center for the Performing Arts, and Red Hat Amphitheater are located within a two-block radius in the heart of Downtown Raleigh and welcome approximately one million visitors annually. Nearby, the City of Raleigh-owned Coastal Credit Union Music Park at Walnut Creek welcomes roughly 300,000 people each season.

ABOUT THE DUKE ENERGY CENTER FOR THE PERFORMING ARTS

Set amongst the backdrop of our Capitol, the Duke Energy Center for the Performing Arts has stood as a historic and cultural focal point in Downtown Raleigh since 1932. It has played host to Broadway classics, rock legends and major political figures while maintaining an emphasis on education of the arts and artists housed within Raleigh's community. With four separate event spaces available, the breadth and depth of events past, present and future has made this Raleigh's Premier Arts Venue.

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