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 Published by the NEWS & RECORD

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February 22, 2016 · Greensboro, North Carolina

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Phillips Foundation increases Tanger Center gift to \$5 million

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Posted: Wednesday, February 17, 2016 10:00 am

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PERSPECTIVE - MAIN LOBBY INTERIOR
© Phillips Foundation (Credit: H3 Hardy Collaboration Architecture)
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H3 Hardy Collaboration Architecture

The lobby design for Greensboro's Steven Tanger Center for the Performing Arts depicts a conceptual piece of hanging art. A gift from the Phillips Foundation will finance the public art, created by an artist who has not yet been announced.



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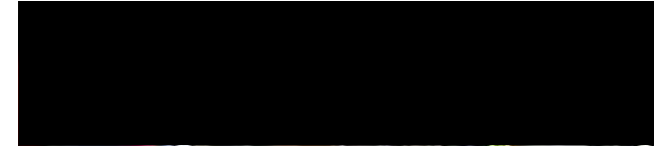
GREENSBORO — The Phillips Foundation has increased its pledge to the Steven Tanger Center for the Performing Arts by \$1.5 million, bringing its total commitment for the project to \$5 million.

The added pledge — actually made in 2015 but announced Wednesday — will support the commission of public art for the lobby of the planned 3,000-seat venue.

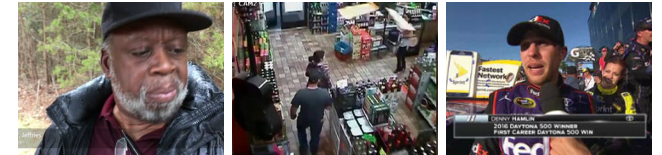
“We want the community to be proud of this civic asset, and the inclusion of noteworthy public art will further enhance the draw and aesthetic of this future downtown destination,” foundation Executive Director Elizabeth Phillips said in a news release.

The Tanger Center’s 8,000-square-foot grand lobby will be named Phillips Hall, in honor of Phillips Foundation’s initial lead grant of \$3.5 million in May 2013.

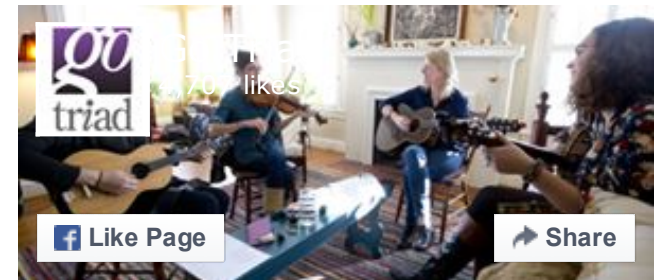
Phillips Foundation remains one of the largest private investors in the \$78.1 million public-private project. Elizabeth Phillips called on other private donors for more support.



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“Phillips Foundation was the first private donor to step forward in public support of this campaign, and their additional funding demonstrates a deep commitment to making this the state-of-the-art venue Greensboro deserves,” Walker Sanders, president of the Community Foundation of

Greater Greensboro, said in Wednesday’s news release.

The Community Foundation leads the private fundraising effort for the Tanger Center.

In December, it agreed to raise another \$3.5 million, bringing the total from private donors to \$38.5 million.

As of Wednesday, they have raised \$37.4 million, said Lynn Wooten, Community Foundation vice president for marketing and communications.

The latest \$1.5 million from the Phillips Foundation already had been included in the donation total previously announced. The Phillips Foundation wanted to wait until the lobby design was complete before announcing the added pledge and its purpose, Wooten said.

“Having gotten naming rights for the lobby, they wanted to enhance it with a spectacular piece of art for the public to enjoy,” Wooten said.

Phillips Foundation will announce details regarding their commission of the art installation in the coming months.

The project’s donor-building committee recently approved design renderings for the center, which were unveiled to the public in late January.

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The two-story, 108,000-square-foot building will be built on land bordered by North Elm, Bellemeade and Lindsay streets and Summit Avenue. The city aims to break ground before the end of September and open it by June 1, 2018.

The venue originally was projected to cost \$65 million, with \$30 million from the city and \$35 million from private donors.

But costs grew during design work.

In December, the city agreed to take on \$9.6 million in additional bond debt.

And the Community Foundation agreed to raise an extra \$3.5 million.

The remainder of the project will be financed with \$10 million in hotel/motel taxes and \$29.6 million from ticket fees and parking revenues.

When complete, the new venue will host first-run touring Broadway shows, touring concerts and comedians and local events, including concerts by the Greensboro Symphony Orchestra and Bryan Series lectures by prominent speakers.

“By adding significantly to its initial grant, Phillips Foundation is making a strong statement of its belief in the design and vision of this important project,” Kathy Manning, who is leading efforts to raise private contributions, said in the news release. “The foundation’s commissioned art installation to enhance Phillips Hall will serve as a highlight and focal point of this landmark building that will make our entire community proud.”

Contact Dawn DeCwikiel-Kane at (336) 373-5204, and follow @dawndkaneNR on Twitter.



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